

# Dietary Guidelines at 35: Lessons and opportunities

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# Caveats

- No active engagement in the work of the Institute of Medicine or the National Academies on matters of food and nutrition policy
- No active engagement in (nor particularly informed about) any organized work on food and nutrition policy
- Remarks are personal, based on historical perspective.



# Overview

- **Timeline highlights**
- ***Dietary Guidelines for Americans, 1980***
- ***Dietary Guidelines for Americans, 2010***
- **Policy levers**
- **Lessons learned**
- **Looking to 2015**



# Timeline highlights

- 1894** First Federal dietary guidance (W.O. Atwater, *Farmer's Bulletin*)
- 1956** USDA recommends the Basic Four
- 1977** *Dietary Goals for the American People* (McGovern Committee)
- 1980** ***Dietary Guidelines, First Edition***
- 1985** ***Dietary Guidelines, Second Edition***
- 1990** ***Dietary Guidelines, Third Edition, NLEA, NNMRRA***
- 1992** Food Guide Pyramid released
- 1995** ***Dietary Guidelines, Fourth Edition***
- 2000** *Dietary Guidelines, Fifth Edition*
- 2005** MyPyramid and *Dietary Guidelines, Sixth Edition*
- 2009** MyPlate released
- 2010** ***Dietary Guidelines, Seventh Edition, HHFKA***

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**\*BOLD = HHS NPB Chair**

1980

**Nutrition and Your Health**  
Dietary Guidelines for Americans

- 1 Eat a Variety of Foods** page 4
- 2 Maintain Ideal Weight** page 7
- 3 Avoid Too Much Fat, Saturated Fat, and Cholesterol** page 11.
- 4 Eat Foods with Adequate Starch and Fiber** page 13
- 5 Avoid Too Much Sugar** page 15
- 6 Avoid Too Much Sodium** page 17
- 7 If You Drink Alcohol, Do So in Moderation** page 19.

U.S. Department of Agriculture  
U.S. Department of Health, Education and Welfare

1985

Ag 84 Ag copy #232  
Nutrition and Your Health  
**Dietary Guidelines for Americans**

- 1 Eat a Variety of Foods** page 6
- 2 Maintain Desirable Weight** page 9
- 3 Avoid Too Much Fat, Saturated Fat, and Cholesterol** page 15
- 4 Eat Foods with Adequate Starch and Fiber** page 17
- 5 Avoid Too Much Sugar** page 19
- 6 Avoid Too Much Sodium** page 21
- 7 If You Drink Alcoholic Beverages, Do So in Moderation** page 23

Second Edition, 1985  
U.S. Department of Agriculture  
U.S. Department of Health and Human Services

1990

Nutrition and Your Health:  
**Dietary Guidelines for Americans**

- 1 Eat a variety of foods** page 5
- 2 Maintain healthy weight** page 8
- 3 Choose a diet low in fat, saturated fat, and cholesterol** page 13
- 4 Choose a diet with plenty of vegetables, fruits, and grain products** page 18
- 5 Use sugars only in moderation** page 21
- 6 Use salt and sodium only in moderation** page 23
- 7 If you drink alcoholic beverages, do so in moderation** page 25

Third Edition, 1990  
U.S. Department of Agriculture  
U.S. Department of Health and Human Services

1995

Nutrition and Your Health:  
**Dietary Guidelines for Americans**

- Balance the food you eat with physical activity—maintain or improve your weight
- Choose a diet with plenty of grain products, vegetables, and fruits
- Choose a diet low in fat, saturated fat, and cholesterol
- Eat a variety of foods
- Choose a diet moderate in salt and sodium
- Choose a diet moderate in sugars
- If you drink alcoholic beverages, do so in moderation

Fourth Edition, 1995  
U.S. Department of Agriculture  
U.S. Department of Health and Human Services

