



***Nutrition Today:
Keeping it Simple &
Making a Difference***

***Idaho Dairy Council
Crystal Wilson, Ed.S, MS, RD, LD***



Topics for Today

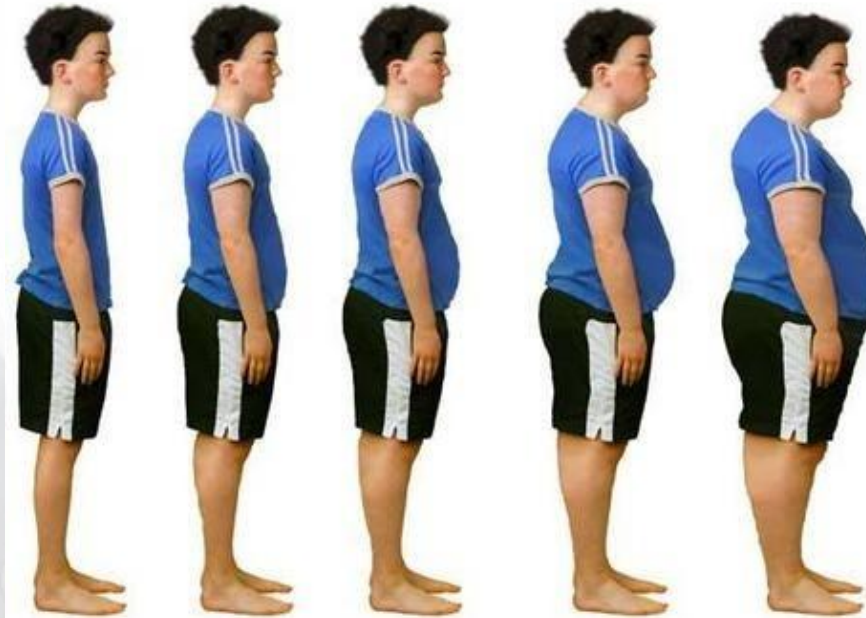
- Latest in Nutrition
- Grant Opportunities – Idaho Dairy Council
- Resources Available



Childhood Obesity Epidemic

1/3 of American children and adolescents are overweight or obese

Obesity among children approximately tripled from 1976-80 to 2003-06



One out of 7 low-income, preschool-aged children is obese

It's possible the current generation of young people will have shorter life expectancies than their parents

Source: CDC, 2009-10 and Kluger, *Time*, 2008



What is causing the increase in obesity rates?

The Contributors: Not a single one

Food industry

Soft drinks

Candy

Genes

Pouring contracts

Decreased PE in schools

Junk food

Decreasing physical activity

TV

Restaurants

School meals

Poor parenting

Fast Food

Computers

Working mothers

Poverty

Social factors to consider

Sedentary lifestyle

- ↓ PE/physical activity
- Excess “screen time”
- ↓ mobility

Cultural

- Desire for convenience
- Fewer family meals
- Fast food/take out
- Snacking behavior
- Vending machines

Parenting

- Overscheduled families
- Peer pressures
- Time pressures
- More disposable income
- Lack of structure/limits



