

CFA's 47th Annual National Food Policy Conference

Evidence-Based Food Policy Through a Health Equity Lens

Tuesday, April 2
2:45pm

Moderator



SAKEENAH SHABAZZ
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USDA FOOD AND NUTRITION SERVICE
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JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH
@JHUCIH

Plenary Session: Evidence-Based Food Policy Through a Health Equity Lens

Alison Brown, PhD, MS, RDN

Program Director

National Heart Lung and Blood Institute

Division of Cardiovascular Sciences

National Food Policy Conference

April 3, 2024

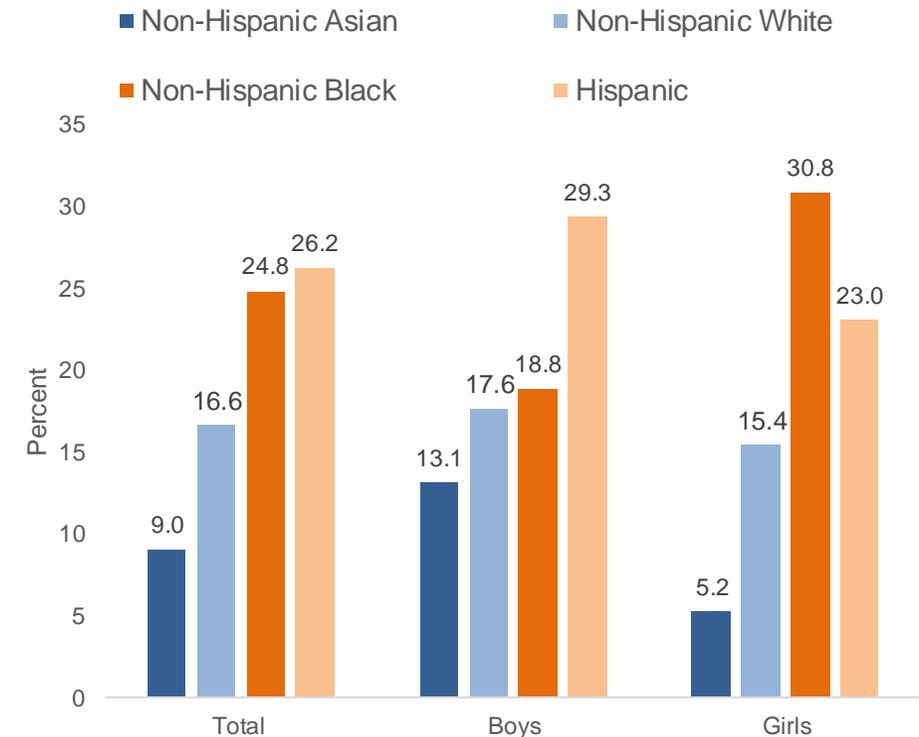


The content of this presentation is solely the responsibility of the presenter and does not necessarily represent the official views of the National Heart, Lung, and Blood Institute; the National Institutes of Health; or the U.S. Department of Health and Human Services

The Need for a Health Equity Lens:

Diet-related Health Disparities

- Inequities by race and ethnicity and socioeconomic status are consistently shown for diet-related diseases such as obesity, hypertension, diabetes, heart disease, and some cancers
- NHANES data (1999-2018):
 - **Obesity:** Non-Hispanic Black (46.8%), Hispanic (40.4%), non-Hispanic White (35.9%) participants
 - **Hypertension:** Non-Hispanic Black, (48.8%), non-Hispanic White (37.6%) and Hispanic (27.9%) participants
 - Low educational attainment (<college education) was found to be a strong predictor of CVD among non-Hispanic White participants **but not** for non-Hispanic Black and Hispanic participants



Prevalence of Obesity Among Youth (age 2-19 y), by sex, race, and Hispanic origin, 2017-March 2020

Need for Cultural Considerations

The New York Times

In a Generation, Minorities May Be the U.S. Majority

 Share full article  

By **Sam Roberts**

Aug. 13, 2008

BROOKINGS

Election '24 U.S. Economy International Affairs Technology & Information Race in Public Policy Topics Regions

COMMENTARY

The US will become 'minority white' in 2045, Census projects

Youthful minorities are the engine of future growth

William H. Frey
March 14, 2018



NEWS

Multicultural Americans to become majority population by 2050: Report

BY CHEYANNE M. DANIELS - 01/17/24 9:00 AM ET

 SHARE  POST  

Fall 2023 NIH Workshop: Advancing Health Equity Through Culture-Centered Dietary Interventions to Address Chronic Diseases



Convened researchers, healthcare providers, community representatives, and government officials to discuss the pivotal role of culture in dietary interventions aimed at diverse populations underrepresented in health research.

Objectives:

- 1) Review **how cultural foodways and sociocultural factors** could be leveraged to **improve the effectiveness of dietary interventions** among diverse populations, including immigrant groups, racial/ethnic minorities, and rural communities,
- 2) Identify gaps and opportunities for research on the **cultural tailoring and adaptation of evidence-based dietary approaches** and for research on heritage foodways to prevent, manage, and treat diet-related diseases in culturally-diverse populations and under-resourced communities, and
- 3) Examine the **influence of culture-related factors on the biological mechanisms**, such as changes in the gut microbiome, underlying responses to traditional and evidence-based dietary patterns.



National Institutes
of Health



CENTERS FOR DISEASE
CONTROL AND PREVENTION



Key Focus Areas

- **Cultural Aspects of Food and Diet** and Implications for Dietary Interventions
- Sociocultural Factors Influencing Foodways and Food Sovereignty in **Native American Communities**
- Dietary Interventions Tailored to **Black Communities** of Diverse Sociocultural Experiences in the U.S.
- Migration, Acculturation and Dietary Interventions among Diverse **Hispanic/Latino Communities** in the U.S.
- Cultural Considerations for Dietary Interventions for the Diverse **Asian and Pacific Islander Populations** in the U.S.
- Developing **Evidenced Based Dietary Guidance** for Diverse Populations
- **Precision Nutrition**, Culture, and Diet
- Translating Research into the Community

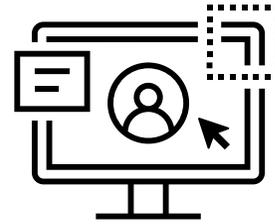
Example Research Opportunities

- Develop dietary guidelines that are **culturally adaptive**, with a **focus on traditional foods** and eating patterns across diverse communities.
- Collaborate with community representatives to **co-design culturally sensitive dietary interventions**.
- Examine the efficacy of **grassroots food sovereignty initiatives**, based on traditional practices and foods in promoting health equity among indigenous populations.
- Assess the sustainability and effectiveness of **plant-based dietary interventions** tailored for rural Black communities in the Deep South, focusing on various age groups and health conditions.
- Explore the **influence of dietary acculturation** among East African immigrants and evaluate the efficacy of community-based interventions designed to maintain healthy traditional diets.
- Investigate the **efficacy of various technological platforms** in engaging different segments of the Hispanic and Latino population in dietary interventions, focusing on age groups and levels of acculturation.
- Evaluate the effectiveness of **culturally tailored dietary interventions within diverse South Asian communities**, considering cultural, religious, social networks, and regional variations.
- Examine how inclusion of a **broader range of ethnic foods in the USDA's Food and Nutrient Database for Dietary Studies** could improve dietary assessments among various ethnic groups.
- Research the consequences of low dietary fiber intake on the **gut microbiome in Hispanic communities**, focusing on potential health outcomes such as cardiometabolic risk.

