



Achieve Better Health with Nutrient Rich Foods



Achieve Better Health with Nutrient Rich Foods Symposium Sets Course for Important Shift Toward Positive Nutrition Education to Help People Achieve Better Health

Overview:

- More than 120 health and nutrition thought leaders convened in Washington, D.C. on Tues., March 17, 2009, for a scientific meeting on changing the paradigm of nutrition education to one that focuses on a positive, total diet approach to living well.
- Symposium highlights included presentations on the development of a scientifically valid definition of nutrition density and a preview of a consumer-driven nutrition education system called “My5™” that can be used to help consumers get more nutrition from the calories they eat.
- Breakout sessions brought attendees together to delve deeper into two key areas: “Improving Total Diet Quality for Americans” and “Impacting How Consumers Make Food Decisions.”

Hosts and Supporters:

- Host: The Nutrient Rich Foods Coalition (NRFC)
- Co-hosts: American Society for Nutrition, School Nutrition Association and the University of Washington Center for Public Health Nutrition
- Supporters of the nutrient rich foods approach, which considers the total nutrient package of a food or beverage as a way for Americans to build and enjoy a healthier diet by getting the most nutrition from their calories, as discussed at the symposium: American Academy of Family Physicians, American Dietetic Association, National Hispanic Medical Association and National Medical Association

Presentation Overviews:

The following speakers presented views and led discussions on four topics: From Avoidance to Encouragement - Shifting the Paradigm; The Science behind the Nutrient Rich Foods Approach; The Nutrient Rich Foods Approach in Action; and Children and Nutrient Rich Diets. Video presentations from select speakers are available in the Health Professionals section of the **Nutrient Rich Foods (NRF) Web site** at www.NutrientRichFoods.org.

These health and nutrition organizations support the nutrient rich foods approach, which considers the total nutrient package of a food or beverage, as a way for Americans to build and enjoy a healthier diet by getting the most nutrition from their calories.



Positive Nutrition. Total Diet. Live Well.

- **From Avoidance to Encouragement – Shifting the Paradigm:**
 - **James O. Hill, PhD, President, American Society of Nutrition; Co-Founder, America on the Move; and Director, Center for Human Nutrition at the University of Colorado, Denver.** Hill stressed that the concept of nutrient avoidance is not resonating with the public and encouraged the audience to shift the paradigm of nutrition education to focus on a positive, small-step approach to better health in his presentation: *At a Crossroads for Nutrition Education: Helping Americans Achieve Better Health One Small step at a Time.*
- **The Science Behind the Nutrient Rich Foods Approach:**
 - **Adam Drewnowski, PhD, Director, Center for Public Health Nutrition and the University of Washington Center for Obesity Research, and Professor, University of Washington.** Drewnowski moderated the symposium and shared results of his five years of research on creating a scientifically valid definition of nutrient density that would help consumers build healthier diets and improve their health in his presentation: *A Scientifically Valid Definition of Nutrient Density.*
 - **Lynn Moore, DSc, Boston University School of Medicine.** In her presentation, *Nutrient Rich Foods Approach: Application to Diets of the Framingham Off-Spring Study Population*, Moore presented preliminary, unpublished data from the Framingham Offspring Study that showed that the Nutrient Rich Foods approach is significantly correlated with the USDA 2005 Healthy Eating Index and is associated with improved total cholesterol and LDL in men and women and HDL in women. These data also showed that a higher Nutrient Rich Food diet score is associated with lower energy intake (kcal).
- **The Nutrient Rich Foods Approach in Action:**
 - **Brian Wansink, PhD, John S. Dyson Endowed Chair, Department of Applied Economics and Management at Cornell University; Director, Cornell Food and Brand Lab; former Executive Director of the USDA Center for Nutrition Policy and Promotion.** In his presentation, *The Need for Positive Nutrition Communications*, Wansink discussed why the prototype of negative behavior campaigns as used for smoking or seatbelts cannot be applied to nutrition behaviors. He also stressed that a positive approach in nutrition education is more effective than a negative one, and emphasized that helping consumers become more passionate about food, with a focus on both health and enjoyment, will make positive nutrition messages resonate better.
 - **Connie Diekman, MEd, RD, Washington University in St. Louis.** Diekman unveiled the new My5 consumer-driven nutrition education system and highlighted how it can help people build healthier diets with nutrient-rich foods. She also stressed the need to reach consumers with nutrition education messages at multiple touchpoints, rather than solely at the point of sale in her presentation: *Introducing My5: A Consumer-Driven Nutrition Education System.*
 - **Karen Glanz, PhD, MPH, Emory University.** In her presentation, *Nutrient Rich Foods Nutrition Advice Study Preview*, Glanz provided an overview of the goals and study design of the Nutrient Rich Foods Nutrition Advice Study, an intervention study testing whether the NRF approach changes people's knowledge, attitudes and behavior related to meal planning, shopping and food consumption.

