



# Portion Guidance: Successes, Challenges and Real-Life Strategies for Nutrition Educators

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**July 22, 2017**



# Session Objectives



Identify the barriers to choosing and consuming reasonable portions among consumers



Translate current research and guidelines into actionable portion guidance strategies to empower consumers to make informed choices



Leverage available resources and tools to effectively communicate and counsel on consuming proper portions



# Helping consumers choose reasonable portions

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Carol Savage, MS, RDN



# Portions: Calling for Change

"...we can make portion sizes smaller and emphasize quality over quantity..."

- Michelle Obama



## According to the McKinsey Global Institute, reducing portions:



Is the single highest-impact in intervention area for reducing obesity



Is the most cost effective strategy



Is a behavior research shows consumers are willing to change



# Americans are Motivated but Confused

**6 out of 10** are trying to lose weight

**2 out of 3** are motivated to change

**2 out of 3** have made an effort to eat smaller portions

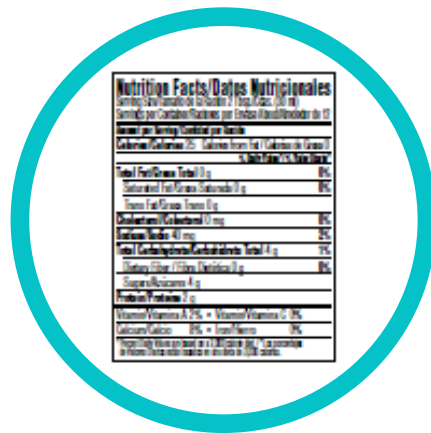
**Yet...they don't know what a reasonable portion is!**

*Our portion guidance could move the needle in a positive direction and contribute to reducing obesity in America.*



# Bridging the Gap

## Consumers Are Confused about the Difference between Serving Size and Dietary Guidelines



*Reference amount  
customarily consumed  
(RACC) at an eating occasion*



*What portion of a specific  
product should be consumed  
per eating occasion?*



*Recommended balance of  
food groups on plate*

# Nestlé Portion Guidance™

## Consistent with DGAs

Reasonable amount of foods and beverages per eating occasion, per person, that is consistent with USDA's Food Patterns. Portions may vary by person (adult or child), and by type of food or beverage; "RACC or less."



## Information & Education



## Built-In Portion Guidance



## Individually Portioned Options



# The Thoughtful Portion™ Box in the Nestlé Nutritional Compass®



## Examples of portion-supporting tips

### *Thoughtful meal pairing:*

Enjoy this entrée with a steamed vegetable or side salad.

### *Thoughtful snack pairing:*

Pair one cookie with a piece of fruit or glass of fat-free milk.

### *Calorie guidance:*

Keep main meals at 600 calories apiece, including entrée and sides.

### *Mini serving:*

Try baking "mini versions" of your favorite treats.\*

### *Energy balance:*

Enjoy ice cream as a family after a fun physical activity.

### *Resource suggestion:*

Learn more about building easy meals that meet Dietary Guidelines at [www.nestleusa.com/nutrition/balance](http://www.nestleusa.com/nutrition/balance).

[nestleusa.com/nutrition/portion-guidance](http://nestleusa.com/nutrition/portion-guidance)



# What do Consumers Think?

## Methodology



- **Obtained Sample:** 1,500
- **Survey Length and type:** 10 minutes – customized quantitative survey
- **Significant differences:** Age and ethnicity

## Target



- US Nationwide
- Age 21-65
- Primary Grocery Shopper
- Purchased Nestlé brands in frozen pizza, frozen meal, coffee creamer and candy (excluding chocolate) categories
- Quotas to match census on gender, age, ethnicity, region, Hispanic origin

## Dates and Market



- June 30 - July 18, 2016
- US Nationwide

Research is baseline for impact of Thoughtful Portion™ in the Nestle Nutritional Compass



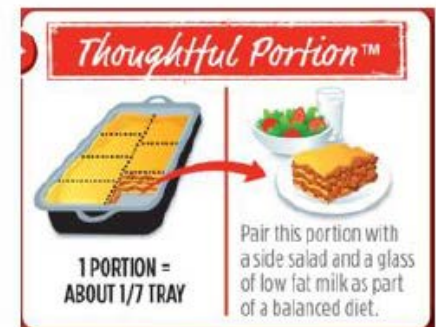
Candy



Frozen Pizza



Coffee Creamer



Frozen Meal

# Builds on Existing Practice and has Potential to Change Behavior



## Portion guidance approach builds on existing label reading habit

Who reads labels?

