

Background and Talking Points to Support Funding for the Dietary Guidelines for Americans

Background

The 1990 National Nutrition Monitoring and Related Research¹ Act specifies:

- [Charge] “At least every five years, the Secretaries [of USDA and HHS] shall publish a report entitled ‘Dietary Guidelines for Americans;’”
- [Scope] “Shall contain nutritional and dietary information and guidelines for the general public;” and “Shall be based on the preponderance of the scientific and medical knowledge which is current at the time the report is prepared;” and
- [Application] “Shall be promoted by each Federal agency in carrying out any Federal food, nutrition, or health program.”
- Congress did not appropriate any funds to USDA or HHS to support the development, revision, or promotion of the Dietary Guidelines for Americans at the time of the 1990 NNMRA and they have not appropriated any funds in the 28 years of the mandate

Agricultural Act of 2014 (P.L. 113-79)²

- “Mandates the Dietary Guidelines expand to include dietary guidance for infants and toddlers (from birth to age 24 months), as well as women who are pregnant, beginning with the 2020-2025 edition.”
- Congress did not appropriate any funds to USDA or HHS to support the (new) development and integration of new dietary guidance for these populations.

Consolidated Appropriations Act of 2016 (Section 735)³

- Charges USDA to commission a study with the National Academies of Sciences, Engineering, and Medicine (NASEM) to conduct an independent study on the process to update the Dietary Guidelines.
- Congress appropriated \$1 million to support this study (note: USDA was a pass thru and 100% of funding went to the NASEM).
- NASEM release two consensus reports with recommendations to USDA:
 - Optimizing the Process for Establishing the Dietary Guidelines – The Selection Process (February 2017)⁴
 - Redesigning the Process for Establishing the Dietary Guidelines for Americans (September 2017)⁵

¹ National Nutrition Monitoring and Related Research Act of 1990 (Public Law 101-445 - Oct. 22, 1990)

² Agricultural Act of 2014. Public Law 113-79.

<https://www.gpo.gov/fdsys/pkg/PLAW-113publ79/pdf/PLAW-113publ79.pdf>

³ Consolidated Appropriations Act of 2016, Section 735, page 39.

<https://www.congress.gov/114/bills/hr2029/BILLS-114hr2029enr.pdf>

⁴ National Academies for Sciences, Engineering, and Medicine. 2017. *Optimizing the Process for Establishing the Dietary Guidelines for Americans: The Selection Process*. Washington, DC: The National Academies Press.

<https://doi.org/10.17226/24637>.

⁵ National Academies for Sciences Engineering, and Medicine. 2017. *Redesigning the Process for Establishing the Dietary Guidelines for Americans*. Washington, DC: The National Academies Press.

<https://doi.org/10.17226/24883>.

USDA Center for Nutrition Policy and Promotion

- The base operating budget for CNPP to support a dozen initiatives, including the development of the Dietary Guidelines for Americans, is less than \$5 million dollars per year. This amount is not determined by Congress but determined by USDA Food and Nutrition Services Financial Management.
- A majority of the base operating budget originates from the FNS Nutrition Program Administration (NPA) budget with some funding provided the Child Nutrition Program.
- Staff years (FTEs) allocated to CNPP have ranged from 26 to 31. Numerous contracts are needed to support the Nutrition Evidence Library.
- CNPP's portfolio supports compliance of five Congressional mandates, none of which were appropriated funding.
- The current funding mechanism for CNPP does not support Congressionally mandated activities or other initiatives within their portfolio.
- USDA Secretary Perdue issued a proposal for reorganization that "Instead of having a politically-appointed administrator of CNPP, the agency will be headed by a career associate administrator. Incorporating CNPP into FNS will improve administrative efficiencies and allow closer integration of the work of these two agencies."⁶

Support the President's Budget for Funding of the Dietary Guidelines for Americans

FFY2019 President's Budget USDA⁷ and FFY2019 President's Budget USDA FNS⁸

- ***"The Budget includes \$12 million to develop the 2020 DGA for which USDA is the lead agency. Starting with the 2020 DGA, the scope will be expanded to include guidance for pregnant women, toddlers, and infants."***
- CNPP faces significantly increased demands and responsibility related to the *2020 Dietary Guidelines for Americans* for two primary reasons:
 - **Audience Scope Expansion for All Future Editions** – To date, the *Dietary Guidelines* has addressed people from age 2 years and older. Starting with the 2020 edition, the audience scope is Congressionally mandated, per the Agricultural Act of 2014, to expand to include guidance for pregnant women, infants, and toddlers (i.e., birth to 24 months), thus for the first time representing dietary guidance for the full life span. Key considerations:
 - Increasing the *Dietary Guidelines'* audience to include these key periods of human development meets an important national need. At the same time, it means a significant expansion in dietary topics unique to these audiences and the resulting volume of scientific evidence that must be reviewed to inform the new guidance for the *Dietary Guidelines* – in addition to the scientific review required to inform the guidance for the remainder of the U.S. population.