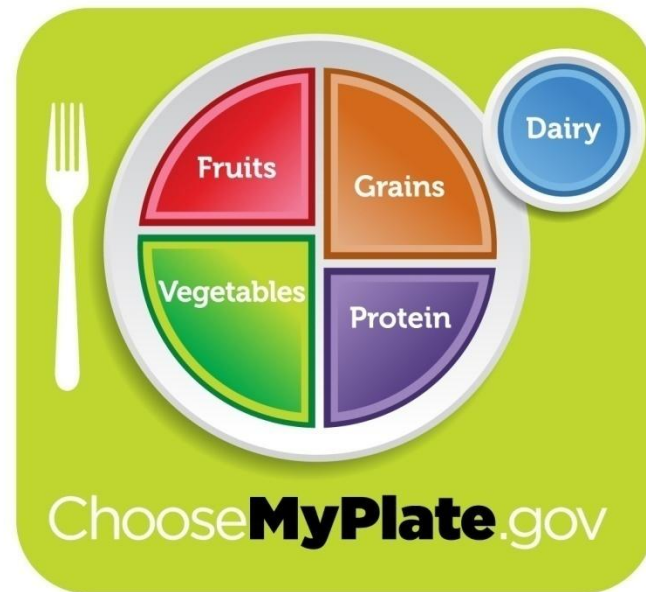
Latest in Nutrition

- USDA's MyPlate icon
- 2010 Dietary Guidelines
- Nutrients of Concern
- Lactose Intolerance



MyPlate

- USDA released graphic June 2, 2011



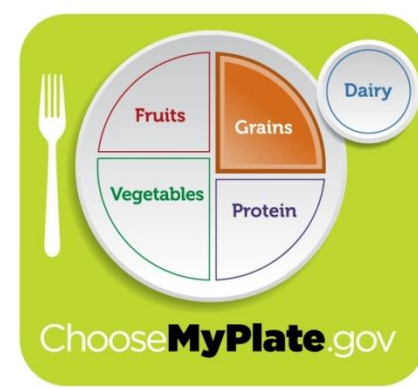
MyPlate Icon

- Illustrates the 5 food groups using a place setting
- Based on the 2010 Dietary Guidelines
- Designed to remind Americans to eat healthfully





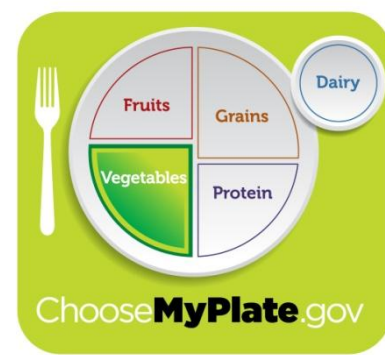
Grain Group



- Make at least half your grains whole grains



Vegetable Group



- Make half your plate fruits and vegetables

- Increase intake

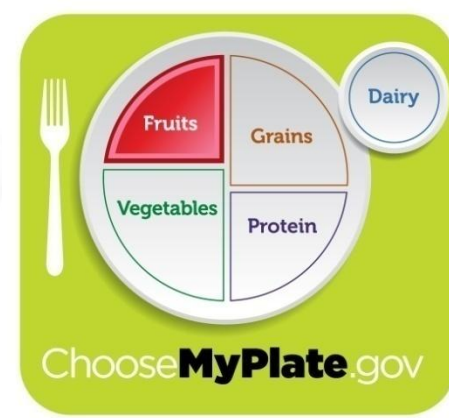


- Encourage dark green, red and orange vegetables, beans and peas

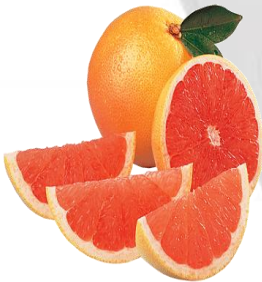




Fruit Group

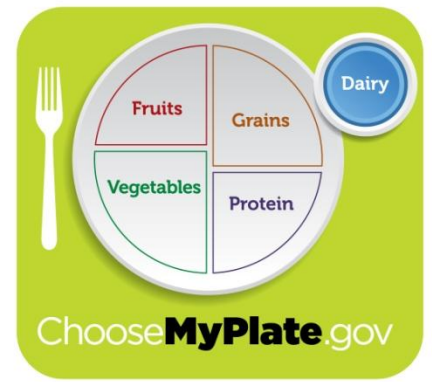


- Make half your plate fruits and vegetables
- Increase intake





Dairy Group



- Milk Group now Dairy Group

- Increase intake

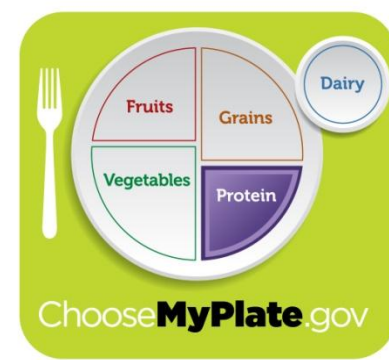


- Encourage fat-free and low-fat milk, yogurt and cheese





Protein Foods Group



- Meat & Bean group now Protein Foods Group
- Replace protein foods \uparrow in solid fats with choices \downarrow in solid fats
- Chose a variety of protein foods
- Increase amount and variety of seafood consumed