Cross Cutting Themes



**Health Equity
and Inclusivity**



**Technological
Innovations**



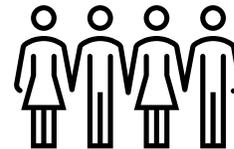
**Community-Centric
Approaches**



**Structural and
Economic Factors**



**Interdisciplinary
Collaboration**



**Sociocultural
Nuances**

NHLBI Workshop Executive Summary

NEWS & EVENTS



Advancing Health Equity Through Culture-Centered Dietary Interventions to Address Chronic Diseases

September 28 - 29, 2023 Virtual Workshop

f in X e p

- For more information, go to:
<https://www.nhlbi.nih.gov/events/2023/advancing-health-equity-through-culture-centered-dietary-interventions>

References

- Roberts, S. In a Generation, Minorities May Be the U.S. Majority (2008). New York Times. New York City, New York. August 13, 2008.
- Frey, WH (2018). The US will become 'minority white' in 2045, Census projects. Brookings Institute. March 14, 2018.
- Daniels, CM (2014). Multicultural Americans to become majority population by 2050: Report. The Hill. January 14, 2024.
- Sells ML, Blum E, Perry GS, Eke P, Presley-Cantrell L. Excess Burden of Poverty and Hypertension, by Race and Ethnicity, on the Prevalence of Cardiovascular Disease. *Prev Chronic Dis* 2023;20:230065. DOI: <http://dx.doi.org/10.5888/pcd20.230065>
- Stierman, B., Afful, J., Carroll, M. D., Chen, T. C., Davy, O., Fink, S., ... & Akinbami, L. J. (2021). National Health and Nutrition Examination Survey 2017–March 2020 prepandemic data files development of files and prevalence estimates for selected health outcomes.

Evidence-Based Food Policy Through and Indigenous Health Equity Lens

Donald Warne, MD, MPH (*Oglala Lakota*)
Co-Director, Center for Indigenous Health
Provost Fellow, Indigenous Health Policy
Johns Hopkins University



CENTER FOR
INDIGENOUS HEALTH



JOHNS HOPKINS
UNIVERSITY

Disclosures



CENTER FOR
INDIGENOUS HEALTH

No conflicts or disclosures

Overview



CENTER FOR
INDIGENOUS HEALTH

- JHU Center for Indigenous Health
- Loss of traditional food systems and food sovereignty
- Replacement with unhealthy, processed foods
- Significant chronic disease disparities
 - Obesity, diabetes, heart disease, cancers
 - Regional differences
- Significant risk factors
 - Poverty, marginalization
- Exclusion from numerous datasets...

Johns Hopkins Center for Indigenous Health

- **Founded:** 1991 at Johns Hopkins Bloomberg School of Public Health by Dr. Mathu Santosham
- **Mission:** We work in partnership with communities to advance Indigenous well-being and health leadership to the highest level.
- **Vision:** Thriving Indigenous communities worldwide



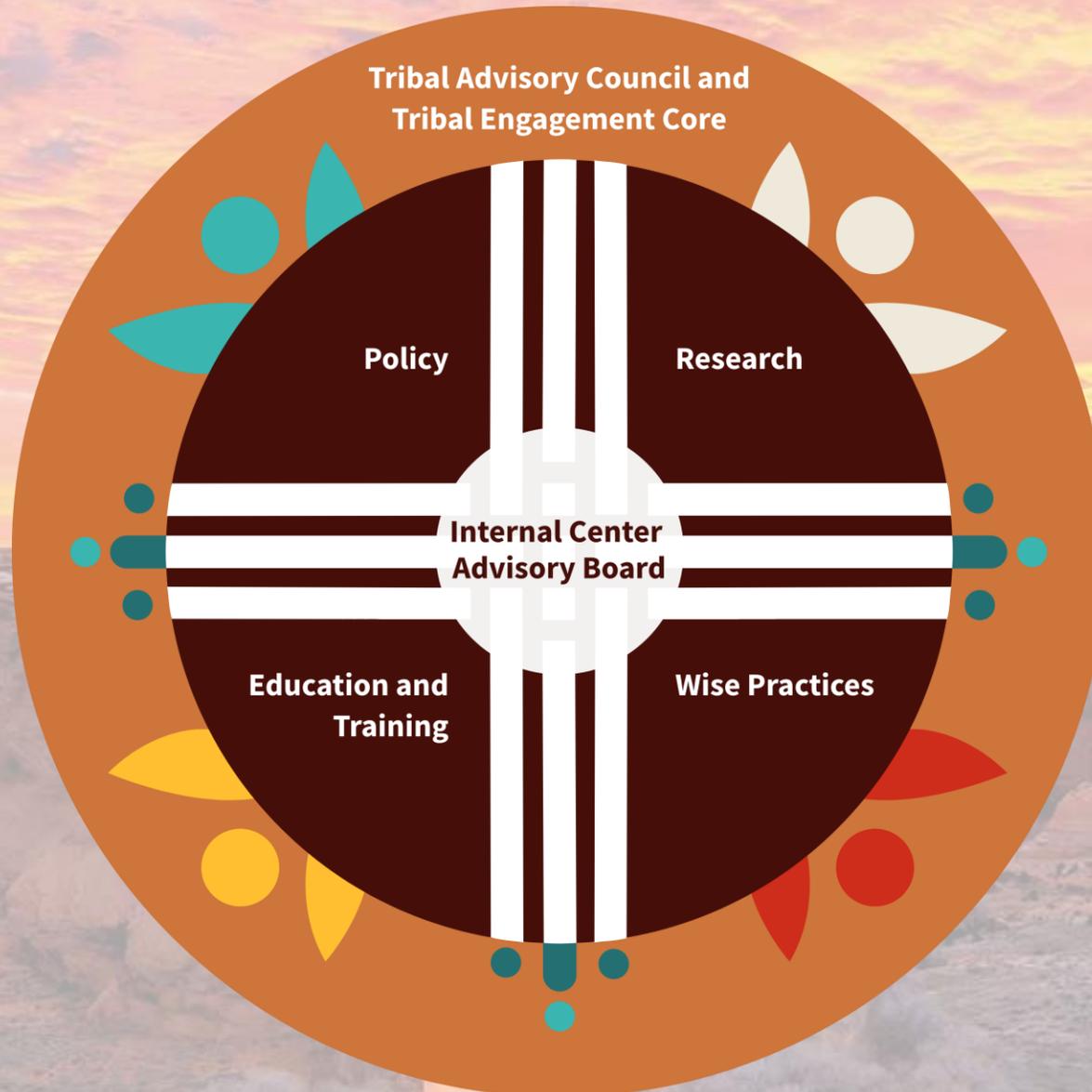
The Four Cores of our Work

POLICY & ADVOCACY

Accelerating equity for Indigenous communities depends on the uptake of international, national, state, tribal and community policies that can transform public health, while prioritizing Tribal sovereignty. We are committed to studying, implementing, and advocating for policies to advance Indigenous health, equity and well-being.

