The Way We Eat:
Looking Beyond Nutrients to Help Clients Build Better Diets

May 14, 2012
Featured Speakers:
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Dairy Council of California®
Healthy Eating Made Easier
Society for Nutrition Education and Behavior
Learning Objectives

- To list at least four factors, beyond nutrition and health, that influence consumer food choices.
- To incorporate at least one strategy into counseling sessions to identify the top factor(s) that influence a particular client’s food choices.
- To utilize at least one strategy to align dietary advice to clients with these factors, meeting not just the client’s nutrition and physical needs but their emotional, cultural, creative and spiritual needs.
Questions

- Submit your questions through the Questions box
- A 10 minute Question and Answer session will be at the end of the webinar – we will answer all questions at the end
The Way We Eat:

Looking Beyond Nutrients to Help Clients Build Better Diets

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Food Landscape
A World Of Converging Influence
Food Transcends
## Consumer Research Methodology

<table>
<thead>
<tr>
<th>Data Set</th>
<th>Who</th>
<th>How Many</th>
<th>Margin of Error</th>
<th>How</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Field to Fork 2011</strong></td>
<td>Adult Primary Grocery Shoppers</td>
<td>n = 3,042</td>
<td>±1.8%</td>
<td>Online interviewing</td>
<td>10/20/2011 – 11/1/2011</td>
</tr>
<tr>
<td><strong>Field to Fork 2010</strong></td>
<td>Adult Primary Grocery Shoppers</td>
<td>n = 800</td>
<td>± 3.5% in 95 out of 100 cases</td>
<td>Mixed-Mode (500 by telephone, 300 by Internet)</td>
<td>May 5-12, 2010</td>
</tr>
<tr>
<td><strong>Global Health Engagement Barometer</strong></td>
<td>Adult Primary Grocery Shoppers</td>
<td>n = 15,257 10,078 across 10 countries; 5,179 in US</td>
<td>&lt;1%</td>
<td>Mixed-Mode Telephone and Online</td>
<td>February 24- March 8, 2010</td>
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<tr>
<td><strong>8095 Live Millennials and Food</strong></td>
<td>U.S. Millennials ages 16-31</td>
<td>267 members of the 8095 Live community</td>
<td>n/a</td>
<td>Online discussion boards and forums</td>
<td>February 4-20, 2011</td>
</tr>
</tbody>
</table>
Consumer Knowledge, Attitudes and Behaviors
Most Consumers Consider Themselves Knowledgeable About Food

62%
Say they consider themselves to be very knowledgeable about food

10%
Say they are \textit{not}

How much to you agree or disagree with this statement: “I consider myself to be very knowledgeable about food.”
Who Influences Their Opinions?

- My friends and family
- Family physician
- FDA
- USDA
- Registered Dietitians
- Farmers
- Environmental Protection Agency
- My Child's Pediatrician
- Food companies
- Grocers
- Agricultural companies
- Academic experts
- Famous chefs
- Health and fitness TV personalities
- Media and journalists
- Academic experts
- Personal trainer
- Restaurant companies
- Industry associations
- Congress
- Online bloggers
- Industry associations
- Restaurant companies
- Personal trainer
- Agricultural companies
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- Famous chefs
- Food companies
- Grocers
- Agricultural companies
- My Child's Pediatrician
- Environmental Protection Agency
- Farmers
- Registered Dietitians
- USDA
- FDA
- Family physician
- My friends and family

Percent
What They Know About Federal Dietary Guidance

78% Are familiar with the *Dietary Guidelines* (2010)

92% Are familiar with the *Food Pyramid* (2010)

22% Are familiar with *MyPlate*

69% Do not know if *MyPlate* is an accurate guide to healthy living

How much do you agree or disagree with the statements below?
Food Has Become a Badge of Values

How much do you agree or disagree with the statements below?
‘The foods I eat make a statement about my personal values’
Consumers Willing to Tie Broader Global Issues to Consumption

Say they are willing to change their own consumption habits if it can help make tomorrow’s world a better place to live.

Please tell me whether each of the following statements describes you, yourself.
When It Comes to Making Informed Choices...

95%

While 95% say they take personal responsibility for making their own choices.

Thinking about your dietary choices, how responsible do you think each of the following groups are in ensuring you have appropriate information to make informed choices?

Edelman
Consumers Feel Responsible, but Rely on Others...

...And Their Decisions Are Impacted by Multiple Sources

Thinking about your dietary choices, how responsible do you think each of the following groups are in ensuring you have appropriate information to make informed choices?