- New buyers – **61%**
- Hispanics – **43%**
- <35 year olds – **33%**



## Consumers remember once they notice portion guidance

- **68%** recall the recommended portion
- **40%** recall the brand name/logo
- **39%** recall what a portion looks like/visual amount to eat



## Information was clear and relevant

- **84%** find information clear & easy to understand
- **53%** find information useful
- **48%** find information personally relevant



## Has potential to change behavior

- **57%** are likely to be more aware of portion sizes
- **50%** are likely to think more about how much they or their family should eat
- **36%** are likely to change how much they or their family eats

# Balance Your Plate with Nestlé



**Frozen entrée or pizza**



**Side dish**

*with fruits, vegetables,  
whole grains or lean protein*



**Balanced Plate**



[nestleusa.com/nutrition/balance](http://nestleusa.com/nutrition/balance)



[pinterest.com/balanceplate/](https://pinterest.com/balanceplate/)

# Let's Put Portion Guidance into Practice



Good Food, Good Life

Enhancing quality of life and contributing to a healthier future for all individuals and families.

## Lunch Menu

### ENTRÉE

#### LEAN CUISINE® Marketplace Pomegranate Chicken

Calories (180); Sat fat (1g); Sodium (450mg); Carbs (20g); Fiber (3g); Protein (17g)

Serving Size: 1 package

### SIDES

#### Kale and Orange Salad

Calories (90); Sat fat (0g); Sodium (310mg); Carbs (16g); Fiber (3g); Protein (3g)

Serving Size: 1 cup

#### Sweet Potato Cauliflower Mash

Calories (80); Sat fat (0g); Sodium (80mg); Carbs (17g); Fiber (3g); Protein (2g)

Serving Size: ½ cup

### DESSERT

#### Quinoa Cookie

Calories (130); Sat fat (5g); Sodium (50mg); Carbs (14g); Fiber (0g); Protein (1g)