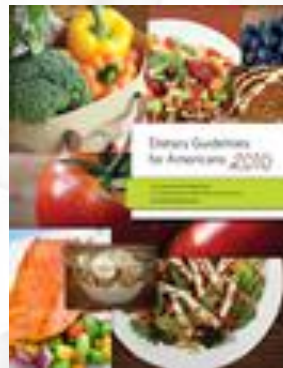
2010 Dietary Guidelines for Americans

- Released Feb. 2011
- Updated every 5 years
- First time in history based on an unhealthy population



2010 Dietary Guidelines for Americans

- Two Themes
 - Maintain calorie balance over time to achieve and sustain a healthy weight
 - Focus on consuming nutrient dense foods and beverages



Balancing Calories

- Improve eating and physical activity behaviors
- Control total calorie intake to manage body weight.



Foods to Increase



- Whole grains
- Seafood
- Vegetables
- Oils
- Fat-free and low-fat milk and milk products
- Fruits



Foods to Reduce

- Sodium
- Solid Fats
- Refined grains
- Added Sugars



Reduce SOFAs

Solid

Fats

Added

Sugars



2010 DGA Serving Recommendations

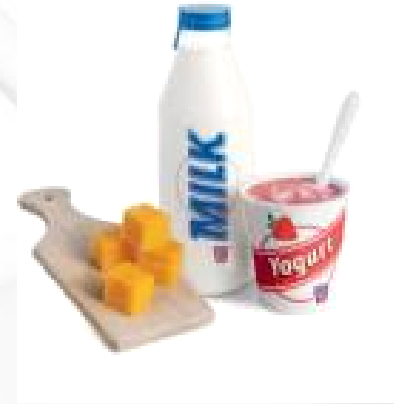
Low-fat or fat-free milk and milk products recommended