- **Robert Murray, MD, Center for Healthy Weight Management and Nutrition at Nationwide Children's Hospital.** Murray focused on the concept that American children are overweight yet undernourished and covered the trends in childhood obesity, where the problem originates and how nutrient-rich foods can help address many of the issues to help children get more nutrition from their calories, including both meals and snacks, in his presentation: *Importance of Nutrient Density in Children's Diets*.
- **Connie Mueller, MS, RD, SNS, School Nutrition Association.** In her presentation, *Nutrient Density in the School Environment*, Mueller focused on the primary challenges in getting children to consume nutrient-rich foods in the school setting, highlighted potential ways to improve nutrient density in schools, and emphasized the importance of school meal participation since children who eat school meals consume more nutrient-rich foods.
- **Ivan J. Juzang, MBA, MEE Productions.** Juzang discussed the various needs of ethnically and culturally diverse communities and the importance of these when communicating nutrition education messages. He also stressed that it is critical to identify and overcome barriers to communicating nutrition messages so that nutrition can become a priority for all families in his presentation: *Reaching Culturally and Ethnically Diverse Families with Nutrient-Rich Messages*.

Breakout session facilitators included:

- **Carolyn Britton, MD, Columbia University Medical Center; National Medical Association:** *Impacting How Consumers Make Food Decisions*
- **Dayle Hayes, MS, RD, Nutrition for the Future, Inc.:** *Improving Total Diet Quality for Americans*

The symposium was moderated by Dr. Drewnowski.

Key Symposium Outcomes:

- Audience was presented with a scientifically valid definition of nutrient density that was developed in response to a call-to-action issued by the 2005 Dietary Guidelines Advisory Committee.
- Attendees raised the need to speak with one voice on the importance of nutrient density in the diet, and to be consistent in its application to various consumer touch points, including at home, in schools, with their healthcare professional, and at locations where food decisions are made.
- Audience learned why positive nutrition messages work most effectively for consumers, and heard supporting information on why now is the time for a change in nutrition education to help people achieve better health.

What's Next for Nutrient Rich Foods:

- **Achieve Better Health with Nutrient Rich Foods Symposium Paper** – summary of the symposium topic to be published in a leading peer-reviewed nutrition journal.
- **Nutrition Advice Study and MEE Productions Research Results** – preview of results from the Nutrition Advice Study on whether the Nutrient Rich Foods approach and consumer tools can help Americans improve their diet quality and meet the U.S. Dietary Guidelines recommendations, as well as findings from the MEE (Motivational Educational Entertainment) Productions Inc. research on reaching culturally and ethnically diverse families with nutrient rich messages will be available later this year.

For More Information:

- Please go to www.NutrientRichFoods.org to learn more about the Nutrient Rich Foods approach. Click on “Sign Up For The Nutrient-Rich Newsletter” at the top of the homepage to receive e-newsletters for more nutrient-rich research, news and tips from the NRFC.

About the Nutrient Rich Foods Coalition:

- The Nutrient Rich Foods Coalition is a partnership dedicated to helping people build healthier diets by showing them how to get more nutrition from their calories. It brings together leading scientific researchers, health professionals, communications experts and representatives of each of the five basic *MyPyramid* food groups.
- The following food organizations are members of the Nutrient Rich Foods Coalition: California Avocado Commission, California Kiwifruit Commission, California Strawberry Commission, Egg Nutrition Center, Florida Department of Citrus, Grain Foods Foundation, The Beef Checkoff through the National Cattlemen’s Beef Association, National Dairy Council, National Pork Board, U.S. Potato Board, Wheat Foods Council, and the Wild Blueberry Association of North America.
- The Nutrient Rich Foods Coalition includes experts who comprise a Scientific Advisory Committee and Consumer Communications and Nutrition Behavior Advisory Committee.