Serving Size: 1 cookie





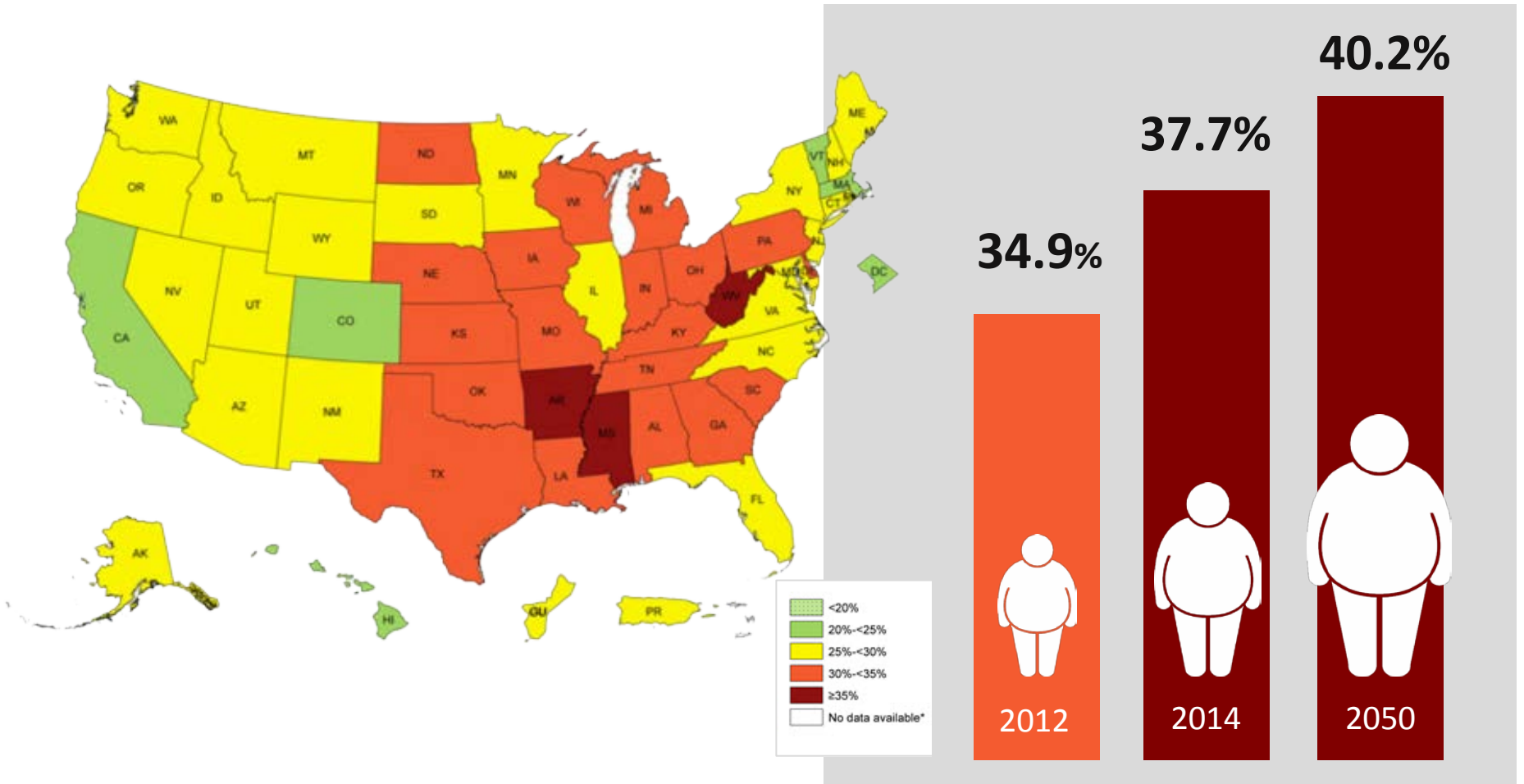
# Achieving Proper Portions

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Successes, Challenges  
and Real-Life Strategies

Lisa R. Young, PhD, RD



# Obesity Rate in America Continues to Climb and Will Not Plateau Until 2050




# Obesity: The Top Social Burden

## IN THE U.S.

### PERSONAL COST




Obese people have **19 years** of healthy/disease-free life.



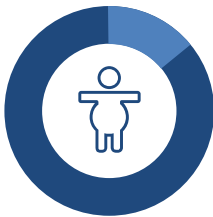
Extreme obesity shortens life expectancy by **14 years**.

### ECONOMIC COST



The annual cost of obesity-related illnesses in the U.S. is **\$190.2 billion** (21% of the U.S. annual medical bill).

### SECURITY COST

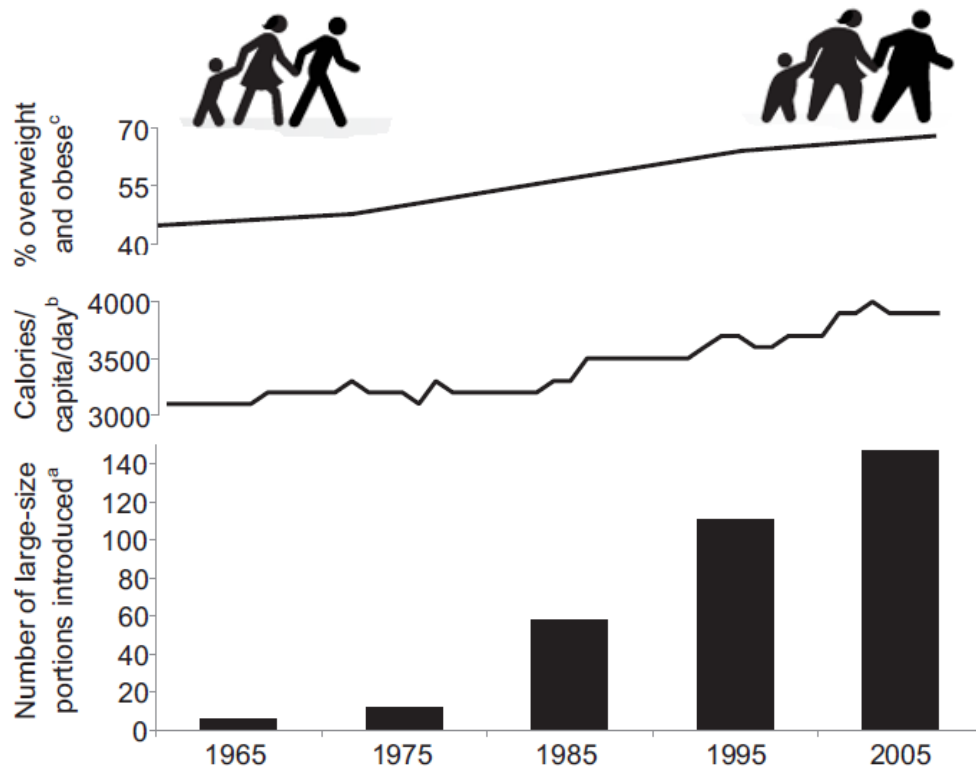


**12%** of active duty service members are now obese.



**61% increase** since 2002 – resulting in serious injuries and dismissal for being unfit to serve.

# Calorie Intake, Portion Sizes and Obesity Rates Have Increased Simultaneously



## DID YOU KNOW?

The aggregate food supply provides about **4,000 calories per person/day** and accounting for loss, the amount available to the average American **increased by 23%**, to about 2,500, between 1970 and 2010.

