

Using the Nutrition Facts Label to Achieve *Healthy People 2030* Goals

IHS Division of Diabetes Webinar
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Outline

- What is *Healthy People 2030*?
- How does *Healthy People 2030* relate to nutrition and diabetes?
- What is FDA's role in nutrition labeling and achieving *Healthy People 2030* goals?
- How can the Nutrition Facts label assist people with diabetes in choosing a healthy diet?
- What are the national plans for improving nutrition and public health?

What is Healthy People 2030?

- Public health program administered by U.S. Dept. of Health and Human Services
 - Framework for improving health and achieving health equity
 - Provides 10-year public health objectives
 - Tracks progress toward achieving objectives
- Identifies **topics** that are public health priorities
- Establishes national science-based, measurable **objectives**
- Sets **targets** to be achieved by end of the decade
- Established by act of Congress in 1976 (Public Law 94-317)
- Collaboration of federal and state agencies



Healthy People 2030

Fifth Iteration

Builds on knowledge gained over first 4 decades

42 Topics, 509 Objectives

HEALTHY PEOPLE
The Surgeon General's Report On
Health Promotion And Disease Prevention



1980 - 1990

15 Topics
~200 Objectives



1990 - 2000

22 Topics
~300 Objectives



2000 - 2010

28 Topics
~1,000 Objectives



2010 - 2020

42 Topics
~1,300 Objectives

Healthy People 2030 - *Vision & Mission*

Vision

A society in which all people can achieve their full potential for health and well-being across the lifespan

Mission

To promote, strengthen, and evaluate the nation's efforts to improve the health and well-being of all people



Healthy People Overarching Goals

HP 1990	HP 2000	HP 2010	HP 2020	HP 2030
<ul style="list-style-type: none"> • Decrease mortality: infants–adults • Increase independence among older adults 	<ul style="list-style-type: none"> • Increase span of healthy life • Reduce health disparities • Achieve access to preventive services for all 	<ul style="list-style-type: none"> • Increase quality and years of healthy life • Eliminate health disparities 	<ul style="list-style-type: none"> • Attain high-quality, longer lives free of preventable disease • Achieve health equity; eliminate disparities • Create social and physical environments that promote good health • Promote quality of life, healthy development, healthy behaviors across life stages 	<ul style="list-style-type: none"> • Attain healthy, thriving lives and well-being, free of preventable disease, disability, injury and premature death. • Eliminate health disparities, achieve health equity, and attain health literacy to improve the health and well-being of all. • Create social, physical, and economic environments that promote attaining full potential for health and well-being for all. • Promote healthy development, healthy behaviors and well-being across all life stages. • Engage leadership, key constituents, and the public across multiple sectors to take action and design policies that improve the health and well-being of all.

Healthy People 2030 Topic Areas (A-H)

- Access to Health Services
- Adolescent Health
- Arthritis
- Blood Disorders and Blood Safety
- Cancer
- Chronic Kidney Disease
- Chronic Pain
- Dementias, including Alzheimer's Disease
- **Diabetes**
- Disability and Health
- Educational and Community-Based Programs
- Early and Middle Childhood
- Environmental Health
- Family Planning
- Food Safety
- Global Health
- Healthcare-Associated Infections
- Health Communication/Health Information Technology
- Heart Disease and Stroke
- HIV
- Hearing and Other Sensory or Communication Disorders



Goal: Reduce the burden of diabetes and improve quality of life for all people who have, or are at risk for, diabetes.



Healthy People 2030 focuses on reducing diabetes cases, complications, and deaths.

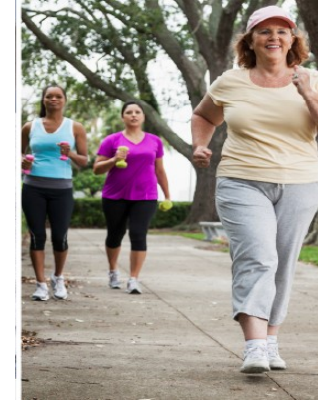
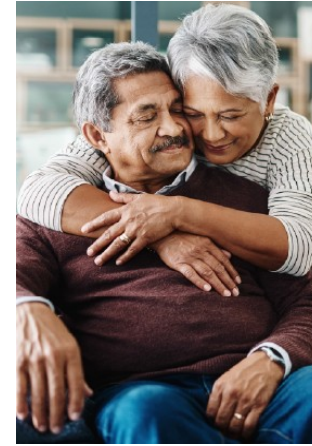
- More than 30 million people in the U.S. have diabetes: Seventh leading cause of death (CDC).
- Some racial/ethnic minorities are more likely to have diabetes.
- Many people with diabetes don't know they have it.