EDUCATION & TRAINING

Our Education and Leadership Program is dedicated to supporting current and future Indigenous health professionals in their education and career development. We are investing in Indigenous faculty recruitment and development and Indigenous-led research, practice and policy.



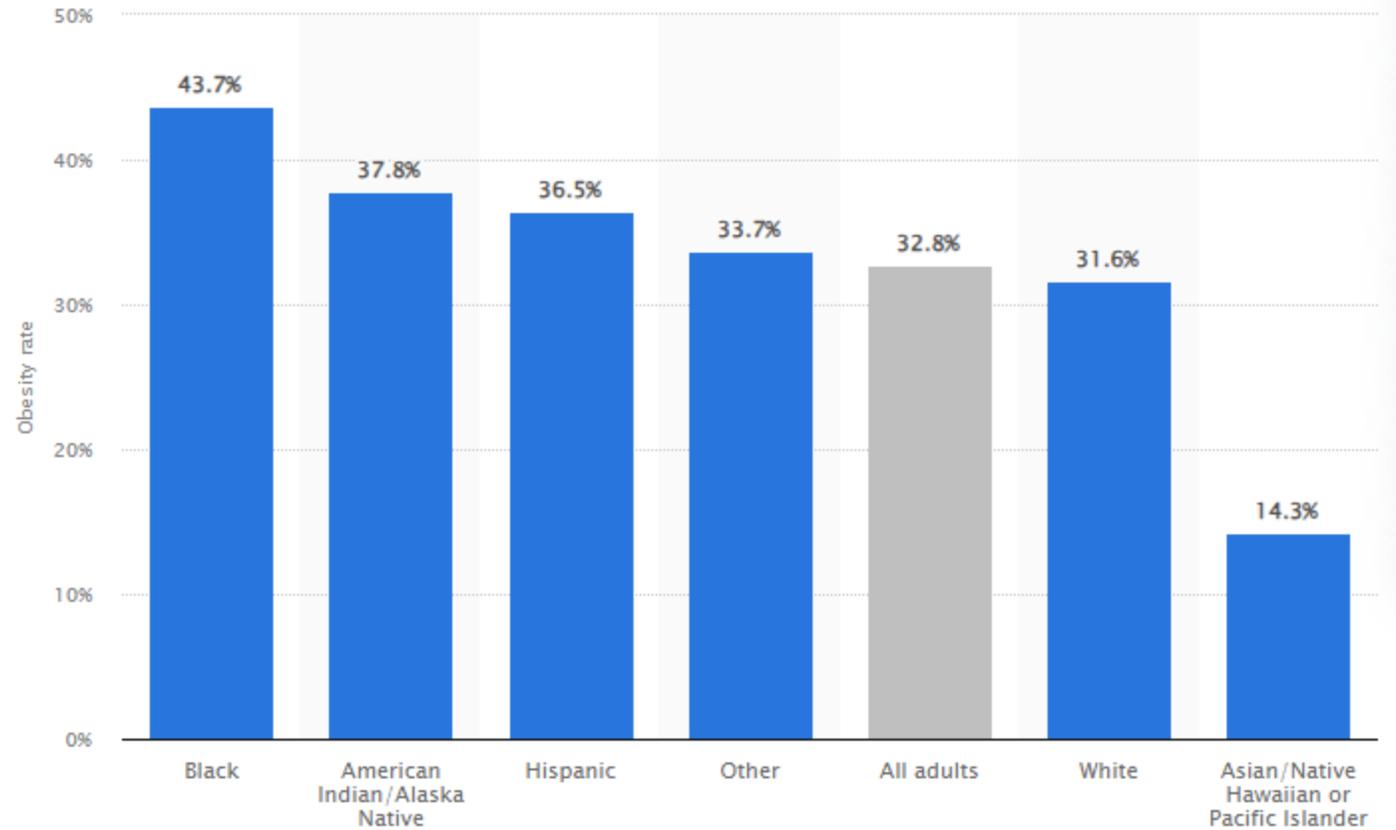
RESEARCH & EVALUATION

We view community-based participatory research (CBPR) as a tool for reclaiming health with Indigenous Peoples. We partner with Indigenous communities to develop innovative, strengths-based research to address public health priorities and share our solutions with the world.

WISE PRACTICES

Research intervention findings are meaningless if they stop at peer-reviewed publications that "sit on the shelf." We are committed to sharing and providing technical support for Indigenous communities to adapt and implement our proven programs to promote community health and well-being.

