

AMA OBESITY FORUM

DAIRY'S ROLE IN AFRICAN AMERICAN HEALTH Addressing The Obesity Epidemic

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THE **BIG** PROBLEM

- ✦ *Obesity in America has reached epidemic proportions, with little progress toward identifying effective nutritional and social strategies to prevent or treat the problem. Although increases in overweight and obesity cut across all ages and ethnic groups and include both genders, 69 percent of non-Hispanic black women and 58 percent of non-Hispanic black men are overweight or obese, according to the Surgeon General.*



THE PROBLEM

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- ✦ Knowledge regarding the importance of calcium in the diet has created a nutritional deficit for calcium.



THE RATIONALE

- ✦ **Current research on calcium and other nutrients specifically derived from dairy sources strongly supports that they have an important role in maintaining low body fat, reducing high blood pressure, and regulating other beneficial health systems.**



African American Nutrition Gap

✦ NPD DIET Database shows...

- ✦ Three key areas where African American nutrition significantly differs from the Balance of Population
 - ✦ Increased Fat consumption
 - ✦ Increased Sugar Consumption
 - ✦ Lowered intake of Calcium
- ✦ The average African American consumes **54** more calories per day vs. Balance of Population.
 - ✦ This equates to a gain of **5.6 extra pounds per year**
 - ✦ Assumes similar activity levels



Body Mass Index (BMI)

