

The Food We Eat, Nothing Stays the Same

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Required Acknowledgements and Disclaimers

- The Findings and Conclusions in this Presentation Have Not Been Formally Disseminated by the U.S. Department of Agriculture and Should Not Be Construed to Represent Any Agency Determination or Policy.
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What has
happened in
the last 50
years?



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1969

The Bakersfield Californian Saturday, Aug. 9, 1969

READY-MADE CENTERS

Original Plan to Fight Hunger

UNITED PRESS INTERNATIONAL

A woman economist has come up with what seems like a thoroughly practical solution to a problem that is weighing heavily on the consciences of many Americans.

The problem is how to provide an adequate diet for the millions of poor people who are chronically hungry in this land of plenty.

Charles have been taking an active part in reducing hunger. Up till now they have focused their attention primarily on proposals for expanding the existing federal food stamp and surplus food distribution programs. But these programs reach only one-fifth of the people who are ill-nourished. Expanding them sufficiently to take care of all the needy would cost a good many billions of dollars annually — more than the administration or Congress has been willing to spend for that purpose.

Dr. Ruth Legger, an economist who works in Washington, D.C., has worked out a plan to mount adequate food supplies for every family in America. She estimates the cost at a maximum of 11 billion a year — which is only one-half of one per cent of the total "hard spending" budget.

Her proposal is breathtakingly simple: Let the federal government distribute a small number of staple foods free of charge to anyone who wants them, through regular retail grocery stores.

The essence of the plan is that the free foods must be what economists call "inferior goods."

"There is nothing intrinsically inferior about an inferior good," she explains. "The only merely economic something that a person consumes less of as their income rises, the classic example is an inferior good in the potato. But a Cadillac is an inferior good to a Mercedes which trades up to a Rolls-Royce.

The commodities she proposes the free distribution are butter, wheat, nondairy milk, dry beans and lentils, bulgur wheat (which has been parboiled, dehusked and cracked. It is rarely consumed in America but has been a staple food in the Middle East for thousands of years. These five products are

"inferior goods" in the economist's sense, she says, but they all are high in nutritional value, nutritious, cheap, easy to prepare, easy to ship and easy to store. Together they provide a fairly adequate basic diet with high protein content.

Dr. Legger's idea is that these foods — provided by the government in plain plastic drink containers — would be stocked in regular grocery stores, where they could be picked up free by any shopper. She argues that the relative inaccessibility of the foods would tend to limit their consumption to people who really need them. There would be some use for people who instead of its returning to government warehouses had the free food to eat. It would be the waste resulting from this usage would be far less, in her calculation, than the

government is spending to administer the food stamp and food distribution programs. These programs would be simply eliminated under her proposal.

The Legger plan has several major advantages. First, it would involve all of the "meat, fish, and other red top" of the present program, which often operate to the detriment of the poor. It would get the free foods into every corner grocery store in every corner of the country. It would be the waste resulting from this usage would be far less, in her calculation, than the

highly vulnerable items they are apt to buy with food stamps.

Finally, and most important, it would reach all of the poor, so that no one in America would ever have to go hungry again.

Experts may find hidden flaws in Dr. Legger's logic, but in an area where creative new ideas are altogether too rare, her proposal certainly deserves careful consideration. If it appears to you, you may slip this article and mail it to your congressman with a personal note. You may find that he shares your concern for the hungry and is looking for a fresh solution.



LOUIS CASSELS

Food aide work told

New UC Project—Poor Will Teach Dollar Value to the Poor

BY JOHN BREVETTUS

The University of California next month will launch a \$37,000 program employing poor people to teach their neighbors how to get the most for their family dollar.

About 300 women from urban and rural areas will be taught by UC Extension District instructors how to shop more intelligently, get more for their grocery money and generally improve their standards of living on a low income.

Instructors will be provided in each diverse area as home improvement, purchasing quality checking and finding the best credit terms.

The 300 women, to be called program assistants, will be selected from candidates recommended to UC officials by neighborhood organizations.

One lesson on their schedule involves filling two market baskets with popular foods of equal value. UC instructors will show that one basket contains carefully chosen foods with high nutritional value, while the other one has poorer products without regard to such values, and, therefore, are not nearly so useful to family health.

Each program assistant will receive 10 days of instruction, but will begin teaching after several days and return periodically for more instruction from UC personnel.