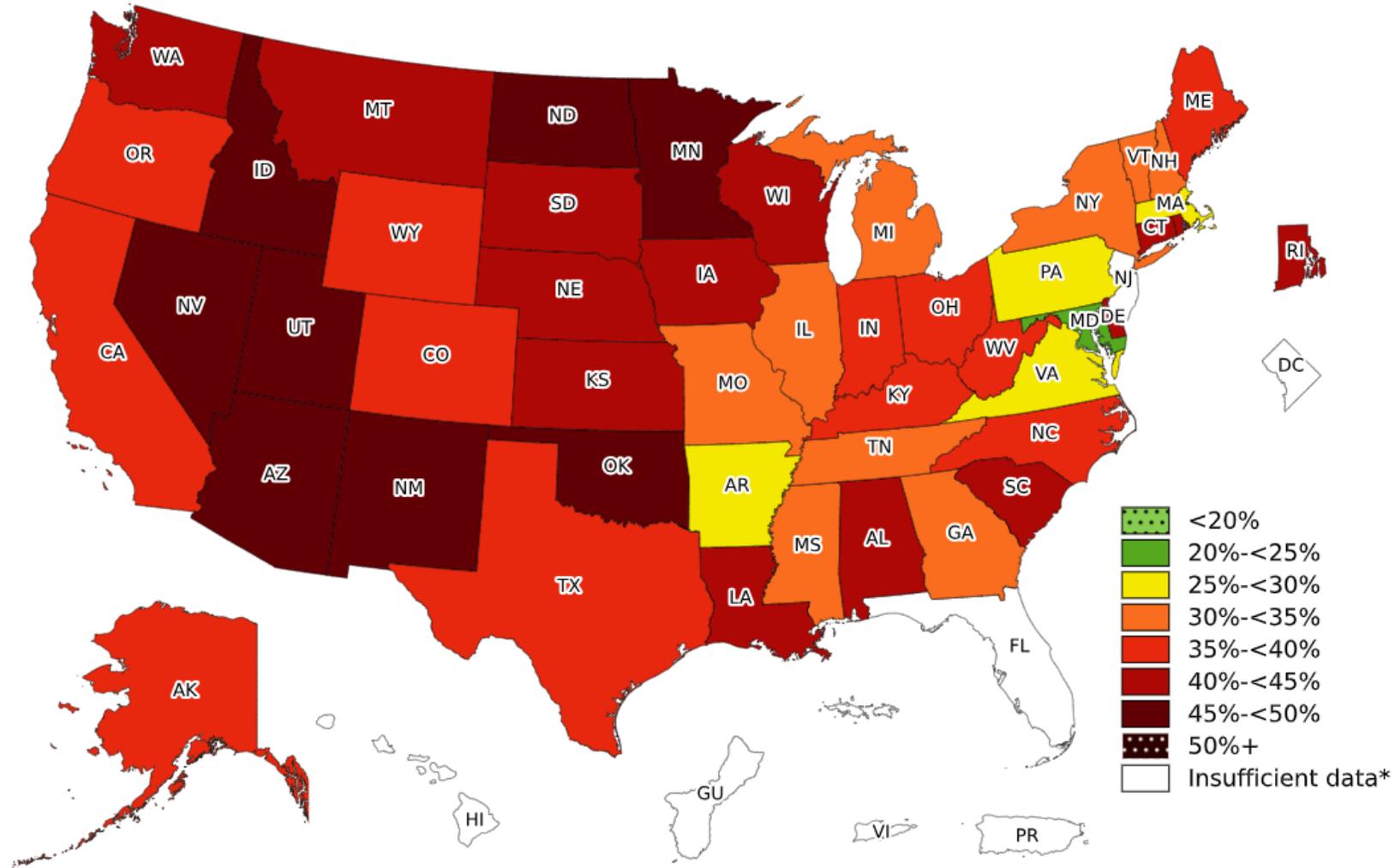
Obesity rates for adults in the United States in 2022, by race/ethnicity



Behavioral Risk Factor Surveillance System (BRFSS)

Non-Hispanic American Indian or Alaska Native Adults

Prevalence of Obesity Based on Self-Reported Weight and Height Among Non-Hispanic American Indian or Alaska Native Adult by State and Territory, BRFSS, 2020–2022

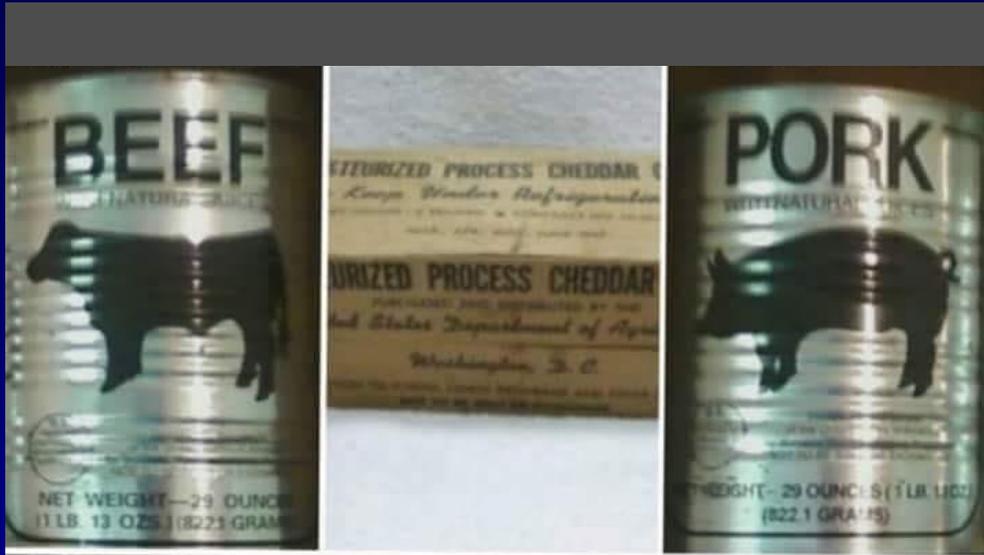


Source: [Behavioral Risk Factor Surveillance System](https://www.cdc.gov/obesity/data/prevalence-maps.html)

*Sample size <50 or the relative standard error (dividing the standard error by the prevalence) $\geq 30\%$, or no data in a specific year.

<https://www.cdc.gov/obesity/data/prevalence-maps.html>





@MacarioAeugus



AI/AN Food Policy Considerations

Promising Strategies and areas of focus for future research

- 1) Improving existing food programs
- 2) Promoting breastfeeding and early childhood nutrition
- 3) Promoting food sovereignty and access to traditional foods
- 4) Expanding locally cultivated foods
- 5) Taxing unhealthy foods and subsidizing healthier options.



References



CENTER FOR
INDIGENOUS HEALTH

- CDC Overweight & Obesity; Adult Obesity Prevalence Maps
<https://www.cdc.gov/obesity/data/prevalence-maps.html>
- Warne DK, Wescott S, Social Determinants of American Indian Nutritional Health, Current Developments in Nutrition (3)12-18, 2019
DOI: [10.1093/cdn/nzz054](https://doi.org/10.1093/cdn/nzz054)
- Zhao G, Hsia J, Vigo-Valentin A, et. al., Health-Related Behavioral Risk Factors and Obesity Among American Indians and Alaska Natives of the United States: Assessing Variations by Indian Health Service Region, Prev Chronic Dis, 2022;19:210298. DOI:
<http://dx.doi.org/10.5888/pcd19.210298external>



