

FOOD Insight™

IFIC Foundation
<http://ific.org>

March / April 2005

Whole Grains on the Rise

Latest Dietary Guidelines Recommend "Make half your grains whole."

In the aftermath of the low-carb diet trend, grains are making a comeback. In fact, *whole* grains are finally receiving some well-deserved recognition. Research has clearly shown that eating a diet rich in whole grains is associated with significant health benefits, including reduced risk of heart disease, certain types of cancer, and type 2 diabetes, and may also help in weight management.

The evidence of the benefits of whole-grain foods was so convincing that the 2005 Dietary Guidelines for Americans went beyond the previous 2000 guidelines and now urge consumers to consume at least *three* servings of whole grains per day on the basis of research that links the greatest health benefits to three servings of whole-grain foods. For younger children the recommendation is to gradually increase whole grains in their diets as they grow. Regardless of age, all Americans should strive to get at

least half their grains as whole grains. Most Americans currently consume less than a single serving of whole grains daily.

"With the decline of low-carbohydrate diets, grains are slowly coming back to the plate," says Julie Jones, a professor of nutrition at the College of St. Catherine in St. Paul, Minn.

"This is a great opportunity to educate the public about choosing whole grains for at least half of their servings of grain foods."

More than Just Fiber

Consumers typically associate whole grains with fiber and may mistakenly believe they can leave out whole grains if they get their fiber from other foods. "Whole grains are much more than a vehicle for fiber," says Joanne Slavin, a professor of nutrition specializing in whole-grain foods at the University of Minnesota. "Actually, a whole-grain food, such as bread or cereal, is not always a significant source of fiber."

Research demonstrates that the health-promoting benefits of whole

grains are attributed to more than just fiber. Slavin explains that these health advantages are largely associated with the "package" of nutrients in whole grains. In addition to providing fiber, whole-grain foods provide vitamins, minerals, literally hundreds of phytonutrients, including phytoestrogens, antioxidants, polyphenols, and beneficial enzyme inhibitors. Phytonutrients are substances in plant-based foods with physiologically active components that have functional health benefits.

"The individual components of whole grains have an additive and synergistic effect. It's the combination

and interactions between components that we believe provide the protection against disease. Whole grains are an example of how the whole (grain) is often greater than the sum of its parts," says Slavin.

The fiber content of different whole-grain foods can vary considerably, between 0.5 and 4 grams of fiber per serving, depending on the food category and serving size. Grain foods with more than 4 grams of fiber usually contain an isolated fiber source, such as bran, and may not be considered whole grain.

Yet, nearly all consumers and even many health professionals are not



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Translating the Facts about *Trans* Fat

The art of relaying science-based yet easy-to-understand information to consumers is nothing new to nutrition communicators. However, delivering information about *trans* fat poses more of a challenge than usual.

To help reduce risk for coronary heart disease (CHD), health experts recommend consuming less *trans* fat (as well as saturated fat and cholesterol). To help consumers achieve this goal, food companies are working to reduce *trans* fat in the food supply. In addition, the Food and Drug Administration (FDA) requires that, by January 1, 2006, the Nutrition Facts panel on packaged foods list the grams of *trans* fat per serving of the product.

Many food companies have voluntarily begun to display the *trans* fat content on their labels. But for products not yet so labeled, it's not always easy to figure out whether they contain *trans* fat and, if so, how much. In addition, some traditional advice about how to determine the presence of *trans* fat is sometimes confusing.

Many consumers' questions about *trans* fat will be answered when the new labeling regulations take effect. Until then, the questions and answers below can help nutrition communicators translate the facts about *trans* fat.

Q What is *trans* fat and where is it found?

A *Trans* fat is created when hydrogen molecules are added to unsaturated (liquid) oils during the process called "hydrogenation." Hydrogenation causes some double bonds in fatty acid chains to take on "trans" configurations (as opposed to naturally occurring "cis" configurations), which result in a more solid and stable fat. In addition, very small (nutritionally insignificant) amounts of *trans* fat may be generated in liquid

vegetable oils when they are subjected to very high temperatures during the final processing step of refinement (deodorization). *Trans* fat is not generated under normal conditions of cooking or frying with liquid oils.