Poorly controlled or untreated diabetes can lead to leg or foot amputations, vision loss, and kidney damage, but interventions to help people manage diabetes can help reduce the risk of complications.

Strategies to help people who don't have diabetes eat healthier, get physical activity, and lose weight can help prevent new cases.

Diabetes Objectives

- Reduce the number of diabetes cases diagnosed yearly.
- Reduce the proportion of adults who don't know they have prediabetes.
- Reduce the proportion of adults with diabetes who have an A1C value above 9 percent.
- Increase the proportion of adults with diabetes who have a yearly eye exam.
- Increase the proportion of adults with diabetes who get a yearly urinary albumin test. *Improving.*
- Increase the proportion of people with diabetes who get formal diabetes education. *Little or no detectable change.*
- Increase the proportion of adults with diabetes using insulin who monitor their blood sugar daily. *Little or no detectable change.*
- Reduce the rate of foot and leg amputations in adults with diabetes.
- Reduce the rate of death from any cause in adults with diabetes.



Reduce the number of diabetes cases diagnosed yearly — D-01



Revised

Status: Baseline only

[Learn more about our data release schedule](#)



Most Recent Data:
5.5 new cases of diabetes per 1,000 adults (2019-21) *



Target:
4.8 per 1,000¹ *



Desired Direction:
Decrease desired



Baseline:
5.5 new cases of diabetes per 1,000 adults aged 18 to 84 years occurred in the past 12 months as reported in 2019-21² *

* Age adjusted to the year 2000 standard population.

Healthy People 2030 Topic Areas (I - Z)

- Immunization & Infectious Diseases
- Injury and Violence Prevention
- Lesbian, Gay, Bisexual, and Transgender Health
- Mental Health & Mental Disorders
- Maternal, Infant, and Child Health
- Medical Product Safety
- **Nutrition and Weight Status**
- Osteoporosis
- Older Adults
- Oral Health
- Occupational Safety & Health
- Physical Activity
- Public Health Infrastructure
- Preparedness
- Respiratory Diseases
- Social Determinants of Health
- Sleep Health
- Sexually Transmitted Infections
- Substance Use
- Tobacco Use
- Vision



Nutrition & Weight Status Objectives

General Population

1. Reduce household food insecurity and hunger
2. Eliminate very low food security in children
3. Reduce proportion of adults with obesity
4. Reduce proportion of children and adolescents with obesity
5. Increase proportion of health care visits by adults with obesity that include counseling on weight loss, nutrition, or physical activity



People 2 Years of Age and Older

6. Increase fruit consumption
7. Increase vegetable consumption
8. Increase consumption of dark green vegetables, red and orange vegetables, and beans and peas

For People 2 Years of Age and Older (contd.)

9. Increase whole grain consumption
10. Reduce consumption of added sugars
11. Reduce consumption of saturated fat
12. Reduce consumption of sodium
13. Increase calcium consumption
14. Increase potassium consumption
15. Increase vitamin D consumption



Children Aged 1 to 2 Years

16. Reduce iron deficiency

Females Aged 12 to 49 years

17. Reduce iron deficiency

Other HP2030 Objectives Related to Diabetes

- Reduce the proportion of adults with chronic kidney disease (CKD)
- Reduce the rate of new cases of end-stage kidney disease (CKD)
- Increase the proportion of people on Medicare with chronic kidney disease who get recommended tests (CKD)
- Increase the proportion of adults with diabetes and chronic kidney disease who get ACE inhibitors or ARBs (CKD)
- Reduce vision loss from diabetic retinopathy (V)
- Reduce the rate of hospital admissions for diabetes among older adults (OA)
- Increase the proportion of women who had a healthy weight before pregnancy (MICH)
- Reduce emergency department visits for insulin overdoses (MPS)
- Improve cardiovascular health in adults (HDS)