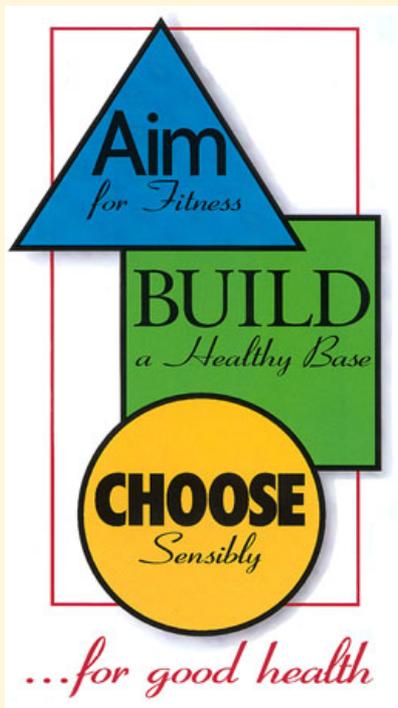
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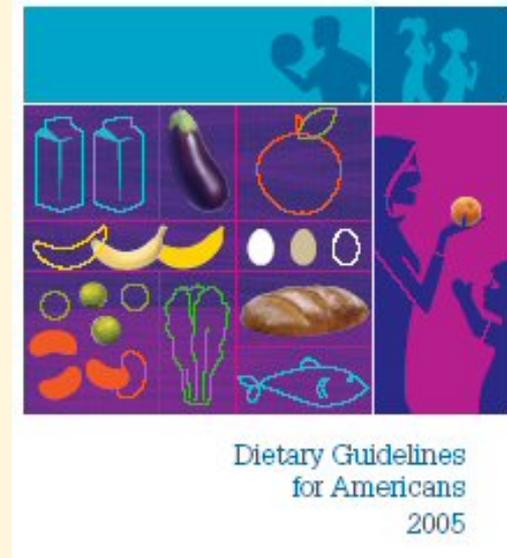
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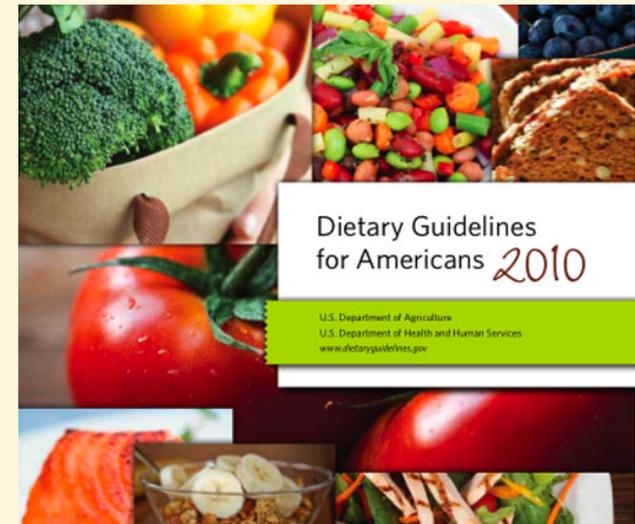
2000



