

Second Edition

Community Nutrition in Action

AN ENTREPRENEURIAL APPROACH

Marie A. Boyle Diane H. Morris



Community Nutrition in Action

An Entrepreneurial Approach

Second Edition

Marie A. Boyle
The College of Saint Elizabeth

Diane H. Morris
Mainstream Nutrition



West/Wadsworth

I(T)P[®] An International Thomson Publishing Company

Belmont, CA • Albany, NY • Boston • Cincinnati • Johannesburg • London • Madrid • Melbourne
Mexico City • New York • Pacific Grove, CA • Scottsdale, AZ • Singapore • Tokyo • Toronto

Nutrition Publisher: Peter Marshall
Development Editor: Laura Graham
Editorial Assistant: Tangelique Williams
Marketing Manager: Becky Tollerson
Marketing Assistants: Shannon Ryan, Jonathan Larson
Project Editor: Sandra Craig
Print Buyer: Barbara Britton
Permissions Editor: Susan Walters

Production: Martha Emry
Text and Cover Design: Ellen Pettengell
Copyediting: Laura Larson
Illustrations: Jim Atherton
Cover Image: *Harvest Scene with Twelve People* by R. Mervilus. Private collection / van Hoorick Fine Arts / SuperStock
Composition: Parkwood Composition Service, Inc.
Printer: R. R. Donnelley & Sons

COPYRIGHT © 1999 by Wadsworth Publishing Company
A Division of International Thomson Publishing Inc.

ITP® The ITP logo is a registered trademark under license.

Printed in the United States of America
2 3 4 5 6 7 8 9 10

For more information, contact Wadsworth Publishing Company, 10 Davis Drive, Belmont, CA 94002, or electronically at <http://www.wadsworth.com>

International Thomson Publishing Europe
Berkshire House
168-173 High Holborn
London, WC1V 7AA, United Kingdom

Nelson ITP, Australia
102 Dodds Street
South Melbourne
Victoria 3205 Australia

Nelson Canada
1120 Birchmount Road
Scarborough, Ontario
Canada M1K 5G4

International Thomson Publishing Southern Africa
Building 18, Constantia Square
138 Sixteenth Road, P.O. Box 2459
Halfway House, 1685 South Africa

International Thomson Editores
Seneca, 53
Colonia Polanco
11560 México D.F. México

International Thomson Publishing Asia
60 Albert Street
#15-01 Albert Complex
Singapore 189969

International Thomson Publishing Japan
Hirakawa-cho Kyowa Building, 3F
2-2-1 Hirakawa-cho, Chiyoda-ku
Tokyo 102, Japan

All rights reserved. No part of this work covered by the copyright hereon may be reproduced or used in any form or by any means—graphic, electronic, or mechanical, including photocopying, recording, taping, or information storage and retrieval systems—without the written permission of the publisher.

Library of Congress Cataloging-in-Publication Data

Boyle, Marie A. (Marie Ann)

Community nutrition in action: an entrepreneurial approach/

Marie A. Boyle, Diane H. Morris.—2nd ed.

p. cm.

Includes bibliographical references and index.

ISBN 0-534-53829-0 (hc.)

1. Nutrition policy—United States. 2. Nutrition—United States.

3. Community health services—United States. I. Morris, Diane H.

II. Title

TX360.U6B69 1999

363.8'58'0973—dc21

98-38212



This book is printed on
acid-free recycled paper.

*To my beloved Jesse
and to all those who
surround themselves
with lives even more
temporary than their own.*

—Marie Boyle

*For my parents,
who set a good example,
and my husband,
who never once complained
about his Internet charges.*

—Diane Morris

About the Authors

Marie A. Boyle, Ph.D., R.D., received her Ph.D. in nutrition from Florida State University in 1992. She is coauthor of the basic nutrition textbook *Personal Nutrition* and nutrition consultant to the Regal Ware corporation. She presently works as Associate Professor and Director of the Didactic Program in Dietetics at the College of Saint Elizabeth, Morristown, New Jersey. She teaches undergraduate courses in Community Nutrition, Basic and Advanced Nutrition, Medical Nutrition Therapy, and Lifecycle Nutrition. She also teaches Research Methods, Advanced Metabolism of the Micronutrients, Nutrition and Aging, and Alternative Medicine in the Graduate Program in Nutrition at the college. Her other professional activities include teaching a community-based "Culinary Hearts" cooking class for the American Heart Association, acting as legislative chairperson for the local dietetic association, and serving as a member of the Osteoporosis Coalition of New Jersey.