Products made using currently available partially hydrogenated vegetable oils contain *trans* fat (fully hydrogenated oils do not contain *trans* fat — more on that below.) These products include vegetable shortenings, harder stick margarines, crackers, candies, cookies, snack foods, fried foods, and baked goods.

Some meats and dairy products naturally contain small amounts of *trans* fat.

Q How did partially hydrogenated oils come to be used in the food supply?

A Years ago, animal fats such as lard, tallow, and butter were predominantly used in the food supply for baking and frying. However, when scientists determined that consuming saturated fat and cholesterol raised LDL ("bad") cholesterol, and therefore, the risk of CHD, companies looked for alternatives to these fat and oil sources. Partially hydrogenated oils provided comparable functional properties such as taste, texture, and stability and were lower in saturated fat. At the time, scientific data did not indicate negative health effects from consuming *trans* fat.

Studies since then have shown that consuming either saturated fat or *trans* fat raises the risk for CHD. Now, food companies are seeking alternatives to currently available partially hydrogenated oils that offer more healthful fatty acid profiles along with the functional properties that consumers expect.

Q Does the word "hydrogenated" in the ingredients list mean that the product contains *trans* fat?

A Not always. When *trans* fat does not appear on the Nutrition Facts label, consumers are typically advised to look for the words "hydrogenated" and "partially hydrogenated" in the ingredients list to infer that a product contains *trans* fat. However, this advice is only partially correct. Partially hydrogenated oils do contain some amount of *trans* fat, but fully hydrogenated oils become predominantly saturated fats and **do not** contain *trans* fat.

Q Can you tell how much *trans* fat is in a product when partially hydrogenated oil appears in the ingredients list, but the grams of *trans* fat aren't yet listed on the Nutrition Facts label?

A No. The amount of *trans* fat in a product is highly variable and is dependent on the degree of hydrogenation. Therefore, the mere presence of partially hydrogenated oil in the ingredients list does not tell you how much *trans* fat is in a product.

Until the new labeling regulations take effect on January 1, 2006, you can determine how much *trans* fat a product contains only when a food company voluntarily lists the grams of *trans* fat on the Nutrition Facts label or provides this information through a Web site, customer service phone number, or other means.

Q I saw a product labeled "0 grams *trans* fat," but it included partially hydrogenated oil in the ingredients list. Was this a mistake?

A No, and a brief lesson on food labeling makes it clear why this is possible. According to FDA labeling regulations, when a product contains less than 0.5 grams per serving of certain nutrients such as total fat, saturated fat or sugars, the amount of these nutrients is considered nutritionally insignificant, and therefore is expressed as "0 grams" on the Nutrition Facts label.

Although FDA hasn't yet issued a final rule on using nutrient content claims for *trans* fat, companies are following labeling regulations used for other nutrients as models. So, when

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Translating the Facts about *Trans* Fat

you see a product that contains partially hydrogenated oil labeled “0 grams *trans* fat,” it means the product contains less than 0.5 grams *trans* fat per serving.

Q How can a product containing partially hydrogenated oil contain so little *trans* fat?

A One reason is that many companies are using reformulated (less hydrogenated) fats and oils that are much lower in *trans* fat, but that are “partially hydrogenated” by regulatory definition, and must be labeled as such.

Another reason is that partially hydrogenated oils often are used at such low levels in food products that they don’t contribute a significant amount of *trans* fat to the product.

Ingredients in a food product are listed in descending order of predominance by weight. Typically, the first three to five ingredients are present in higher amounts and the remaining ingredients are present in much smaller amounts. Some ingredient lists include a statement such as “contains less than two percent of the following...” to identify ingredients present at low levels.

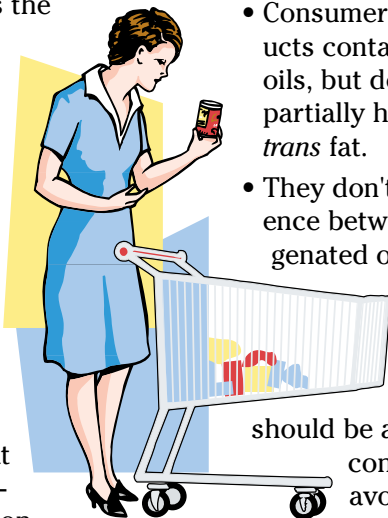
When small amounts of partially hydrogenated oils are added to foods or seasonings to improve blending and extend freshness, they appear near the end of the ingredients list and contribute very little or even no *trans* fat, per serving.

