Diet and Influences on Food Choice

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Causes of death
Causes of death

1) 435,000
Causes of death

1) 435,000

2) 400,000
Causes of death

1) 435,000
2) 400,000
3) 85,000

Diet and health
Trends in American diets
Influences on food choice
Improving American diets
Essential questions

- Why do we eat what we eat?
- Why does it matter?
- What has led to the rise in diet-related disease in the United States?
- How can American diets be improved?
Diet and health

Trends in American diets

Influences on food choice

Improving American diets
Diet related diseases
Diet related diseases

- Heart disease
- Type 2 diabetes
- Certain cancers
- Stroke
- Hypertension
Obesity

Source: http://www.cdc.gov/obesity/data/trends.html
Obesity

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Obesity

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Risk factors
Risk factors

- Refined grains
- Added fats
- Added sugars
- Excess salt
- Processed meats

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Added sugars, added fats
Balancing energy intake
Balancing energy intake

- Sedentary person: ~2,000 kcal
- 1 lb. body fat: 3,500 kcal
Balancing energy intake

- Active person: >2,000 kcal
Eating for health

- Vegetables
- Fruits
- Whole grains
Diet and health

- Trends in American diets
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- Improving American diets
Calorie intake

- 1970 to 2000
Calorie intake

- 1970 to 2000
- 25% increase

Soft drink consumption

- 1947 to 2001
Soft drink consumption

- 1947 to 2001
- 345% increase

Gallons per person, per year

Milk consumption

- 1947 to 2001

Milk consumption

- 1947 to 2001
- 45% decrease

Gallons per person, per year

Soft drinks vs. milk

- 1947 to 2001

Sugar consumption

- 1970 to 2003
Sugar consumption

- 1970 to 2003
- 19% increase

Calories from snacks

- Youth, 1977 to 2006
Calories from snacks

- Youth, 1977 to 2006
- 40% increase

Food prepared away from home

- 1965 to 2006

Ebru. 2007. Fast food. Available at Wikimedia Commons.
Food prepared away from home

- 1965 to 2006
- 63% increase

Vegetable consumption

- 1970 to 2003
Vegetable consumption

- 1970 to 2003
- 24% increase

Fruit consumption

- 1970 to 2003

Image copyright.
Fruit consumption

- 1970 to 2003
- 12% increase

Fruit and vegetable consumption

Source: USDA, ERS Food Availability (Per Capita) Data System.
Summary

- Too much:
  - Refined grains
  - Added fats
  - Added sugars
  - Sodium

- Not enough:
  - Vegetables
  - Fruits
  - Fiber
Diet and health
Trends in American diets
- Influences on food choice
Improving American diets
Individual influences

- Hunger
- Taste
- Income
- Knowledge
- Emotions
- Health conditions
- Values
Individual influences

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Individual influences

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Social influences

- Friends
- Family
- Coworkers
- Peers
Cost

- Are healthy diets affordable?
Food environments
Food marketing and labeling

- Billboards
- Internet
- Television
- Packaging
Food and agricultural policy
Farm Bill

Nutrition: 68%
Commodities: 12%
Crop insurance: 10%
Conservation: 9%
Other: 1%

Source: USDA ERS.
Farm subsidies

Farm subsidies
Diet and health
Trends in American diets
Influences on food choice

- Improving American diets
Reducing childhood obesity

- Discount nutrient-rich foods
- Change social norms
- Reduce marketing to children
- Simplify nutrition advice
- Change food environments
Meatless Monday

“One day a week, cut out meat.”

March to a different drumstick.

Go meatless Monday.

www.meatlessmonday.org