Healthy Weight 18.5 - 24.9

Overweight 25.0 - 29.9

Obese

Class 1 30.0 - 34.9

Class 11 35.0 - 39.9

Class 111 > 40.0

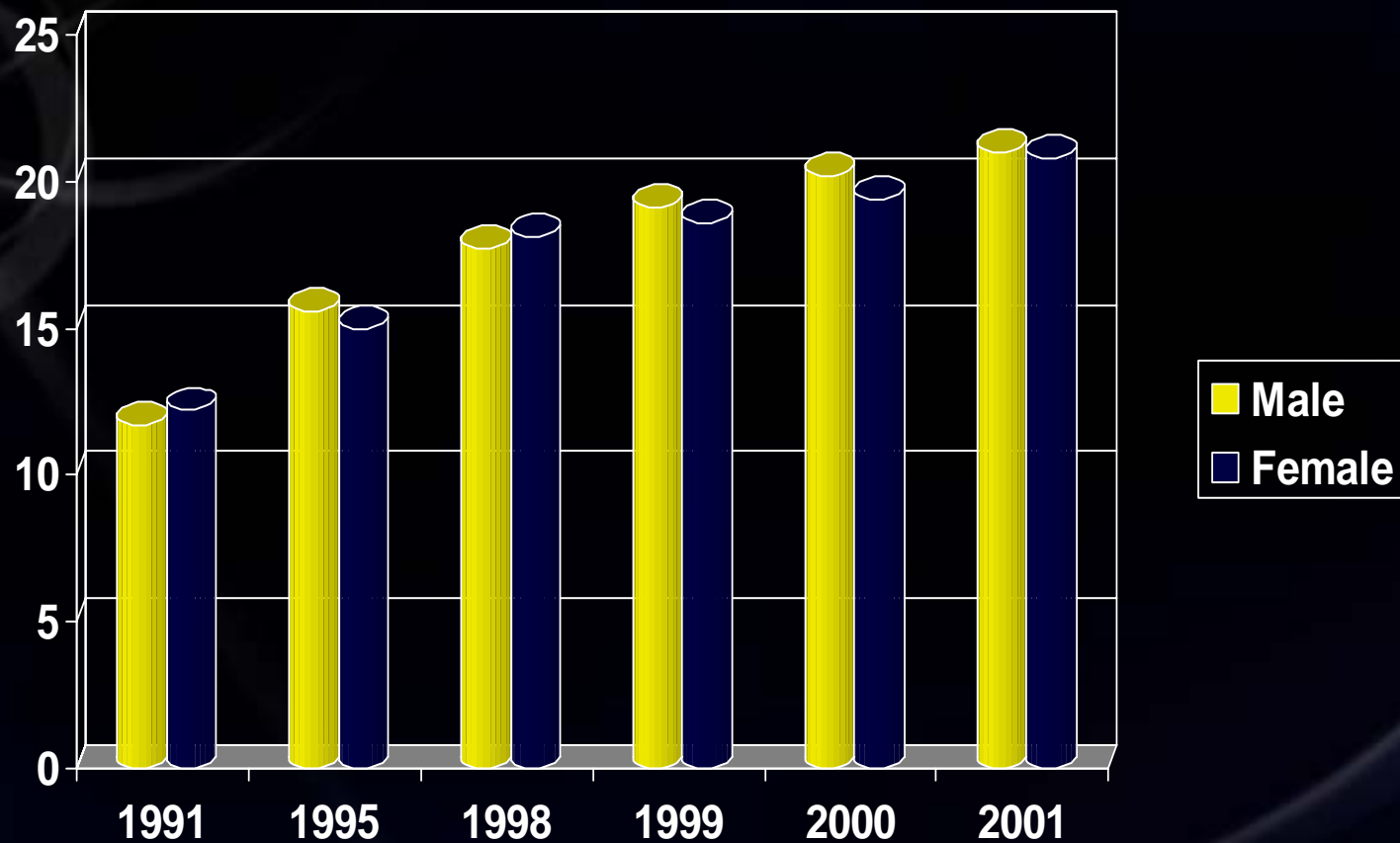


DEFLECT REALITY

- ✦ **BIG BONED**
- ✦ **PLUS SIZED**
- ✦ **FULL FIGURED**
- ✦ **HAVING SUBSTANCE**
- ✦ **MEAT ON THE BONES**
- ✦ **CHUNKY, CHUBBY, PLUMP**
- ✦ **BIG & TALL**



TRENDS BY GENDER



THE PROMISE

- ✦ *Increasing evidence in medical literature strongly suggests the position of dairy foods as important to a healthy eating pattern that can also protect against excess body fat gain and enhance the weight lost on a reduced-calorie diet.*



THE SCIENCE

- ✦ *Calcium is thought to participate in regulation of body fat metabolism through modification of both lipogenesis and lypolysis at the adipose cellular level.*



THE SUGGESTIVE EVIDENCE

- ✦ In several studies, participants who consumed less calcium from dairy sources gained more weight than those who consumed more calcium and dairy. They also had higher body mass index (BMI).



FOOD INTAKE NEEDS

- Approximately 72 percent of the calcium in the national food supply comes from dairy foods. In its dietary recommendations for calcium and related nutrients, the National Academy of Sciences (NAS) recognizes the importance of “unfortified foodstuffs” as the major source of calcium.



FOOD INTAKE NEEDS

- ✦ **Because milk and other dairy foods are abundant sources of calcium as well as many other essential nutrients, their intake improves the overall nutritional intake of the diet. Studies suggest that an interaction of the calcium and other ingredients found in dairy products may enhance the observed protection calcium offers.**



Fleming and Heimbach, 1994; Karanja, Morris, Rufolo, Snyder, Illingworth, and McCarron, 1994; Devine, Prince, and Bell, 1996

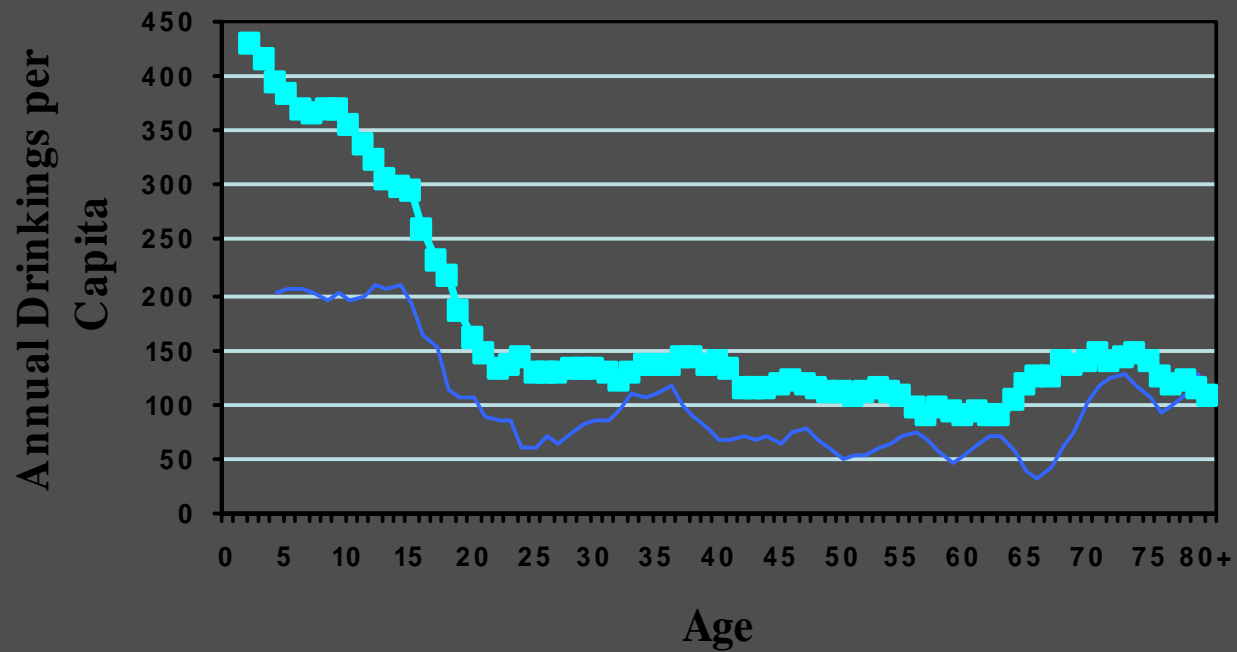
FOOD INTAKE PATTERNS

- ✦ Although most minority groups consume less calcium than recommended, this is particularly true for African Americans, who rank lowest in calcium and milk intake.