Diane H. Morris, Ph.D., R.D., received her Ph.D. in nutrition in 1982 from the University of Tennessee at Knoxville. She has held faculty or staff positions with the American Medical Association, the Harvard School of Public Health, and the University of Massachusetts Medical School. She serves on the Board of Directors of the Heart and Stroke Foundation of Manitoba, where she is involved in strategic planning and health promotion. She has written more than 40 research, technical, and general articles for consumers and health professionals and has self-published a book, *An Internet Guide for Dietitians*, which is advertised on the Internet and sold globally. She has given numerous presentations on the use of the Internet in dietetics practice. She is president of Mainstream Nutrition and works to educate other health professionals and the general public through her writing, public speaking, and volunteer service.

Preface

According to an article in the *New York Times Magazine* (March 1, 1998, p. 62), John Doerr, a Silicon Valley venture capitalist who helped jump start Intuit, @Home, Netscape, and Sun Microsystems, gave a presentation at the Stanford Business School in which he showed a slide that read:

| OLD economy | NEW economy |
|---------------------|--------------------|
| a skill | lifelong learning |
| managers | entrepreneurs |
| labor vs management | teams |
| monopolies | competition |
| wages | ownership, options |
| hierarchical | networked |
| sues | invests |
| status quo | speed, change |

Mr. Doerr was speaking of technology and the new world order wrought by the Internet when he presented this slide, but he could have been speaking about the practice of community nutrition. To succeed in community nutrition today, you must be committed to lifelong learning, because every day brings new research findings, new legislation, new ideas about health promotion, new technologies, all of which affect the ways in which community nutritionists gather information, solve problems, and reach vulnerable populations. You will likely be an entrepreneur—one who uses innovation and creativity to guide individuals and communities to proper nutrition and good health. You work in teams to lobby policy makers, gather information about your community, and design nutrition programs and services. You assess the activities of the competition—the myriad messages about foods, dietary supplements, and research findings that appear in advertising and articles about diet and health on television, radio, and the Internet, and in newspapers and magazines. You take ownership of your career and seek opportunities for growth. You network with colleagues to learn and share ideas. You invest in the future—your own and that of your profession and community.

And you accept change, the one constant in our lives today. We spoke in the first edition of a sea of change—a

shift toward globalization of the work force and communications, a shift from clinical dietetics to community-based practice. Since the first edition was published, we have experienced the growth of the Internet—a virtual *tsunami* in communications—and witnessed the collapse of health care reform, the emergence of managed care, the publication of new dietary recommendations, the drive to reform welfare, and the rise of complementary and alternative medicine. What an exciting and challenging time to be a community nutritionist!

In this, the second edition, we continue to discuss the important issues in community nutrition practice and to present the core information needed by students who are interested in solving nutritional and health problems. The book is organized into three sections. Section I shows the community nutritionist in action within the community. Chapter 1 describes the activities and responsibilities of the community nutritionist and introduces the principles of entrepreneurship and the three arenas of community nutrition practice: people, policy, and programs. Chapter 2 makes it perfectly clear that if you're a community nutritionist, you're involved in policy making. Chapter 3 discusses the shift to managed care and the challenges facing federal, state, and municipal governments in providing quality health care to all citizens. Chapter 4 focuses on the nuts and bolts of national nutrition policy, including national nutrition monitoring, nutrient intake standards, and dietary recommendations.

Section II focuses on the tools used by community nutritionists to identify nutritional and health problems in their communities and to design programs to address those problems. Chapter 5 gives a step-by-step analysis of the community needs assessment and describes the types and sources of data collected about the community. Chapter 6 outlines the questions you'll ask in obtaining information about your target population. Chapter 7 describes the program planning process, covering everything from the factors that trigger program planning to the types of evaluations undertaken to improve program design and delivery. Chapter 8 discusses the reasons why people eat what they eat, what research tells us

about how to influence behavior, and what program interventions look like. Chapter 9 addresses the heart of the program: the nutrition messages used in community interventions. Chapter 10 introduces you to the principles of marketing, an important endeavor in community nutrition practice. You are more likely to get good results if your program is marketed successfully! Chapter 11 brings the discussion around to important management issues such as how to control costs, manage people, and write grants.

Section III describes current federal and nongovernmental programs designed to meet the food and nutritional needs of vulnerable populations. Chapter 12 reviews some of the issues surrounding poverty and food insecurity in the domestic arena and considers how these contribute to nutritional risk and malnutrition. Chapter 13 focuses on programs for pregnant and lactating women and infants. Chapter 14 describes the programs for children and adolescents. Chapter 15 covers a host of programs for adults, including the elderly. Finally, Chapter 16 closes with a discussion of international issues in community nutrition.

