



Update



Nutrition

Food Safety

Consumer Economics

Spring 2010

Survey Shows Gain In Food-Label Use, Health/Diet Awareness

More than half of consumers in the United States often read the food label when buying a product for the first time. These consumers are also increasingly aware of the link between diet and heart disease.

Those are among the key findings that the Food and Drug Administration (FDA) has released from its latest Health and Diet Survey a snapshot of the nation's dietary habits.

FDA released findings from the 2008 telephone survey of more than 2,500 adults in every state and the District of Columbia. This is the 10th such survey since 1982. The most recent previous surveys were conducted in 2002 and 2004.

Linking Diet and Heart Disease

Following are some highlights of survey findings in regard to how diet affects health:

- More U.S. consumers know of the relationship between diet and heart disease. Ninety-one percent knew of this link, an 8 percent jump from 2002. In addition, 62 percent of consumers mentioned fats as a factor related to heart disease, compared to 53 percent in 2002.
- Eighty-one percent of consumers know that certain foods or drinks may help prevent heart disease or heart attacks. This result showed no change from 2002. While fruits and vegetables were most frequently linked with reducing heart disease, fewer people made this link in 2008 than in 2002.
- Consumers' awareness that *trans* fats in the diet may raise the risk of heart disease nearly doubled over just four years, from 32 percent in 2004 to 62 percent.
- Correct identification that omega 3 fatty acids may lower the risk of heart disease increased, from 31 percent in 2004 to 52 percent in 2008.
- Knowledge that saturated fat may raise the risk of heart disease was stable: it was 74 percent in 2004 and 73 percent in 2008.

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Together!
San Luis Obispo

Survey Shows Gains in Food-Label Use, Health/Diet Awareness



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Food Label Highlights

Findings in regard to food labels include:

- More than half (54 percent) of consumers said they read a product's label the first time they buy a product. That's a 10 percent increase from 2002.
- Among those who in 2008 reported they read the nutrition label the first time they buy a product:
 - ◇ two-thirds use the label “often” to check how high or low a food is in calories and in substances such as salt, vitamins, and fat.
 - ◇ 55 percent “often” use the label to get a general idea of the food's nutritional content.
 - ◇ 46 percent “often” use the calorie information on the label. Thirty-four percent rarely or never use the calorie information.
 - ◇ 38 percent of consumers said they use nutrient content claims (such as “low fat,” “high fiber,” and “cholesterol-free”) “often,” 34 percent answered “sometimes.”
 - ◇ When asked if they refer to the label claim of “0 grams of *trans* fat,” 31 percent said “often” and 36 percent said “sometimes.”



The survey found differing degrees of trust about claims found on food labels. For example, 41 percent of consumers believe that all or most of claims such as “low fat,” “high fiber,” or “cholesterol free” are accurate, while 56 percent believe that some or none of them are accurate. Also, 64 percent of consumers reported seeing nutrition labeling on menus, napkins, or place mats in restaurants. About half of these consumers use this information often or sometimes.

Eating Habits

The survey also examined eating habits. In this category, 54 percent of consumers reported eating breakfast seven days a week, while 8 percent said they skip the meal every day. In contrast, 86 percent said they eat dinner seven days a week, while 1 percent said they always skip it.

The entire report can be viewed at: <http://www.fda.gov/Food/ScienceResearch/ResearchAreas/ConsumerResearch/ucm193895.htm>

A printer-friendly version of this article is available at: <http://www.fda.gov/downloads/ForConsumers/ConsumerUpdates/UCM202766.pdf>

Source: slightly modified from the FDA’s Consumer Update page: <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm202611.htm>
Date Posted: March 2, 2010

Discount Rx Cards

The Community Action Network is offering free discount prescription cards. Here are some quick facts about the cards:

- They have no expiration date and they can be used over and over by the entire family.
- There are no income limits to use the cards.
- The cards benefit the uninsured and underinsured the most, but can be used in conjunction with MediCal, Medicare, and private insurance to save money on prescription drugs that these plans don’t cover.
- Find pharmacies that accept the card and compare prescription drug prices on-line.
- Cards are available in English & Spanish.

See the enclosed flyer to learn more and how to order the Discount Prescription Cards for your personal use or for your clients.

Taxing Unhealthy Foods May Encourage Healthier Eating Habits

The federal U.S. administration has recently called for a total ban on candy and soda in the nation's schools. States are beginning to impose "sin taxes" on fat and sugar to dissuade people from eating junk food. Pricing strategies may well be a key to changing behavior, but others favor subsidies over punitive taxes, as a way to encourage people to eat fruits and vegetables and whole grains. The thought is that if you make it cheaper, people will eat more of it; more expensive and people will eat less.