2005



2010

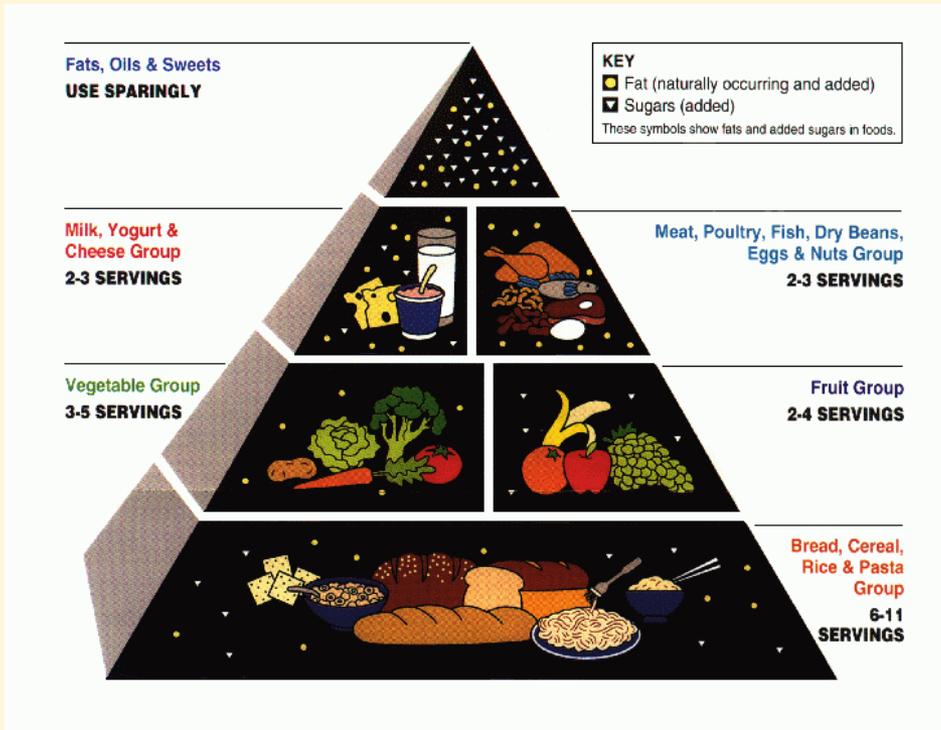


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# Food Guide Pyramid 1992



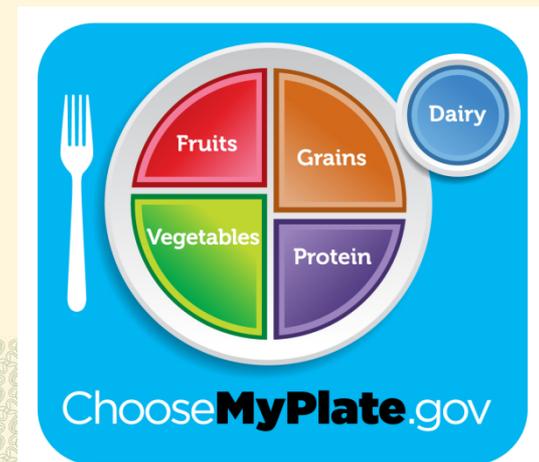
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# MyPyramid 2005



# MyPlate 2011



# *Dietary Guidelines for Americans, 1980*

*(first edition)*

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# Primary aims

- Shift guidance focus from nutrient deficiency to **dietary patterns and chronic disease**
- Harmonize messages from **health** and from **agriculture**
- Provide **policy alignment** reference points



# *Dietary Guidelines for Americans, 1980*

## **Eat a Variety of Foods**

*“The greater the variety, the less likely you are to develop either a deficiency or an excess of any single nutrient. Variety also reduces your likelihood of being exposed to excessive amounts of contaminants in any single food item.”*



# *Dietary Guidelines for Americans, 1980*

## **Maintain Ideal Weight**

*“If you are too fat, your chances of developing some chronic disorders are increased ... Thus, you should try to maintain ‘ideal’ weight.”*

*“ ... To lose weight, you must take in fewer calories than you burn. This means that you must either select foods containing fewer calories or you must increase your activity—or both.”*



# *Dietary Guidelines for Americans, 1980*

## **Avoid Too Much Fat, Saturated Fat, and Cholesterol**

*“If you have a high blood cholesterol level, you have a greater chance of having a heart attack.”*

*“There is controversy about what recommendations are appropriate for healthy Americans. But for the U.S. population as a whole, reduction in our current intake of total fat, saturated fat, and cholesterol is sensible.”*



# *Dietary Guidelines for Americans, 1980*

## **Eat Foods With Adequate Starch and Fiber**

*“If you limit your fat intake, you should increase your calories from carbohydrates to supply your body’s energy needs. ... Complex carbohydrate foods are better than simple carbohydrates ...*



# *Dietary Guidelines for Americans, 1980*

## **Avoid Too Much Sugar**

*“The major health hazard from eating too much sugar is tooth decay.”*

*“Contrary to widespread opinion, too much sugar in your diet does not seem to cause diabetes ... There is also no convincing evidence that sugar causes heart attacks or blood vessel disease.”*



# *Dietary Guidelines for Americans, 1980*

## **Avoid Too Much Sodium**

*“The major hazard of excessive sodium is for persons who have high blood pressure.”*

*“Since most Americans eat more sodium than is needed, consider reducing your sodium intake.”*



# *Dietary Guidelines for Americans, 1980*

## **If You Drink Alcohol, Do So in Moderation**

*“Alcoholic beverages tend to be high in calories and low in other nutrients. Even moderate drinkers may need to drink less if they wish to achieve ideal weight.*

*“One or two drinks daily appears to cause no harm in adults.”*



# Food and nutrition policy levers

- ✓ Growth and supply
- ✓ Food safety
- ✓ Food pricing
- ✓ Nutrition education
- ✓ Nutrition labels
- ✓ Food marketing
- ✓ Food assistance
- ✓ Nutrition monitoring
- ✓ Nutrition research



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# *Dietary Guidelines for Americans, 2010*

## *(seventh edition)*

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# *Dietary Guidelines for Americans, 2010*

## **Balance Calories to Manage Weight**

- Prevent and/or reduce overweight and obesity through improved **eating** and **physical activity** behaviors.
- Increase **physical activity** and reduce time spent in sedentary behaviors.
- Maintain appropriate calorie balance during each **stage of life**—childhood, adolescence, adulthood, pregnancy and breastfeeding, and older age.