And thinking about your dietary choices, how much impact does each of the following groups have on the decisions you make?

How much do you agree or disagree with the statements below?
What Do They Want?

35% believe government should ban advertising of certain foods to kids
33% say government should tax foods such as soft drinks, snack foods and candy

83% say it’s important that food and beverage companies provide healthy foods that taste great
82% say it’s important that companies offer “healthy choices that fit my budget”
75% say it’s important for food and beverage companies to change products to make them healthier
75% say it’s important to provide easy-to-use nutrition information on the front of food packages
67% say it’s important for food and beverage companies to help solve community nutrition problems such as obesity and hunger

76% say government should require physical activity in schools
56% believe government needs to invest in community redesign geared for more active lifestyles
57% say government should subsidize fruits, vegetables, whole grains, fish, lean meats and low-fat milk to reduce their price
55% believe government should only allow the sale of certain foods in schools, government institutions, childcare and healthcare facilities.

How much do you agree or disagree with the statements below?
How important is it to you for a food and beverage company to have each of the following initiatives?

What kinds of initiatives or actions focused on consumer health do you expect from a food company or brand?

Source: 8095 Live Millennials and Food
The Role of Food
Food as Identity

NEARLY FOUR IN FIVE 8095 LIVE COMMUNITY MEMBERS AGREE THAT FOOD MAKES A STATEMENT ABOUT WHO THEY ARE, INCLUDING THEIR PERSONAL BELIEFS AND VIEWS ON HEALTH.

“Food says a lot about who I am. I try to eat responsibly. I try to buy organic food as much as possible in an effort to support what it represents. **So when I eat, I say that I care about the way we exploit our planet.**” --Female, 27, California

“I hope it shows that I try to take care of my **family** and feed them healthy and nutritious foods and that is a way of showing that I want what is best for them.” --Female, 29, Ohio

**Most Common Themes**
- Personal Beliefs
- Health
- Convenience

*Does the food you eat make a statement about who you are?*

Source: 8095 Live Millennials and Food
Food – A Complex Relationship

- Fuel for the Body
- Health
- Culture & Heritage
- Memories & Celebrations
- Human Connection
- Expression of Love
- Emotions
- Creative Outlet
- Personal Struggles

What role does food play in your life?
Source: 8095 Live Millennials and Food
Food as Fuel for the Body

“Food sustains me. It provides me with the energy to go. It gives me the nutrients to make my body healthy. It keeps my mind active.” —Female, 28, North Carolina

“Food is for eating, and keeping myself alive, for the nutrition. It shouldn’t be about anything else but that. I’m not a health nut and I’m certainly not the healthiest person, but food is a basic necessity and should be just that.” —Female, 29, Ohio

“Food simply plays the role of fueling my body. I am very into physical culture, healthy living, lifting weights, etc. Food is nothing but an energy source for me. I keep an incredibly strict diet (although it’s just normal to me) and I track every single thing I eat each day...

...I eat just to fuel my body. I want it to perform at its best at all times, from when I'm working to when I'm at the gym, so I give it foods to make it do that. **It's not about eating what tastes the best, it's about eating what's the best for you** (although I think everything I eat, which most people would not like, tastes great).” —Male, 24, Texas
“I have a child who has food allergies, so I don’t so much watch what I eat, but I do have to watch out for him. I have to pack his lunches for school, and send his snacks, and when they have parties, I have to send him ‘safe foods.’ And when I shop I have to check labels on everything. Also, I am constantly on the lookout for new things that he can try that are safe, and new recipes that I can cook for him.” –Female, 29, Alabama

“I used to eat everything without caring what food I was eating. I took a cooking class the past year and my perception of food changed. We have to be careful of what kind of food we are bringing home and where we buy it. Have you ever looked at the ingredients that products have? I used not to care, but I do now; these products have many ingredients that I don’t know what they are. ... I learned that we have to support our local farmers and community because they are the ones who grow healthy food. It is important when we buy grocery products to ask and to know where the product comes from, and read the label of ingredients and don’t be afraid to ask the seller.” –Male, 18, California

“I try to make sure the majority of the time, my family eats healthy. That means mostly fruits, veggies, lean meats and whole grains. We cook a lot at home and try new things often. When I was growing up, my mom pretty much bought us fast food daily and I want to make sure my kids are brought up with healthy ideas about food.” –Female, 29, Texas
Food as Culture and Heritage