Decades of behavioral economics research argues that consumers are not always so rational and the two strategies have never been tested head to head, to see which one most effectively alters calorie consumption. So, psychological scientist Leonard Epstein at the University of Buffalo, decided to explore the persuasiveness of sin taxes and subsidies in the laboratory.

Epstein and colleagues simulated a grocery store, "stocked" with images of everything from bananas and whole wheat bread to soda and nachos. A group of volunteers—all mothers—were given laboratory "money" to shop for a week's groceries for the family. Food items were priced the same as groceries at a nearby real grocery store, and each food came with basic nutritional information.



The mother-volunteers went shopping several times in the simulated grocery. First they shopped with the regular prices, but afterward the researchers imposed either taxes or subsidies on the foods. That is, they either raised the prices of unhealthy foods by 12.5%, and then by 25%; or they discounted the price of healthy foods comparably. Then they watched what the mothers purchased.

To define healthy and unhealthy foods, the scientists used a calorie-for-nutrition value, or CFN, which is the number of calories one must eat to get the same

nutritional payoff. For example, nonfat cottage cheese has a very low CFN, because it is high in nutrition but not in calories; chocolate chip cookies have a much higher CFN. The researchers also measured the energy density—essentially calories—in every food.

The results, just published in *Psychological Science*, a journal of the Association for Psychological Science, show that taxes were more effective in reducing calories purchased over subsidies. Specifically, taxing unhealthy foods reduced overall calories purchased, while cutting the proportion of fat and carbohydrates and upping the proportion of protein in a typical week's groceries. By contrast, subsidizing the prices of healthy food actually increased overall calories purchased without changing the nutritional value at all. It appears that mothers took the money they saved on subsidized fruits and vegetables and treated the family to less healthy alternatives, such as chips and soda pop. Taxes had basically the opposite effect, shifting spending from less healthy to healthier choices. On the basis of this laboratory research, the scientists conclude that subsidizing broccoli and yogurt—as appealing as that idea might be to some—may be unlikely to bring about the massive weight loss the nation now requires.

Source: Slightly modified from press release from Association of Physiological Science: http://www.eurekalert.org/pub_releases/2010-02/afps-tuf022410.php Release date 2/24/10

Health Fraud Awareness Video



The FDA has released a new on-line video on health fraud. The video introduces fraudulent health products that have been removed from the market and provides tips for not becoming a victim of health fraud. View the video at:

<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm194727.htm>

UC Cooperative Extension Releases Free Financial Caregiving Series

The best time to talk with aging parents about how an adult child can help manage their assets is before any need arises, but for most it will still be a sensitive subject. These new publications from UC Cooperative Extension will help make a workable plan AND keep communications open. The author is Dr. Patti Wooten Swanson, Nutrition, Family & Consumer Sciences Advisor in San Diego County.



Financial Caregiving Series #1: *Introduction to Financial Caregiving and Glossary*
<http://anrcatalog.ucdavis.edu/Items/8379.aspx>

Financial Caregiving Series #2: *Communicating with Your Parents about Finances*
<http://anrcatalog.ucdavis.edu/Items/8380.aspx>

Financial Caregiving Series #3: *Getting Organized: Bill Paying and Record Keeping*
<http://anrcatalog.ucdavis.edu/Items/8381.aspx>

Financial Caregiving Series #4: *Understanding Long-Term Care*
<http://anrcatalog.ucdavis.edu/Items/8382.aspx>

Financial Caregiving Series #5: *Planning and Paying for Long-Term Care*
<http://anrcatalog.ucdavis.edu/Items/8383.aspx>

Financial Caregiving Series #6: *Estate Planning*
<http://anrcatalog.ucdavis.edu/Items/8384.aspx>

Financial Caregiving Series #7: *Financial Fraud and Abuse*
<http://anrcatalog.ucdavis.edu/Items/8385.aspx>

The Costs of Foodborne Illness

Foodborne illness is pervasive and expensive. The Centers for Disease Control and Prevention estimate that each year 76 million cases of foodborne illness occur in the U.S., with approximately 300,000 hospitalizations and 5,000 deaths.



The Produce Safety Project at Georgetown University has published a report, *Health-Related Costs from Foodborne Illness in the United States*, which states that acute foodborne illnesses cost the U.S. an estimated \$152 billion per year in healthcare, workplace, and other economic losses, with \$39 billion of that attributable to foodborne illnesses associated with fresh, canned, and



processed produce. Author Robert L. Scharff is an assistant professor with The Ohio State University and a former FDA economist.