# *Dietary Guidelines for Americans, 2010*

## **Foods and Food Components to Reduce**

- Reduce daily **sodium** intake to less than 2300 mg ...
- Consume less than 10 percent of calories from **saturated fatty acids** ...
- Consume less than 300 mg per day of dietary **cholesterol**.
- Reduce the intake of calories from **solid fats** and **added sugars**.
- Limit the consumption of foods that contain **refined grains**
- If **alcohol** is consumed, it should be consumed in moderation ...



# *Dietary Guidelines for Americans, 2010*

## **Foods and Nutrients to Increase**

- Increase **vegetable** and **fruit** intake
- Eat a variety of vegetables, especially *dark-green and red and orange vegetables* and **beans** and **peas**.
- Increase the amount and variety of **seafood** consumed
- Use **oils** to replace solid fats where possible
- Choose foods that provide more **potassium, dietary fiber, calcium, and vitamin D**



# *Dietary Guidelines for Americans, 2010*

## **Building Healthy Eating Patterns**

- Select an eating pattern that meets **nutrient needs over time** at an appropriate calorie level.
- Account for **all** foods and beverages consumed and assess how they fit within a total healthy eating pattern.
- Follow **food safety** recommendations when preparing and eating foods to reduce the risk of foodborne illness.



# Public sector nutrition programs—*examples*

Agricultural Research Service  
CDC Division of Nutrition, Physical Activity, and Obesity  
Center for Nutrition Policy and Promotion  
DOD Fresh Fruit and Vegetable Program  
DOD Obesity and Nutrition Awareness Campaign  
Expanded Food and Nutrition Education Program  
FDA Center for Food Safety and Applied Nutrition  
Food Safety and Inspection Service  
Healthy Eating Index  
HHS Head Start  
Indian Health Service  
Interagency Working Group on Food Marketing to Children  
Let's Move!  
Maternal and Child Health Bureau  
National Center for Chronic Disease Management and Health Promotion  
National Health and Nutrition Examination Survey  
National Institutes of Health  
National School Lunch Program  
President's Council on Fitness, Sports, and Nutrition  
Special Supplemental Nutrition Program for Women, Infants and  
Children  
Summer Food Service Program  
Supplemental Nutrition Assistance Program (food stamps)  
USDA Nutrition Evidence Library

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# Private sector nutrition programs—*examples*

Action for Healthy Kids  
Alliance for a healthier Generation  
American Dietetic Association  
American Heart Association  
American Society for Clinical Nutrition  
BBB Children's Food and Beverage Advertising Initiative  
CBBB Children's Advertising Review Unit  
Center for Science in the Public Interest  
Community Food Security Coalition  
Feeding America  
Food Research and Action Center  
Grocery Manufacturers Association  
International Life Sciences Institute  
Meals on Wheels  
National Farm to School Network  
Partnership for a Healthier America  
Pew Charitable Trust  
PolicyLink  
Prevention Institute  
Robert Wood Johnson Foundation  
Rudd Center for Food Policy and Obesity  
Share our Strength  
The Food Trust  
W.K. Kellogg Foundation

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# Food and nutrition policy initiatives

<b>Growth and supply</b>	agricultural incentives, ACRE
<b>Food safety</b>	FSIS, CFSAN, Pew
<b>Food prices</b>	supply/demand factors, taxes
<b>Nutrition education</b>	CNPP, SNAP-Ed, EFNEP, ADA, RWJF
<b>Nutrition labels</b>	FDCA, FPLA, NLEA
<b>Food marketing</b>	Industry, CARU, CFBAI, FCC
<b>Food assistance</b>	SNAP, WIC, NSLP, FeedingAmerica
<b>Nutrition monitoring</b>	NHANES, HEI, PNSS, FDA
<b>Nutrition research</b>	ARS, NIFA, NIH, FDA, CDC, RWJF



# American food attitudes

- **Optimism:** Americans persistently report efforts to improve their health through diet and exercise. Americans also self-report good health.
- **Awareness:** Americans report awareness of the Dietary Guidelines, and of key links between health and nutrition.
- **Over-exposure:** “There are so many recommendations about healthy ways to eat, it is hard for me to know what to believe.”