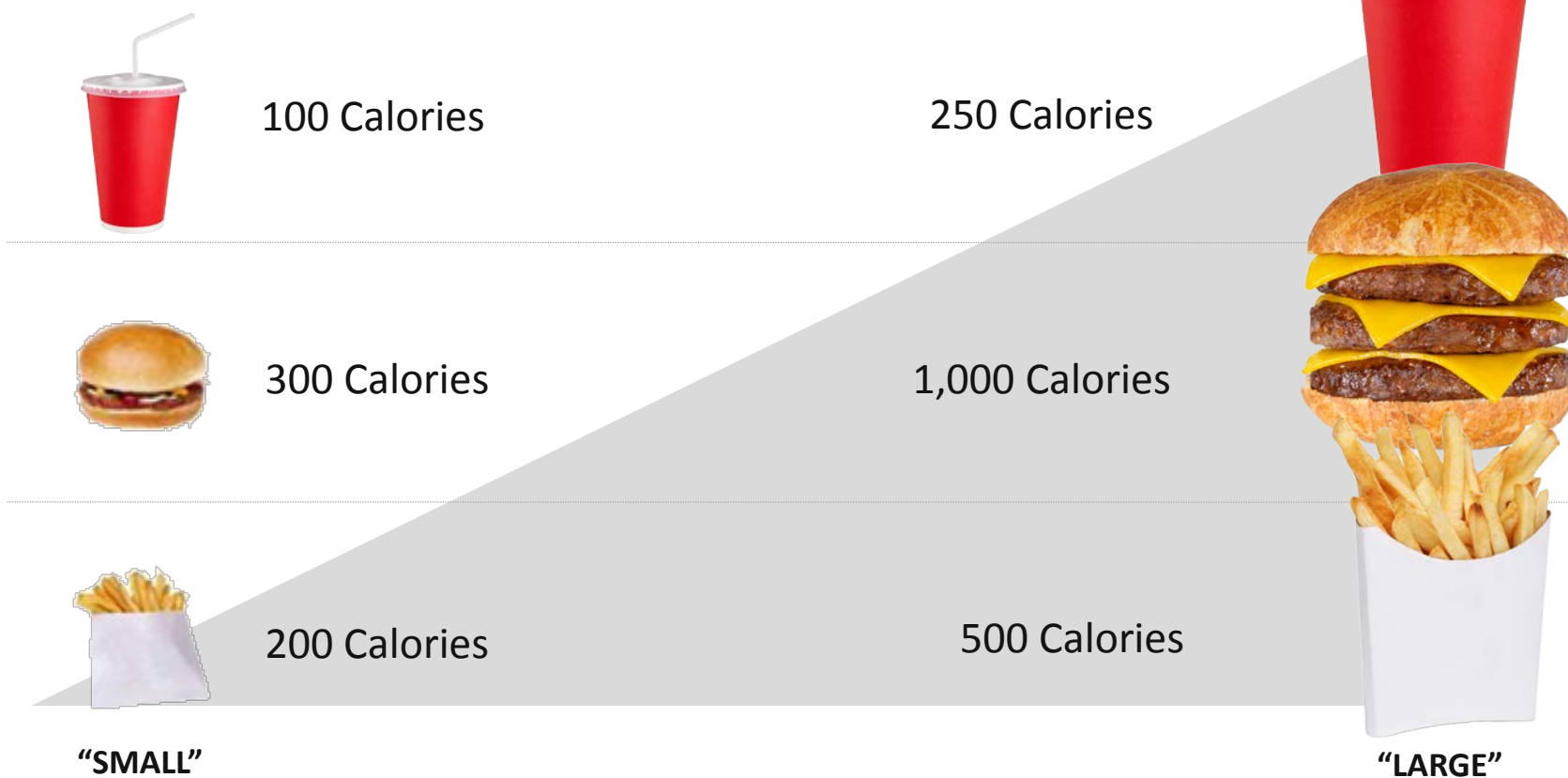
Many **food portions are now two to five times larger** than their original size!

Sources: Economic Research Service (ERS), U.S. Department of Agriculture (USDA). Food Availability (Per Capita) Data System. [http://ers.usda.gov/data-products/food-availability-\(per-capita\)-data-system.aspx](http://ers.usda.gov/data-products/food-availability-(per-capita)-data-system.aspx).  
Young LR, Nestle M. Reducing portion sizes to prevent obesity: a call to action. Am J Prev Med. 2012;43:565-568.