Teaching about *Trans* Fat: Cues from Consumer Research

The International Food Information Council (IFIC) Foundation recently conducted qualitative research to

investigate consumers’ understanding of *trans* fat. Key findings include:

- Consumers negatively view products containing hydrogenated oils, but don’t necessarily equate partially hydrogenated oils with *trans* fat.
- They don’t understand the difference between partially hydrogenated oils and fully hydrogenated oils.



When presented with the label footnote, “*trans* fat intake should be as low as possible,” consumers largely tried to avoid foods containing *trans* fat in favor of foods containing much higher amounts of saturated fat.

These findings suggest that nutrition communicators may wish to take the following actions to help consumers better understand *trans* fat:

- Use clear and simple language to discuss the different types of dietary fats and to define terms such as *trans* fat and hydrogenation.
- Clarify that partially hydrogenated oils contain some *trans* fat, but fully hydrogenated oils do not.
- Put *trans* fat into perspective so consumers don’t focus attention on one nutrient at the expense of an overall balanced diet.
- Prepare now to help consumers understand the January 1, 2006 addition of *trans* fat to the Nutrition Facts label — it’s sure to be big news!

For more information, access the FDA fact sheet, “*Trans* Fat Now Listed With Saturated Fat and Cholesterol on the Food Label” at

<http://www.cfsan.fda.gov/~dms/transfat.html>.

Food Safety T·I·P·S

(See the full story on page 4)

Be sure to cook all meats thoroughly to the correct temperature to help ensure their safety. Use precaution when cooking in a microwave, since uneven cooking may occur. The use of a meat thermometer can help ensure that food will be cooked to temperatures sufficient to kill harmful bacteria. Here are safety guidelines for the temperature that the middle of the food should reach by the end of cooking:

- *Beef, lamb or veal steaks & roasts medium rare* — 145° F (medium — 160° F)
- *Pork, ham, sausage, or bacon* — 155° F.
- *Ground turkey & chicken, stuffed meats, casseroles, and leftovers* — 165° F.
- *Ground beef, pork, veal & lamb, pork chops, ribs & roasts, egg dishes* — 160° F
- *Chicken & turkey breasts* — 170° F.
- *Chicken & turkey whole bird, legs, thighs & wings* — 180° F

Leftover foods from a meal should not stay out of the refrigerator for longer than two hours, and on hot summer days (>90° F) no longer than one hour. Another good rule of thumb is to avoid reheating leftovers. Leftovers that have been reheated and not eaten should be thrown away. As the saying goes, “When in doubt, throw it out!”

As the baby-boom generation continues to age, the population of older Americans, and hence those with increased risk of foodborne illness, will continue to rise. The take-home message for seniors is to enjoy what you eat. The best defense against foodborne illness is awareness and care in choosing enjoyable foods.

Food Safety is Important for Seniors

Have you ever eaten something that caused you to feel sick? Chances are that the symptoms were unpleasant, but in a day or two you returned to normal health. The unpleasant symptoms were most likely due to what is known as foodborne illness.

For older people foodborne illness can be more than unpleasant — it can be very serious. Foodborne illness, or food poisoning, is caused by consuming food contaminated with pathogenic bacteria, toxins, viruses, or parasites. Such contamination usually arises from improper handling, preparation, or storage of food. In the United States, the Centers for Disease Control and Prevention (CDC) estimates that approximately 76 million people contract a foodborne illness each year, resulting in 325,000 hospitalizations and 5,000 deaths.

In April 2004, the CDC, in its annual report on the incidence of infections from foodborne pathogens, noted significant declines from 1996 to 2003 in illnesses caused by *E. coli* O157:H7 (42 percent), *Salmonella* (17 percent), *Campylobacter* (28 percent), and *Yersinia* (49 percent). According to the US Department of Agriculture (USDA), the report adds to the body of evidence indicating progress toward preventing illness and protecting public health. The government attributes a decline of foodborne illness to better food industry practices such as new and advanced technologies that inhibit the growth of microorganisms.

