

NUTRI-NET NEWS

January 2001

This newsletter is a service of the Nutrition Education Network of Wisconsin. The Network is designed to enhance coordination and communication among agencies and organizations that educate Wisconsin's low income individuals and families about nutrition and food.

Nutri-Net News shares brief information about programs and materials that support healthful and enjoyable eating.

Visit our Web site at:
<http://www.nutrisci.wisc.edu/nutrinet/>

Senior Food Guide Pyramid

Jennifer Keeley, Nutrition Coordinator Wisconsin Bureau on Aging and Long Term Care Resources

One size does not fit all - when it comes to food guide pyramids as nutrition education tools.

USDA

The United States Department of Agriculture (USDA) created the Food Guide Pyramid in 1992 to visually show the components of a healthful diet for healthy Americans over age two. In 1999, USDA adapted the original Pyramid and developed the Food Guide Pyramid for Young Children for children aged two to six. Although the USDA has not modified the food pyramid for seniors, several groups have attempted to fill in the gaps in this area.

The ADA

In 1998, the American Dietetic Association (ADA) released The Nutrition and Health Campaign for Older Americans which includes the Food Guide Pyramid for Persons Over 50. This version features a narrow base, symbolizing the lower calorie needs of many seniors. Elderly consumers have to make every calorie count in order to get essential nutrients. In addition, this pyramid is built on a base of water. Adequate fluid is very important for seniors who have a greater risk of dehydration. Fluids also enhance the effectiveness of medication and can decrease the discomfort of constipation.

Tufts University

In 1999, Tufts University researchers released the Food Guide Pyramid For People Over 70 Years, tweaking the pyramid addi-

tionally to more accurately represent the dietary needs of older consumers. A flag at the top of the pyramid represents the possible need for dietary supplements of calcium and vitamins D and B12. Both calcium and vitamin D play an important role in bone health and research shows more of these nutrients are needed as we age. Vitamin B12 supports normal nerve function, but absorption of this vitamin decreases as we age.

In the next issue of NutriNet News:

1. Results of JUMP 'N JIVE Campaign Evaluation
2. Nutrition News Focus refutes a report that high consumption of fruits and vegetables was not protective against colon or rectal cancer. What you need to know.

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Subscription Information

Nutri-Net News is published quarterly. It can be sent to you by mail or e-mail.

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SNAP

Also in 1999, the Senior Nutrition Awareness Project (SNAP) adapted the Tufts version into their Senior Food Guide Pyramid (see below). This resulted from collaboration among the University of Connecticut, the University of Rhode Island, the State of Connecticut, community agencies and senior centers. The SNAP pyramid incorporates all the special features listed on page

In addition there are three attachment pages, all of which are good nutrition education materials for seniors. They are titled:

- 1) "How Many Servings Do You Need?"
- 2) "What Counts As A Serving?" and
- 3) "A Note About Fats and Sweets".

To order copies of the materials listed in this article:

- **American Dietetic Association: Nutrition & Health for Older Americans**

<http://www.eatright.org/catalog/older.html>

- **Tufts University**

<http://commentator.tufts.edu/archive/nutrition/pyramid.html>

- **Senior Nutrition Awareness Project**

<http://>

www.canr.uconn.edu/nusci/outrch/snap/snap.html Seniors and senior service providers may call for a free single copy of nutrition materials. 800-595-0929 between 8:30 a.m. and 4:30 p.m. EST