# The Calorie Difference in Small and Large Portions

**Consumers fail to recognize the substantial difference.**



# Today's Marketplace Has Created Portion Distortion



**The terms “small,” “medium,” and large” have little meaning when it comes to food.**



# An Environment That Values *Quantity Over Quality*

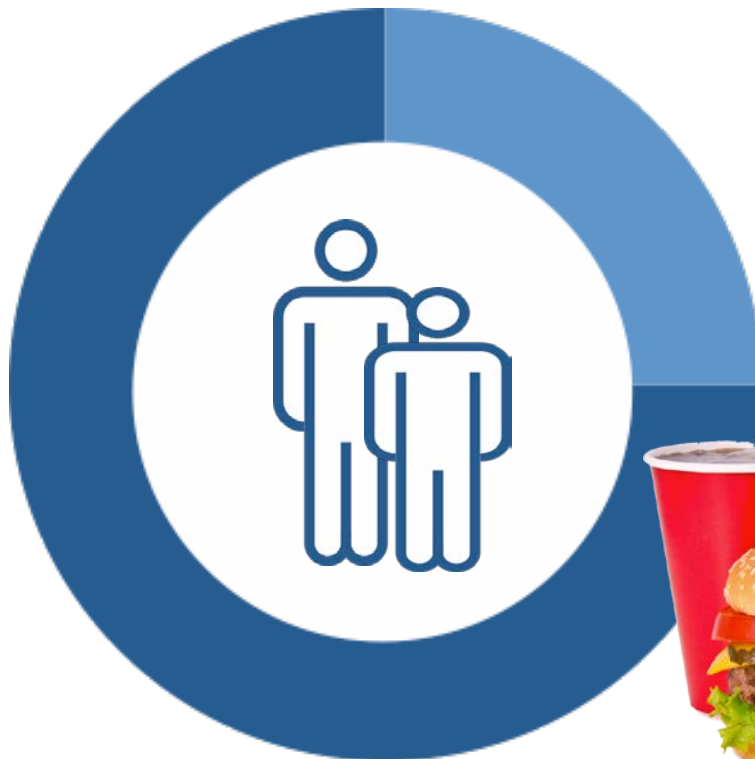


***King Size***





# Confused Consumers Underestimate Calories



**Nearly 25%** of adults, adolescents and parents of school-aged children underestimated the calorie content of a meal by at least 500 calories.



Sources: Block J, Condon S, Kleinman K, et al. Consumers' estimation of calorie content at fast food restaurants: cross sectional observational study. *BMJ*. 2013;346. doi: 10.1136/bmj.f2907.





# Large Portions = More Calories Consumed



- Larger portions encourage most people to consume more food, also causing them to consume more calories.
- Normal and overweight men and women consumed 30% more food and calories when served a large portion versus a standard portion.



## DID YOU KNOW?

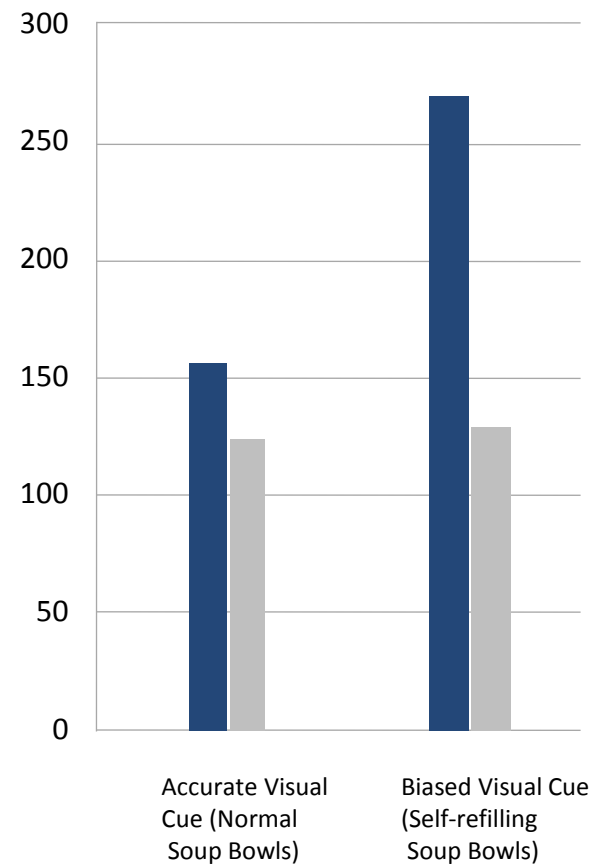
**Large portion = 30% more food and calories consumed vs. a standard portion**

Sources: Levitsky D, Youn T. The more food young adults are served, the more they overeat. *J Nutr.* 2004;134: 2546-2549.  
Rolls BJ, Morris EL, Roe LS. Portion size of food affects energy intake in normal-weight and overweight men and women. *Am J Clin Nutr.* 2002;76:1207-1213.

# Subconscious Need to “Clean Our Plates”



**73% more** soup consumed without study participants knowing that they had eaten more



■ Actual Calories Consumed ■ Estimated Calories Consumed

# Smaller Sizes May Reduce Daily Energy Intake



## New Cochrane Evidence Shows We All Consume Too Much...



### DID YOU KNOW?

**Offering smaller sizes** across the whole diet **has the potential to reduce daily energy intake by 22-29%** but large reductions in portion size would be needed to achieve this.



# Package Size Matters

**People tend to eat in units, and tend to consume the entire unit regardless of size.**



Sources: Geier A, Rozin P, Doros G. A new heuristic that helps explain the effect of portion size on food intake. Psych Science. 2006;17:521-525.

Rolls BJ, Roe LS, Meengs JS, et al. Increasing the portion size of a sandwich increases energy intake. J Am Diet Assoc. 2004;104:367-372.