But, as our population ages the challenge continues. Our immune system helps to fight infection, and if our immune system or “defense mechanism” starts to weaken, foodborne illness can become more frequent and severe. Like the onset of gray hair, grandchildren, and the opportunity to retire, the weakening of the body's immune system often goes along with aging.

What can older adults do to reduce their risk of a foodborne



illness? "Eat a variety of healthful foods and beverages and stay active. Both are important to successful aging," says Nancy Wellman, director of the National Center on Nutrition, Physical Activity and Aging. "But even good diets and healthy lifestyles may not be enough to keep one's immunity strong." So she suggests that older adults keep the following in mind to lower their risk of illness from foodborne bacteria:

- Do not eat soft cheeses made from unpasteurized milk, such as Brie and Camembert, blue-veined cheese or Mexican-style cheeses, such as queso blanco
- Reheat hot dogs, luncheon meat or deli meats until they are steaming
- Do not eat foods made with unpasteurized raw eggs
- Do not eat raw or undercooked seafood
- Avoid fresh vegetable sprouts that have not been pasteurized
- Choose pasteurized fruit juices

There are also steps and precautions you can implement in the kitchen to reduce risks for foodborne illness. Cleanliness is the first priority. Such practices as frequent washing of hands, surfaces, and utensils are the first place to start.

Fruits and vegetables should be washed under running water and,

when possible, scrubbed with a clean scrub brush or with hands, dried, and cut on a clean surface or cutting board. Cutting boards can transfer and contain hidden pathogenic bacteria. Washing cutting boards with hot, soapy water and having separate boards for meats and another for non-meat items is a good idea. Additionally, discard the cutting board if it appears to be worn, since bacteria can live and grow in grooves and scratches, regardless of repeated cleaning.

For cleaning surfaces in the kitchen, use a disinfectant or a mild bleach solution. Paper towels should also be used instead of cloth towels, since damp rags/towels provide an environment where bacteria can grow and later be unknowingly spread around the kitchen.

It is also important to keep foods cold. This applies to the thawing and storage of foods. Most pathogenic bacteria can't grow at refrigeration temperatures, so use of a thermometer ensures that the refrigerator is cool enough (34° to 41° F). When thawing foods, especially meats, it is best to thaw them overnight in the refrigerator. Thawing on the counter may expose the food to temperatures ideal for bacteria to multiply and reach dangerous levels.

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What's New at IFIC.ORG?

Did you know that if you register on ific.org, you'll be the *FIRST* in your neighborhood to receive *Food Insight* as well as new and updated information on food safety, nutrition and health? No paper, no snail mail...you'll receive everything electronically. It's like Direct Deposit for the mind! It's easy to register — just go to <http://ific.org>, click on “join our e-mail list” on the left navigation bar and you're done! It's that simple.

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Food Safety is Important for Seniors

For additional information:

Partnership for Food Safety Education

<http://www.fightbac.org/>

USDA Food Safety and Inspection Service, Food Safety Education

http://www.fsis.usda.gov/Food_Safety_Education/index.asp

Foodborne Illness Education Information Center

<http://www.nal.usda.gov/foodborne/>

Gateway to Government Food Safety Information

<http://www.foodsafety.gov/>

Centers for Disease Control and Prevention, Food Safety Office

<http://www.cdc.gov/foodsafety/>

American Dietetic Association

<http://www.homefoodsafety.org/index.jsp/>

American Association of Retired Persons (AARP)

http://www.aarp.org/health/staying_healthy/eating/Articles/a2003-03-10-foodsafety.html

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Whole Grains on the Rise

aware that whole grains deliver as many, if not more, phytochemicals and antioxidants as do fruits and vegetables, says Jones. "In addition, some of the phytonutrients in whole grains are unique to grains and cannot be obtained by eating only fruits and vegetables."

Whole Grain Basics

Whole grains are the entire seed of plants and are more than just fiber. This seed, also known as the kernel, is made up of three key parts: the bran, the germ, and the endosperm.