“I’m from the South so great-tasting food is very important to me. Seafood is the most important dish to me whether it’s crawfish, shrimp, oysters, or fish (catfish), from a cooked dish to a po boy sandwich. If it’s not a Louisiana hot sauce, spice, rice mix, or beans, I tend to stray away.”  –Male, 30, California

“Food is one lens through which I enjoy life. Food is also a way I celebrate my cultural background and reminds me of my upbringing. My parents are from the Philippines and my maternal grandparents lived with us while I growing up. Many people in my family are excellent cooks (I’m still learning how to cook though!) and I ate a lot of delicious Filipino food growing up. I currently don’t live near my family so when I go home to visit, I make sure to eat my share of Filipino food.”  –Female, 30, Massachusetts

“Food is usually one of the first things I’m exposed to when experiencing a different culture. If you're interested in a place but you can't travel there, eating dishes from the region is a fun and inexpensive way to experience a little of the culture. It lets me feel connected to other people and other ways of life.”  –Male, 19, Georgia
Food Memories and Celebrations

“Food has been a big part of my family since I was very young. Most of my family gatherings had much to do with sitting down together and eating as a family. (e.g. Christmas, Thanksgiving, birthdays) It also was a big tradition within my family to have Sunday night dinners with as many relatives as possible. In fact, I think that it is safe to say that family meals were part of the glue that holds a family together. It provides an outlet for sharing and catching up. I also love eating and could never put myself through any kind of diet (I am not overweight anyways). I don’t like to deprive myself.” —Female, 20, Connecticut

“Food triggers so many memories. When I eat cotton candy, I’m reminded of when I went to the county fair when I was a little girl with my family.” —Female, 25, Georgia

“Growing up, I remember carrot cake for my birthday. Mom’s Texas beef skillet. Making my own box mac-n-cheese when I didn’t like what was cooked for dinner. Helping grandma make the Thanksgiving dinner. Now, I bake all our own bread. I haven’t bought a loaf of bread from the store in 3 months. Over the past weekend, Mom visited and I made lasagna (second time on my own ever), tacos, and chicken pot pie. With a carrot cake and cream cheese frosting for Valentines Day.” —Female, 26, Utah
“Food is a connector among friends, and family. Whenever there is a large gathering of people I haven’t seen in a long time we’re always seated around a table full of food.” – Female, 17, Washington

“A lot of my friends and family really only gather for meals. My mom and I have dinner together every night. Yes I still live at home so it is a ritual. I feel like we bond by having conversations over dinner. Overall food is a happy memory for me.” – Female, 24, Ohio

“We gather together as friends and family, and a meal is always a staple. We share laughs and stories around the dining room table. Who hasn’t sat down at the table for a dinner with friends or family and lasted there for seemingly hours, even after all the food is gone. ... It can also serve as a way to heal in positive and healthy ways, like bringing people together. It forces you to talk and make eye contact with the person sitting across from you and around you.” – Male, 30, Texas
Food as an Expression of Love

“Food is important to my relationship with my husband. I do most of the cooking through the week but on the weekend we always try to cook something new and special together. He loves to cook, and is amazing at it, so it’s like having restaurant food at home and it’s an inexpensive way to spend quality time together.” — Female, 30, Utah

“Now that I’m an adult and meal-plan for my own little family, I find myself thinking of what I want to provide for my two little boys and what memories I want them to have of the good home-cooked meals that their mommy always made. Making good food for them, and letting them explore new tastes makes me feel like I’m doing right by them as their mom. It gives me a lot of fulfillment and satisfaction. I still make several of the dishes that my mom made for me as well as incorporating many new ones of my own that I discover.” — Female, 25, Illinois

“Food is a way to express love for others, and a way to spend time together. I can remember best the evenings we would sit around the dinner table and share with each other about our days and spend time doing family devotions.” — Male, 31, Florida
“Food is such an integral part of my life. **Food gives me comfort. The smell of pasta or chocolate can brighten my spirit.** When I smell chocolate chip cookies, it reminds me of holiday baking with my mom. **Just like music, food can definitely alter your mood.** When I'm upset I don't necessarily have to pig out, but I definitely run to something warm to put me at ease.” – Female, 27, Maryland

“Most of the women I know (including myself) have a complicated relationship with food: they enjoy it but also view it as the harbinger of pounds/excess weight.” – Female, 30, Massachusetts

“Food tends to be an emotional part of my life, whether it's a happy time, or a sad time, mad/frustrated, etc. I love spending time with my love, my family, my friends, etc going out to eat and trying new foods and making it a fun experience. I also crave sweets a lot, whether I'm in a good mood or not, but MAINLY when I'm feeling down/upset/frustrated.. I love food, especially sweets and breads, but I TRY to not let it get out of hand.” – Female, 25, Colorado

