

NUTRITION

The food we put into our bodies has a significant impact on our health status. Better nutrition means stronger immune systems, less illness, and better health. According to the American Cancer Society, approximately 35 percent of cancer deaths in the U.S. may be avoidable through dietary modification. Epidemiological studies have shown that populations whose diets are high in vegetables and fruits and low in animal fat, meat, and/or calories have a reduced risk of the most common types of cancer: lung, oral, esophageal, stomach, and colon cancer.

Objective 1: By 2014, increase the percentage of adults who consume the recommended amounts of fruits and vegetables per day from 23 percent to 25 percent as measured by the Indiana Behavioral Risk Factor Surveillance System.

- Increase awareness of the importance of healthful eating habits to maintain a healthy weight and reduce the risk of cancer
 - Increase understanding of the importance and benefits of eating a plant-based diet rich in fruits and vegetables
 - Increase understanding about the critical role of overall vegetable consumption to health, especially dark green and orange vegetables, starchy vegetables, and dry beans
 - Educate the public on the amounts of fruits and vegetables they need daily
 - Educate the public that all forms of fruits and vegetables matter – fresh, frozen, canned, dried, and 100 percent juice
 - Promote the Fruit and Veggies—More Matters™ health initiative materials and Web site
 - Promote dietary guidelines and food guides
 - Provide ongoing support for the state nutrition and physical activity plan, the Indiana Healthy Weight Initiative
 - Support community wide media campaigns and programs tailored to youth and families to promote increased fruit and vegetable consumption
 - Promote and provide educational opportunities to teach families how to prepare and cook fruits and vegetables
 - Educate restaurants on the value of providing healthy fruit and vegetable options on menus
 - Provide ongoing public access to nutrition information through multiple communication channels

NUTRITION (CONT)

- Increase demand for fruits and vegetables to maintain a healthy weight and reduce the risk of cancer
 - Utilize grocery store point of purchase prompts, product placement and nutrition education to increase retail demand
 - Offer point-of-sale incentives and pricing strategies that increase demand for fruit and vegetable menu options in restaurants
 - Promote vegetable consumption as a part of convenience at home or in restaurant foods eaten away from home
 - Support industry efforts to get more vegetables on to restaurant menus
 - Promote and support counter-advertising for unhealthy foods choices
 - Promote and support calorie/menu labeling
 - Educate employers and vending companies about the value of providing low fat/ low calorie nutritious snacks in vending machines and limiting access to foods and beverages that promote weight gain
 - Model healthy organizational practices by ensuring that healthy foods are available and promoted in cafeterias, vending machines, coffee carts, and other concessions

- Increase access to fruits and vegetables to reduce the risk of cancer
 - Provide healthy foods in cafeterias, vending machines, coffee carts, and other concessions
 - Limit unhealthy food/drink availability in cafeterias, vending machines, coffee carts, and other concessions
 - Learn how to provide healthy potluck or meeting meals
 - Increase awareness of and access to local and regional farmers markets
 - Increase availability of fruits and vegetables through community gardens, farmer's markets, and promotion of the Senior and WIC Farmers Market programs
 - Promote government and voluntary policies that support recommendations for the current Dietary Guidelines in all state-level nutrition programs, such as the Supplemental Nutrition Assistance Program (SNAP), Women, Infants and Children (WIC), Food Distribution Programs, and School Meal Programs which include the following: breakfast (SBP) lunch (NSLP), the Fresh Fruit & Vegetable Program (FFVP), and the Department of Defense (DoD) Fresh Fruit & Vegetable Program

PRIMARY PREVENTION

CHAPTER TWO

- Support the creation of a regional infrastructure for the production, distribution, and processing of local and regionally grown healthy foods, including links with grocery stores, hospital systems, food banks, childcare, and after-school programs
- Support incentives for institutional procurement of local and regionally grown healthy foods for grocers, schools, childcare facilities, employers, and other community institutions
- Increase advocacy efforts and public support for initiatives, policies, and legislation that supports healthy eating to reduce the risk of cancer
 - Advocate for point-of-sale marketing and “value pricing” of fruits and vegetables in grocery stores
 - Advocate for calorie/menu labeling
 - Provide ongoing support for the state nutrition and physical activity plan, the Indiana Healthy Weight Initiative
 - Advocate for government and voluntary policies that support recommendations for the current Dietary Guidelines
 - Collaborate with public schools to plan and implement programs to increase healthy eating
 - Advocate for policies that promote increased fruits and vegetables in child care, schools, workplaces, and communities
 - Form or build upon existing statewide partnerships, coalitions, and advisory boards to promote policies and action plans across multiple agencies and organizations to support increased fruit and vegetable access and consumption in communities
 - Support efforts that promote policy change for the treatment of obesity and nutrition



SURVIVOR

Darlene Hochstetler

Oligodendroglioma (Brain Tumor)

Age 58

Goshen, IN

Cleveland Clinic Cancer Institute

Read Darlene's story at www.indianacancer.org

NUTRITION (CONT)

Objective 2: By 2014, increase the percentage of high school students who consume the recommended amounts of fruits and vegetables per day from 18 percent to 21 percent as measured by the Youth Risk Behavior Surveillance – United States.