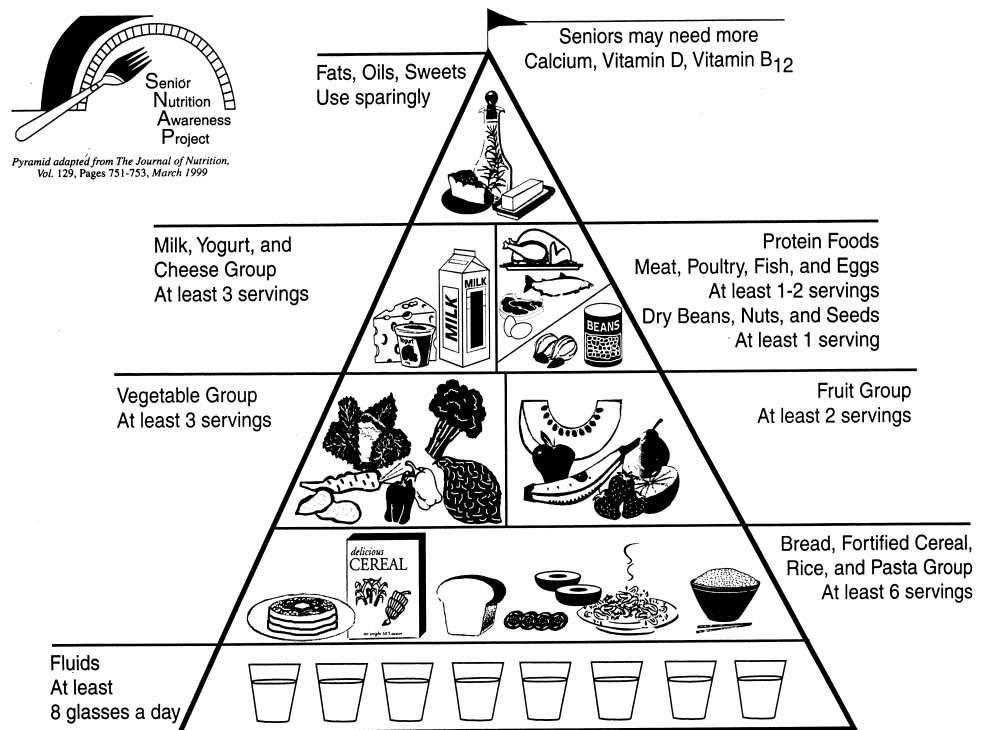
Dietary Knowledge, Attitudes and Quality Among Low-Income Individuals

Julie Allington, Outreach Specialist, UW-Extension

- How is dietary knowledge related to dietary behaviors of low-income individuals?
- What are the implications for nutrition educators of this population?
- Are nutrition education campaigns such as the **JUMP 'N JIVE - Come Alive with Fruit Campaign** effective in influencing dietary behaviors of participants?

As reported in the April 1999 issue of NutriNet News, higher fruit and/or vegetable consumption was related to a number

Senior Food Guide Pyramid



- Desire to stay healthy and prevent serious illness
- Perception that their health was very good to excellent

as well as increasing age, being married, more years of education, regular exercise, supplement use and reading food labels (1)

A recent report by USDA (2) focused on the relationship between participation in the Food Stamp Program and dietary knowledge, attitudes and behavior in low income individuals.

Researchers found that low-income adults:

- 1) Consider healthy eating to be very important.
- 2) Believe that healthful dietary practices influence health outcomes.

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However, many low-income adults do not know certain facts about healthy eating, such as specific types of foods to include in a healthy diet, and thus are not confident that they eat a healthy diet. They believe that their diets are either too low or too high in one or more key nutrients. Food stamp participants are more likely than non-participants to believe their diets are too low in a key vitamin or too high in a key macro nutrient (like sugar or fat).

Low-income adults also do not know specific facts about the health consequences of their dietary habits, such as what health problems may result from eating particular types of foods. Only 40 percent know that not getting enough fiber is associated with bowel problems, heart problems and/or cancer. They are particularly unlikely to know that they should consume at least six servings of grain products and three servings of vegetables daily. Only 30 percent know that cholesterol is found in animal products like meat and dairy products and only 47 percent know that hot dogs contain more fat than ham.

What are the dietary behaviors of low-income adults?

The report also found that:

- Many low-income adults do not practice behaviors to lower the fat in their diets, such as eating vegetables without butter or drinking skim or low-fat milk.

- Low-income individuals eat less than the recommended number of servings from all five of the major Food Guide Pyramid groups. Many individuals consume large amounts of food from the Pyramid tip. Among adults, the mean intake of discretionary fat is 53 grams per day, while the mean intake of added sugar is 18 teaspoons per day. The intake of these food items in the pyramid tip is even higher among school-age children.

- Overall, low-income individuals do not meet the Dietary Guidelines for consuming dietary fat, saturated fat, carbohydrates, fiber and sodium.

- High-income individuals are more likely than low-income individuals to meet many of the Dietary Guidelines.

- Food Stamp participants obtain more of their food from food stores than non-participants. The difference may be that non-participants may get more food from friends, food pantries and soup kitchens.

Implications for Nutrition Educators and Nutrition Education Campaigns.

