Dietary Guidelines for Americans 2010

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President’s Council on Fitness, Sports and Nutrition
May 10, 2011
What are the *Dietary Guidelines for Americans*?

- Nutrition advice based on the strongest science
- Promote health/ reduce chronic disease risk
- Americans ages 2+
- Foods first/ supplements only as needed
- Basis for all government nutrition messages (by law)
- USDA and HHS update every 5 years
- *Physical Activity Guidelines for Americans*—Complementary
Government Programs Based on Dietary Guidelines

- School Lunch and Breakfast USDA
- Meals for Older Adults HHS
- Food Labeling FDA and USDA
- WIC Food Packages USDA
- Food Stamp Benefits (SNAP) USDA
- Healthy People 2020 Objectives HHS
Dietary Guidelines for Americans, 2010
Overarching Concepts

• Maintain calorie balance over time to achieve and sustain a healthy weight.

• Focus on consuming nutrient-dense foods and beverages.
Balancing Calories to Manage Weight

- Prevent/ reduce overweight and obesity
- Control total calorie intake to manage body weight.
- Increase physical activity/ decrease inactivity
- Maintain calorie balance during each stage of life
Foods and Food Components to Reduce

- Sodium
- Saturated Fat
- Trans Fat
- Cholesterol
- Solid Fats and Added Sugars (Calories)
- Refined Grains
- Alcohol (Moderation)
Foods and Nutrients to Increase Within Calorie Needs

- Vegetables and fruits
- Vegetable variety
- Whole grains
- Dairy products (fat-free or low-fat)
- Variety of protein foods
- Seafood
- Protein foods lower in solid fats/calories
- Oils instead of solid fats
- Potassium, Fiber, Calcium, Vitamin D (from foods)
Building Healthy Eating Patterns

- Integrates all recommendations
- Meet nutrient needs/right calorie level
- All foods and beverages count
- Keep food safe
Current US Intakes Vs. Goals

FIGURE 5-1. How Do Typical American Diets Compare to Recommended Intake Levels or Limits?

<table>
<thead>
<tr>
<th>Eat more of these:</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole grains</td>
<td>15%</td>
</tr>
<tr>
<td>Vegetables</td>
<td>42%</td>
</tr>
<tr>
<td>Fruits</td>
<td>52%</td>
</tr>
<tr>
<td>Dairy</td>
<td>52%</td>
</tr>
<tr>
<td>Seafood</td>
<td>44%</td>
</tr>
<tr>
<td>Oils</td>
<td>61%</td>
</tr>
<tr>
<td>Fiber</td>
<td>40%</td>
</tr>
<tr>
<td>Potassium</td>
<td>56%</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>28%</td>
</tr>
<tr>
<td>Calcium</td>
<td>75%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Eat less of these:</th>
<th>LIMIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories from SoFAS*</td>
<td>280%</td>
</tr>
<tr>
<td>Refined grains</td>
<td>149%</td>
</tr>
<tr>
<td>Sodium</td>
<td>110%</td>
</tr>
<tr>
<td>Saturated fat</td>
<td></td>
</tr>
</tbody>
</table>

Usual intake as a percent of goal or limit
Helping Americans Make Healthy Choices

- Current environment promotes eating too many calories and discourages physical activity.

- *Everyone* has a role in the movement to make America healthy.
President’s Active Lifestyle Award

New Nutrition Component

- Weekly Healthy Eating Goals
- Based on Dietary Guidelines
- Achievable/ Educational
- Online/ Print
- Team: PCFSN, ODPHP, USDA
- Launch: October 2011
Dietary Guidelines 2010
Preview of Consumer Messages

• Enjoy your food, but eat less.
• Avoid oversized portions.
• Make half your plate fruits and vegetables.
• Switch to fat-free or low-fat (1%) milk.
• Compare sodium in foods like soup, breads, and frozen meals—and choose the foods with lower numbers.
• Drink water instead of sugary drinks.

Coming soon—new consumer graphic
Dietary Guidelines for Americans, 2010

www.healthfinder.gov
www.dietaryguidelines.gov
www.health.gov/dietaryguidelines