

# USDA INITIATIVES TO END CHILDHOOD OBESITY

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# Presidential Goals:

- ❖ End Childhood Hunger by 2015
- ❖ Solve Childhood Obesity within a Generation

## Key Initiatives:

- ❖ *Let's Move!*
- ❖ Dietary Guidelines for Americans 2010
- ❖ *MyPlate*
- ❖ Healthy, Hunger Free Kids Act of 2010



# USDA Support of *Let's Move!*

- ❖ *Let's Move!* launched in February 2010:
  - Comprehensive strategies and commonsense steps to solve childhood obesity.
- ❖ HealthierUS School Challenge:
  - Rigorous standards for school food, program participation, nutrition/physical education.
  - Goal = 1250 schools by June 2011
  - <http://www.fns.usda.gov/tn/healthierus/index.html>

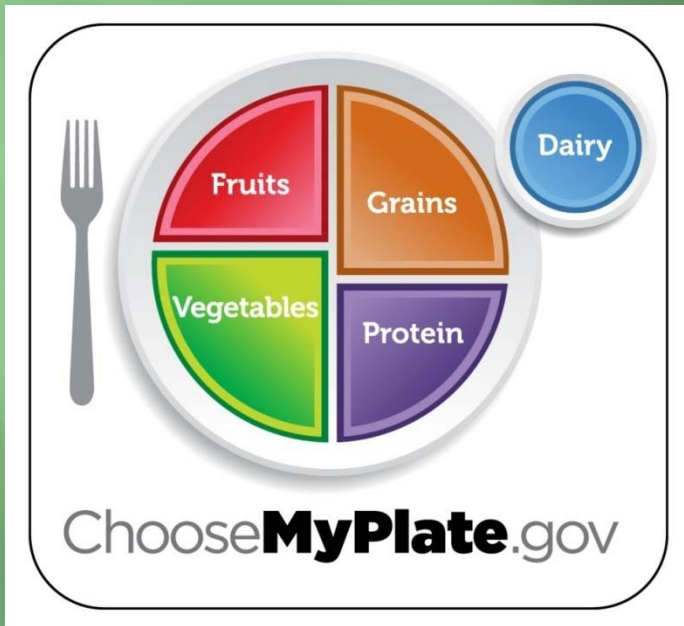


# USDA Implications for the Dietary Guidelines for Americans 2010

- ❖ NSLP and CACFP meal patterns – 2011 NSLP regulations.
- ❖ SNAP-Ed program content and messaging – 2013 Plan Guidance.
- ❖ Health Eating Index
- ❖ Nutrition Facts labeling



# *MyPlate*



- ❖ Replaces *MyPyramid* as the federal food icon.
- ❖ *MyPlate* is a simple, relevant communication tool to support the DGA 2010.
- ❖ Additional *MyPlate* resources to be released in Fall 2011.

*MyPlate* (and archived *MyPyramid*) materials available at: <http://www.choosemyplate.gov/>

# Healthy, Hunger-Free Kids Act of 2010

- ❖ Reauthorizes Child Nutrition and WIC Programs:
  - Provides additional funding to schools that meet updated nutrition standards.
  - Enhances universal meal access for low-income children.
  - Expands direct certification of eligible children.
  - Supports farm-to-school and school gardens.
  - Increases support for breastfeeding.



# Healthy, Hunger-Free Kids Act of 2010

- ❖ Modifies SNAP-Ed to improve effectiveness and efficiency:
  - Conversion to grant structure: \$375M in 2011.
  - California received a \$20M increase (\$137M total).
  - Allows for multi-level interventions and public health approaches.
- ❖ Consultation period for SNAP-Ed closed June 17<sup>th</sup>, interim final regulations due January 1, 2012.