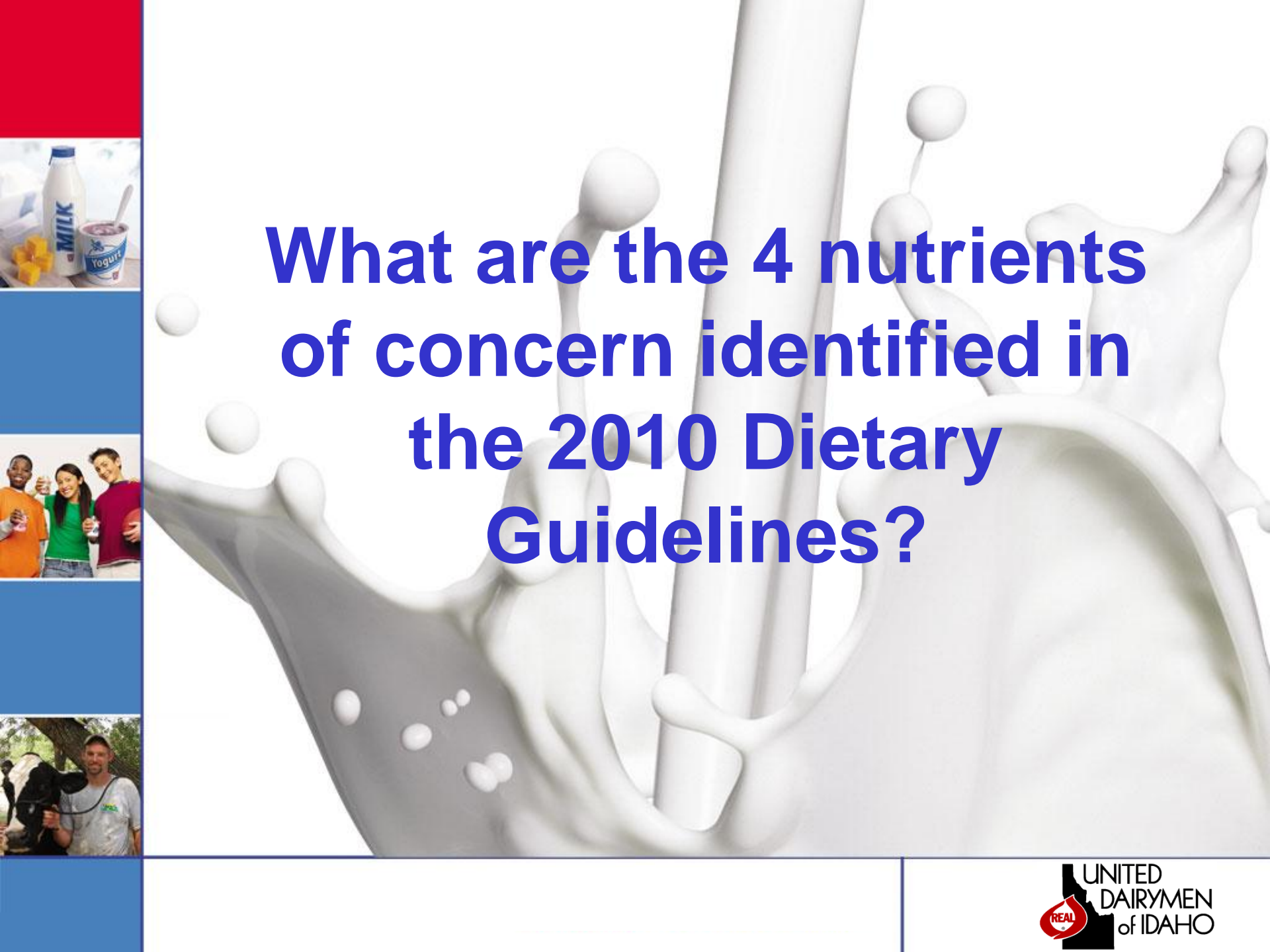
- 3 servings ages 9 yrs and older
- 2.5 servings ages 4 – 8 yrs old
- 2 servings 2 – 3 yrs old



What is a serving?

- 1 cup of milk or yogurt
- 1 ½ oz of natural cheese
- 2 oz processed cheese





**What are the 4 nutrients
of concern identified in
the 2010 Dietary
Guidelines?**



Nutrients of Concern

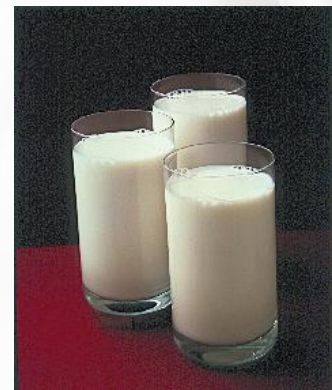
Vitamin D

Calcium

Potassium

Dietary Fiber

Milk is the top food source in the
U.S. diet of calcium, potassium and
vitamin D.



Dairy *IS* Part of the Solution!



- “3 Every Day” continues as message
- Establish milk drinking habits young
- Role in bone health and decreased risk of heart disease and high blood pressure
- Flavored milk is NOT on list of sweetened beverages



Vitamin D

- IOM's current recommendations:
 - 600 units a day 1 – 70 yrs of age
 - 800 units a day 71 yrs and older
 - Safe upper limit 4,000 10 yrs and older
- Fat-soluble - can be stored for later use
- Sources:
 - Skin exposed to ultraviolet B radiation
 - Oily fish (salmon, mackerel), egg yolks, liver and fish liver oil
 - Milk, some yogurts and cheeses, some breakfast cereals



Calcium

- Calcium helps children build and maintain strong bones and teeth
- 7 out of 10 boys and 9 out of 10 girls are not meeting recommendations
- *Bone-building Nutrients*

