Welcome to the COPE Webinar Series for Health Professionals!

February 16, 2016
Dining for Health: Tips and Tricks Using the New FDA Menu Labeling Regulations

Time: 12 noon – 1 PM EDT
Moderator: Rebecca Shenkman, MPH, RDN, LDN
Director, MacDonald Center for Obesity Prevention & Education

Handouts of the slides are posted at: www.villanova.edu/COPE

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MacDonald Center for Obesity Prevention and Education (COPE) Goals

- Enhance Education
- Participate in Research
- Partner with agencies and organizations
- Provide Continuing Education

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Dining for Health: Tips and Tricks Using the New FDA Menu Labeling Regulations

Objectives: The learner will be able to:
1. Describe the basic tenants of the FDA menu labeling regulations.
2. Identify at least 3 new insights on the impact of menu labeling on consumer food choice behavior, dietary intake and health outcomes.
3. Recognize new ideas and resources, including calorie labels on the menu, which may be used to help guide consumer food selections.

Credits: This webinar awards 1 contact hour for nurses and 1 CPEU for dietitians. Suggested CDR Learning Need Codes: 1080, 4000, 4030, 6000; Level 2.

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Villanova University College of Nursing Continuing Education/COPE is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration.
Dining for Health:
Tips and Tricks Using the New FDA Menu Labeling Regulations

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DISCLOSURE

Neither the planners or presenter have any conflicts of interest to disclose.

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Objectives
At the end of this presentation, participants will be able to:

1. Describe the basic tenants of the FDA menu labeling regulation
2. Identify at least 3 new insights on the impact of menu labeling on consumer food choice behavior, dietary intake and health outcomes
3. Recognize new ideas and resources, including calories on the menu, which may be used to help guide consumer food selections

Our agenda

Evidence  Regulation  Ideas  Resources

Section 1
A look at eating away from home
Eating out: The new norm?

- **nine in 10** consumers say they enjoy going to restaurants
- **half** of consumers say restaurants are an essential part of their lifestyle
- **seven in 10** consumers say their favorite restaurant foods provide flavors they can’t easily duplicate at home
- **eight in 10** consumers say dining out with family and friends is a better use of their leisure time than cooking and cleaning up

The majority of calories come from home

Contrary to popular belief, restaurant-sourced pizza, burgers, chicken and French fries accounted for less energy than store sourced breads, grain based desserts, pasta and soft drinks.

A systematic literature

Summary of papers reviewed based on PubMed literature search through January of 2014. C.McGill

<table>
<thead>
<tr>
<th>Topic</th>
<th>Paper</th>
<th>Specific</th>
<th>Labeling</th>
<th>Review</th>
<th>Total</th>
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<td>Children &amp; Adolescent</td>
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<td>39</td>
<td>7</td>
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<td>45</td>
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<td>Consumer Behavior</td>
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<td>3</td>
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<td>2</td>
<td>5</td>
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<tr>
<td>Nutrients/Diet Quality</td>
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<td>12</td>
<td>1</td>
<td>2</td>
<td>17</td>
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<td>Health Outcomes</td>
<td>9</td>
<td>8</td>
<td>1</td>
<td>3</td>
<td>13</td>
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<tr>
<td><strong>Total</strong></td>
<td>65</td>
<td>56</td>
<td>12</td>
<td>8</td>
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There are no consistent definitions for type of restaurant in the literature – which makes an examination of the findings difficult
A systematic literature review (cont.)

<table>
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<tr>
<th>TYPE OF STUDY</th>
<th>STUDIES</th>
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<tr>
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<td>Randomized controlled trial</td>
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<td>Quasi-experimental</td>
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<td>Cohort</td>
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<tr>
<td>Case-control</td>
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<td>Case series</td>
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<td>Restaurant density</td>
<td>1</td>
</tr>
<tr>
<td>Mathematical modeling</td>
<td>1</td>
</tr>
</tbody>
</table>

There are no experiment studies and only one randomized control trial.

Insights from the literature

Dietary Intake:
- In general, consumption of FAPF is associated with decreased diet quality and increased intakes of energy, total fat, saturated fat and sodium.

Health outcomes:
- Body weight or BMI is the most often reported health outcome.
- Results are mixed.
- Type of restaurant appears to be an important factor.

Eating well while eating out is possible!

- The only randomized control trial in the current literature demonstrated that eating out can be part of a healthy diet pattern.
  - 6 weekly 2-hour small group sessions
  - Education, behavior change strategies and mindful eating meditations

- Participants in the intervention group:
  - Lost significantly more weight
  - Had lower average daily caloric and fat intake
  - Had increased diet related self-efficacy
  - Had fewer barriers to weight management when eating out
Eating well while eating out is possible!

Section 1 Summary
• Eating away from home is an intrinsic part of today's lifestyle
• The majority of calories still come from "at home" consumption
• Restaurant meals tend to be higher in calories, fat and sodium
• Research and HEI modeling demonstrate FAFH can fit into a healthy lifestyle

Section 2
A review of the regulation
How did the regulation come to be?