Program assistants will be paid about \$2.50 an hour. They will work with individuals and groups in homes, churches and centers.

"We plan to employ women in the pilot target areas, giving them along this information with their neighbors under the continuing training and supervision of home advisors and specialists on our staff," said George P. Whitlock, head of the UC agricultural extension program in family and consumer science.

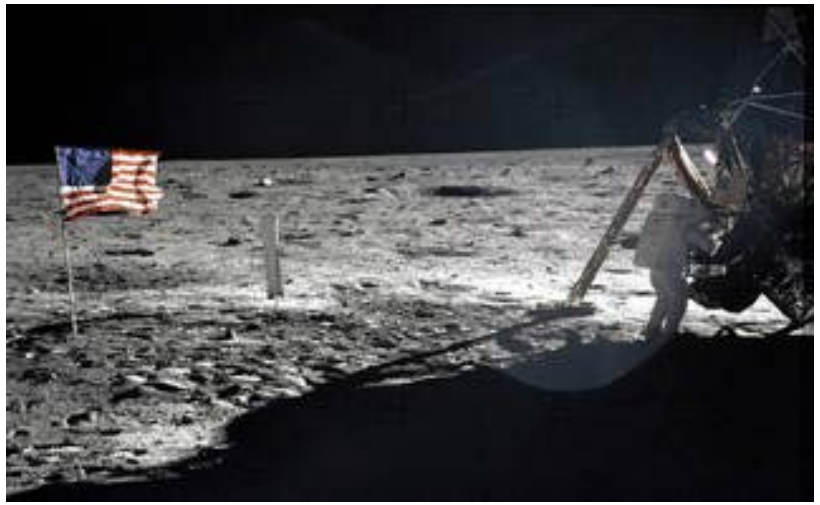
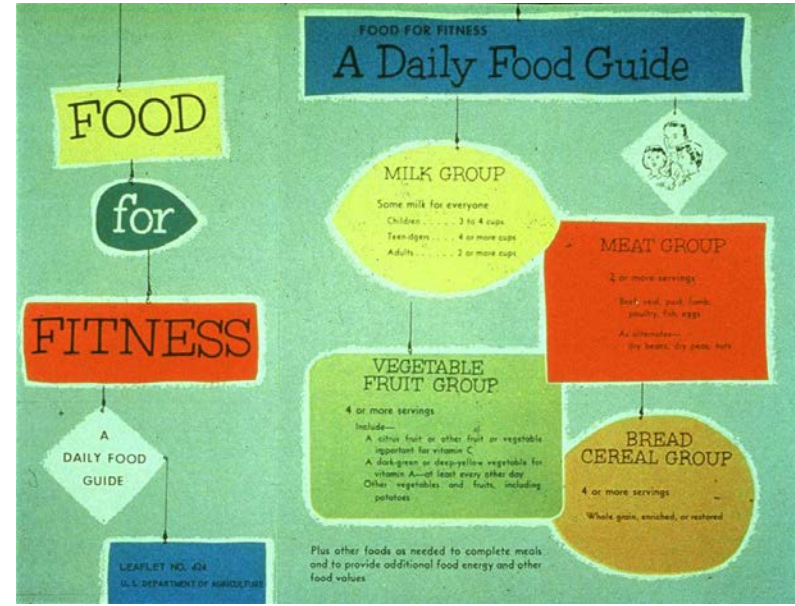
He noted that pilot projects in other states have shown parents in low income areas will accept new, better problems rather than from parents not living in the community.

The program will be financed by the U.S. Department of Agriculture. It is funded through June 30, with the possibility of extension, UC officials said.

La Loma 90's Original group
March 1969



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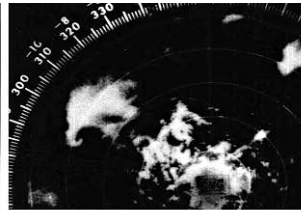
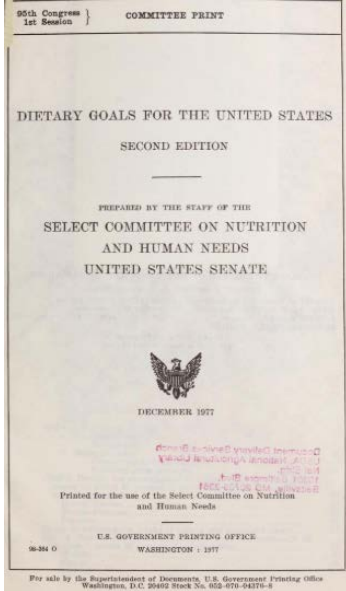