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NielsenIQ



Evidence-Based Food Policy Through a Health Equity Lens

Sherry Frey

VP Total Wellness, Nielsen IQ

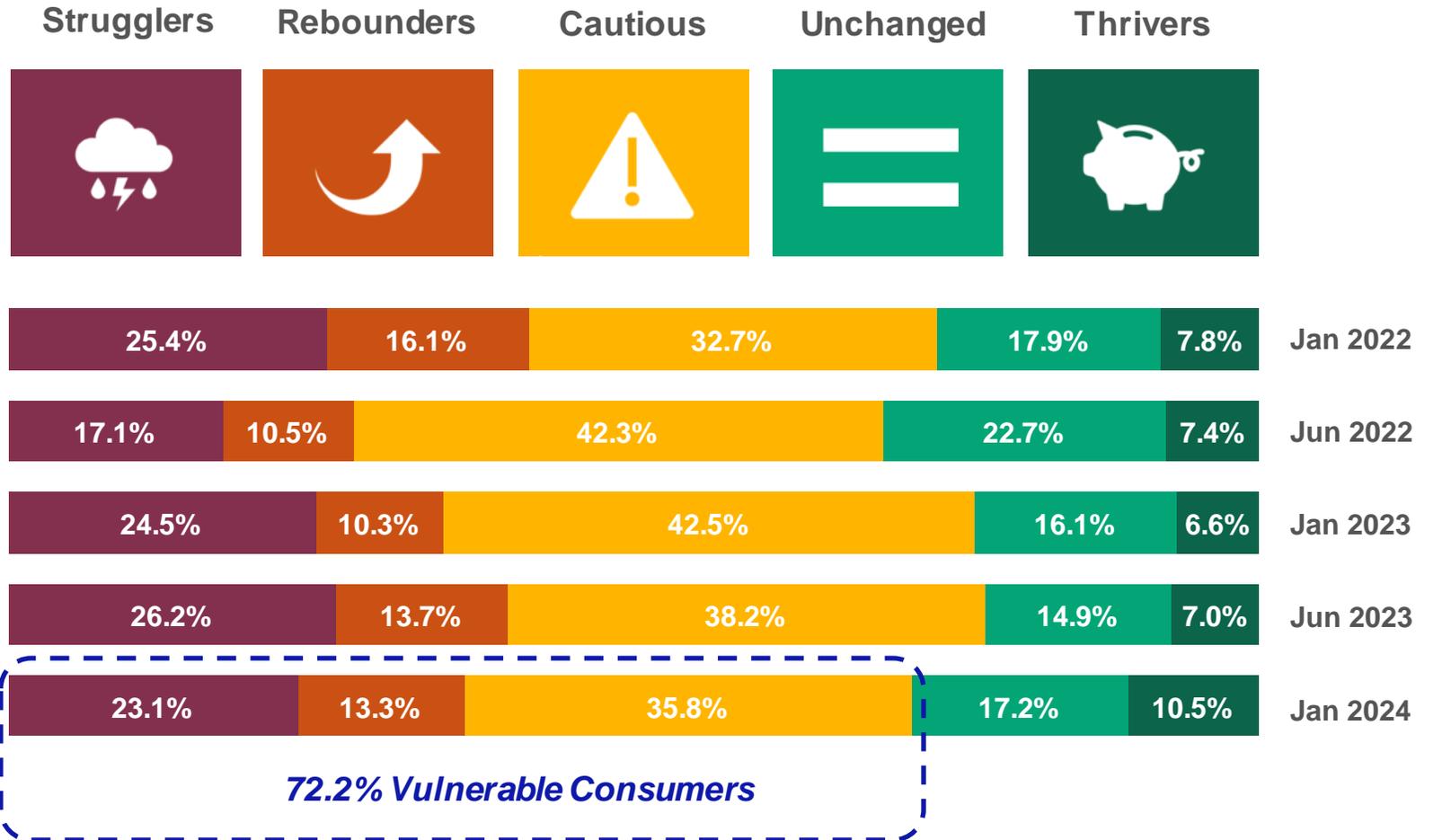
Sherry.frey@niq.com



Steady and rising

The cautious middle in America persists – but **continued polarization** as the most affluent rise and the **most** vulnerable show signs of rebound

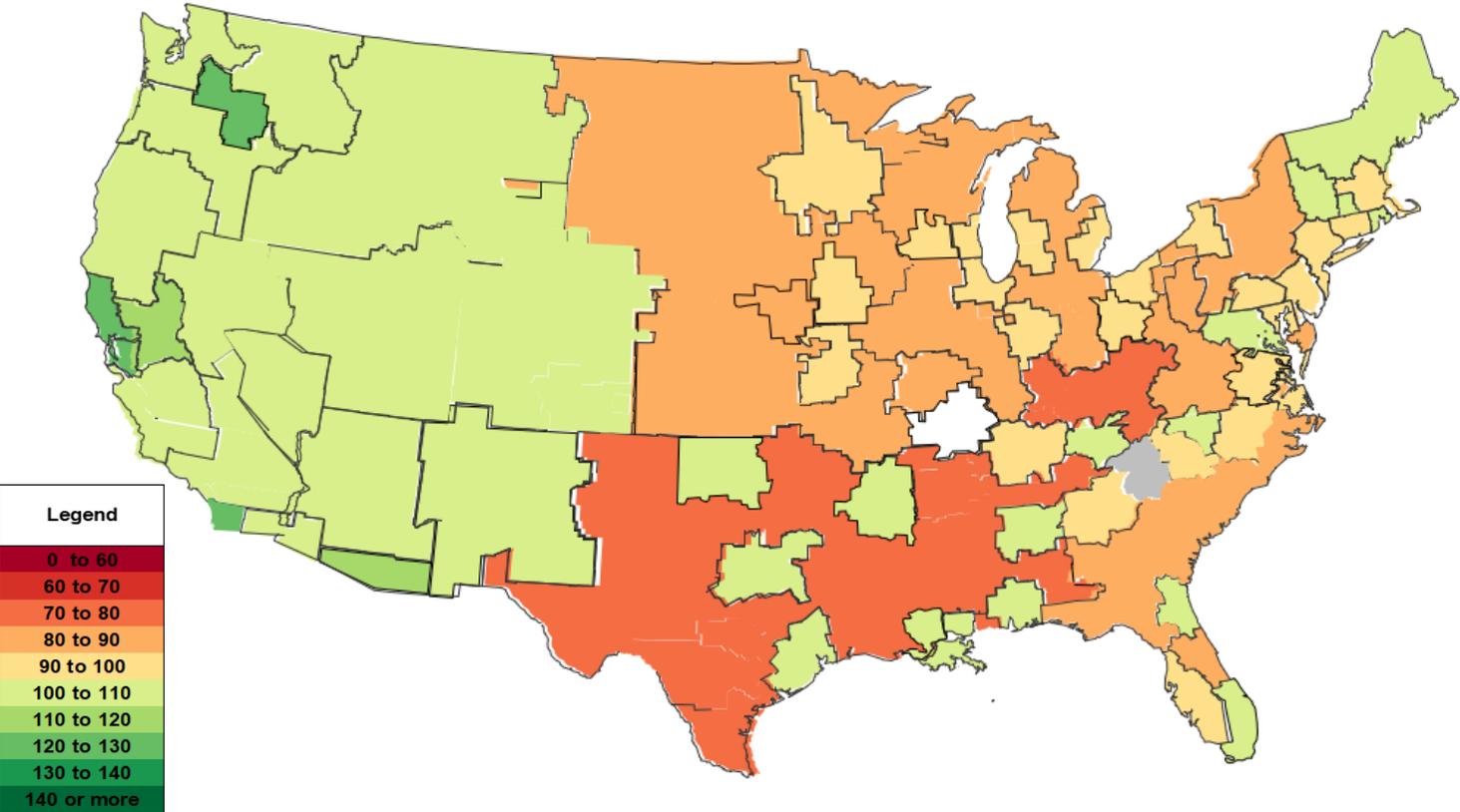
The Economic Divide - Tracking financial situations and responses



