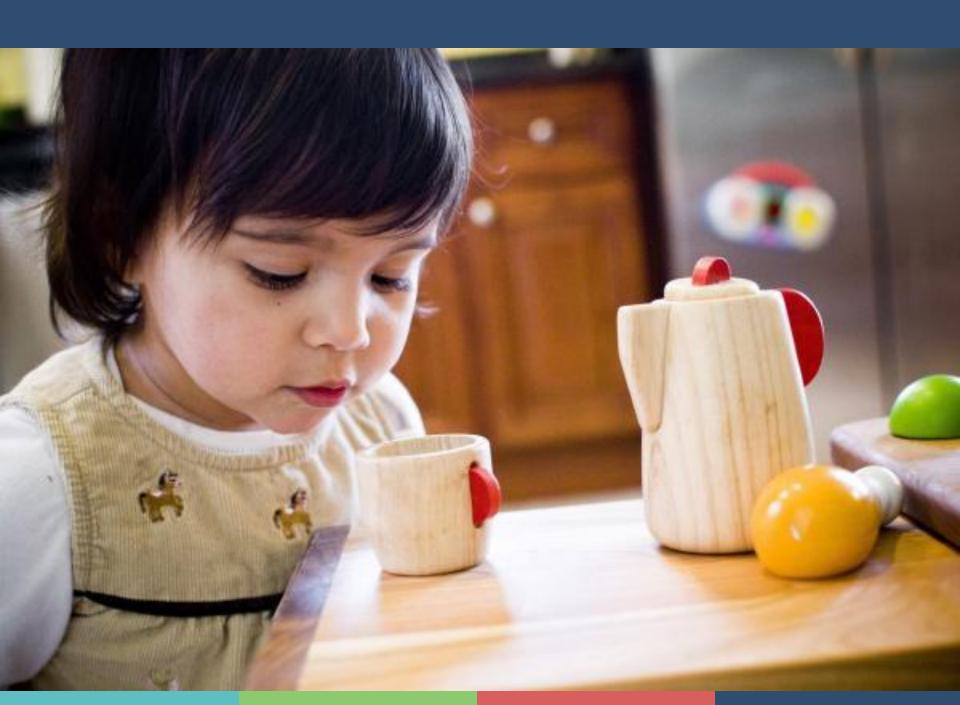
# **2019 Policy Priorities**

Laura MacCleery

**Policy Director** 







### Successes include leading efforts to:

- ✓ Remove artificial trans fat from food;
- ✓ Enact and implement the Healthy, Hunger-Free Kids Act;
- ✓ Secure the Nutrition Facts label and labeling for trans fat and added sugars;
- ✓ Enact state, local, and a national law to require calorie labeling at chain restaurants;
- ✓ Help advocates secure healthier restaurant kids' meal policies, including a statewide law in California;
- ✓ Keep food safe through passage and implementation of the Food Safety Modernization Act.

#### Our Core Values

#### We are:

- focused on system change;
- effective and resourceful;
- independent and rigorous;
- persistent yet flexible.

# A Food Environment that Impacts Health

# "Food systems generate and exacerbate key health disparities in the United States."

Health disparities refer to gaps in health status (e.g., life expectancy, infant and maternal mortality rates, obesity and dietrelated disease, and other measures) among groups of people based on differences in factors such as socioeconomic status (SES), race, ethnicity, immigration status, environmental exposures, gender, education, disability, geographic location, or sexual orientation.

—Johns Hopkins Center for Livable Future 2015



# Transforming the Food Environment

**Greater Transparency**: Ensuring that labeling accurately reflects healthier and less healthy foods; less deception in labeling (regulation, legislation, litigation).

**Changing Institutions and Defaults**: School foods, Child care center offerings, Vending machine calorie labeling; Calorie labeling at restaurants; Healthy check-out; government purchasing; healthy meetings.