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Nutrition Education: Rooted in Food

1970s

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**THE SUPER
OUTBREAK OF
APRIL 3-4, 1974**



Nutritional Aides help low income Families

THE ARVIN TILLER 9
1977, Vol. 1, March 28, 1977

Mrs. Charlotte Bushaff, Kern County Home Advisor, and her Staff Assistant Mary Rintoul, headed a nutritional instruction project in Lamont last week. They directed the work of eight nutritional aides who went door-to-door, instructing mothers in better use of commodities and other budget-stretching foods.

The aides, all bilingual Mexican Americans, have been working with the Home Advisor in the Bakersfield area for the past year. They have been trained to instruct in staple nutrition and health problems.

Of the project, Mrs. Bushaff said, "These Nutrition Aides will call each home. Homemakers who are receiving double foods will be taught how to use dry milk, dry eggs, cracked wheat and other foods. Homemakers who do not get double foods will be taught how to shop so as to get the most food for the least money. They will also be shown ways to prepare inexpensive foods. These aides teach what to eat to be healthful. They are especially eager to reach families with children.

This is an educational program. The Lamont project is a direct result of a recent Tiller editorial which pointed out that many welfare recipients throw away commodities received. Mrs. Bushaff plans for her aides to conduct a similar program in Arvin in the near future.

A typical home visit began with an introduction of the program, either in English or Spanish, by the aide. Once invited into the home the aide gave the children homemade toys to play with, allowing the mother to give her full attention to the program presented.

An attractive, brightly colored kit, titled "The Best Foods for my Family", was discussed page by page by the aide and the mother. Included information on basic foods, menu planning, recipes using commodities, how to use dry milk in family meals, health hints for children, and how to eliminate cockroaches and other household pests.

The aide asked for a cup of hot water, stirred in a few tablespoons of a brown powder from her pack, and produced an excellent cup of hot cocoa which she offered to the mother. The recipe used, for Hot Cocoa Quick Mix, included four cups scalded dry milk, one cup cocoa, one cup sugar, and one-half-ounce salt. Cinnamon may also be added if desired. The mixture, stirred thoroughly, should be stored in a tightly covered can or jar, and will be available for a quick cup of cocoa at breakfast time or after school.

Mrs. Bushaff emphasized that commodities should be stored in tight-fitting containers. They are clean and insect-free when received. If left in open bags they may become infested with bugs and will have to be discarded.

Tiller observers noted that although the homes visited were small and poorly built, the yards were clean, lawns were mowed, and in many cases flowers were blooming and well-cared for.

The mother in one home said her family had never been on welfare and had never received commodities. She was grateful for the instruction in use of low cost foods because they have a large family and low income.

The home, although crowded, was very neat and clean. A 27-year old daughter was home, she had quit school, apparently because the language barrier presented too great a problem for her.

Mrs. Bushaff and her aides were unable to accurately measure the effect of their program. They hope that with the teaching by the aides and the kits left in the homes that mothers will make wise use of commodities and low cost foods. This will eliminate the waste noted in the Tiller editorial and will, also, and more important, produce more healthy youngsters and better living conditions.

Nutritional Aides

Mrs. Charlotte Bushaff, right, and her staff assistant Mary Rintoul, wearing coat, check with nutritional aides Dolores Aguilar, Eliote Chavez, Maria Cortes, Odilia Estrada, Mary Gendana, Grace Greza, Antonia Reyes, and Juanita Vasquez, before they start a door-to-door educational program in Lamont. Each of the aides carries a tote bag filled with instructional materials and several display nutritional kits they will leave in the homes.