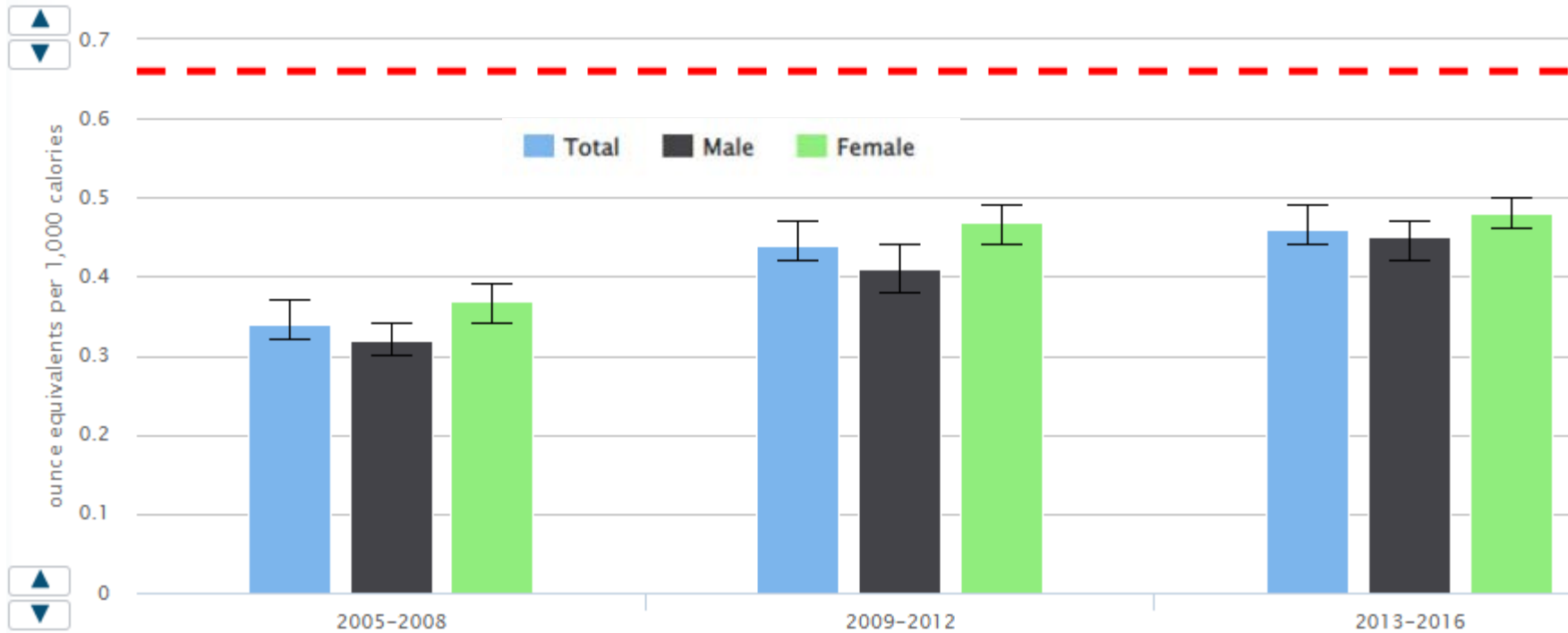
HP 2020 Data (NHANES)

Increase contribution of whole grains to the diets of the population aged 2 years and older

Mean daily intake of whole grains (age adjusted, ounce equivalents per 1,000 calories, 2+ years)
By Sex

2020 Baseline (year): 0.34 (2005–08) --- 2020 Target: 0.66 Desired Direction: ↑ Increase desired

Auto Scale



Uses of Healthy People

- Framework for planning and developing local programs and partnerships
 - Use national data for goal setting and agenda building
 - Local agencies can set their own targets
- Grant writing
- Teaching/outreach education
- Presentations/reports/publications
- Offers model for international, state, and local program planning