Source: NIQ 2024 Consumer Outlook vs. 2023 Mid-Year Outlook vs. January 2023 Consumer Outlook vs. 2022 Mid-Year Outlook, US Market

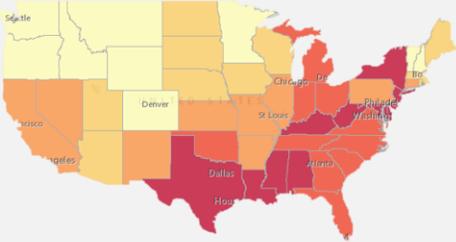
Lower penetration of “Healthier” food sales concentrated in the middle and eastern parts of the country

Index of Health-ier Food Unit Sales

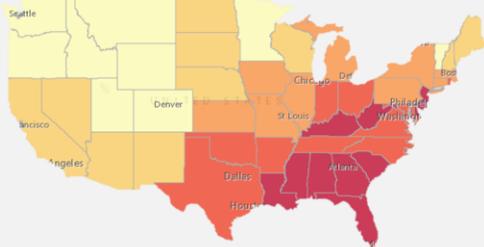


Mapping Chronic Disease

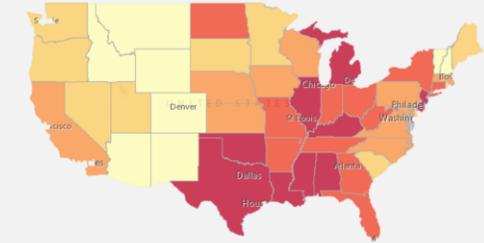
Diabetes



Hypertension



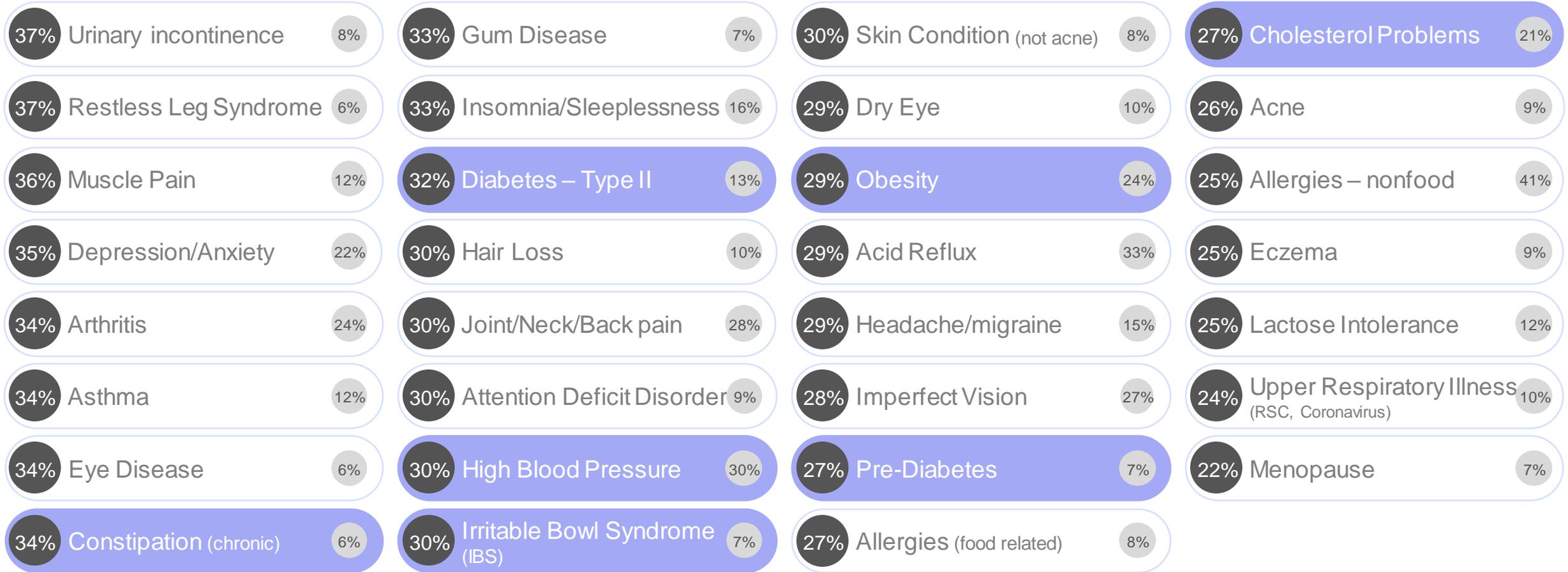
Heart Failure



Index calculated by comparing the units share of "healthy" products in Total Food vs the unit share of that "Healthy" products in that SMM Market; Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Food & Beverage; Total US xAOC; 52 weeks W/E 12/31/23; CMS Chronic Disease Public Use Data 2018

Ailments in Low Income HHLDs | 2023

% of households



Source: NIQ Annual Shopper Health Study, 2023, Q10. Below is a list of health-related conditions / ailments. Please read the list carefully and then select the condition(s) that anyone in your household, including yourself, has experienced during the past 6 months. Please select all that apply

Vulnerable buy more frozen, sweets, snacks, soft drinks and alcohol while healthier low-income households eat more produce



Top categories in which vulnerable contribution to spend is above the average

Highest Over indexing categories: 193 – 119

- | | |
|---|--|
|  Formula/children’s nutrition |  Grocery Desserts |
|  Tobacco |  Produce Meal combos |
|  Deli Meal combos |  Toaster pastries |
|  Baby feeding |  Fruit snacks |
|  Smoking |  Frozen dips/spreads |
|  Frozen bagels |  Milk/dairy alternative |
|  Frozen toaster pastries |  Milk products |
|  Deli Desserts |  Dairy desserts |
|  Frozen meal combos |  Sweet snacks |
|  Cheese |  Pizza |

- Legend**
-  Baby
 -  Other Dairy
 -  Frozen
 -  Snacks/time saving meals
 -  Sweet/Desserts
 -  Tobacco

Wellness-leaning low income HH prefer healthier lifestyles

Under-Indexing	Over-Indexing
	
	
	