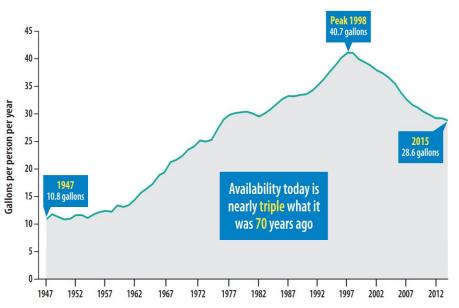
**Marketing:** Voluntary limits on junk food marketing to children; government monitoring of predatory practices;

**Consumer awareness:** Health campaigns and literacy programs; NFP; taxes and incentives.



## **SSB Strategy**

#### Availability of Regular Soda in Decline



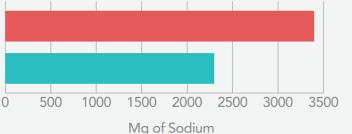
Sources: 1947-1983: United States Department of Agriculture, Economic Research Service Food Availability (Per Capita) Data System; 1984-2015: Beverage Marketing Corporation, 2016

# CENTER FOR Science IN THE Public Interest

#### 3 inter-related strands:

- Creating supportive environments by reducing harm from sugary drinks:
  - through product reformulation,
  - leveraging the power of price,
  - reducing deceptive advertising, &
  - limiting marketing to kids;
- 2) Reducing the ubiquity of SSBs through place-based and programspecific transformations of our food environment;
- 3) Empowering consumers by:
  - reducing deception,
  - improving label transparency, &
  - motivating consumers to drink less.

American adults consume on average more than 3,400 mg of sodium per day compared to the 2015 Dietary Guidelines for Americans recommended intake of less than 2,300 mg per day.



American Adult
Consumption

2015 Dietary Guidelines
for Americans recommended
intake

American school-aged kids consume, on average, more than

3,100 mg

Nine out of ten kids eat too much salt.





High salt intake increases risk for high blood pressure.

#### High blood pressure is considered the "silent killer:"



High blood pressure increases the risk of heart disease, the leading cause of death among Americans.



High blood pressure in childhood often leads to high blood pressure in adulthood, and is linked to early development of heart disease and risk for premature death.



1 out of 3 American adults has high blood pressure.



High blood pressure costs over **\$40 billion** per year in direct health care expenses. Overall, heart disease costs more than **\$200 billion** per year.



The notion that dietary advice is constantly changing is **not** an accurate representation of nutrition science or expert recommendations.

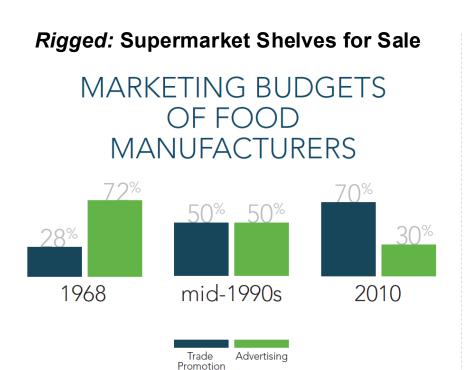
In fact, the DGA
recommendations have
remained relatively
consistent over the
years—encouraging a diet
rich in fruits, vegetables,
and whole grains, while
limiting excess sodium,
saturated fat, and sugars.



#### DIETARY GUIDELINES FOR AMERICANS evolution over time ruits & Vegetables Eat 5.5 oz of protein foods, Protein Foods Eat about 6 To avoid too much including lean meats, poultry Eat about 6 oz of fish oz of fish, eggs, nuts, or dry beans fat, saturated fat, shellfish, lean poultry meats, and cholesterol, other lean meats, poultry, fish, dry choose lean meat. beans, or nuts daily Teen fish, poultry, dry beans and imit intake of high-fat boys and peas, eggs, and nuts beans, and peas as processed meats protein sources per day. Trim fat of meat from meat poultry and egg Cholesterol Consume <300 mg of cholesterol per day prepare foods with Added Sugars Choose and prepare foods and Reduce Avoid too much <10% of intake moderate in sugars from added or caloric