Calcium, magnesium, phosphorus, potassium, protein, and vitamin D

“With current food selection practices, use of dairy products may constitute the difference between getting enough calcium in one’s diet or not”

—Healthy People 2010



Potassium

- IOM Recommendations:
 - 4700 mg/day ages 14 yrs +
 - 4500 mg/day ages 9 – 13 yrs
 - 3800 mg/day ages 4 – 8 yrs
 - 3000 mg/day ages 1 – 3 yrs
- Function:
 - Blood pressure regulation
 - Stroke prevention
 - Reduce risk of kidney stones and bone loss
- Sources:
 - Dairy products, fruits, vegetables, whole grains, nuts, seeds and dried beans



Lactose Intolerance: What to Do?

- Start with small amounts of dairy, mostly with meals
- Lactose-free milk, hard cheese, yogurt and flavored milk may be better tolerated
- Families need to be tested by a physician to determine lactose intolerance diagnosis



Exploring Dairy in the Classroom Grant

- K – 12 Teachers
- Nutrition Lesson
- Reimbursed for cost of dairy product served / used on day of the lesson
- Reimbursement check made to school
- Reimbursement for dairy purchases for 2011 only



Exploring Dairy in the Classroom Approval Process

- Complete and submit Approval Form to Idaho Dairy Council
- Submit form at least 10 days prior to lesson
- If using a recipe, submit with approval form
- Idaho Dairy Council will notify person applying with approval or concerns



Exploring Dairy in the Classroom

Reimbursement Process

- Fax completed reimbursement form to Idaho Dairy Council.
- Include copy of receipt for dairy product
- Reimbursement check will be made to the school
- Reimbursement for dairy purchases in 2011 only



What is Fuel Up to Play 60?



- ✓ In-school nutrition and physical activity program launched by National Dairy Council®, Idaho Dairy Council and National Football League, in collaboration with United States Department of Agriculture (USDA)
- ✓ Program designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools
- ✓ Program in which students are provided with tools and resources and work with adults in their schools to implement healthy changes



Helping to make wellness part of the game plan in more than 60,000 schools across the country

Fuel Up to Play 60 Goals



- ✓ Students are motivated to make better food choices – such as fruits, vegetables, whole grains and dairy – and be more physically active before, during and after school
- ✓ Schools have increased access to nutrient-rich foods and sustained opportunities for physical activity
- ✓ Continually improve school environments and school stakeholders are supportive of nutrient-rich foods and physical activity



Idaho Dairy Council Funding



- Grants - (on going – up to \$4,000 per year)
- Incentives - (ongoing)
 - Cafeteria restyles
 - Student rewards
 - School Rewards
- Non-monetary awards to schools
- Contact Idaho Dairy Council if interested in receiving more information about FUTP 60



Idaho Dairy Council Nutrition Curriculum and Materials

Programs are:

- Age appropriate, skill-building
- Focused on behavior change
- Available for K-12 including after school
- Teacher and student tested
- Research-based and reflect the Dietary Guidelines
- Fun and easy to use
- Complement required curriculum to prepare students to meet education standards for language arts and math
- FREE



Dairy Council Resources

- Nutrition Education Resources
 - Dairy Council Digest
- Website
 - www.idahodairycouncil.org
 - www.fueluptoplay60.com
 - www.nationaldairycouncil.org



Nutrition and Physical Activity Resources

- Science-based
- Timely
- Experts in field
- Reference Handout





idaho dairy council

Protect & Promote Healthy Living

Questions?

HFCS: the evil of the moment

- 2 basic kinds:
 - HFCS 42: 42% fructose
 - HFCS 55: 55% fructose
- Cane sugar (sucrose):
 - 50% fructose
- Take-away message: HFCS is really not high in fructose



What IS high in fructose:

- Apple juice:
 - 65% fructose, 35% glucose
- Pear juice:
 - 74% fructose, 26% glucose