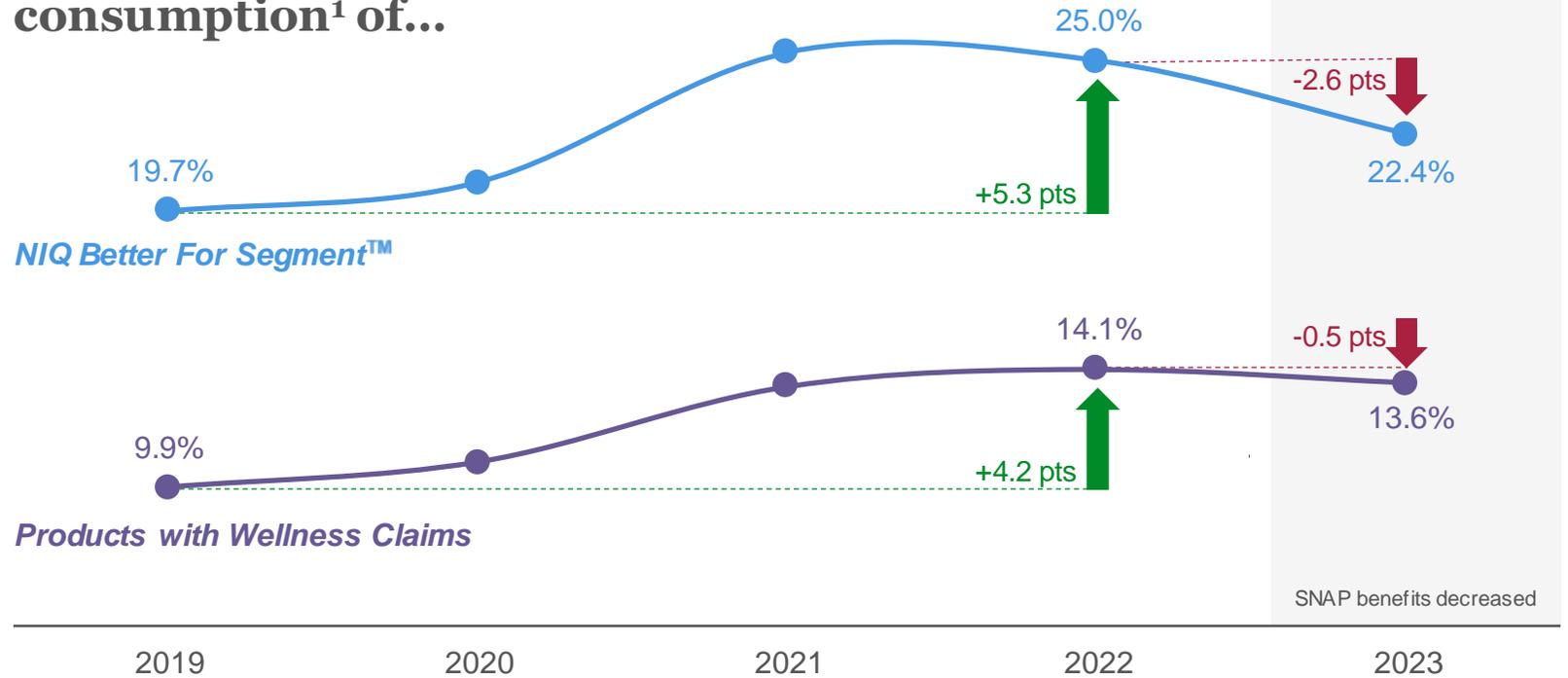
Source: NIQ Consumer Panel | MAT Aug 2022 | Vulnerable Buyer Group: Struggling, Rebounding

Despite the rising cost of food SNAP recipients increased their consumption of wellness

After 2023 benefit reduction, their consumption decreased on average -0.5pts across products with various Wellness claims

SNAP recipients spent **\$2.7B** in 2023* on **Better For™ Products** a decrease of -3.7% (first decline in last 4 years)

SNAP contribution to consumption¹ of...



¹ – SNAP contribution of consumption = % of total SNAP households' Food & Beverage Units that qualify as NIQ Better For™ or include a Wellness Claim on package
 Source: NIQ, Homescan Panel – SNAP Survey, households that are currently using SNAP benefits; Total US Panel – All Outlets; Food & Beverage; % of Dollar Sales; 20 weeks from March 5 to July 22, 2023

Coming *into view*





DANONE
ONE PLANET . ONE HEALTH

EMBRACING HEALTH EQUITY: OUR COMMITMENT

APRIL 2, 2024

Stephanie K. Goodwin, PhD, MPH, RD
Director, Nutrition Policy
Public & Government Affairs

THE EPIC STORY OF DANONE

YOGURT, A SOURCE OF HEALTH



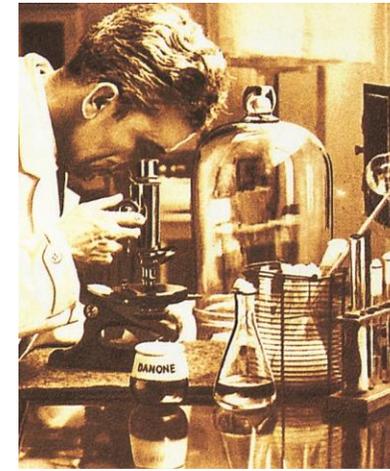
Over 100 years ago, the Carasso family left the war-torn Balkans for Barcelona, where Isaac Carasso soon discovered numerous children were suffering from intestinal problems. Concerned for their well-being, **Isaac created Danone yogurt**, named after his son Daniel, **a simple food with a simple aim: to improve health.**

Shortly after, Daniel moved to Paris to study at the Institut Pasteur. He then created in 1929 the “**Société Parisienne du Yoghourt Danone**” selling yogurt first in pharmacies but quickly starting to supply dairy and cheese shops as well.



A SIMPLE FOOD
WITH A SIMPLE AIM:
TO IMPROVE
HEALTH

As World War II raged across Europe, Daniel left to start from scratch in **New York** where he acquired an artisanal yogurt shop and set up “**Dannon Milk Products**”. It’s the story of an American dream.



DANONE HAS AN INNOVATIVE AND HEALTH-DRIVEN PORTFOLIO ACROSS DAIRY, PLANT-BASED FOOD AND BEVERAGES, COFFEE, WATERS, AND CHILDREN'S NUTRITION



DANONE MISSION

**Bringing health
through food to as
many people
as possible**



HOW WE BRING OUR MISSION TO LIFE: THE DANONE IMPACT JOURNEY

- In 2023, we announced a new framework to our global mission & sustainability journey, articulated around 3 pillars:
- Progress and lead **HEALTH** through food for consumers & patients
- Preserve and regenerate **NATURE**
- Thriving **PEOPLE & COMMUNITIES**



WE LEVERAGE OUR BUSINESS AS A FORCE FOR GOOD

- **CERTIFIED B CORPS**
- Are for-profit companies certified by the non-profit B Lab to meet rigorous standards of **social and environmental performance, accountability, and transparency**
- B Corps are **legally committed** to bringing benefit not just to shareholders, but to all business stakeholder — **workers, customers, communities, and the environment**
- Promote a model of **sustainable growth** that creates **economic and social value** in the interest of key stakeholders—employees, customers and suppliers— and all in the interest of **improving our impact on the environment**



DANONE NA DIVERSITY, EQUITY, & INCLUSION FRAMEWORK

Danone NA Commitment & Accountability

People



Creating a diverse workforce and sustain an inclusive environment

Market



Applying our beliefs across our broad network of vendors, suppliers, and partners