Whole grains may be eaten whole, cracked, split, flaked, or ground. Most often, they are milled into flour and used to make breads, cereals, pasta, crackers, and other grain-based foods. Regardless of how they are handled, whole grains, or foods made from whole grains contain the essential parts and naturally occurring nutrients of the entire grain seed. A whole-grain food product must deliver approximately the same

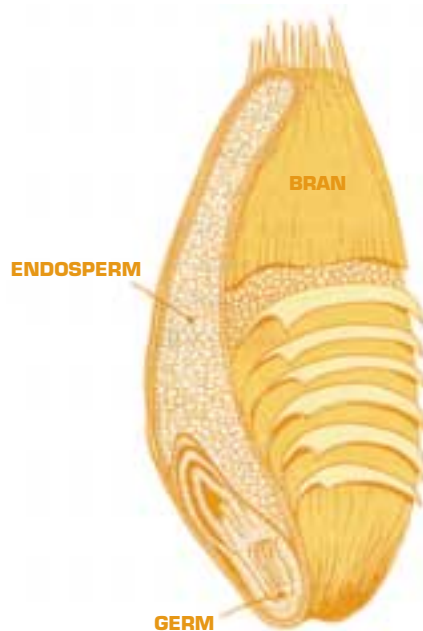
proportions of bran, germ, and endosperm — and the same balance of nutrients — found in the original grain seed.

A whole grain can be a single food, such as oatmeal, brown rice, barley, or popcorn, or an ingredient in another food such as bread or cereal. Whole grains include whole wheat, whole oats/oatmeal, whole-grain corn, popcorn, brown rice, whole rye, whole-grain barley, wild rice, buckwheat, triticale, bulgur (cracked wheat), millet, quinoa, and sorghum. Other less common whole grains include amaranth, emmer, farro, grano (lightly pearled wheat), spelt, and wheat berries. For children, whole-grain cereals are the number one source of whole grains.

Whole vs. Refined Grains

When a grain is refined, most of the bran and some of the germ is removed, resulting in losses of fiber, B vitamins, vitamin E, trace minerals, unsaturated

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Bran: The multi-layered outer skin of the kernel that helps to protect the other two parts of the kernel from sunlight, pests, water, and disease. It contains important antioxidants, iron, zinc, copper, magnesium, B vitamins, fiber, and phytonutrients.

Germ: The embryo, which, if fertilized by pollen, will sprout into a new plant. It contains B vitamins, vitamin E, antioxidants, phytonutrients, and unsaturated fats.

Endosperm: The germ's food supply, which, if the grain were allowed to grow would provide essential energy to the young plant. As the largest portion of the kernel, the endosperm contains starchy carbohydrates, proteins, and small amounts of vitamins and minerals.

Source for kernel diagram:
<http://wbc.agr.state.mt.us/reference/nutrition/nfd.html>

Whole Grains on the Rise

fat, and about 75 percent of the phytonutrients. To help compensate for these losses, many refined grains are enriched with vitamins and minerals at the levels found naturally in the whole grain. Compared to refined grains, most whole-grain foods provide more protein, fiber and other traditional nutrients, including calcium, magnesium, and potassium, in addition to many plant phytonutrients. Presently, this is an important reason to include refined grain products, since whole grains are generally not fortified with folic acid.

By law, enriched refined grains are fortified with folic acid, which makes refined-grain products an important source of folic acid, a B vitamin

associated with decreased risk of birth defects like neural tube defects (NTD) and of heart diseases. With the exception of many ready-to-eat breakfast cereals, most whole-grain foods are not fortified with folic acid or other vitamins and minerals.

In consideration of consumers' varying preferences, some prepared foods such as breads and pastas have a more pleasing texture when at least some of the grains are refined. As long as an adequate amount of whole grains are included in the diet there is a place for refined grains, too.

Current intake of whole grains is much less than the recommended

three daily servings. Unlike other dietary recommendations that often require major changes in food choices, eating more whole grains involves only a simple switch. With awareness and education, along with increased availability of easy-to-identify whole-grain products, consumers can easily reach their whole-grain goal.

Whole Grains Linked to Better Health

Heart disease

Evidence clearly points to an association between consuming whole grains as part of a low-fat diet and lower risk of heart disease. Low-fat diets rich in whole-grain foods tend to decrease LDL cholesterol and triglycerides.

Diabetes

Increased intake of whole grains and fiber in combination with a low-fat diet has been associated with managing risk factors accompanying diabetes. Whole grains appear to improve glucose responses and decrease insulin sensitivity.