# Self-Serve vs Pre-Serve: Differences in Snacking Choices



**If they see it, they will eat it!**



**0%** took candy and **6%** took dried fruit when they had to **serve themselves**.

**VS**



**32%** took candy and **16%** took dried fruit when they were **pre-served**.

# The Effect of Larger Portions Over Time



## DID YOU KNOW?

When **a larger portion is consumed** on a given day, **people do not compensate by eating less** over the next few days.

Source: Rolls BJ, Roe LS, Meengs JS. Large portion sizes lead to a sustained increase in energy intake over 2 days. J Am Diet Assoc. 2006;106:543-549.

# Restaurants Meals Make it Difficult to Moderate Intake and Avoid Overconsumption





# Restaurant Meals – A Look at Some Oversized Culprits



**44 oz. Grape Slush with Rainbow Candy**  
**Grand Total: 970 calories,**  
**247 g or ~1.25 cups of sugar**



**Burger Meal with >1 lb. of Meat + Fries**  
**and Onion Rings**  
**Grand Total: 2,850 calories,**  
**62 g of saturated fat**



# Parental Education is Essential to Improving Children's Dietary Habits

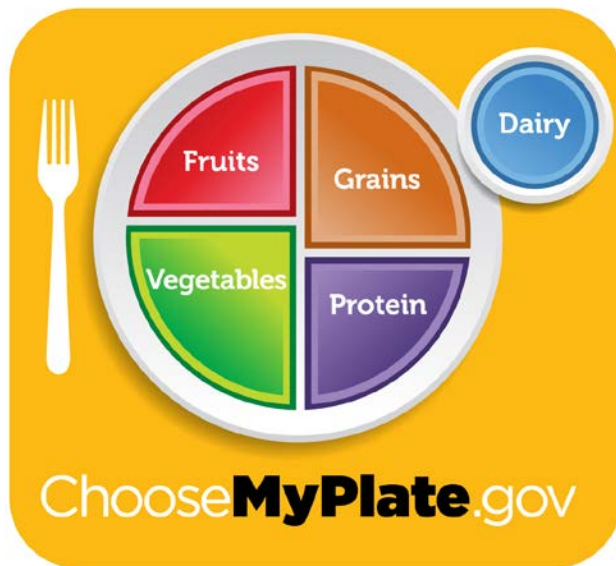


Two studies showed **children ate more when given larger packages,** and they ate more of the sugared foods.



Parental **beliefs about portion sizes predict their child's BMI** and it is important to educate parents on appropriate portion sizes for kids.

# Consumers Need Clear Information from Authoritative Voices



NEW LABEL / WHAT'S DIFFERENT	
Servings: larger, bolder type	<b>Nutrition Facts</b> 8 servings per container <b>Serving size</b> 2/3 cup (55g)
	Amount per serving <b>Calories</b> 230
	% Daily Value*
	<b>Total Fat</b> 8g 10%
	Saturated Fat 1g 5%
	Trans Fat 0g
	<b>Cholesterol</b> 0mg 0%
	<b>Sodium</b> 160mg 7%
	<b>Total Carbohydrate</b> 37g 13%
	Dietary Fiber 4g 14%
	Total Sugars 12g
	Includes 10g Added Sugars 20%
New: added sugars	<b>Protein</b> 3g
Change in nutrients required	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.
	Serving sizes updated
	Calories: larger type
	Updated daily values
	Actual amounts declared
	New footnote

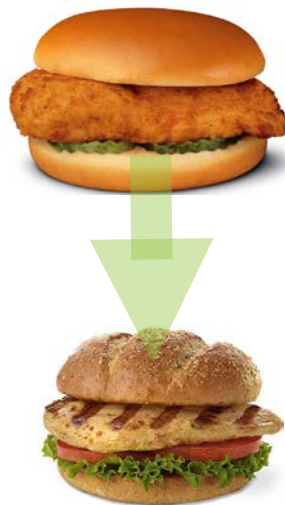
# Food and Beverage Industry – Making Proper Portions Easier



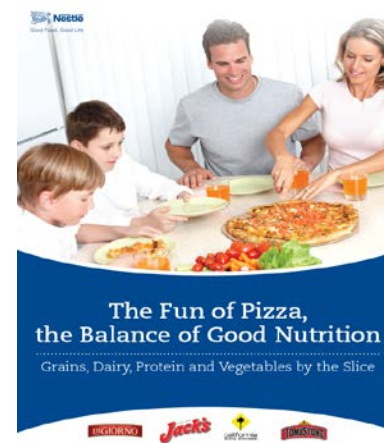
## Marketing Smaller Portion Sizes



## Reformulating Food Products



## Offering Educational Resources



Sources: Blatt AD, Roe LS, Rolls BJ. Hidden vegetables: an effective strategy to reduce energy intake and increase vegetable intake in adults. Am J Clin Nutr. 2011. doi:10.3945/ajcn.110.009332  
Mohr GS, Lichtenstein DR, Janiszewski C. The effect of marketer-suggested serving size on consumer responses: the unintended consequences of consumer attention to calorie information. J Marketing. 2012;76:59–75.