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Nutrition Education: Rooted in Food

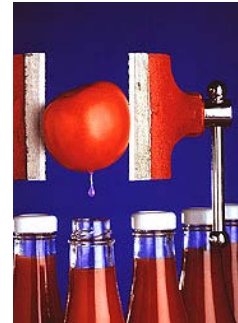
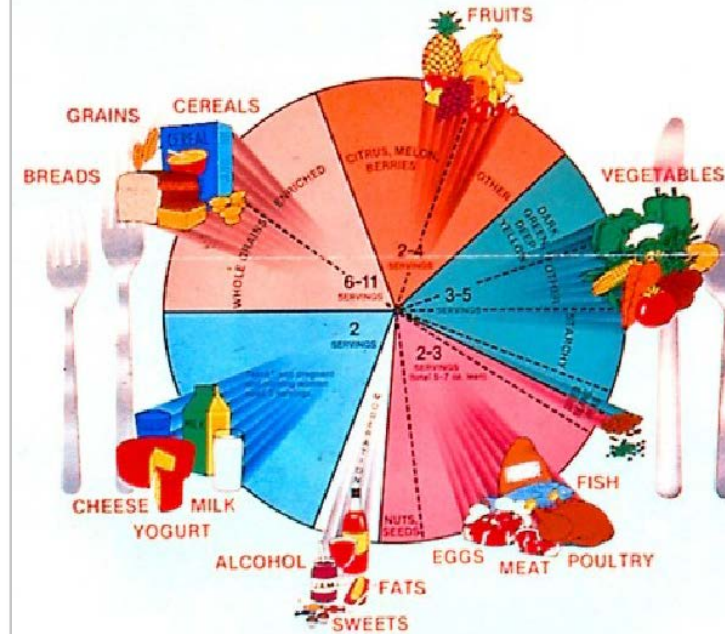
1980s



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FOOD WHEEL

A Pattern for Daily Food Choices



Nutrition and Your Health

Dietary Guidelines for Americans

- 1 Eat a Variety of Foods** page 4
- 2 Maintain Ideal Weight** page 7
- 3 Avoid Too Much Fat, Saturated Fat, and Cholesterol** page 11
- 4 Eat Foods with Adequate Starch and Fiber** page 13
- 5 Avoid Too Much Sugar** page 15
- 6 Avoid Too Much Sodium** page 17
- 7 If You Drink Alcoholic Beverages, Do So in Moderation** page 19

U.S. Department of Agriculture
U.S. Department of Health and Human Services

Nutrition and Your Health

Dietary Guidelines for Americans

- 1 Eat a Variety of Foods** page 6
- 2 Maintain Desirable Weight** page 9
- 3 Avoid Too Much Fat, Saturated Fat, and Cholesterol** page 15
- 4 Eat Foods with Adequate Starch and Fiber** page 17
- 5 Avoid Too Much Sugar** page 19
- 6 Avoid Too Much Sodium** page 21
- 7 If You Drink Alcoholic Beverages, Do So in Moderation** page 23

Second Edition, 1985
U.S. Department of Agriculture
U.S. Department of Health and Human Services



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Nutrition Education: Rooted in Food

1990s

Nutrition and Your Health
Dietary Guidelines for Americans

- Eat a variety of foods page 5
- Maintain healthy weight page 8
- Choose a diet low in fat, saturated fat, and cholesterol page 13
- Choose a diet with plenty of vegetables, fruits, and grain products page 18
- Use sugars only in moderation page 21
- Use salt and sodium only in moderation page 23
- If you drink alcoholic beverages, do so in moderation page 25