Cancer

Whole-grain foods may reduce the risk of cancer by a variety of mechanisms. Fiber and certain starches found in whole grains ferment in the colon to help improve gastrointestinal health. Whole grains also contain antioxidants that may help protect against oxidative damage. Some scientists believe that other substances in whole grains may affect overall hormone levels and possibly lower the risk of hormone-related cancers like breast cancer.

Weight management

Studies show that people who eat whole grains in place of fattier foods tend to weigh less and typically gain less weight over time than those who do not. In addition, whole grains may help to satisfy hunger for longer periods, resulting in people eating less.

Help Wanted: Finding Whole Grains

According to current estimates, whole grains make up about 10 percent of grains on supermarket shelves. This number is expected to grow, especially as whole-grain cereals, breads and pastas continue to become more available. At a time when consumers are urged to eat at least three servings of whole grains per day, it can be challenging to find them. Here are some clues:

If the product contains whole grains the ingredient statement will list it under names such as *whole* wheat flour, *whole* oats, or *whole* grain corn. Hint: look for the phrase "whole grain" or "whole" before the grain's name and look for this to be the first ingredient. While this method is useful, foods made with several different whole grains noted further down on the list of ingredients may also qualify as a whole-grain food. If there are many whole grains listed, the product is probably whole grain even if the first ingredient is a refined grain.

Some descriptive words in the product's name, such as stone-ground, multi-grain, 100 percent wheat, or bran, do not necessarily

indicate that a product is whole grain. Words to look for include "whole grain" or "100 percent whole wheat." Even so, it's wise to look beyond the product's name.

The color of the product does not signal whole grain. Bread is often brown because molasses or caramel coloring has been added. Many whole-grain products, like cereals, are light in color. Despite popular beliefs, whole-grain foods are not dry or gritty. Some whole-grain foods may be more dense with a pleasant "nutty" flavor.

Based on significant scientific agreement, a food manufacturer may choose to include a health claim that links a diet rich in whole grains to reduced risk of heart disease and some types of cancer. To qualify for this claim, a product must contain all portions of the grain kernel, contain at least 51 percent whole grain by weight, and meet specified levels for fat, cholesterol, and sodium. Labels might read, "Diets rich in whole-grain foods and other plant foods and low in total fat, saturated fat, and cholesterol may reduce risk of heart disease and some cancers."

Resources for Women's Health Month

As the winter draws to a close and the weather warms up, many of us tend to think about our health and nutrition. In particular, May is a time to celebrate women and Women's Health Month.

IFIC Foundation has a number of resources that address those food safety and nutrition issues that are of specific concern to women. Several of these resources address health-related issues of interest to women of any age, while the focus of other resources is to provide essential food safety and nutrition information for women who are pregnant or of childbearing age. For instance, *Caffeine and Women's Health* tackles the persistent questions about caffeine's potential health effects by summarizing the major findings of the latest research. *Healthy Eating During Pregnancy*, a brochure co-sponsored by the March of Dimes, reviews the nutritional needs of pregnant women, including information on recommended weight gain, protein needs, vitamin and mineral supplementation, and the overall safety of pregnant women's food choices. Although the name implies that it is geared toward pregnant women, *Gestational Diabetes and Low-Calorie Sweeteners: Answers to Common Questions* is a brochure that answers a number of general questions of interest about low-calorie sweeteners.

We invite you to explore our Web site ([ific.org](http://www.ific.org)) and discover the wealth of resources we have regarding women's health at <http://www.ific.org/publications/other/womenshealth.cfm>.

Institute of Food Technologists (IFT) Releases Expert Report on Functional Foods

The *IFT Expert Report, Functional Foods: Opportunities and Challenges*, released on March 24th, advises that functional foods be brought to market in a new, seven-step, scientific process. Fergus Clydesdale, Ph.D., department head of food science at University of Massachusetts at Amherst, chair of the IFT Expert Panel, and co-author of the report, said, "Functional foods should be integral components of public health programs to help reduce the risk of specific diseases." Functional foods are foods and food components that provide a health benefit beyond basic nutrition; this includes conventional foods, fortified, enriched, or enhanced foods, and dietary supplements. The seven-step process listed below outlines critical aspects of the design, development, and marketing of functional foods:



- Step 1: Identify relationship between food component and health benefit
- Step 2: Demonstrate efficacy and determine intake level necessary to achieve desired effect
- Step 3: Demonstrate safety at efficacious levels
- Step 4: Develop suitable food vehicle for bioactive component
- Step 5: Demonstrate sufficiency of evidence for efficacy
- Step 6: Communicate benefit to consumers
- Step 7: Conduct in-market confirmation of efficacy and safety

Recognizing the role nutrition communicators play in translating scientific information and fostering consumer awareness of new food components, Step 6 highlights the *IFIC Foundation and IFT Guidelines for Communicating the Emerging Science of Dietary Components for Health*. An integral part of the *IFT Expert Report* (published on the IFT Web site: <http://www.ift.org/cms/?pid=1001247>), the *Guidelines*, which include seven "guiding principles" for improved communication of emerging science related to functional foods, are published on the IFIC Foundation Web site (<http://www.ific.org/nutrition/functional/guidelines/index.cfm>).

"Being healthy is eating healthy and exercising, and getting lots of fresh air."

This is what a 12-year-old boy told researchers conducting new qualitative research for the IFIC Foundation's ACTIVATE/Kidnetic.com childhood obesity prevention initiative in January 2005. The research, a follow-up to a similar survey conducted in 2000, was designed to find out how kids' (age 9 to 12) and parents' attitudes and feelings about food, physical activity, and health had changed over this period. Overall, there is a marked increase in awareness among both kids and parents of the growing prevalence of obesity, as well as the associated health risks. For both groups, there was a much better understanding of the important role physical activity plays in promoting healthy weight. Similarly, both groups can now readily list the types of behaviors required to live a healthful lifestyle. There does not appear, however, to be a similar increase in reported behavior change. Kids and parents express the feeling that it is very difficult to change current behaviors and that they would welcome as much help as they can get. Kids want involvement and support from their parents as role models in making healthful lifestyle choices. Educational resources that deliver helpful information in a way that is relevant to kids and that encourage the entire family to approach healthful lifestyles together will play an important role in preventing childhood obesity.

New IFIC Foundation Publications

Below are the newest releases from the IFIC Foundation. Single copies of most publications are available free-of-charge. For a comprehensive listing of publications or for bulk prices, please request the IFIC Foundation Publications List below.

Publications List (MI-4010)

A complete list of publications available from the IFIC Foundation.

Everything You Need to Know About Aspartame (EB-2155)

A brochure containing information on the latest science, safety, uses and consumption of Aspartame. Favorably reviewed by the American Academy of Family Physicians Foundation.

Everything You Need to Know About Sucralose (EB-2180)

A brochure containing information on the latest science, safety, uses and consumption of Sucralose. Favorably reviewed by the American Academy of Family Physicians Foundation.

Starting Solids: Nutrition Guide for Infants and Children 6 - 18 Months of Age (EB-2020)

This updated brochure has extensive information on transitioning infant feeding from breast milk to solid foods. Brochure includes information from the American Red Cross on what to do if your child is choking. Co-published with the National Association of Pediatric Nurse Practitioners.

Helping Your Overweight Child (EB-2085)

A four page fact sheet filled with practical advice and useful ideas. Tips for improving eating habits include eating fast food less often, trying not to use food as a reward, and avoiding controlling the amount of food a child eats. Healthful snack ideas are listed, as are fun physical activities the whole family can enjoy together. Co-published with the National Institute for Diabetes and Digestive and Kidney Diseases.

Kidnetic.com Leader's Guide (MI-4265)

A Leader's Guide filled with resources, tools and activities to promote healthful eating and physical activity to kids 9-12. Based on material from the healthy eating and active living Web site, Kidnetic.com, this guide can be used by health professionals, health educators, public health professionals and community youth service providers and can be implemented in after-school settings, classrooms, outpatient clinic settings and health departments. Please send me _____ copy (ies) at \$19.95. Enclosed is a check for _____.

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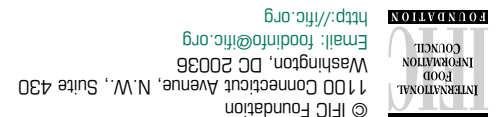
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