There are several key findings of this study:

1. Low-income individuals hold positive attitudes about the relationship of good nutrition to health and disease prevention.

2. Large numbers of low-income adults do not have the dietary knowledge to put their beliefs into practice.
3. Food Stamp participants have more control over the foods they eat, since they purchase more of their food from food stores than nonparticipants.

Nutrition educators have an important role to play in teaching about nutrition and healthful food choices to food stamp-eligible families and individuals. Campaigns such as the JUMP 'N JIVE - Come Alive with Fruit Campaign can provide the forum, activities, and coalition-building component to effectively engage low-income individuals to learn about healthful eating in fun and innovative ways.

The JUMP 'N JIVE Campaign 2000 was completed in November. (See the Network Update in this issue.) The evaluation of this campaign will be summarized in the April issue of Nutri-Net News.

For a related article:

See *Dietary Quality and Related Factors Among Participants in Food Stamp and WIC Programs*, by Cooperative Extension, Nutrition for Family Living Newsletter, <http://www.uwex.edu/ces/wnep/p3/mmindx.html>

References:

- (1) Trudeau E, Kristal AR, Li S, Patterson RE, Journal of the American Dietetic Association, December 1998, p. 1412-1417.
- (2) Gleason P, Rangarajan A, Olson C. Dietary Intake and Dietary Attitudes Among Food Stamp Participants and Other Low-income Individuals. USDA, September, 2000.

Quest Card Listening Sessions -

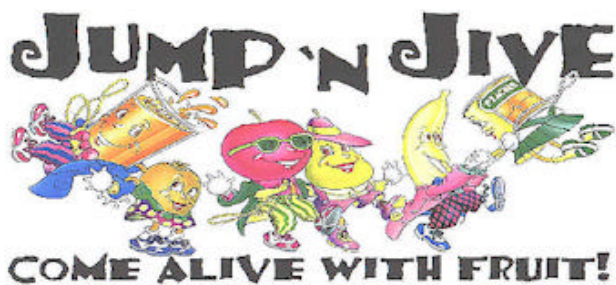
Jon Janowski, Director for Advocacy, Hunger Task Force of Milwaukee

The Department of Workforce Development (DWD) will be holding Statewide Listening Sessions on the Quest Card and what would be a good food stamp outreach campaign. If people want to participate, they should contact:



WI EBT Manager Dick Mellinger directly at 608-266-0386 or at melliri@dwd.state.wi.us.

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NETWORK UPDATE

JUMP 'N JIVE Campaign 2000 has been successfully completed in 28 Wisconsin counties and Great Lakes Inter-Tribal Council during the months of October and November 2000! What is **JUMP 'N JIVE Campaign 2000?**

JUMP 'N JIVE...Come Alive With Fruit!

Network-sponsored nutrition education and social marketing campaign

Goal:

To promote fruit/juice at breakfast to food stamp eligible caregivers of children (preschool through 8th grade.)

Components:

1. Building awareness through the use of posters, newsletter articles, school lunch menu backs, stickers and balloons, and
2. Programming among local partners using tip sheets, interactive displays, food demonstrations and food sampling.

Participation in the Campaign 2000:

In February 2000, the Network solicited applications for promotion of the campaign. Local partners needed to meet four requirements:

1. Participation as a collaboration with at least 3 partnering agencies/programs
2. Participation in a May regional training workshop
3. Promotion of the campaign in October and November 2000
4. Participation in the campaign's evaluation activities

Network Update

Campaign Evaluation

The New Year finds us engaged in the last requirement – evaluation. We are now busy collecting, tabulating and analyzing evaluation results from the campaign. The data collection includes:

- Numbers of children/adults that were directly or indirectly reached through activities/materials
- Participant responses
- Surveys from campaign coordinators and their agency partners

Implications of the Campaign Evaluation

Preliminary evaluation results of the **JUMP 'N JIVE** campaign will be presented to Network members at their February 14, 2001 meeting.

A final evaluation report will be distributed to campaign coordinators in March.

Look for a summary of the evaluation report results/recommendations in the April 2001 issue of *Nutri-Net News*.

OUR MISSION:

The Nutrition Education Network of Wisconsin facilitates collaborative planning of nutrition education programs at the state and local levels. We promote healthful and enjoyable eating so that Wisconsin's low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages.

Nutri-Net News is one way that the Network shares information and resources to accomplish this mission.