Many of the unique features of the first edition have been retained. These aspects include:

- **Focus on Entrepreneurship.** Successful practitioners in community nutrition have a mind- and skill-set that opens them up to new ideas and ventures. They don't think, "This is how it has always been done." They think, "Let's try this. Let's do something different." We want you to begin thinking of yourself as a "social entrepreneur," as someone who is willing to take risks, try new technologies, and use fresh approaches to improving the public's nutrition and health.
- **Focus on Multiculturalism.** The growing ethnic diversity of our communities poses many challenges for community nutritionists. To increase your awareness and appreciation of cultures beyond your own, we have woven examples and illustrations of various food-related beliefs and practices from different cultures throughout the text.
- **Professional Focus.** The eleven Professional Focus features are designed to help you develop personal skills and attitudes that will boost your effectiveness and confidence in community settings. The topics range from goal setting and time management to writing, public speaking, and leadership. This feature is meant to help build your professional skills.
- **Program Spotlight.** Each chapter in Section III includes a Program Spotlight that describes one assistance program

such as the Food Stamp Program or the National School Lunch Program. The Spotlights cover such topics as the policy issues underlying the program, current legislative issues affecting the program, and the program's effectiveness in reaching the needs of its intended audience.

- **Community Learning Activity.** At the end of every chapter is a Community Learning Activity designed to get you involved in learning about your community and its health and nutritional problems. While most activities can be completed independently, some are meant to be undertaken by teams. The purpose of these activities is to give you experience in designing a program, creating marketing strategies, choosing nutrition messages, and developing goals and objectives.

We have added something new to this edition: Internet resources and activities. Every chapter contains a list of relevant Internet addresses and many chapters contain an Internet activity as part of the Community Learning Activity. You'll use this new technology to obtain data about your community and scout for ideas and educational materials. Moreover, you can link with the Internet addresses presented in this book through the publisher's Nutrition Resource Center on-line (www.wadsworth.com/nutrition). If you aren't using the Internet regularly, this is the time to begin. The Internet promises to become as indispensable to community nutrition practice as the telephone!

Finally, a word is needed about personal pronouns. On the advice of our reviewers and editors, we used gender-neutral terms whenever possible, recognizing that there are male community nutritionists and the involvement of men in community nutrition is likely to increase in the coming years. In some places, however, we used the pronouns "she" and "he" to make the text more personal and engaging and to showcase the image of community nutritionists, particularly women, as leaders, managers, and entrepreneurs. We want you, whether you are a man or woman, to think of yourself as a planner, manager, change agent, thinker, and leader—in short, a nutrition entrepreneur—who has the energy and creativity to open up new vistas for improving the public's health through good nutrition.

Marie Boyle

Diane Morris

November 1998

Acknowledgments

This book was a community effort. Family and friends provided encouragement and support. Colleagues shared their insights and experiences about the practice of community nutrition and the value of focusing on entrepreneurship. We are especially grateful to Beverley Demetrius, WIC Office, Cobb/Douglas Health District (Georgia); Wanda L. Dodson, Mississippi State University; Linda Goodwin, American Dietetic Association; Theresa A. Nicklas, North Dakota State University; Ling C. Patty, Arizona Department of Health Services, Office of Nutrition Services; and Linda Rider, Arizona Department of Education, for sharing information, ideas, and program materials. The text is richer for their contributions.

Special thanks go to our editorial team: Pete Marshall, Publisher; Sandra Craig, Project Editor; Laura Graham, Associate Developmental Editor, and Becky Tollerson, Marketing Manager. They guided us through unfamiliar territory in our new home at Wadsworth, offering both support and assistance. Laura was our constant companion, explaining how things were done, who did what, and what the next step was—all with grace and enthusiasm and despite a close encounter with poison ivy. We appreciate Susan Walters' help finalizing the permissions—in fact, we could not have done them without her. We thank Martha Emry for organizing our production activities, paying attention to details, keeping us focused, counting coincidences, and making us laugh. Martha is a first-rate negotiator and hardly the terror she claims to be. Three other members of our production team also have our thanks: Laura Larson, copyeditor; Jim Atherton, artist; and Marian Selig, proofreader. The fine quality of this product reflects their hard work and diligence. And we give both thanks and congratulations to our cover designer, Ellen Pettengell. We held our breath during the cover design phase, wondering whether the cover for the second edition would match the vibrancy of the first edition's. Ellen came through with style. We are thrilled with our new look.