## Two Key Food Environment Strategies:

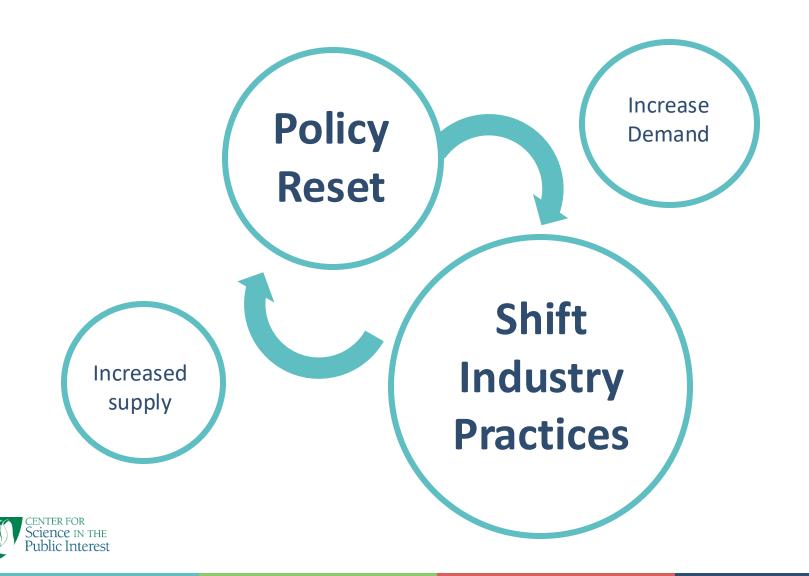
### Healthier Retail & Healthy Public Places







### Good Food Transforms the Food Environment



## Labeling Transparency

- FDA's Nutrition Innovation Strategy
- Menu Labeling
- > Nutrition Facts
- Whole Grain % Declarations
- Sesame Allergen Labeling
- Updates for Added Sugars
- Food Labeling Modernization Act





### "Generally Recognized as Safe"

ACME FOOD CORP.

"Let's add a new ingredient — Schweety-x -- to our Cinnamon Crunchi-pops!"

We can voluntarily submit safety data to FDA.

But is it safe?

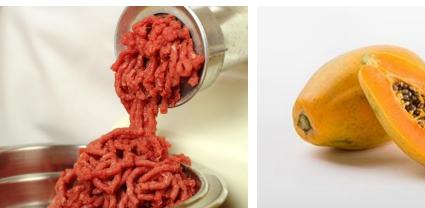
We can "self-determine" it is "generally recognized as safe" (GRAS).



### **Food Safety**







### Food Safety Modernization Act

- Produce Rule
- Traceback
- Recalls

### **Meat and Poultry**

- Performance Standards for Salmonella in Pork, Beef
- Naming slaughterhouses in multi-product outbreaks

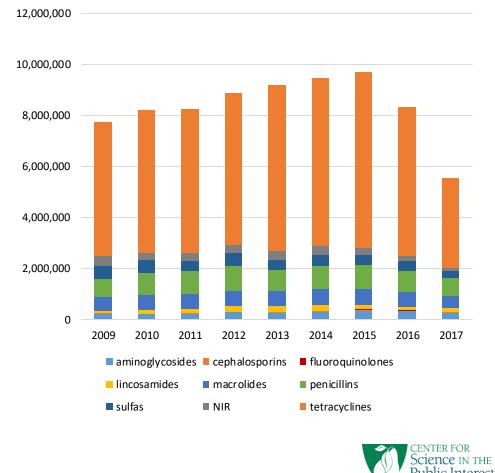


### Antibiotic Resistance

- 40 percent Drop in Sales 2009-2017
- Regulatory Priorities:
  - Fliminate Overthe-Counter Use
  - **Duration Limits**
  - Companion **Animals**
- Market Priorities:
  - Define and implement "Responsible Use"



#### **Total Annual US Sales of Antibiotics in Food Producing Animals (kg)**









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