

**FDA Public Meeting:
FDA's Comprehensive, Multi-Year Nutrition Innovation Strategy
Facilitated Breakout Session:
Nutrition Facts Label Consumer Education Campaign**

Nutrition Facts Label Consumer Education Campaign

Topic Overview: This session will discuss FDA's educational campaign for consumers about the updated Nutrition Facts Label that consumers will be seeing in the marketplace.

Background: On May 20, 2016, the FDA announced the new Nutrition Facts label for packaged foods to reflect new scientific information, including the link between diet and chronic diseases such as obesity and heart disease. The new label will make it easier for consumers to make more informed food choices. The compliance date for the new label for some manufacturers is January 1, 2020, with smaller manufacturers (with less than \$10 million in annual sales) having an additional year to comply. In the meantime, the number of products on store shelves bearing the new label continues to grow.

FDA has announced a major educational campaign for consumers surrounding the new nutrition information that consumers will see in the marketplace. The campaign will allow us to reach consumers directly through educational videos, social media campaigns and user-friendly websites to help them understand the relationship between the dietary choices they make every day and the impact of these choices on their own and their family's health.

The campaign will focus on the areas where we recognize that there are gaps in consumer understanding and use of nutrition information. Currently, FDA plans to prioritize the following topics for consumer education on the Nutrition Facts label: Calories; Serving size; Percent Daily Value (%DV); and Added Sugars, including in the context of the entire label (and the importance of reading the entire label generally).

We recognize that leveraging relationships in this educational effort will be key to its success. We're especially interested in working with groups that serve populations at greatest risk for nutrition-related chronic disease.

Discussion Questions:

1. Have you been involved in efforts involving numerous groups or organizations that came together to provide public health education? If so:
 - What worked well?
 - What did you find most challenging?
 - What would you suggest doing differently?
 - How did you evaluate the success of the health education initiative?

2. What modes of communication and types of messaging and materials (e.g., websites, fact sheets, social media) related to nutrition education on the Nutrition Facts label would be most effective for consumers?

3. What do you think are some of the best practices and model programs that we should be aware of to strengthen our educational outreach on the Nutrition Facts label?

4. How do you recommend that FDA tailor its messages, materials and dissemination efforts to reach populations at increased risk for nutrition-related chronic disease?

5. How should FDA communicate with and provide Nutrition Facts label education for nutrition educators across the country who interact with consumers? Examples of these nutrition educators include: Health Educators, Registered Dietitians, Nurse Practitioners, Pediatricians, Primary Care Physicians, and Physician's Assistants.
 - What are the most critical networks/associations for these groups of nutrition educators?