Promoting healthy diet and engaging with stakeholders in the United States

WHO Informal Technical Member State Consultation
February 4, 2019

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Discussion topics: US nutrition programs

- Dietary Guidelines for Americans
- U.S. Department of Agriculture
- U.S. Food & Drug Administration
- U.S. Agency for International Development
Dietary Guidelines for Americans
Overview of the Dietary Guidelines for Americans

- **Food-based recommendations**
- Help promote health and prevent chronic disease
- For implementation through Federal nutrition and health programs
- For use by other health professionals and the community
  - To promote healthy food and physical activity choices
- 2020-2025 will include guidance for pregnancy and children under 2 years old

*Updated every 5 years by USDA and HHS based on current scientific evidence on nutrition and health*

[DietaryGuidelines.gov](http://DietaryGuidelines.gov)
• Provide independent, evidence-based review of the current state of nutrition and health promotion and disease prevention science.

• Utilize state-of-the-art methods to review available evidence to develop a scientific report to submit to HHS and USDA Secretaries.

• Scientific report serves as science base for consideration when HHS and USDA update the Dietary Guidelines.
Advisory Committee Establishment

- Call for nominations
- Selection criteria
  - Education
  - Professional experience
  - Scientific expertise
- Vetting process
  - Background check
  - Ethics review
- Financial disclosure before appointment and annually
• Listening sessions with external stakeholders.
• Public input on scientific topics and questions.
• Public nomination for the Advisory Committee.
• Oral comment at public meetings and written public comment throughout the process.
• 2015 recommendation on limiting added sugars.

• U.S. Food & Drug Administration addition of “added sugars” to updated Nutrition Facts Label.

• Beverage industry response:
  o Reducing portions size
  o More choices with low and no calorie options
  o Reducing sugar and using natural flavoring such as fruit

Influence of Dietary Guidelines

www.dietaryguidelines.gov
www.fda.gov/Food/LabelingNutrition/
U.S. Department of Agriculture
Women, Infants and Children (WIC)

- Food package stakeholders: federal, state, local, participant, clinic, vendor, and food manufacturer.
- FY18: $6B in funding provided 7 million individuals monthly benefits and services.
- USDA reevaluates the WIC food packages every 10 years through the National Academies of Science, Engineering & Medicine.
- Public comments on interim rule to obtain public feedback on major changes to the food package.
• National School Lunch and Breakfast: private and public schools.
• FY18 funding for school lunch, breakfast and Special Milk Program was $18.1B, serving 30 million students a day.
• Variety of stakeholders: school systems, food service, food industry and children.
• Public input on child nutrition programs.
Partners include national organizations such as healthcare corporations, media outlets, grocery retailers, health professional associations, restaurant chains, and food manufacturers.

Partners must meet the following criteria:

- Health mandate consistent with the Dietary Guidelines for Americans.
- Nutrition promotion consistent with the Dietary Guidelines for Americans.
- Contributions to USDA’s strategic nutrition promotion plan.

https://www.choosemyplate.gov/national-strategic-partners
U.S. Food & Drug Administration
• Notice and comment rulemaking
  o Announcements in the Federal Register
  o Public docket for comments
• Good guidance practices
• Citizen petition process
• Public meetings
Updated Nutrition Facts Label

NEW LABEL / WHAT'S DIFFERENT

Servings: larger, bolder type

Nutrition Facts
- Serving sizes updated
- Calories: larger type
- Updated daily values
- Actual amounts declared
- New footnote

New: added sugars
Change in nutrients required

Industry Resources on the Changes to the Nutrition Facts Label

Following are resources and the most frequently asked questions we have received via our inquiry form, and during presentations made to various stakeholder groups.

Additional questions will be included in guidance documents under development. This is not an exhaustive list and new questions may be added in the future to address emerging issues and topics that require standardization.

Topics:
- Locating Nutrients
- Final Rule
- Food Labeling Guide
- Supplement Facts Label
- Compliances
- Added Sugars
- Serving Size
- Dual-Column Labels/Singl
- Serving Size for Breath Mints; and Technical Amendments

Locating Resources
Where can I find the final rules, guidance, and other helpful reference information related to the Nutrition Facts and Supplement Facts labels?

- Final Rule: Revision of the Nutrition and Supplement Facts Labels (May 2016)
- Final Rule: Serving Sizes of Foods That Can Be Reasonably Consumed at One Eating Occasion; Dual-Column Labeling; Upd
- Final Rule: Labeling; Revision of the Nutrition and Supplement Facts Labels and Serving Sizes of Foods That Can Reasonably Be Consumed at One Eating D, and Technical Amendments (May 2016)
- Final Rule: Final Labeling; Revision of the Nutrition and Supplement Facts Labels; Questions and Answers Related to the Compliance Date, Add
- Guidance for Industry: Nutrition and Supplement Facts Labels; Questions and Answers Related to the Compliance Date, Added Sugars, and Detai

Fact Sheets, Infographics, and Other Downloads
- Highlights of the Final Nutrition Facts Label Fact Sheet (PDF: 133KB)
- Highlights of the Original and Revised Nutrition and Supplement Facts Labels, one eating occasion; dual-column labeling; updating, modifying, and establishing certain reference amounts customarily consumed (PDF: 764KB)
- Highlights of What's New in the New Label Infographic (PDF: 141KB)
- Highlights of Serving Size Changes (PDF: 226KB)
- Highlights of Serving Size Changes Image (PDF: 415KB)

See submitted comments, supporting documents, and references in Docket No. FDA-2012-N-1210.