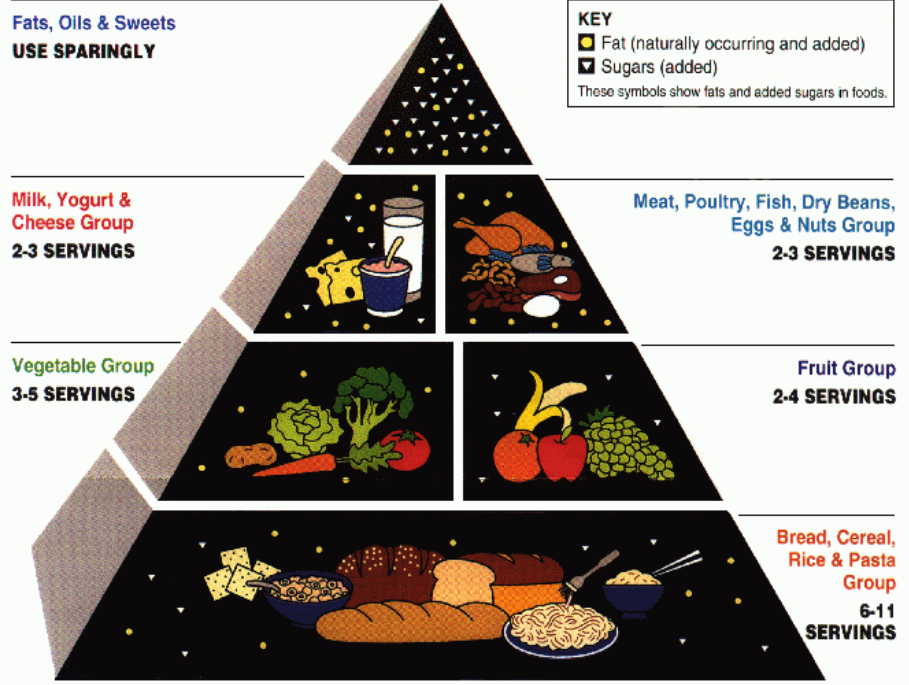
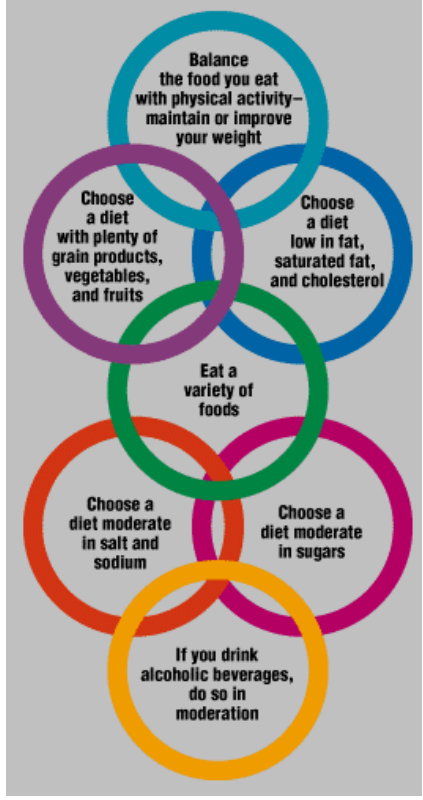
Third Edition, 1990
 U.S. Department of Agriculture
 U.S. Department of Health and Human Services

Nutrition Facts
 Serving Size 1 package (272g)
 Servings Per Container 1

Amount Per Serving	
Calories 300	Calories from Fat 45
% Daily Value*	
Total Fat 5g	8%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 430mg	18%
Total Carbohydrate 55g	18%
Dietary Fiber 6g	24%
Sugars 23g	
Protein 14g	
Vitamin A	80%
Vitamin C	35%
Calcium	6%
Iron	15%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

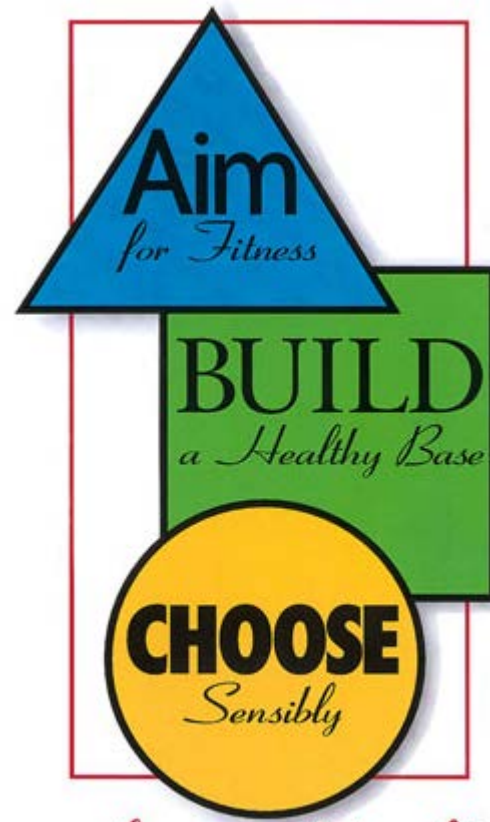
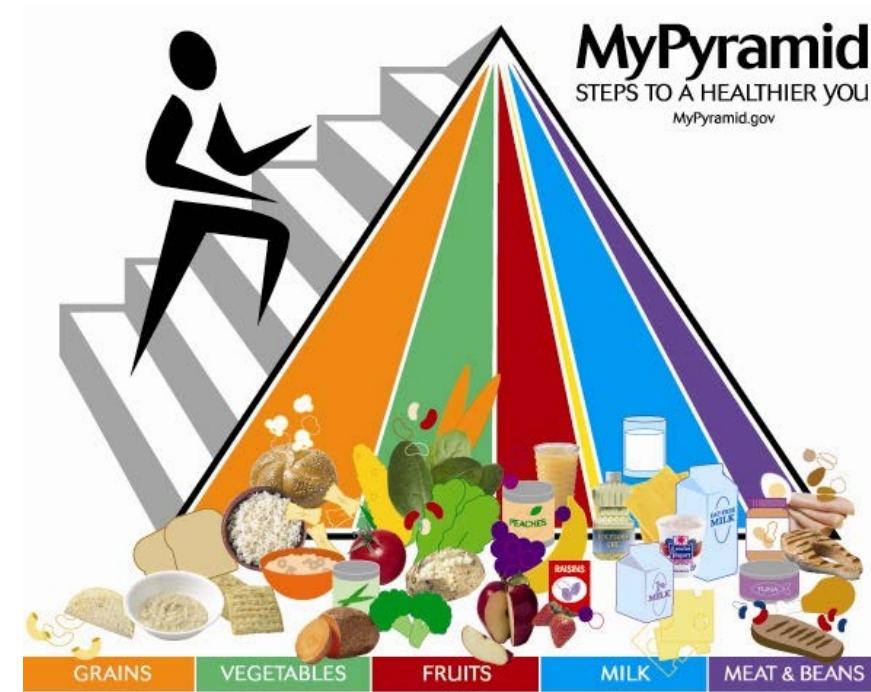
	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g