# Public Health Campaigns: A Catalyst for Change?



**920 CALORIES**

12" Sandwich

**CHOOSE LESS. WEIGH LESS.**

**460 CALORIES**

6" Sandwich

**PORTION SIZE MATTERS.**  
2000 calories a day is all most adults need.

For more information and tips on healthy eating visit: [CHOOSEHEALTHLA.COM](http://CHOOSEHEALTHLA.COM)



**2,000 CALORIES PER DAY**  
is all most adults should eat. Young kids need even fewer.

**CUT YOUR PORTIONS. CUT YOUR RISK.** » Call 311 for your Healthy Eating Packet

**PORTIONS HAVE GROWN**  
SO HAS OBESITY, WHICH CAN LEAD  
TO MANY HEALTH PROBLEMS

**CUT YOUR PORTIONS. CUT YOUR RISK.**  
» Call 311 for your Healthy Eating Packet

## Sugary Drink Portion Cap Rule



Sources: New York City Department of Mental Health and Hygiene. New ad campaign spotlighting increasing portion sizes and their devastating consequences. 2012. <http://www.nyc.gov/html/doh/html/home/home.shtml>. Accessed 20 Jan 2015.

Los Angeles County Department of Public Health. Portion control: food portion size matters. Oct 2012. <http://www.choosehealthla.com/>. Accessed 20 Jan 2015.



# Call To Action



## What can you do?

# Evidence-Based Tools and Strategies for Health Professionals



## Teach about Food Labels

- Educate how to read and use the Nutrition Facts label.
- Teach how to find nutrition information on restaurant menus.



# Advocate Portion Control Strategies

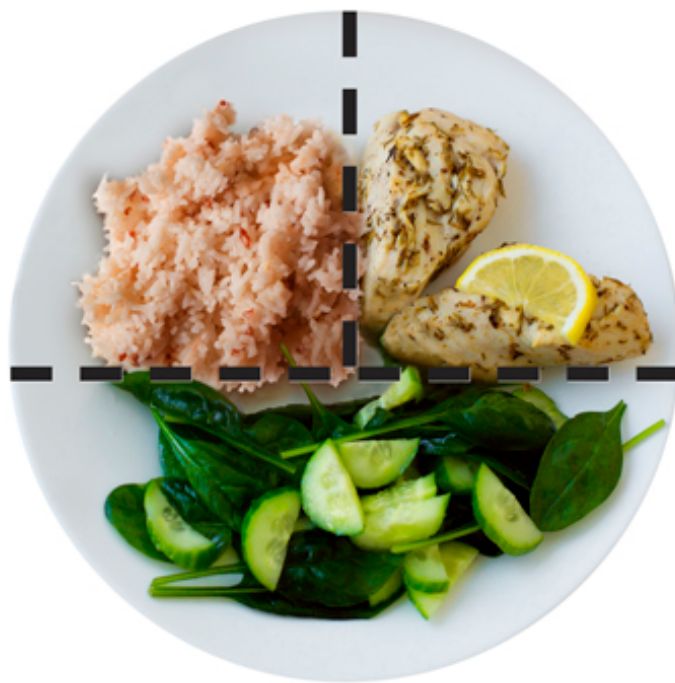


- Educate about portion size illusions.
- Choose a lunch at dinner.
- Share an entrée.
- Eat half, save half.
- Use food containers for portion control.





# Focus on Nutrient Density



**Make Half of Your Plate  
Fruits and Vegetables.**



**Make Small Changes  
at Meal and Snack Time.**





“Don’t slice the pizza. My diet says I’m only allowed one piece!”



Questions?



# Let's Inspire Healthy Behaviors

## Inspiring Healthy Behaviors



October 21<sup>st</sup>



1:30-3:30 pm



# Sign Up to Receive Nestlé Nutrition, Health and Wellness News



**Nestlé NHW Center of Excellence UPDATE**

Dear Nutrition Advocate,

I'm excited to share an end-of-year update filled with new resources, relevant news and more. We're nearing the year's end and we know that consumers will soon be thinking about New Year's resolutions, so this month I wanted to focus on women's health and healthy hydration for the holidays to help you set your clients up for success as they enter the new year. In this edition you'll find:

- A 1-minute survey to gather your expert feedback on what you'd like to hear more about in future updates
- News and tips from LEAN CUISINE® on women's health and the Nestlé commitment to being an ally for women's wellness
- Resources and tips for healthy hydration through the holidays

We're eager to hear from you and hope you enjoy these tips and resources. Don't hesitate to reach out to me with any questions by replying directly to this email or clicking my email in my signature below.