DIETARY PATTERNS

Comparative Milk Consumption by Age



—■— Caucasians — African Americans

ANNUAL EATINGS PER CAPITA- MILK CONSUMED AS A GLASS

Meal Occasion	All Children	African American Children	Gap	All Individuals	African American Individuals	Gap
Total Occasions	279.9	114.3	-59%	164.6	78.5	-52%
Breakfast	88.7	61.1	-31%	47.1	38.6	-18%
Lunch	56.9	21.7	-62%	37.2	15.3	-59%
Dinner	105.1	15.7	-85%	64.2	13.6	-79%
Carried	4.6	0.9	-80%	2.3	0.4	-83%
Snack	24.7	14.8	-40%	13.7	10.6	-23%

COMPARATIVE INTAKE DIETARY PATTERN

THE POSTULATE

- ✦ Calcium is clearly an important nutrient in managing some diseases, and emerging research demonstrates that more consistent and profound health benefits result when the source of the calcium is dairy—milk, cheese, or yogurt—rather than nutritional supplements. When dairy product consumption is lower than recommended, related illnesses are more prevalent.



THE CONCLUSION

- ✦ Research also indicates African Americans should consume at least two to three servings of low-fat milk, cheese, or yogurt daily as part of a dietary pattern consistent with the “Dietary Guidelines for Americans 2005”, established by the U.S. Department of Health and Human Services (HHS) and USDA.



RECOMMENDATION I

- ✦ The NMA, in collaboration with historically black institutions, should conduct research and analysis of already existing information using CSFII, NHANES and other databases to determine the status of dietary habits of African Americans.



RECOMMENDATION II

- ✦ The NMA recommends based on the research NMA should target health information and outreach on the importance of dietary intake in the prevention and management of obesity.
 - ✦ Dairy Council Digest Oct/Nov 2004
 - ✦ WebMD Health Information Link
 - ✦ Health Education & Outreach Programs 2004
 - ✦ San Diego
 - ✦ Richmond
 - ✦ Los Angeles
 - ✦ Dallas
 - ✦ Atlanta



RECOMMENDATION II

- ✦ **The NMA is a founding member of the African American Obesity Initiative. The initiative advocates for a cohesive strategy to address obesity among African Americans through media.**
- ✦ **Through programming with the NMA's twenty four specialty sections, obesity scientific sessions and abstracts have been presented annually to over 3,000 physicians and other allied health professionals.**



RECOMMENDATION II

- ✦ **The NMA's nutrition fact sheet has appeared in the Journal of the American Dietetic Association that has a readership of 80,000.**
- ✦ **The NMA supported the scientific symposia, Naturally Nutrient Rich: Putting More Power on Americans' Plates at the American Society for Clinical Nutrition meeting in March 2004.**



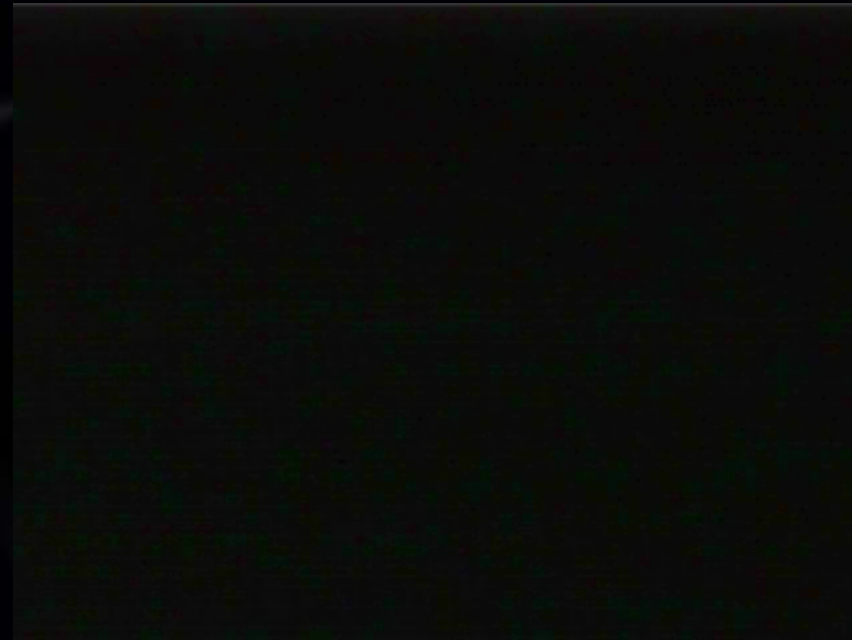
RECOMMENDATION II

- **To advocate sound nutritional practices the NMA submitted extensive comments to the US Department of Agriculture as part of the review of the national Food Guide Pyramid and the Women's Infant And Children Food Package Program.**



Eat, Drink Milk and be Merry MAHALO & ENJOY

More Free Time?



Less Headaches?



PRICE 2000