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MyPyramid
STEPS TO A HEALTHIER YOU
MyPyramid.gov



...for good health



2000s



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2010s

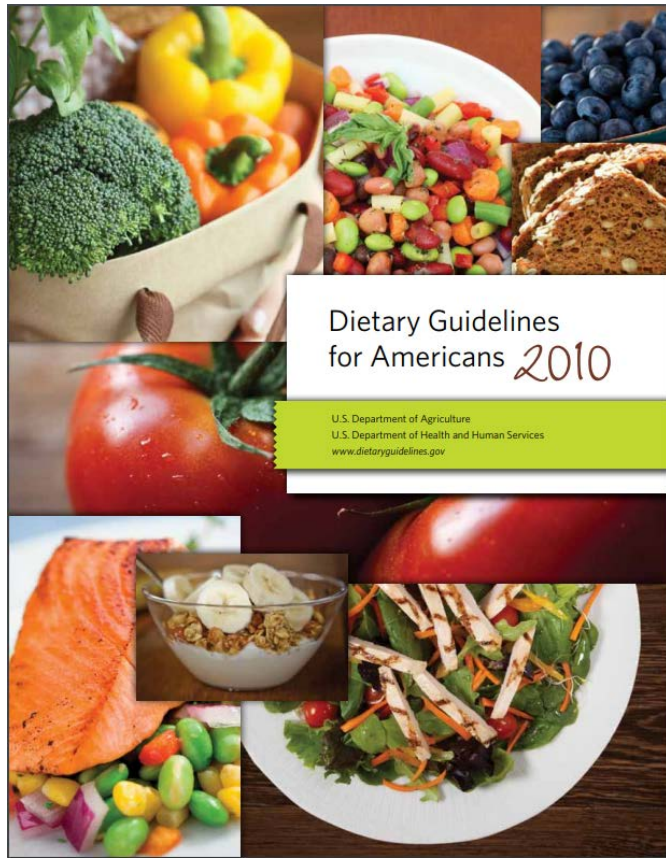


CREATING A HEALTHIER NEXT GENERATION.

Childhood obesity has more than doubled in children and quadrupled in adolescents over the past 30 years, leading to increased risks for cardiovascular disease, diabetes, and breathing problems. Thanks to the Healthy Hunger-Free Kids Act, major improvements are being made across the country to transform school food, promote better nutrition, and reduce obesity. These changes, combined with stronger wellness policies, are helping to create a healthier next generation.