Happy holidays!



**Marlene Schmidt, MS, RD**  
Marlene Schmidt, MS, RD  
Nutrition, Health & Wellness Manager at Nestlé USA  
Marlene.Schmidt@US.nestle.com



**Nestlé NHW Center of Excellence UPDATE**

Dear Nutrition Advocate,

March is here, so we're celebrating National Nutrition Month. I always see this time of the year as a time for reflection and an opportunity to assess my health and eating habits. It's highly possible that New Year's resolutions have fallen by the wayside, but the change of seasons upon us might be exactly what is needed to get back on track. That's why our team of nutrition experts at Nestlé is excited to connect with you and share this first update of the year. We hope the news, tips and products featured within will help both you and your clients renew and rejuvenate as we look ahead to springtime. In this edition you'll find:

- Tips and information on plant-based nutrition
- An inside look at plant-based products from Nestlé, including new NATURAL BLISS® creamers
- A peek into STOUFFER'S® new Slow Cooker Starters meal kits

As always, we encourage you to share your feedback on how Nestlé can continue to break ground to provide products, resources and services to help you educate your clients to live a healthier lifestyle. Please don't hesitate to reach out to our team by replying directly to this email or clicking the email in my signature below.

Happy reading!



**Marlene Schmidt, MS, RD**  
Marlene Schmidt, MS, RD  
Nestlé USA  
Marlene.Schmidt@US.nestle.com

## Tweetworthy

We've provided some tweetworthy content below, so you can easily share this news, interesting facts and resources with your audience.

- Celebrate #NationalNutritionMonth using these tip sheets & put your best fork forward! <https://bit.ly/2kafiUp> via @eatright [Click to tweet](#)
- Looking to start your morning with a plant-based creamer? Check out new @coffice\_mate options! <https://bit.ly/215yk3v> [Click to tweet](#)
- A slow-cooker hack that can make a balanced dinner even easier: <https://youtu.be/NITXj4Rk04> via @stouffers [Click to tweet](#)

## Share this Newsletter

- Click [HERE](#) to email a friend. They'll have a chance to opt in!

## Supporting Mindful Portions



Per a 2014 McKinsey Global Institute report,<sup>1</sup> reducing the size of portions in packaged foods and fast food restaurants may be the single highest-impact intervention area to address obesity. Identifying proper portions can be tricky for consumers, which is why we are trying to make eating the right amount as the right frequency as easy and intuitive as possible. To support healthy eating patterns, Nestlé USA is leading a portion guidance initiative to educate and help Americans consume portions conducive to good health. What is your experience with portion distortion among your clients? Take a look below at where we've been, and where we're going, to encourage mindful portions.

**What do we know?** Eating is complex. Food satisfies more than our innate need to eat – it touches our emotions, carries memories and can be a highlight of our day. Shifting the priority from food quantity to food quality, and giving consumers the right tools and knowledge to make educated choices can facilitate, and help people maintain, behavior change related to portions.

**How can we help Americans enjoy the foods they love?** That's where Nestlé Portion Guidance™ comes in! This initiative, curated from public health recommendations by the World Health Organization and the Institute of Medicine, is part of Nestlé's commitment to nutrition, health and wellness. To support this effort, we've started to include an on-pack Thoughtful Portion™ recommendation that includes a visual depiction and amount within the Nestlé NUTRITIONAL COMPASS®. The Thoughtful Portion™ box in the Compass was designed to help consumers make informed food choices, and it appears on most of our products. We are also using product form, pack concept and, in some cases, a serving or dispensing device to deliver and support thoughtful portions.

**How are we tracking?** At the end of 2016, 95% of our products delivered Portion Guidance in some form (through on-pack communication, product form and pack concept) – almost at our goal of 100%. The Thoughtful Portion™ box was introduced in 2015 and can be found on two-thirds of our products.

Our baseline research on offering portion guidance on pack shows that once consumers notice and engage with the information in the Thoughtful Portion™ box, they find it relevant and useful. What's more – this on-pack communication may build on the existing habit of reading the label.<sup>2</sup>

**What's next?** We're focused on meeting our goal of 100% of products including on-pack communication of Portion Guidance by 2018. We also plan to field additional research to explore the impact of the communication on consumer behavior related to proper portions.

**Know more about Portion Guidance efforts and commitments at Nestlé** – please reach out to Carol Savage, [csavage@us.nestle.com](mailto:csavage@us.nestle.com), by clicking her email below.




MS, RDN  
[csavage@us.nestle.com](mailto:csavage@us.nestle.com)





# Thank You

*SNEB/SNEBF gratefully acknowledges the underwriting of this activity provided by Nestlé. Acceptance of these resources does not imply endorsement of the donor or its mission, products, or services.*