A summary of the report is at:
http://www.producesafetyproject.org/admin/assets/files/SP_FoodborneIllnessSummaryv2.pdf

The full report is at:
<http://www.producesafetyproject.org/admin/assets/files/Health-Related-Foodborne-Illness-Costs-Report.pdf-1.pdf>

Learn more about the Produce Safety Project at Georgetown University at:
http://www.producesafetyproject.org/about_us



Resources

Federal Nutrition Education Resources from January 2005 to February 2010 is a comprehensive compilation, with active links, of currently available federally published nutrition education resources. All items have been approved through the joint Health & Human Services (HHS) and USDA Dietary Guidance Review process and provide federal nutrition recommendations based on the Dietary Guidelines for Americans, 2005. The listing is extensive and the resources are up-to-date. Link to <http://bit.ly/9nAMT8> to see what's available.

UC Berkeley Center for Weight and Health has recently launched a new website with educational resources from the University of California and other respected agencies that promote healthy weight and good health. Check it out at: <http://cwh.berkeley.edu/>

Latest Version of USDA's Premier Nutrient Database Released—The USDA National Nutrient Database for Standard Reference, Release 22, or SR22 for short, has been updated with 200 new entries. The database now includes a total of more than 7,500 food items. Among the 2009 updates, as many as 3,000 values for Vitamin D have been included for the first time. SR22 also includes a new food group, "Restaurant Foods." At this time, the restaurant foods group contains profiles for 38 food items obtained from family-style restaurants, Latino restaurants and Chinese restaurants. Access this useful database at:

<http://www.nal.usda.gov/fnic/foodcomp/search/>

Whole Grain Self-Study Course—this free on-line continuing education program summarizes the research about whole grain and chronic disease. It is approved for continuing education credits by AAPA, AAFP and CDR. The link is: <http://www.bellinstitute.com/ResourceDetail.aspx?ResourceId=272&PageId=81&SubPageId=65>



Upcoming Events

Friday, April 9, 2010—*Best Practices in Health Promotion*—a tri-county forum for educators, nurses and others who promote health. 9 AM—3 PM at the Santa Barbara County Public Health Department Auditorium, 300 N. San Antonio Road, Santa Barbara. Cost: \$10, includes light lunch. Professional credits available for nurses at an extra charge. Topics include: social media and health promotion via the internet, promoting health in clinical and home settings, health promotion with recent immigrants, health education in the classroom, creating PSAs and TV & radio shows, social policy and healthy design, and peer outreach programs. For more details and registration information, contact Scott McCann at 805-681-5270 or scott.mccann@sbcpdh.org

Friday, May 7, 2010—*Let's Eat Smart & Play Hard Together!*—join Cooperative Extension to learn how to implement a nutrition and physical activity curriculum for 6-8 year-old children and significant adults in the children's lives. This train-the-trainer program includes a copy of the English/Spanish curriculum and loan of educational kits to support the implementation of the program in San Luis Obispo and Santa Barbara Counties. Training will be held at the Cooperative Extension Auditorium, 2156 Sierra Way, San Luis Obispo. Training times are 9AM—12 noon or 2-5 PM. Cost: \$20 for early registration by April 23. 3 professional credits approved for nurses, RDs and DTRs. Registration flyer enclosed.

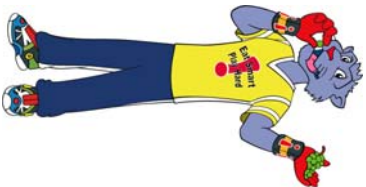




University Cooperative Extension
 2156 Sierra Way Suite C
 San Luis Obispo, CA 93401

Address Service Requested

Let's Eat Smart and Play Hard Together!



LET'S EAT SMART & PLAY HARD *TOGETHER!*

*A Train-the-Trainer Workshop
 on implementing a Nutrition
 and Physical Activity Program
 for 6-8 Year-old Children
 and their Adult Buddies*

Friday May 7, 2010

9:00 am - Noon
 repeated 2:00 pm - 5:00 pm
 Cooperative Extension Auditorium
 2156 Sierra Way
 San Luis Obispo



Professional Credits:

Three credits for Dietitians and DTRs

Provider: University of California Davis
 Department of Nutrition Approved by:
 California Board of Registered Nursing,
 Provider 7573—for 3 contact hours



LET'S EAT SMART & PLAY HARD *TOGETHER!*

A Train-the-Trainer Workshop



*Learn how to implement
 this Nutrition and Physical
 Activity Program aimed at
 6-8 year-old Children and
 their Adult Buddies*



Friday May 7, 2010

9:00 am to Noon

or

2:00 pm to 5:00 pm

Sponsored by:
 The University of California
 Cooperative Extension &
 San Luis Obispo County



LET'S EAT SMART & PLAY HARD TOGETHER!