- Increase awareness of the importance of healthful eating habits to maintain a healthy weight and reduce the risk of cancer
 - Educate high school students about the importance and benefits of eating a plant-based diet rich in fruits and vegetables
 - Educate high school students about the critical role of overall vegetable consumption to health, especially dark green and orange vegetables, starchy vegetables, and dry beans
 - Educate high school students on the amounts of fruits and vegetables they need daily
 - Educate and promote that all forms of fruits and vegetables matter – fresh, frozen, canned, dried, and 100 percent juice
 - Promote the Fruit and Veggies—More Matters™ health initiative materials and Website whose purpose is to motivate people to eat more fruits and vegetables
 - Promote dietary guidelines and food guides
 - Promote the Indiana Healthy Weight Initiative School K-12 strategies to increase fruit and vegetable consumption
 - Provide ongoing access to nutrition information through multiple communication channels (e.g., Department of Education’s Office of School and Community Nutrition, the Indiana School Nutrition Association, school, staff and parents)
 - Promote and provide educational opportunities to teach families how to prepare and cook fruits and vegetables

- Increase demand for fruits and vegetables to maintain a healthy weight and reduce the risk of cancer
 - Increase availability, attractiveness and variety of fruits and vegetables in school lunch programs
 - Offer point-of-sale incentives and pricing strategies that encourage consumption of fruits and vegetables in schools
 - Support nutritious breakfast, lunch, and snack programs to all students in school
 - Provide consistent nutrition education for staff, students and parents

PRIMARY PREVENTION

CHAPTER TWO

- Strengthen existing school policies/standards to increase access to healthy foods
 - Encourage restaurants to provide healthy fruit and vegetable options on menus
 - Promote vegetable consumption as a part of convenience at-home or in-restaurant foods eaten away from home
 - Support industry efforts to get more vegetables onto restaurant menus
 - Promote and support counter-advertising for unhealthy foods choices
 - Promote and support calorie/menu labeling
 - Model healthy organizational practices by ensuring that healthy foods are available and promoted in school cafeterias, vending machines, coffee carts, and other concessions
 - Promote and provide educational opportunities to teach school staff, parents, and students how to prepare and cook fruits and vegetables
- Increase access to fruits and vegetables to reduce the risk of cancer
 - Provide only healthy foods in school cafeterias, vending machines, coffee carts, and other concessions
 - Limit unhealthy food/drink availability in school cafeterias, vending machines, coffee carts, and other concessions
 - Increase awareness of and promote local and regional foods in school
 - Promote government and voluntary policies that support recommendations for the current Dietary Guidelines in all state-level nutrition programs, such as the Supplemental Nutrition Assistance Program (SNAP), Women, Infants and Children (WIC), Food Distribution Programs, and School Meal Programs which include the following: breakfast (SBP) lunch (NSLP), the Fresh Fruit & Vegetable Program (FFVP), and the Department of Defense (DoD) Fresh Fruit & Vegetable Program
 - Support the creation of a regional infrastructure for the production, distribution, and processing of local and regionally grown healthy foods, including links with grocery stores, hospital systems, food banks, childcare, and after-school programs
 - Support incentives for institutional procurement of local and regionally grown healthy foods for schools

NUTRITION (CONT)

- Increase advocacy efforts and public support for initiatives, policies, and legislation that supports healthy eating to reduce the risk of cancer
 - Advocate for point-of-sale marketing and “value pricing” of fruits and vegetables
 - Advocate for menu labeling
 - Promote and advocate for the Indiana Healthy Weight Initiative’s strategies for increasing fruit and vegetable consumption
 - Advocate for government and voluntary policies that support recommendations for the current Dietary Guidelines
 - Implement effective school-based programs statewide that address one or more of the Dietary Guidelines for Americans
 - Collaborate with public schools to plan and implement programs to increase healthy eating
 - Advocate for policies that promote increased fruits and vegetables in schools, workplaces, and communities
 - Form or build upon existing statewide partnerships, coalitions, and advisory boards to promote policies and action plans across multiple agencies and organizations to support increased fruit and vegetable access and consumption in communities
 - Support efforts that promote policy change for the treatment of obesity and nutrition