⁶ USDA Press Release No. 0104.17. "Secretary Perdue Announces USDA Improvement in Customer Service & Efficiency.

<https://www.usda.gov/media/press-releases/2017/09/07/secretary-perdue-announces-usda-improvements-customer-service>.

⁷ <https://www.obpa.usda.gov/budsum/fy19budsum.pdf>

⁸ <https://www.obpa.usda.gov/32fns2019notes.pdf>

- As the Federal government’s premier agency with expertise in scientific reviews focused on diet, health, and disease prevention, USDA’s CNPP maintains primary responsibility for the evidence review that informs each edition of the *Dietary Guidelines*. Thus, the burden to accommodate the costs involved in expanding to include these important audiences, both in staff and hard costs, falls to CNPP, not HHS.
- Another key area for which CNPP maintains lead responsibility between the two Departments is *Dietary Guidelines* consumer message development, materials, testing and distribution for use across the Federal government, given its mission and expertise in consumer nutrition education. The expansion in audience also impacts and has implications for the agency’s critical mission-driven work to translate the technical *Dietary Guidelines* into easily understood guidance for consumers.
- **USDA Lead Role for 2020 Edition** – USDA is the lead for the 2020 edition, thus having primary financial responsibility for all costs related to administration of the entire process, from the comprehensive scientific review to its development and release. Per the 1990 National Nutrition Monitoring and Related Research Act, the *Dietary Guidelines* is released by the USDA and HHS every five years. USDA and HHS rotate the lead role; HHS had the lead role and primary financial responsibility for the 2015 edition.
- Looking at cost containment and savings wherever possible (e.g., USDA securing facilities for the open public meetings with no site usage fees; for context, HHS public meetings for the 2015 edition were held in spaces with site fees), the costs to USDA as the administrative lead still include considerable financial commitments to meet the broad and complex needs involved and public expectation based on established and best practices.

Key Points - General

- The Dietary Guidelines are like the foundation of a house. They support a strong framework for nutrition programs, practices, and policies.
- Nutrition is the most powerful tool in our toolbox to combat chronic disease and skyrocketing healthcare costs in this country. We need a serious and sustainable investment in nutrition education, nutrition policy, and food systems that support healthy eating. Our failure to do so will lead to greater health disparities, weaker domestic nutrition security, and a drain on the global economy.
- We are at a time in which we cannot take Federal nutrition guidance and nutrition education resources for granted; however, we are at a time in which our collective action – our stories, services, publications, research – can create the most impactful evidence on the human health benefits of a healthy eating pattern. These contributions can profoundly impact nutrition policies, practices, and programs.

Key Points – Administration of CNPP

- With the elimination of the Executive Director of the Center for Nutrition Policy and Promotion, it is imperative that the career associate administrator (Senior Executive Service) have credentials in dietetics, nutrition, medicine, and/or public health with demonstrated experience in nutrition science/research, population health, chronic disease prevention, epidemiology,

economics, surveillance systems, and nutrition communications and marketing. In addition, the individual must have experience in advanced management and budget oversight; continuous quality advancement initiatives; program planning, implementation and evaluation; data analytics; information technology; and public policy.

- This individual would serve on the FNS Senior Executive Council (SEC) as a representative of CNPP
- It is critical that a qualified leader is in this position prior to the start of the process of developing the *2020-2025 Dietary Guidelines for Americans* and to ensure continuity from edition to edition.

Key Points – Funding for the Dietary Guidelines for Americans

The proposed funding for FFY2019 will support USDA/CNPP to:

- Successfully meet the increased demands and responsibilities related to the development and launch of the *2020-2025 Dietary Guidelines for Americans*.
- Fully integrate the more than 20 recommendations from the National Academies of Sciences, Engineering and Medicine to strengthen the scientific rigor, integrity, and efficiency of the *Dietary Guidelines for Americans* development and implementation processes.
 - This includes full integration of Continuous Quality Advancement activities into the development processes thereby institutionalizing robust and high-quality standards.
- Optimize transparency and increase opportunities for public engagement during the development process.
- Restore the public's trust in Federal nutrition guidance.
- Improve customer service in the delivery of high quality and relevant consumer nutrition messages, materials, and online resources.
- Leverage Federal and non-Federal partnerships to implement the *Dietary Guidelines for Americans* resulting in a greater impact on the nutrition health of Americans.