Final Rule: Serving Sizes of Foods That Can Reasonably Be Consumed at One Eating Occasion; Dual-Column Labeling, Updating, Modifying, and Establishing Certain Reference Amounts Customarily Consumed; Serving Size for Breath Mints; and Technical Amendments

See submitted comments, supporting documents, and references in Docket No. FDA-2004-N-0288.

https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm513734.htm
Public Meeting to Discuss FDA’s Nutrition Innovation Strategy

The U.S. Food and Drug Administration held a public meeting to discuss the agency’s Nutrition Innovation Strategy.

Title: FDA’s Comprehensive, Multi-Year Nutrition Innovation Strategy
Date: July 26, 2018
Time: 8:30 a.m. until 5:30 p.m.
Location: Hilton Washington DC/Rockville Hotel, 1700 Rockville Pike, Rockville, MD 20852

In a statement, Commissioner Scott Gottlieb, M.D., emphasized that the public meeting will begin an important dialogue on various aspects of the strategy with a variety of stakeholders. In his March 26 speech to the National Food Policy Conference, the Commissioner recognized the critical role the FDA plays in protecting public health through improvements to the nutritional profile of foods that compose the American diet. He stated that developing strategies to improve nutrition can be a transformative step toward reducing the burden of many chronic diseases, ranging from diabetes to certain cancers to heart disease. As such, the FDA hosted a public meeting to give interested parties an opportunity to discuss various features of the FDA’s Nutrition Innovation Strategy, which promotes public health through efforts to empower consumers to make better and more informed decisions about their diets and health, foster the development of healthier food options, and expand the opportunities to use nutrition to reduce morbidity and mortality due to chronic disease.

Since announcing the Strategy earlier this year, the FDA has identified several areas where it believes there are opportunities to improve FDA’s approach to nutrition policy, by encouraging industry innovation to improve the nutrition and healthfulness of food and by providing consumers with informative food labeling to make healthy food choices. These tasks include developing a standard icon or symbol for the claim “healthy,” a more efficient review strategy for the FDA to evaluate claims, allowing for labeling statements that discuss claims on products that could facilitate innovation to promote healthful eating patterns; approaches for modernizing standards of identity; possible changes that could make ingredient information more consumer-friendly; and implementing the FDA’s educational campaign for consumers about the updated Nutrition Facts Label that consumers will be seeing in the marketplace.

For general questions about the meeting, contact Juanita Yates, Center for Food Safety and Applied Nutrition (HFS-200), Food and Drug Administration, 5001 Campus Dr., College Park, MD 20740, phone: 240-402-1731, email: Juanita.Yates@fda.hhs.gov.

For more information about the meeting, see the official Notice of the Meeting.

Important Dates
• October 11, 2018 - deadline to submit written comments: visit Docket Folder FDA-2018-N-2381 to view comments submitted electronically

Meeting Materials
• Agenda (PDF: 181KB)
• Remarks by Scott Gottlieb, M.D., Commissioner of Food and Drugs
• Remarks by Susan Mayne, Ph.D., Director, Center for Food Safety and Applied Nutrition (PDF: 80KB)
• Break Out Session: Claims and Statements on Food Labels and Icons for Healthy (PDF: 140KB)
• Break Out Session: Nutrition Facts Label Consumer Education Campaign (PDF: 103KB)
• Break Out Session: Modernizing Standards of Identity & Ingredients Lists on Labels (PDF: 103KB)
• Presentation by External Participant: Consumer Trends in the Marketplace, NPD Group, Inc. (PPTX: 2.0GB)
• Presentation by External Participant: Evolving Food Landscape & Industry Innovation, Industry Perspective (PPTX: 13MB)
• Presentation by External Participant: Evolving Food Landscape & Industry Innovation, Academic Perspective (PPTX: 1.2MB)
• Presentation by External Participant: Evolving Food Landscape & Industry Innovation, Consumer Perspective (PPTX: 0.6GB)
• Presentation by FDA: Wrap-up and Next Steps (PPTX: 1.8MB)
• Public Meeting Transcript (PDF 350KB)
• Break Out Sessions Summary: Themes Heard from Stakeholders (PDF 149KB)

Additional Information
• Federal Register Notice Announcing the Meeting

https://www.fda.gov/Food/NewsEvents/WorkshopsMeetingsConferences/ucm611227.htm
Thank you