Food and Emotions
Food as a Creative Outlet

“I love food and enjoy seeing all the smart people thinking up of new innovations in mass produced goods, and people thinking of very different ways to serve basically the same foods over and over. It really shows how creative people can be in the pursuit to make food/drink healthier and tastier. Then there's the chefs on TV or even at your local restaurant that can make chicken, beef, pork, fish, vegetables, fruit, etc., so many different ways that you never get tired of them.”  
—Male, 27, Illinois

“It is an inspiration, and a way for me to express myself. It can also be a reward, and I like to cook to show my soul to others.”  
—Male, 31, Illinois

“Food helps me with my creativity. I'm always baking something new and letting my friends try it out and give me feedback. The kitchen is one of my most favorite places to be, and I love buying new things for the kitchen.”  
—Male, 30, Michigan
Food has always played a difficult role in my life, as I was anorexic at age 14, my freshman summer of high school...When I gained the weight back, I bounded to 20+ lbs over my starting weight. I now weigh between 5-10 lbs over what I did at age 14, but I still struggle with food and my calorie intake daily...Sugar and the addiction to sweets is still a weak spot for me, but the more I eat with others (I'm not going to pig out in front of my friends) and the more I keep healthy options around, the better I find myself eating. For me, it's all about accountability. “ –Female, 28, California

Food used to be a bit of a struggle for me. I have been heavier for most of my life, and in college, it came to a point where I had had enough. I wouldn't go as far as to say that I had a disorder, but I ate very little, and just didn't care to because I was busy and not interested. ... Today, I view food as something that helps me survive and I try to eat healthy food for the most part.” –Female, 29, Pennsylvania

“I love all the wrong foods and am struggling with being slightly overweight. I'm trying to teach my young kids good food habits so they don't struggle with weight as much as I have. I just try to teach them to enjoy life a little including the not so great foods. Everything in moderation is key.” –Female, 25, Illinois
**What Does This Mean?**

**Food is more than just nourishment**
It is an identity, a health badge, an emotion, a celebration, a political stance, and it’s complicated.
To be more effective at helping Americans build healthier diets, we must acknowledge & respect those many roles.

**Consumers expect the government & the food industry to be engaged in health**
They want better products, more transparent information & involvement in health & wellness. Yet, they have reasonable expectations – they are looking for a partner not a dictator.

**Multi-stakeholder world demands transparency, trust and engagement**
The world’s views and values as they relate to food are in a critical and complicated state of change – science & credible experts such as RDs play an important role in this discussion.
The Way We Eat:
Looking Beyond Nutrients to Help Clients Build Better Diets

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Though a fact of nature, milk is really a product of culture.
Deborah Valenze, historian
Comfort foods health foods, childhood foods, grown up foods, holiday foods, morning and bedtime foods . . . . .
Dairy Cattle to the New World

“Milke, being a great nourishment and refreshing to our people, serving also (in occasion) as well for Physicke as for Food....”

Lord Delaware, 1611
Milk on the Move

Alaska-bound Gold Rush miners with supplies
Cooper & Levy Store
Seattle, WA, 1897
“The Story of Carnation Milk”
recipe booklet, 1915
Milk on the Move

Milk Delivery, circa 1902
Golden Eagle Dairy Wagon,
Sacramento, CA
Milk for the Populous

Milk Depot, circa 1910s (opened 1894)
City Hall Park, New York City

Washington Senators Pitcher
Walter Johnson
April, 1925
*Milk for You and Me*
Milk Across Generations

Kellogg’s Rice Krispies
McCall’s, 1931

NorShor Theatre Milk Bar
Duluth, MN, 1941
A Dairy Food Focus

WWII military rations

Eagle Brand Sweetened Condensed Milk Cookbook, 1989

White House Evaporated Milk Cookbook, 1940s-1950s
Emotions, Memories, Nostalgia….. Comfort Foods

Source: Taylor Mathis Photography
Comfort Food Across Cultures

Noodle Kugel (Jewish/ Polish/ Eastern European)

Paneer Noodle Rolls (South Asian)

Kasspatzen/Kaese Spaetzle (Austrian/German)

maccheroni e formaggio (Italian)
Here are the kinds of recipes you’d find if you visited the Woods family’s home….

Sylvia Woods
Culinary Heritage Re-examined: New Soul Food?