**Include the Dietary Guidelines for Americans infographic (<https://www.cnpp.usda.gov/dietary-guidelines-infographic>) for additional information on impact.

Engagement

- Tailor the message to your organization. Encourage members to tailor messages too (versus form letters) and to urge them to tell their unique stories.
- Strengthen the health, health care expenditure, and economic argument to your talking points. For example:
 - If we invest \$10/person each year toward improving nutrition, increasing physical activity, and preventing tobacco use, that could save \$16B annually within five years.⁹
 - If Americans ate just one more serving of fruits or vegetables per day, this would save more than 30,000 lives and \$5 billion in medical costs each year.¹⁰
 - If Americans were to follow current recommendations for daily consumption of fruits and vegetables, those numbers would go up to more than 127,000 lives and \$17 billion saved each year.¹¹
 - According to methods commonly used by economists, the increased longevity that would result if Americans ate the recommended amount of fruits and vegetables is worth over \$11 trillion.¹²
- Coordinate strategies and approaches across organizations
- Get engaged now, don't wait until the end of the process
- Motivate the nutrition community to be engaged (what would nutrition professionals do without the Dietary Guidelines for Americans? Where would America's health status be without a national nutrition guidance system?)
- This is a marathon, not a sprint – anticipate greater opportunities for engagement, provide continuous input, be consistent, include data, resources, references, citations with public comment or public testimonies

⁹ Segal LM, Rayburn J, and Martin A. (2016). The State of Obesity: Better Policies for a Healthier America 2016. Trust for America's Health. <http://healthyamericans.org/assets/files/TFAH-2016-ObesityReport-FINAL.pdf>

¹⁰ O'Hara J. The \$11 Trillion Reward. How simple Dietary Changes Can Save Lives and Money, and How We Get There. Union of Concerned Scientists.

https://www.ucsusa.org/sites/default/files/legacy/assets/documents/food_and_agriculture/11-trillion-reward.pdf.

¹¹ Ibid

¹² Ibid

Let's all EAT HEALTHY. BE HEALTHY. SAVE.

The Dietary Guidelines for Americans can help.

We're in the red.

117 MILLION U.S. adults have 1+ chronic diseases.¹



BILLIONS Spent in medical cost of diet-related chronic diseases.²

\$147B Obesity

\$245B Type 2 Diabetes

\$316B Heart Disease

8 in 10 Americans think advice about what to eat is conflicting.³

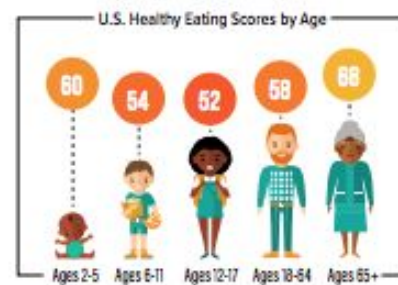


Healthy eating can help... but first, we need to do it.



59

The Healthy Eating Index Score
shows that Americans do not align their eating choices with the Dietary Guidelines.
(on a scale from 0-100)



What's the return on our investment?

Each step closer to eating a diet that aligns with the **DIETARY GUIDELINES** can help reduce risk of:⁴



Heart Disease



Type 2 Diabetes



Cancer



If we invest **\$10/person** each year toward improving nutrition, increasing physical activity, and preventing tobacco use —

THAT COULD SAVE THE UNITED STATES \$16,000,000,000 annually within five years!⁵

That equals a **\$5.60 return on investment for every \$1**

3 reasons why the Dietary Guidelines matter.

PRACTICAL TOOL

“ [USDA and HHS] took the science and brought it into the real world of how we eat... the Academy encourages everyone to follow the Dietary Guidelines recommendations because as dietitians we stand by science-based recommendations and realize that healthy eating is one of the most powerful tools we have to reduce the onset of disease.

ACADEMY of NUTRITION & DIETETICS

DATA-DRIVEN

“ With confusing and often-conflicting information in the media, it is more important than ever that Americans have a clear source of science-based information about diet. We would like to see the 2020 Dietary Guidelines continue to provide Americans with science-based guidelines...

AMERICAN COLLEGE of CARDIOLOGY

FOR ALL AGES

“ Pediatricians routinely look to the Dietary Guidelines to provide advice to our patients... We look forward to the inclusion of science-based Dietary Guidelines for children birth to 24 months in the 2020 Dietary Guidelines for Americans... Early nutrition sets the course for preventing many diseases, even those that would occur in adulthood...

AMERICAN ACADEMY of PEDIATRICS

Released jointly by USDA and HHS every 5 years, the Dietary Guidelines for Americans is the cornerstone for Federal nutrition programs and a go-to resource for health professionals nationwide. For more information, go to www.DietaryGuidelines.gov.