

Ohio SNAP-Ed Adult & Teen Programs The New & Improved Nutrition Facts Label: Coming Soon to a Store Near You!

Task Topic:	<u>MyPlate</u>
Task Title:	<u>The New & Improved Nutrition Facts Label: Coming Soon to a Store Near You!</u>
Teaching Message(s):	<input checked="" type="checkbox"/> I use food labels to make better choices <input checked="" type="checkbox"/> I drink water instead of sugar-sweetened drinks <input checked="" type="checkbox"/> I make meals using mostly whole ingredients like vegetables, raw meats, rice, etc.
Resources:	<u>Adapted from <i>ChooseMyPlate.gov</i>, <i>Dietary Guidelines</i>, and the U.S. Food and Drug Administration</u>

Objectives for the Task:

1. Name at least 3 changes on the new Nutrition Facts label.
2. List one reason why the FDA is updating the Nutrition Facts label.
3. Explain how the Nutrition Facts label can be used to guide food choices.

Materials needed for the Task (including Handouts):

- Nutrition Facts Label side-by-side comparison (print single-side on card stock)
- Product Labels for 3 Foods (print single sided)

General Materials List:

- Flip chart paper
- Thought box
- Highlighters
- VOICE principles
- Post-it notes
- Markers
- Masking tape
- Participant evaluation forms
- Index cards
- Pens
- Name tags

Preparation:

- Tape up the two card stock Nutrition Facts Labels (current and new) to the wall, about 10 feet apart (or on opposite sides of the room). Next to each label, set out some Post-It notes and markers.

Key Points to Review:

- Introduce yourself. Give brief description of the program (program name, length of sessions, duration of program).
- Include your purpose as the facilitator (i.e. to introduce ideas that are supported by research, to give them the tools to make informed decisions about areas that affect their



health & nutritional needs, and to identify topics that might be covered based on the curricula used in the program).

- Review the V.O.I.C.E. Principles.
- Ask participants to sign in on the SNAP-Ed sign-in sheet.
- Remember to pass out the appropriate participant evaluation form at the end of the session, making sure to read the questions out loud to the participants.

Transition:

Last time we met, we discussed.... We also Who would like to share an example of ...?

Today, we will talk about the updated Nutrition Facts label. We'll discuss key features of the label, why the changes were made, and how these changes will help guide people to making healthier decisions about the foods they buy.

Before we get started with today's lesson, let's spend a moment and talk about physical activity. For optimal health, experts recommend a minimum of 150 minutes a week of moderate to vigorous physical activity. That's 2 ½ hours over a week, which is approximately 30 minutes, five days a week. Mix up your routine by trying a variety of different activities. Walking, dancing, gardening, lifting small hand weights – all of these things help you work toward your weekly activity goal. If you haven't been getting regular physical activity, start small. Even 10 or 15 minutes, 2-3 times a day, is better than doing nothing. Think of what you like to do – if you enjoy the activity, it won't feel like "work." Who would like to share some of their favorite activities?

Physical activity guidelines can be found at the following websites:

- Office of Disease Prevention and Health Promotion: www.health.gov/paguidelines/
- CDC: <http://www.cdc.gov/physicalactivity/everyone/guidelines/index.html>
- President's Council on Fitness, Sports, and Nutrition: www.fitness.gov/be-active/physical-activity-guidelines-for-Americans/

Anchor

Direct participants' attention to the front of the room, where the two Nutrition Facts labels are posted.

How many of you have heard that the Nutrition Facts label will be changing? *Allow for participants to raise their hands.* In the front of the room, I have two Nutrition Facts labels. One shows the current label – what you see on food products today. The other shows what the new label will look like. Spend some time looking at each label. Write down some of the things you notice about each Nutrition Facts label on a Post-It Note and place it next to the label.

Allow 5-10 minutes for participants to scrutinize the two Nutrition Facts labels and write down their observations. When they are finished, invite a few participants to call out what they noticed about each label.



Add

The Nutrition Facts label that you currently see on food products is over 20 years old! Much has changed about what we know about things like serving sizes, calories, fat, sugar, sodium, and nutrients in our food. In keeping with the latest research, the US Food and Drug Administration recently finalized a new Nutrition Facts label that will appear on all packaged foods. The new label will reflect changes to which nutrients will be required on the label, the definition of a serving size, the label design, and other important changes. These changes will make it easier for people to make informed choices about the food they buy and eat.