Cooking is really about love…Cooking is as much about nourishment for the soul as it is the stomach. Patti LaBelle
Heritage & Healthy Habits

Heritage-specific Diet Pyramids

African Heritage Diet Pyramid

Illustration by George Middleton
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www.oldwayspt.org
Heritage & Healthy Habits

English- and Spanish-language resources
Food Guides Across Cultures

Global resources ~
other countries’ food-diet guides
Is there room on the plate?
When it comes to consumer food choice, culture matters!

- Flavor & Texture
- Expert advice
- Culture
  - Religion
  - Family
  - Nostalgia
- History
- Geography
- Heritage
- Ethnicity
- Creativity

Individual food choices
The Way We Eat:
Looking Beyond Nutrients to Help Clients Build Better Diets

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Which Bucket or Role?

- Heritage, ethnicity, creativity
- Culture, nostalgia, family
- History, geography
- Nutrition, health, recommendations
Generations

Observations from one group in the population cannot be applied directly to all groups in the population. Nuances exist.
Generations  The History of America’s Future
Four Generations to Consider

- Silent born 1925-1942
- Boomers born 1943-1960
- Thirteenth born 1961-1981
- Millennials born 1982 – 20??
Silent Generation born 1925 - 1942
Boomer Generation born 1943 - 1960
The Way We Eat

Thirteenth Generation born 1961 - 1981
Millennial Generation born 1982 – 20??
Facilitating Change –
A (Chocolate) Habit in Action
What other factors are involved with habits?

Repeating the cycle causes the Cue to trigger anticipation of the Reward before we ever start the routine.

This is the powerful force of craving.
Keep the Cue and Reward, Change the Routine
Create Craving for the New Routine
Build Belief in Change and Capitalize on Community
Take a Different Approach

Tap in the Reward side of Behavior
Emotion based approach

Massachusetts WIC Program
Touching Hearts, Touching Minds

CAUTION
no-cereal
zone

DIGESTIVE SYSTEM
UNDER CONSTRUCTION

welcome baby! [NOW WHAT?]

refining an old tradition

"Tradition is learned in the womb and carried to the grave."

My mother always told me that tradition is important. When I had my first baby, she wanted me to follow the same rules and customs that she had grown up with.

What should I feed my baby?

Breastfeeding is a natural way to nourish your baby, but it can be challenging, especially during the first few months.

What about solids? Can my baby eat solids at 5 months?

Solids are important, but it's important to introduce them gradually. Start with a variety of purees and then move on to finger foods.

What about formula? Is my baby getting enough nutrients?

Formula is a good option, but it's important to choose the right one for your baby's needs.

What about rice cereal? It's a common first food, but is it healthy for my baby?

Rice cereal is a good option, but it's important to introduce it gradually.

What about fruit and vegetables? Are they necessary for my baby's development?

Fruits and vegetables are essential for your baby's growth and development.

What about meat and dairy? Are they necessary for my baby's growth?

Meat and dairy are important sources of protein and calcium for your baby.

What about water? Is it necessary for my baby to drink water?

Water is essential for your baby's health.

What should I do if my baby won't eat?

If your baby isn't eating, it's important to be patient and to offer a variety of foods.

What should I do if my baby is constipated?

Constipation is common in babies, but it's important to be aware of any changes in your baby's bowel movements.

What should I do if my baby is teething?

Teething can be uncomfortable for your baby, but there are several ways to help ease the discomfort.

What should I do if my baby is fussy?

Fussiness is common in babies, but it's important to be patient and to respond to your baby's needs.

What should I do if my baby is sick?

If your baby is sick, it's important to be attentive and to follow the advice of your healthcare provider.

What should I do if my baby is not sleeping well?

Sleep problems are common in babies, but it's important to be patient and to establish a consistent bedtime routine.

What should I do if my baby is not gaining weight?

If your baby is not gaining weight, it's important to be aware of any changes in your baby's eating habits and to consult with your healthcare provider.
Check out all the resources

www.touchingheartstouchingminds.com

Change yourself to change others.
What can we do to foster an individual’s internally fueled life-changing transformation?
Fill the Buckets and Feed Their Values

Book Cover Images are provided courtesy of the authors.
Ask Clients, then LISTEN

Cueing Questions
Conversation Starters
Wrap Up

- Submit questions through the Questions box
- Submit suggested conversation starters through the chat box
- Webinar archive and PDF with resources and conversations starters will be available at: www.DairyCouncilofCA.org/LookingBeyondNutrients
- Evaluation and CE forms