April 2011
FDA releases draft guidance Available for public comment

November 2014
Final Regulation Announced Published in Federal Register

December 1, 2015
Original Compliance Date

January 2016
December 1, 2016
NEW Compliance Date

Why menu labeling?

"...people need nutritional information to manage their weight and reduce the risk of, or manage, heart disease, diabetes, and high blood pressure, which are leading causes of death, disability, and high health care costs; it is difficult for consumers to exercise personal responsibility and limit their intake of calories at restaurants, given the limited availability of nutrition information at the point of ordering in restaurants..."
Who does this apply to?

• FDA adopted a broad definition of covered establishments and developed a specific definition for restaurant type food
• FDA defined a "covered establishment" as a restaurant or similar food retail food establishment ….
• "Restaurant-type foods" was defined as a food that is usually eaten on the premises, while walking away, or soon after arriving at another location

What is required?

• Covered entities must comply with three basic requirements:
  ONE: Calories must be disclosed for each standard menu item on the menu or menu board
  TWO: A statement must be posted on the menu concerning suggested daily caloric intake
  THREE: A statement must be posted on the menu advising that written nutrition information is available upon request

How will calories appear?

• How calories will appear on the menu will depend on how the meal is merchandised
An inside look at compliance

Prepare  Mobilize  Operationalize

Are the calories you’ll see accurate?

Nutrient analysis is – by design – an estimate. Accurate ≠ exact!

Ingredients: Even at its most basic form, many single ingredient foods are not exactly alike.

Nutrition analysis: Any food analysis – even when done in a lab – is not an exact science.

Food preparation: From cooking to portioning, preparing hand-crafted, made-to-order meals can also contribute to variability.

Section 2 Summary

• The intent of the menu labeling regulation is to inform consumers

• The regulation applies to chain restaurants and “similar retail food establishments” with 20 or more locations

• December 1, 2016 is the compliance date

• There are a myriad of rules to ensure calorie labeling is “clear & conspicuous”

• Nutrient analysis is by design an estimate: accurate is not the same as exact!
What Do Consumers Think?

• The majority of consumers have positive perceptions of menu labeling
• Most consumers say they will use the calorie information when posted

"The more informed we are, the better choices we can make. I see this as very positive."

"I usually try to choose healthier options. The labeling will enable me to have a better idea of the calorie count."

"I don't think it's a great regulation. When I go to the restaurant I am never sure what to buy on the menu because I don't have the information available."

What Will Consumers Do?

Based on a review of the literature, approximately ½ of studies showed a positive impact and ½ showed no impact

1. Barriers to usage include confusion and a general lack of understanding of calorie values
2. Nutrition information is most impactful when consumers are provided with the context of how calories and nutrients fit into their overall diet

Education will be critical to help consumers understand and use the calorie on menus.
Lessons learned from focus groups

1. Keep messages POSITIVE
2. Emphasize the YOU
3. Provide a RULE OF THUMB
4. Provide RESOURCES
5. Respect the OCCASION

3 approaches to putting menu labeling to use

1. Go the distance
2. Generalize it
3. Break the tie

Section 3 Summary

- Consumers generally have a positive perception of menu labeling
- Education will be critical to help consumers use menu labeling
- Keep messages positive and personal
A review of resources

Resources for You

More about the regulation:
- FCP has a self-study module
  - http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutritiion/ucm235762.htm

www.nutrition411.com > education materials >> menu labeling and eating out
- Calorie Confusion: a review of the literature
- Communicating Calories: consumer tested messages about menu labeling
- Menu Makeover: a turnkey consumer handout
- Eating Well While Eating Out: A Toolkit for Healthcare Professionals

Example 1

Coaching for "Clusters"
Example 2
Overcoming obstacles

Additional examples
Consumer tools

In summary
1. Eating away from home is an intrinsic part of today’s lifestyle; we can help consumers make better choices while eating out

2. FDA’s menu labeling regulation will go into effect December 1, 2016; the intent is to inform consumers

3. Education will be critical to help consumers use menu labeling; keep messages positive and personal
Thank you!
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www.recipenutrientanalysis.com
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- Everyone who has completed the webinar will be emailed a link to the evaluation.
- The email will be sent to the email address that you used to register for the webinar.
- Please complete the evaluation soon after you receive the email. The evaluation does expire after 3 weeks. Once expired, you cannot obtain a certificate.
- Once the evaluation is completed, the CE certificate will be emailed separately within 2 business days.

COPE's March Professional Webinar

Emily Hartline RDN, CSP, LDN
Pediatric and Adolescent Weight Management and Bariatric Dietitian
 Nemours/AI duPont Hospital for Children

Counseling Overweight Teens: Overcoming the Challenges-Achieving Results

Date: Wednesday, March 16, 2016
Time: 12:00PM - 1:00PM EST
CE Credit: 1.0 contact hour, 1.0 CPEU
Questions and Answers!

Moderator: Rebecca Shenkman MPH, RDN, LDN
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Web site: www.villanova.edu/COPE

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