Updated Nutrient Information. Updates to the nutrient information include the following:

- The addition of **“added sugars”** under Total Sugars, which is underneath the Total Carbohydrate section. The new Nutrition Facts label will make it easier to distinguish how much of the sugar a product contains is added, versus naturally occurring sugar. Added sugars have been linked to chronic diseases like obesity, diabetes, and cancer.
- **Vitamin D and potassium** will now appear on the label alongside calcium and iron. They replace Vitamins A and C. This is because research has shown that Americans don’t get enough Vitamin D or potassium in their diets. Deficiencies of Vitamins A and C, however, are much less prevalent than they used to be.
- The **Daily Values** for sodium, dietary fiber, and Vitamin D are being updated based on new scientific evidence. The Daily Value (DV) simply refers to the amount of nutrient to consume or not to exceed in a given day; the percent DV helps people understand the nutrition information in the context of a total daily diet. The new Nutrition Facts label will require both the amount and the percent DV to appear. The explanation of percent DV at the bottom of the Nutrition Facts label has been reworded to be more easily understood.

Serving Size & Calorie Changes. The top of the Nutrition Facts label has been redesigned to call attention to calories, serving sizes, and servings per container.

- Perhaps the most noticeable change is the font size of the **calories** in the food product. The goal was for people to easily notice how many calories a food will contribute to their daily intake.
- Along with calories, the **serving sizes** must now be based on amounts of foods and beverages people actually consume, rather than how much they “should” consume. Thus, serving sizes and portions will be more closely aligned. Packages that people typically consume in one sitting will now be considered one serving.

So when can people expect to see the new Nutrition Facts label? In July 2016, the law requiring food manufacturers to use the updated label went into effect. However, companies will have until July 2018 to comply.

What are your questions about these changes?



Apply

Divide participants into small groups. Give each group a copy of one of the Product Labels food products for them to review.

Let's explore the new Nutrition Facts label more closely. Each group has a sample Nutrition Facts label from a food product. Using the information on the label, answer the questions about the food product.

Allow 10 minutes for participants to complete this activity. When everyone is finished, address the participants as a whole group.

What were three things you noticed about the Nutrition Facts label for your food product?

What surprised you about what you observed?

How does the information on the Nutrition Facts label help you make a better decision about whether or not to buy the food product?

Away

When you go grocery shopping, start looking at the food packages you normally buy to see if the manufacturer has begun using the new Nutrition Facts label.

Facilitator's Notes:**Facilitator's Checklist:**

- ☐ Have I gathered all of the pertinent materials needed for the lesson?
- ☐ Did I spend the requisite amount of time covering each targeted message?
- ☐ Did I apply the principles of adult learning to my program?
- ☐ Did I create a comfortable and functional learning atmosphere?
- ☐ Did I fill out a Program Log with the necessary program information?
- ☐ Did I ensure that all participants signed the sign-in sheet?
- ☐ Did I read the survey instrument out loud to the participants?
- ☐ Did I collect all requisite survey instruments needed for today's lesson?



Product #1

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%
Trans 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 235mg	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.	

How many servings are in the package? _____

How much added sugars does the product contain in each serving? _____

Is this product high in added sugars? _____

Which other nutrients is this product a good source of? (A food is a good source of a nutrient if it has 10% or more daily value.)



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Product #2

Nutrition Facts	
1 serving per package	
Serving size	6 crackers (39g)
Amount per serving	
Calories	190
% Daily Value*	
Total Fat 10g	15%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 330g	14%
Total Carbohydrate 23g	8%
Dietary Fiber 1g	5%
Total Sugars 3g	
Includes 3g Added Sugars	6%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 27mg	1%
* 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.	

How many servings are in the package? _____

How much sodium does the product contain in each serving? _____

Is this product high in added sugars? _____

Which other nutrients is this product a good source of? (A food is a good source of a nutrient if it has 10% or more daily value.)



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Product #3

Nutrition Facts	
1 serving per package	
Serving size	6 ounces (170 g)
Amount per serving	
Calories	100
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 65mg	3%
Total Carbohydrate 7g	2%
Dietary Fiber 0g	0%
Total Sugars 7g	
Includes 0g Added Sugars	0%
Protein 18g	
Vitamin D 0mcg	0%
Calcium 187mg	20%
Iron 0mg	0%
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.	

How many servings are in the package? _____

How much sodium does the product contain in each serving? _____

Is this product high in added sugars? _____

Which other nutrients is this product a good source of? (A food is a good source of a nutrient if it has 10% or more daily value.)



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Side-by-Side Comparison – Current Label

Nutrition Facts	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	
Calories 230	Calories from Fat 72
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	12%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 3g	
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



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Side-by-Side Comparison – 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%
Trans 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 235mg	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.	



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