- HHFKA led to an additional **\$200 million** in revenue for schools nationwide.
- Over **91%** of schools report they are meeting the updated meal standards.
- Breakfast participation has also increased by **600,000** students since the updated standards took effect.
- Before the Smart Snacks in School rule **39 states** already had standards in place. Schools have had a **full year** to implement these changes.
- Since 2009, USDA has provided **\$160 million** to improve kitchen equipment in schools.
- Thanks to the updated standards, kids are now eating up to **16% more veggies** and **23% more fruit** at lunch.

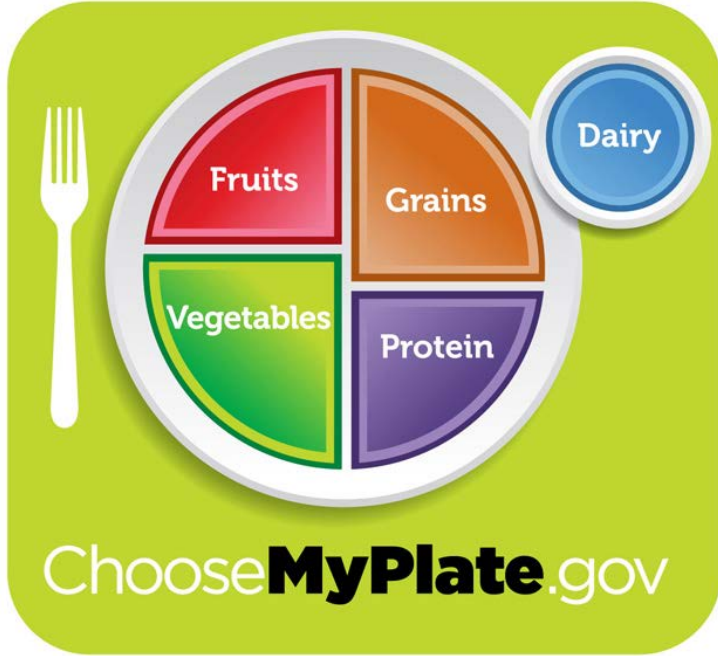
Learn more about supporting healthy choices at school at <http://www.fns.usda.gov/healthierschools>.



Dietary Guidelines for Americans 2010

U.S. Department of Agriculture
U.S. Department of Health and Human Services
www.dietaryguidelines.gov

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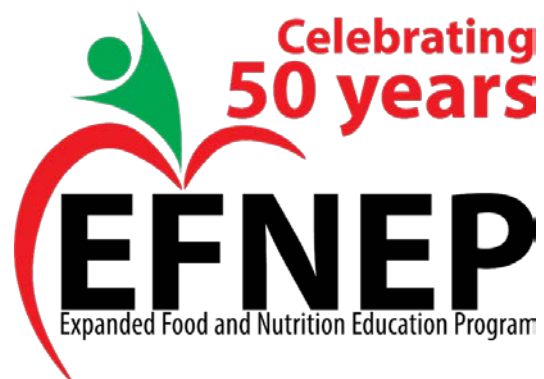
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2019



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EFNEP at the 2019 SNEB Annual Conference

Saturday

- 7:15 am – 3:15 pm
 - FNEE Pre-Conference Workshop: Our Changing Population: Reaching Diverse Populations through Food and Nutrition Education

Sunday

- 3:00 pm – 5:00 pm
 - Over 1 dozen research posters

Monday

- 9:30 am – 11:30 am
 - Over 1 dozen research posters
- 11:30 am – 12:30 pm
 - Measure What You Teach: How EFNEP Rooted Its New Impact Assessment in Research

Tuesday

- 7:00 am – 7:45 am
 - EFNEP (Invite only)
- 8:00 am – 9:00 am
 - Improving Food Choices Through Coordination and Complementary Programs in the Context of People's Lives: How EFNEP and Partners Can Work Together to Achieve Change
- 10:45 am -11:45 am
 - From Roots to Branches: Growth of National Nutrition Education over 50 Years



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- <https://www.weather.gov/iln/19740403>
- <https://www.fns.usda.gov/school-meals/healthy-hunger-free-kids-act>
- University of California EFNEP
- USDA ARS Image Gallery
- SNAP-Ed Photo Gallery
- Health.gov - U.S. Dietary Guidelines
- EFNEP Historical Fact Sheet/Infographic Topic Workgroup (50th Anniversary)
- Nadia Payne – 2019 EFNEP Conference and 50th Anniversary photographer



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Thank you!



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