“How to Read the Nutrition Facts Label” Lessons Learned From the Worksite Setting

Xochitl Valdivia, MS, RD
Healthy Worksites Program Manager
Presentation Overview

• Background on Champions for Change- Healthy Communities Initiative

• *How to Read the Nutrition Facts Label*- Tips and Recommendations

• Participant Feedback and Lessons Learned
Award Background

Funded through the United States Department of Agriculture’s (USDA) Supplemental Nutrition Assistance Program Education (SNAP-Ed)

Funding administered through the California Department of Social Services (CDSS) to State Implementing Agencies, which includes the California Department of Public Health (CDPH)

California Department of Public Health (CDPH) administers award to local health departments.

Implemented by the LA County Department of Public Health, Nutrition and Physical Activity Program through RFP solicitation

Locally known as “Champions for Change- Healthy Communities Initiative”
Champions for Change - Goal and Purpose

Reduce the prevalence of obesity and chronic diseases in SNAP-Ed eligible communities through a coordinated approach:

- Nutrition education and physical activity promotion;
- Community/stakeholder engagement and mobilization; and
- Policy, systems, and environmental changes to address multiple layers of the SEM
Healthy Worksites Program

• Provide on-site nutrition and physical activity education in order to help:
  • Improve access to healthy foods and physical activity at low-wage worksites
  • Foster supportive work environments that encourage healthy lifestyle choices
  • Establish policies that bolster health promotion efforts at worksites
Healthy Worksite Partners

• 29 Worksite partners throughout Los Angeles County

• Partners include Retail, Recreation and Food Manufacturing Sectors
  – Northgate Gonzalez Markets
  – Cardenas Markets
  – Superior Grocers
  – Farmer John
  – White Memorial Medical Center
  – City of San Fernando Parks and Recreation
Northgate Gonzalez Markets

• Partner since 2009
• *Viva La Salud* Marketing and Wellness Program
  – Focus: Health education and screenings to their customers and employees
• *Viva La Salud’s* Wellness Policies:
  – Pre-Shift Stretching Policy
  – Lactation Accommodation
  – Healthy Meetings and Celebrations Policy (In Progress)
Northgate Gonzalez Markets- Nutrition Fact Label Education

• 341 employees reached
• Classes taught at 19 different Northgate Markets in LA County and Long Beach
• Majority identified as Hispanic/ Latino
• About 95% of the classes were given in Spanish at a 6th grade reading level
• 15-20 minutes in length
• Offered during their breaks, lunchtime and/or work hours
• Fast-paced environment
Tips and Recommendations for Nutrition Food Labels

- Bold and big print
- English and Spanish

Un hábito saludable:
Lea las etiquetas de los alimentos

A Healthy Habit:
Read Food Labels
Tips and Recommendations for Nutrition Food Labels

1. Always start at Serving Size, not Calories!

2. Calories- based on a 2,000 calorie diet.
   Needs may differ depending on age, gender, height, weight and level of physical activity.

3. % Daily Values- represent the amount of certain nutrients recommended per day to stay healthy and help us eat a more balanced diet.

4. Connected it back to the 5/20 Rule.
The NEW Nutrition Facts Label

### SIDE-BY-SIDE COMPARISON

#### Original Label

**Nutrition Facts**

- **Serving Size**: 2/3 cup (55g)
- **Servings Per Container**: About 8

<table>
<thead>
<tr>
<th>Nutrition Fact</th>
<th>Amount Per Serving</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>230</td>
<td></td>
</tr>
<tr>
<td>Calories from Fat</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>8g</td>
<td>12%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>1g</td>
<td>5%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
<td>0%</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium</td>
<td>160mg</td>
<td>7%</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>37g</td>
<td>12%</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>4g</td>
<td>16%</td>
</tr>
<tr>
<td>Sugars</td>
<td>1g</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>3g</td>
<td></td>
</tr>
</tbody>
</table>

- **Vitamin A**: 10%
- **Vitamin C**: 9%
- **Calcium**: 20%
- **Iron**: 42%  

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

#### New Label

**Nutrition Facts**

- **8 servings per container**
- **Serving size**: 2/3 cup (55g)

<table>
<thead>
<tr>
<th>Nutrition Fact</th>
<th>Amount per serving</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>230</td>
<td></td>
</tr>
<tr>
<td>Calories from Fat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>8g</td>
<td>10%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>1g</td>
<td>5%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
<td>0%</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium</td>
<td>160mg</td>
<td>7%</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>37g</td>
<td>13%</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>4g</td>
<td>14%</td>
</tr>
<tr>
<td>Sugars</td>
<td>12g</td>
<td>20%</td>
</tr>
<tr>
<td>Total Sugars</td>
<td>10g</td>
<td></td>
</tr>
<tr>
<td>Added Sugars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>3g</td>
<td></td>
</tr>
</tbody>
</table>

- **Vitamin D**: 10%
- **Calcium**: 250mg
- **Iron**: 43%
- **Potassium**: 25.5mg

* The % Daily Value (%DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Note:** The images above are meant for illustrative purposes to show how the new Nutrition Facts label might look compared to the old label. Both labels represent fictional products. When the original hypothetical label was developed in 2014 (the image on the left hand side), added sugars was not yet proposed so the "original" label shows 1g of sugar as an example. The image created for the "new" label (shown on the right-hand side) lists 12g total sugar and 10g added sugar to give an example of how added sugars would be broken out with a % Daily Value.
Added Sugars

• Connected the message to purchasing foods and beverages for their children
• 100% juice vs. juice drinks
• Yogurts, cereals and juice drinks in particular
• Applying the 5/20 rule to the Added Sugars
Participant Feedback

• We learned that people have an idea of what is on the label
  - Calories
  - Amount of sugar
• % Daily Values was a concept that needed more explanation
• Healthy option or not? Difficult for participants to distinguish
• Use both English and Spanish terminology
• Take this as an opportunity to clarify nutrition myths
• Present culturally relevant examples
  - Packaged foods
  - Beverages
Lessons Learned

- Integrate the new label when teaching
- Tailor the message to your audience
  - Language
  - Setting
  - Length of time
- Keep your audience engaged- ask questions as you go
- **Simplify your message**
- Offer take-home materials (handouts, flyers, booklets, etc.)
- Incentives for participants