SURVIVOR

Karie Schlukebir

Melanoma

Age 29

Played tennis for Indiana University

The Angeles Clinic and Research Institute

Read Karie’s story at www.indianacancer.org



SURVIVOR

Dan Snow

Tongue and Lung Cancer (four years apart)

Age 52

Greenwood, IN

St. Francis Cancer Center

Read Dan's story at www.indianacancer.org



Objective 3: (Developmental) By 2014, decrease consumption of high energy dense foods among Indiana residents.

Potential data sources: Indiana Behavioral Risk Factor Surveillance System, Youth Risk Behavior Surveillance – United States

- Obtain baseline data from the Indiana Behavioral Risk Factor Surveillance System regarding the consumption of high energy dense foods
- Increase awareness of the negative impact of high energy dense food on health and weight management
 - Promote the adoption of healthy eating habits through increased awareness of healthy food preparation, balanced nutritional intake, and appropriate portion sizes
 - Educate communities about existing resources for decreasing high energy dense food
 - Advocate for nutrition education in schools using a quality health education curriculum
 - Encourage caregivers to provide meals that are lower in fat, sugar, and sodium
- Increase the demand for healthier food options to reduce the risk of cancer
 - Advocate for an evaluation of food services in educational institutions, childcare facilities, and workplaces to bring them in line with federal guidelines and improve the quality of these services
 - Limit energy-dense, nutrient-poor foods at school and workplace celebrations by implementing strong wellness policies
 - Adopt worksite practices that promote healthy eating
 - Reduce point-of-sale marketing of energy-dense, nutrient-poor foods to children in grocery stores
 - Place healthier food items at eye level, the ends of aisles, and in prominent places in grocery, convenience, and small stores

NUTRITION (CONT)

- Increase access to healthier food options to reduce the risk of cancer
 - Encourage schools and childcare organizations to provide meals and snacks that include appropriate portion sizes of healthy foods and beverages
 - Model healthy organizational practices by ensuring that healthy foods are available and promoted in cafeterias, vending machines, coffee carts, and other concessions
 - Encourage restaurants to provide healthy foods and beverages by reformulating existing menu items, adding healthier menu items, offering affordable and reasonably-sized portions, and making healthier items the standard for children's meals
 - Increase overall shelf space devoted to healthy items in grocery, convenience, and small stores
 - Improve the nutritional quality of competitive foods and beverages and school meals by providing appropriate portion sizes of healthy foods and beverages
- Identify and implement policies to decrease the consumption of high energy dense foods to reduce the risk of cancer
 - Promote and support local school wellness policies to ensure healthy school food environments that limit access to fast food, reduce portion sizes, and require calorie information on snack containers
 - Promote healthy food options for employees during the workday and at all meetings through catering policies
 - Advocate for policies that require fast-food and chain restaurants to list calorie and nutrient information on menus

SURVIVOR

Ruth L. Lambert, Ph.D., C.F.L.E.

Colon Cancer

Age 66

Indianapolis, IN

IU Simon Cancer Center

Read Ruth's story at www.indianacancer.org



Objective 4: By 2014, decrease consumption of sugar-sweetened beverages among high school students from 36 percent to 34 percent as measured by the Youth Risk Behavior Surveillance – United States.

- Increase awareness of the negative impact of sugar-sweetened beverages on health and weight management
 - Educate communities about the importance of reducing the consumption of beverages high in sugar
 - Educate parents, children, and youth about the risks and health issues related to excessive consumption of sugar-sweetened beverages
 - Educate communities about existing resources for decreasing sugar-sweetened beverage consumption
- Increase the demand for healthier beverage options for weight management
 - Promote the consumption of healthy beverages through marketing campaigns and media
 - Place healthier food items at eye level, the ends of aisles, and in prominent places in grocery, convenience, and small stores
- Increase access to healthy beverage options for weight management
 - Model healthy organizational practices by ensuring healthy beverages are available and promoted in cafeterias, vending machines, and other concessions
 - Make plain, drinkable water available throughout the day and at no cost in schools, childcare facilities, and worksites
- Identify and implement policies to decrease the consumption of sugar-sweetened beverages for weight management
 - Promote and support local school wellness policies to ensure healthy school food environments that limit access to sugar-sweetened beverages
 - Advocate for and implement policies that promote healthy beverage choices in schools, workplaces, and communities