# Encouraging developments

- Awareness of Dietary Guidelines
- Awareness of physical activity importance
- Improvements in nutrition label use
- Increase food access and availability
- Increase in fruit and vegetable consumption
- Shift in food marketing to children
- Emphasis on school nutrition environment
- Decline in saturated fat consumption
- Decline in heart disease and stroke



# Setbacks

- Little progress in knowledge about diets
- Increase population-wide “screen time”
- Increase in portion sizes
- Increase in kcal attributable to sugars
- Relative decline in price of low NQ foods
- Proliferation of convenience food
- Increase in obesity: children, adults, low income
- Social, geographic, racial, and ethnic disparities
- Rise in diabetes and related sequelae



# Lessons learned

- Health matters
- Culture matters
- Hunger matters
- Price matters
- Convenience matters
- Access matters
- Science matters
- Specificity matters
- Taste matters
- Food experience matters



# Lessons learned

- **Health matters** [DGA]
- Culture matters
- Hunger matters
- Price matters
- Convenience matters
- Access matters
- **Science matters** [DGA]
- **Specificity matters** [DGA]
- Taste matters
- Food experience matters



# Premise

*The Dietary Guidelines for Americans should offer the anchor reference point around which all food and nutrition policy activities can orient.*



# Looking to 2015...

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# 2015 stakes

<b>Diet/activity patterns</b>	<b>500,000</b>
Tobacco	400,000
Microbial agents	90,000
Alcohol	80,000
Toxic agents	60,000
Sexual behavior	40,000
Firearms	35,000
Illicit use of drugs	25,000
Motor vehicles	25,000
<b>TOTAL</b>	<b>1,255,000</b>
<b>ALL CAUSES</b>	<b>2,300,000</b>



# 2015 agenda priorities

- **Science:** *periodic update on findings & conclusions [DGAC], ongoing capacity on priority uncertainties*
- **Guidance:** *specific, yet simple [DGAC]*
- **Policy:** *stated expectations, strategies, accountability*
- **Tools:** *culture change & decision support*



# 2015 agenda assumptions: Science

*Drawing from DGAC findings on areas of major uncertainty, an interagency agency agenda on human nutrition research can:*

- Review and prioritize the dietary choice uncertainties of greatest practical challenge to Americans.
- Determine nutrition research techniques and approaches to help resolve those uncertainties.
- Fashion a public-private strategy for a cooperative national program of research.
- Assemble research teams and assign leadership
- Establish a coordinating capacity and process for regular communication on progress and findings.



# 2015 agenda assumptions: Guidance

*From the detailed findings of the DGAC in 2015, it is especially important that, when possible, most Americans should choose:\**

- More fresh fruit and vegetables
- Fewer processed foods high in sodium, fat, sugars
- Few solid fats or beverages and foods with added sugars
- Whole grain products over refined grains
- Foods with no trans fats and <Xg saturated fats daily
- To balance calories consumed and expended
  - e.g. age X, average frame
  - ✓ Eat foods totaling less than W000 to M000 calories a day
  - ✓ Walk at least X000 steps a day

## 2015 agenda assumptions: Policy

*To mobilize a full measure of public and private leadership in support of the DGA, two groups could work synergistically :*

- The **Federal Interagency Council on Dietary Guidelines Implementation**, comprised of all governmental agencies with food, feeding, and nutrition-related responsibilities.
- The **National Council on Dietary Guidelines Implementation**, comprised of major national organizations and companies with food, feeding and nutrition-related responsibilities.

*Both could ensure that each participant has a **plan and reporting strategy** for their contribution to progress in DGA implementation.*



# 2015 agenda assumptions: Tools

*Council participants working cooperatively together, and with responsible agencies, to craft DGA implementation tools, including:*

- A **one page** version of the Dietary Guideline essentials
- Optimal **graphic portrayal** of the Dietary Guidelines
- **Food label redesign** to integrate Dietary Guidelines and their graphic portrayal
- Creation of an ongoing Dietary Guidance **social marketing fund**



# Appreciation

- To Elizabeth Robinson (IOM) for help in assembling the presentation
- To the nutrition staff at HHS and USDA for their skilled leadership on behalf of dietary guidance for Americans
- To each Member of the Dietary Guidelines Advisory Committee for the time and wisdom devoted to this vital service.

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