Community



Volunteering our time and resources to diverse community organizations

Advocacy



Commit to fighting for the values you care about through action

DANONE NORTH AMERICA COMMITMENTS TO THE WHITE HOUSE CONFERENCE ON HUNGER, NUTRITION, AND HEALTH

Addressing the 4 Food and Nutrition White House Pillars

IMPROVE FOOD ACCESS & AFFORDABILITY

Supporting federal programs (e.g., WIC, SNAP) and non-profit partners to drive access & affordability in underserved communities



INTEGRATE NUTRITION & HEALTH

Reformulations and innovations to drive nutrient density & reduce added sugar



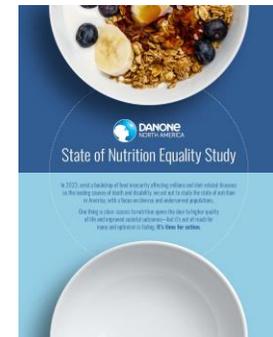
EMPOWER ALL CONSUMERS TO MAKE & HAVE ACCESS TO HEALTHY CHOICES

Partner with organizations and retailers to educate consumers, shoppers, & health care providers



ENHANCE NUTRITION & FOOD SECURITY RESEARCH

Advancing research on critical topics like inclusive nutrition and Food as Medicine



INEQUALITIES OF THE FOOD SYSTEM IS AT THE TOP OF THE U.S. AGENDA

Danone engaged more than 4000 U.S. consumers with statistically significant representation across diverse income levels, ethnicities and age: State of Nutrition Equality Study



DANONE
NORTH AMERICA

State of Nutrition Equality Study

In 2023, amid a backdrop of food insecurity affecting millions and diet-related diseases as the leading causes of death and disability, we set out to study the state of nutrition in America, with a focus on diverse and underserved populations.

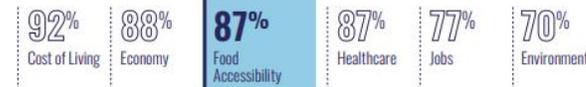
One thing is clear: access to nutrition opens the door to higher quality of life and improved societal outcomes—but it's out of reach for many and optimism is fading. **It's time for action.**



Nutrition has risen to the top of the **American agenda.**



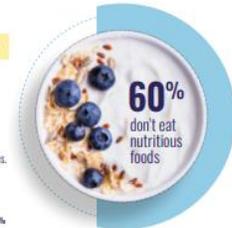
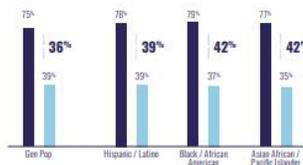
Food accessibility—including availability, affordability, quality and security—has reached a tipping point, now ranked as one of the most important issues today. And among lower-income respondents (91%), this issue is even more significant.



Despite knowing food plays a critical role in a healthy lifestyle, most Americans don't eat what they describe as extremely or very nutritious foods.

! This is even more significant among lower income respondents—as many as 7 of 10 report that they don't eat a very nutritious diet.

The **disparity** between how Americans view the importance of healthy food vs. what they report eating is highest among multicultural audiences.



State of Nutrition Equality Study

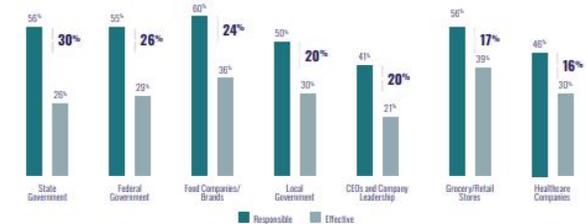


Real impact requires real public and private **collaboration.**



Americans expect collaboration across public and private sectors. What's more, they see food corporations and retailers as just as responsible as federal, state and local governments to improve nutrition access.

THERE IS A SIGNIFICANT GAP BETWEEN WHO PEOPLE FEEL SHOULD ADDRESS FOOD EQUALITY AND HOW EFFECTIVE THEY BELIEVE THEY ARE IN ADDRESSING IT.



Consumers laid out a **clear roadmap** for food companies to enact change.



State of Nutrition Equality Study



- Danone north America
 - advocacy for wic

Senate Passes \$1 Billion Funding Increase for WIC!





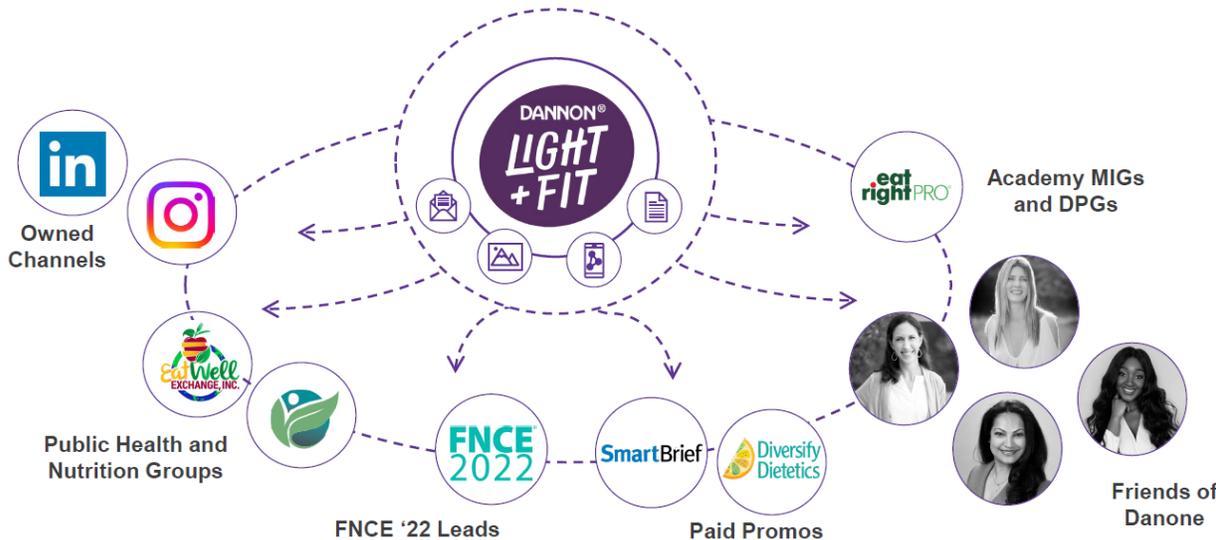
Light+Fit Fit to EmpowHER Nutrition Education Grant



Light + Fit is on a mission to empower women to go for what they crave. Fit to EmpowHER is a newly launched Nutrition Education Grant Program focused on providing resources to passionate Registered Dietitian leaders championing equitable access to nutrition education for women and girls within the communities.

Our five grant recipients will receive:

- \$5,000 to support their proposed program
- \$1500 stipend to support FNCE 2023 attendance
- One year mentorship with Danone RDs



We received 81 applications!!



Together we can transform health equity through food from aspirational into a reality.

CFA's 47th Annual National Food Policy Conference

Evidence-Based Food Policy Through a Health Equity Lens

Tuesday, April 2
2:45pm

Moderator



SAKEENAH SHABAZZ
SENIOR POLICY ADVISOR
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