Friday May 7, 2010

9:00am—Noon OR 2:00pm—5:00pm



*A Train-the-Trainer Workshop
on implementing a
Nutrition and Physical Activity
Program for 6-8 Year-old
Children and their Adult Buddies*

SPEAKER: Shirley Peterson

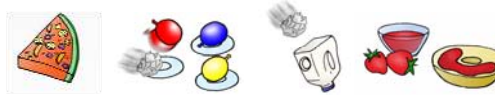
Nutrition, Family, & Consumer Sciences Advisor
University of California Cooperative Extension
San Luis Obispo &
Northern Santa Barbara Counties

FOR PROGRAM INFORMATION:

Contact Shirley Peterson
Phone: 805-781-5951
E-mail: sspeterson@ucdavis.edu

CURRICULUM KEY THEMES

- ◆ Choose fruits and vegetables for snacks
- ◆ Find fun ways to move your body
- ◆ Drink water between meals and during activities
- ◆ Work as a team with your buddy
- ◆ Set goals for eating healthier snacks and moving your body more



INSTRUCTIONS

- ◆ Space is limited to 15 attendees for each workshop.
- ◆ Sponsor reserves the right to cancel in the event of low registration.
- ◆ Requests for refunds must be in writing and postmarked by April 23, 2010.
- ◆ Please car-pool. Parking is limited.

FOR REGISTRATION INFORMATION:

Contact Ingrid Schumann
Phone: 805-781-5940
E-mail: ischumann@co.slo.ca.us

The University of California prohibits discrimination or harassment of any person in any of its programs or activities. (Complete nondiscrimination policy statement can be found at http://groups.ucanr.org/ANR_AA/files/54635.doc) Direct inquiries regarding the University's nondiscrimination policies to the Affirmative Action Director, University of California, ANR, 1111 Franklin St. 6th Floor, Oakland, CA 94607, (510) 987-0096

Facility is wheelchair accessible. Persons needing other access accommodations should contact Cooperative Extension by February 1, 2010 at 805-781-5940. Efforts will be made to accommodate your needs.



REGISTRATION FORM

**LET'S EAT SMART AND
PLAY HARD TOGETHER!
FRIDAY, MAY 7, 2010**

Choose time:

9:00am-Noon

2:00pm-5:00pm

Name: _____

Agency Group/Name _____

Address: _____

City, Zip: _____

Phone: _____

Email: _____

COST

\$20.00 if postmarked by 04/23/10

\$35.00 if postmarked after 04/23/10

\$50.00 at door if space is available

\$15.00 for full-time students if postmarked by 04/23/20. (health/family care, recreation, kinesiology majors)

REGISTER ON LINE

<http://ucanr.org/eatsmart>

Make checks payable to **UC Regents**

Mail to: Eat Smart

UC Cooperative Extension
2156 Sierra Way Ste C
San Luis Obispo, CA 93401

How to Use the USA Drug Plan Discount Prescription Card

- This is a permanent card. There is no expiration date. It can be used over and over.
- The card can be used by your entire family. Senior citizens love since it **Fills All Part D & Insurance Gaps!**
- There are no income limitations. **Anyone can use the card!**
- This card benefits the uninsured and underinsured the most, but is also of benefit to those people on Medicaid and Medicare. It can help save money on the prescription drugs that those services don't cover.
- It can be used at more than one pharmacy. The cards are accepted at 80% of pharmacies in the US and Puerto Rico.
- You can compare prices of drugs and pharmacies in your area by going to www.FreeUSADrugPlan.com/U299. Select the pharmacy with the best price.
- The cards are available in English and Spanish.
- You do not have to activate the card. Just bring it to your pharmacist.
- These cards are distributed through Community Action Network, an outreach program sponsored by National Benefit Builders, Inc.
- **We can send these in volume to you. To order more cards, please contact Linda at 973-551-4936.**



A Neighborhood Assistance Program

Como Usar la Tarjeta de Descuento USA Drug Plan

- Es una tarjeta permanente. No hay fecha de expira. La puede usar muchas veces.
- Toda la familia puede usar la tarjeta.
- No importa cuanto dinero gana uno. **Cualquier persona puede usar la tarjeta!**
- Esta tarjeta ayuda mas a la gente que no tiene ningun seguro o que no tiene seguro bueno. La gente que tiene Medicaid y Medicare pueden usar la tarjeta para las drogas que no estan pagodas por esos programas.
- Si quiere pide a su farmaceutica mantener una copia de su tarjeta, si a caso Ud la pierde. Se puede usar la tarjeta a mas de una farmacia. Las tarjetas estan aceptadas a 80% de las farmacias en los estados unidos y Puerto Rico.
- Se puede comparar los precios de las drogas y las farmacias a www.FreeUsaDrugPlan.com/U299. Escoja la farmacia y el precio mejor.
- Se puede obtener estas tarjetas en espanol y en ingles.
- Las tarjetas son distribuidas por Community Action Network, www.CANProgram.org.
- Se puede pedir muchas tarjetas para su organization, club, iglesia o agencia.

Para obtener mas tarjetas, favor de llamar a Linda a 973-551-4936.



A Neighborhood Assistance Program