Healthy People 2030 establishes objectives and targets for the entire U.S., but setting local targets contributes to national success



<https://health.gov/healthypeople>

Nutrition Policy in the United States

Nutrition Facts
Label



Food Guidance
Systems



Dietary Guidelines for
Americans



Dietary Guidelines for Americans



Historical View: 1980 – 2020



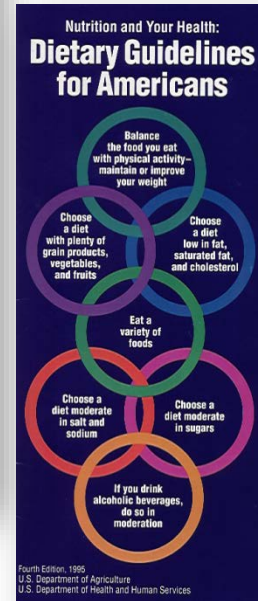
1980



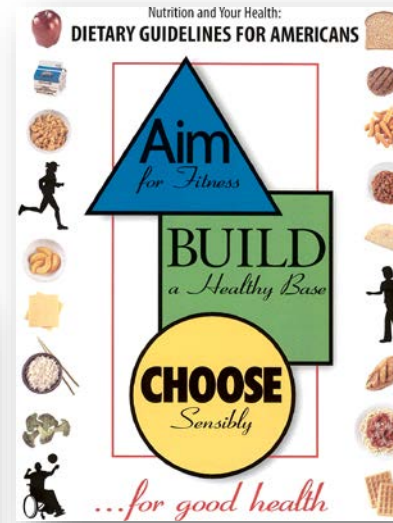
1985



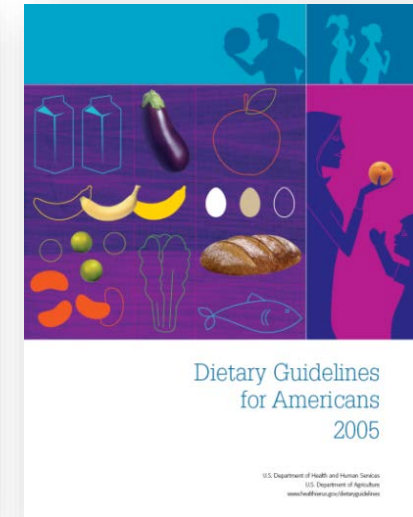
1990



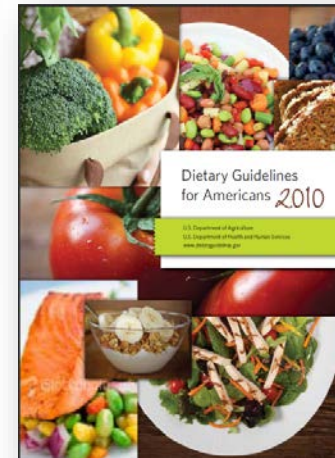
1995



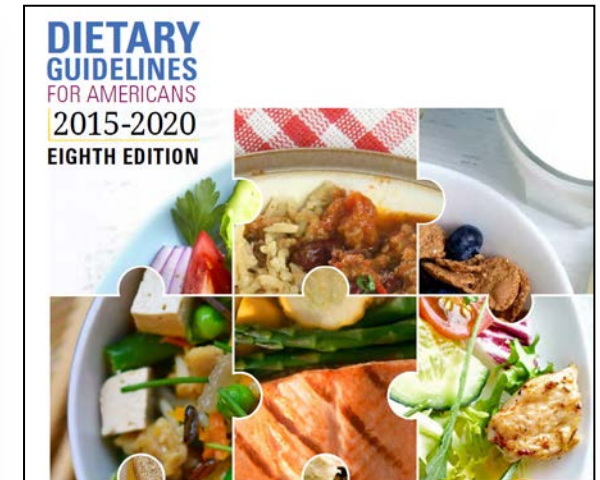
2000



2005



2010



2015-2020



Dietary
Guidelines
for Americans

2020 - 2025

Make Every
Bite Count With
the *Dietary
Guidelines*



60% of adults are living with one or more diet-related chronic diseases

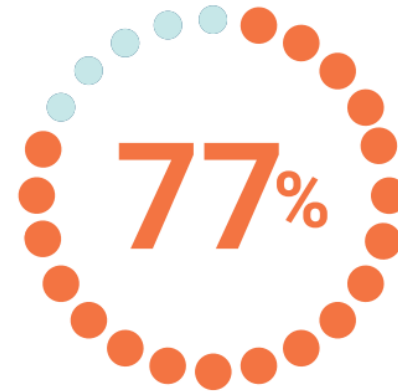
Currently:



of people have dietary patterns low in vegetables, fruits, and dairy.



exceed the limit for added sugars.



exceed the limit for saturated fat.



exceed the Chronic Disease Risk Reduction limits for sodium.

Nutrition Labeling and Education Act of 1990 (NLEA)

- Gave FDA explicit authority for nutrition labeling
- Requires disclosure of certain nutrients
- Provides some discretion to add or remove nutrients that are required to be declared on the label
- Requires that information be provided in context of total daily diet

Why Update the Nutrition Facts Label?

- Scientific information on diet and health has advanced, including link between diet composition and risk of chronic diseases and public health
- Amounts of foods consumed have changed and FDA's Reference Amounts Customarily Consumed, used to set serving sizes, needed adjustment
- Priorities for dietary guidance have changed, with focus shifting to calories and serving sizes as two important elements in making healthier food choices

Side-by-Side Comparison

Original Label

Nutrition Facts			
Serving Size 2/3 cup (55g)			
Servings Per Container 8			
Amount Per Serving			
Calories 230	Calories from Fat 70		
		% Daily Value*	
Total Fat 8g			12%
Saturated Fat 1g			5%
<i>Trans</i> Fat 0g			
Cholesterol 0mg			0%
Sodium 160mg			7%
Total Carbohydrate 37g			12%
Dietary Fiber 4g			16%
Sugars 12g			
Protein 3g			
<hr/>			
Vitamin A			10%
Vitamin C			8%
Calcium			20%
Iron			45%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Value may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

New Label

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
<hr/>	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%
* The % Daily value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Calories and Serving Sizes

- Updated to focus attention on information that is important for addressing current public health problems like obesity
- Increased the type size of “Calories,” “servings per container,” and the “Serving size” declaration
- Reversed the order of “Serving size” and “servings per container”
- Bolded the “Calories” and the “Serving size” declaration

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per serving
Calories 230

	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans Fat</i> 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Added Sugars

- Changed “Sugars” to “Total Sugars”
- Added “Includes” to help clarify that “added sugars” is a subcomponent of “total sugars”
- Removed part of the hairline between “total sugars” and “added sugars”
- Added sugars includes sugars that are either added during processing of foods, or are packaged as such, and includes:

- | | | |
|----------------------------|-------------|-----------------------------|
| • syrups | • maltose | • sucrose |
| • brown sugar | • trehalose | • lactose |
| • high fructose corn syrup | • honey | • maltose sugar |
| • invert sugar | • molasses | • concentrated fruit juice* |

*Sugars from concentrated fruit or vegetable juices in excess of what would be expected from 100 percent fruit or vegetable juice. Excludes fruit or vegetable juice concentrated from 100 percent fruit juice that is sold to consumers (e.g., frozen concentrated orange juice).

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
<hr/>	
Amount per serving	
Calories	230
<hr/>	
	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans Fat</i> 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
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Potassium 240mg	6%
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* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Updated Daily Values

- Based on most recent science
- Continues to use population-coverage approach for vitamins and minerals

Total Fat: 65 → 78 g

Total Carbohydrate: 300 → 275 g

Dietary Fiber: 25 → 28 g

Sodium: 2,400 → 2,300 mg

Potassium: 3,500 → 4,700 mg

Calcium: 1,000 → 1,300 mg

Vitamin D: 400 IUs (10 mcg) → 20 mcg

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
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Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

5/20 % Daily Value Guideline

More often choose foods that are **low (5% DV or less)** in these nutrients

- Saturated Fat
- Sodium
- Added Sugars

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

More often choose foods that are **high (20% DV or more)** in these nutrients

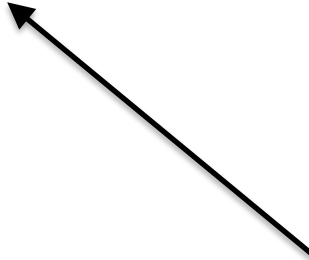
- Dietary Fiber
- Vitamin D
- Calcium
- Iron
- Potassium

Updated Footnote

Updated footnote better explains the % Daily Value and helps put calories in context of the daily diet

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
<hr/>	
Amount per serving	
Calories	230
<hr/>	
	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
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Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%
<hr/>	
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



Nutrition Facts Label Formats

Nutrition Facts	Amount/serving	% Daily Value*	Amount/serving	% Daily Value*	*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
	Total Fat 1.5g	2%	Total Carbohydrate 36g	13%	
	Saturated Fat 0.5g	3%	Dietary Fiber 2g	7%	
	<i>Trans</i> Fat 0.5g		Total Sugars 1g		
10 servings per container	Cholesterol 0mg	0%	Includes 1g Added Sugars	2%	
Serving size 2 slices (56g)	Sodium 280mg	12%	Protein 4g		
Calories per serving 170	Vitamin D 0mcg 0% • Calcium 80mg 6% • Iron 1mg 6% • Potassium 470mg 10% Thiamin 15% • Riboflavin 8% • Niacin 10%				

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat 2g	3%	Total Carb. 15g	5%
	Sat. Fat 1g	5%	Fiber 0g	0%
	<i>Trans</i> Fat 0.5g		Total Sugars 14g	
about 3 servings per container	Cholesterol 10mg	3%	Incl. 13g Added Sugars	26%
Serving size 1/3 cup (56g)	Sodium 200mg	9%	Protein 3g	
Calories per serving 90	Vitamin D 0% • Calcium 6% • Iron 6% • Potassium 10%			

Nutrition Facts Servings: 12, **Serv. size: 1 mint (2g),**
 Amount per serving: **Calories 5, Total Fat** 0g (0% DV), Sat. Fat 0g (0% DV),
Trans Fat 0g, **Cholest.** 0mg (0% DV), **Sodium** 0mg (0% DV), **Total Carb.** 2g (1% DV),
 Fiber 0g (0% DV), Total Sugars 2g (Incl. 2g Added Sugars, 4% DV), **Protein** 0g,
 Vit. D (0% DV), Calcium (0% DV), Iron (0% DV), Potas. (6% DV).

Serving Sizes

- Serving size is required on Nutrition Facts labels, and all nutrient information is based on the serving size
- Per the Nutrition Labeling and Education Act, serving sizes are calculated based on the Reference Amounts Customarily Consumed (RACCs)
- Approximately 30 out of 158 RACCs changed
 - **Ice cream** from 1/2 cup to 2/3 cup
 - **Carbonated beverages** from 8 ounces to 12 ounces
 - **Yogurt** from 8 ounce to 6 ounces
- Approximately 25 new RACCs established
 - Petitions
 - New foods

Serving Size Changes

**ORIGINAL SERVING SIZE
FOR ICE CREAM: 1/2 CUP**



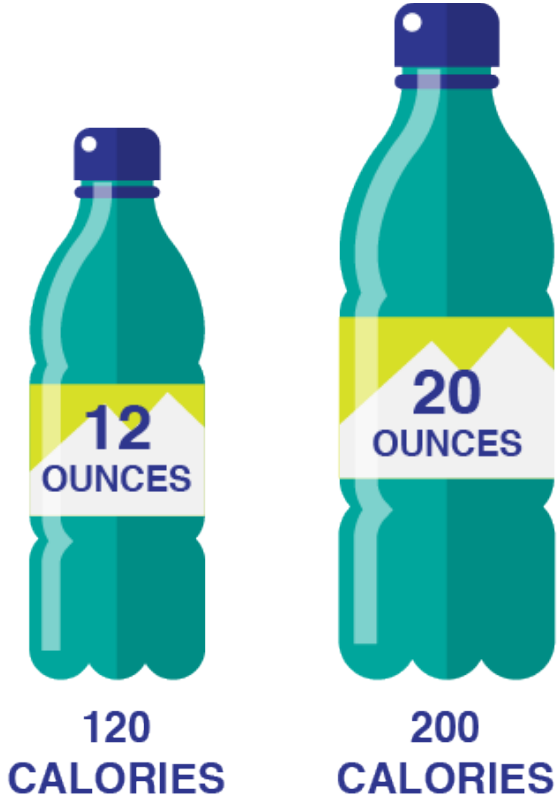
**200
CALORIES**

**NEW SERVING SIZE
FOR ICE CREAM: 2/3 CUP**



**270
CALORIES**

Labeling Single-Serving Packages



For single-serving packages which typically provide less than 2 servings per container, calories and other nutrients must be declared for the entire package rather than per serving because people typically consume the package in one sitting.

1 SERVING PER BOTTLE FOR EITHER BOTTLE SIZE

Implementing Menu Labeling

New measures, for the first time, created a national and uniform standard for the **disclosure of calorie information** on menus at chain restaurants and other retail establishments



Nutrition Facts Label Consumer Education Campaign




Interactive Nutrition Facts Label Online

- Detailed look at the Nutrition Facts label
- English and Spanish
- Includes 5 sections:
 - What's on the Label
 - Ingredient list
 - Nutrition glossary
 - Resources
 - Fact Sheets

[English](#)
[Español](#)

Interactive Nutrition Facts Label

The Nutrition Facts label found on packaged foods and beverages is your daily tool for making informed food choices that contribute to healthy lifelong eating habits.



🏠
What's On The Label ▾
Ingredient List
Glossary
Resources
Fact Sheets

% Daily Value

% Daily Value (%DV) shows **how much a nutrient in a serving of the food contributes to a total daily diet.**

The %DV column doesn't add up vertically to 100%. Instead, the %DV is the **percentage of the Daily Value** for each nutrient in a serving of the food. The Daily Values are reference amounts (in grams, milligrams, or micrograms) of nutrients to consume or not to exceed each day.

- For example, the Daily Value for saturated fat is less than 20 grams (g) per day (based on a 2,000 calorie daily diet), which equals 100% DV. If the Nutrition Facts label says one serving of a food contains 1.5 g of saturated fat, then the %DV for saturated fat for this specific food is 8%. That means the food contains 8% of the maximum amount of saturated fat that an average person should eat in an entire day.

Some nutrients on the Nutrition Facts label do not have a %DV, so use the number of grams to compare and choose products.

Nutrition Facts

4 servings per container

Serving size 1 1/2 cup (208g)

Amount Per Serving

Calories **240**

% Daily Value*

Total Fat 4g	8%
Saturated Fat 1.5g	8%
<i>Trans Fat</i> 0g	
Cholesterol 5mg	2%
Sodium 430mg	19%
Total Carbohydrate 46g	17%
Dietary Fiber 7g	25%
Total Sugars 4g	
Includes 2g Added Sugars	4%
Protein 11g	
<hr/>	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 6mg	35%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

White House Conference on Hunger, Nutrition, and Health

FDA

Goal:

End hunger and increase healthy eating and physical activity by 2030, so that fewer Americans experience diet-related diseases like diabetes, obesity, and hypertension





The 5 Pillars to address hunger and diet-related diseases:

- 1. Improving food access and affordability**
- 2. Integrating nutrition and health through Medicare and Medicaid**
- 3. Empowering all consumers to make and have access to healthy food choices**
- 4. Supporting physical activity for all**
- 5. Enhancing nutrition and food security research**



Closing Thoughts

- The Nutrition Facts label has been around for nearly 30 years, but many people still don't understand it
- Consumer education about the label is urgently needed
- The Nutrition Facts label and the *Dietary Guidelines for Americans* are useful educational tools that can help achieve the Healthy People 2030 goals for diabetes and other chronic diseases
- The Federal Government's renewed interest in nutrition and health is a promising opportunity to reverse decades of inaction and spur real progress in eliminating hunger and promoting health



Thank you!



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