Last, but not least, we owe much to our colleagues who provided articles and course outlines, their favorite Internet addresses, and expert reviews of the manuscript. Their ideas and suggestions are woven into every chapter. We appreciate their time, energy, and enthusiasm and hope they take as much pride in this book as we do. Thanks to all of you:

Shawna Berenbaum, University of Saskatchewan
Patricia B. Brevard, James Madison University
Marian Campbell, University of Manitoba
Nancy Cohen, University of Massachusetts
Nancy Cotugna, University of Delaware
Marie Dunford, California State University—Fresno
Barbara H. J. Gordon, San Jose State University
Sareen Gropper, Auburn University
Evette Hackman, Seattle Pacific University
Margaret Hedley, University of Guelph
Carolyn J. Hoffman, Central Michigan University
Tanya Horacek, Syracuse University
Jana Kicklighter, Georgia State University
Barbara A. Kirks, California State University—Chico
Bernice Kopel, Oklahoma State University
Kathleen McBurney, California Polytechnic State
University—San Luis Obispo
Shortie McKinney, Drexel University
Nweze Nnakwe, Illinois State University
Jenice Rankins, Florida State University
Marsha Read, University of Nevada—Reno
Martha L. Rew, Texas Woman's University—Denton
Noreen B. Schvaneveldt, Utah State University
Janet Schwartz, Framingham State College
Padmini Shankar, Georgia Southern University
Chery Smith, University of Minnesota
Edward Weiss, D'Youville College

Contents in Brief

Section I

Community Nutritionists in Action: Working in the Community 1

- | | |
|---|---|
| 1 Opportunities in Community Nutrition 2 | 3 The Reality of Health Care 72 |
| 2 The Art and Science of Policy Making 34 | 4 A National Nutrition Agenda for the Public's Health 108 |

Section II

Community Nutritionists in Action: Assessing and Planning 147

- | | |
|--|--|
| 5 Assessing Community Resources 148 | 9 Principles of Nutrition Education 260 |
| 6 Assessing the Target Population's Nutritional Status 180 | 10 Marketing Nutrition for Health Promotion and Disease Prevention 282 |
| 7 Program Planning for Success 214 | 11 Program Management and Grant Writing 312 |
| 8 Designing Community Nutrition Interventions 236 | |

Section III

Community Nutritionists in Action: Delivering Programs 345

- | | |
|--|--|
| 12 Domestic Hunger and the Food Assistance Programs 346 | 15 Growing Older: Nutrition Assessment, Services, and Programs 452 |
| 13 Mothers and Infants: Nutrition Assessment, Services, and Programs 384 | 16 Nurturing Global Awareness: Community Nutrition with an International Perspective 488 |
| 14 Children and Adolescents: Nutrition Services and Programs 424 | Appendixes 529 |

Contents

Preface xv

Section I

Community Nutritionists in Action: Working in the Community 1

1 Opportunities in Community Nutrition 2

Introduction 3

Opportunities in Community Nutrition 4

People 4

Policy 4

Programs 5

Public Health and Community

Interventions 5

The Concept of Health 7

Health Promotion 8

Health Objectives 10

The Concept of Community 14

Community Nutrition Practice 16

Community Versus Public Health Nutrition 17

Educational Requirements 18

Practice Settings 19

Roles and Responsibilities 20

Entrepreneurship in Community
Nutrition 23

Leading Indicators of Change 26

Watchwords for the Future 26

Community Learning Activity 27

**Professional Focus: Getting Where You Want
to Go** 29

2 The Art and Science of Policy Making 34

Introduction 35

The Process of Policy Making 36

The People Who Make Policy 43

Legitimizing Policy 44

The Legislative and Regulatory Process 45

Laws and Regulations 45

How an Idea Becomes Law 45

The Federal Budget Process 47

The Political Process 52

Current Legislation and Emerging
Policy Issues 54

Current Legislation 55

Emerging Issues 55

The Community Nutritionist in Action 57

Make Your Opinion Known 58

Become Directly Involved 59

Join an Interest Group 60

Work to Influence the Political Process 61

Take Political Action 63

Political Realities 65

Community Learning Activity 66

**Professional Focus: The Art of
Negotiating** 68

| | |
|---|------------|
| 3 The Reality of Health Care | 72 |
| Introduction | 73 |
| An Overview of the Health Care Industry | 74 |
| Private Insurance | 74 |
| Group Contract Insurance | 74 |
| Public Insurance | 75 |
| The Uninsured | 79 |
| Trends Affecting Health Care | 80 |
| Demographic Trends and Health Care | 80 |
| The Paradigm Shift from Sickness to Wellness | 81 |
| Complementary Nutrition and Health Therapies | 82 |
| Licensure of Nutrition Professionals | 83 |
| The Need for Health Care Reform | 86 |
| The High Cost of Health Care | 87 |
| Efforts at Cost Containment | 88 |
| Equity and Access as Issues in Health Care | 90 |
| Quality and Cost-Effectiveness in Health Care | 91 |
| Cost-Effectiveness of Nutrition Services | 92 |
| Health Care Reform, American Style | 93 |
| Nutrition as a Component of Health Care Reform | 97 |
| The Benefits of Medical Nutrition Therapy | 98 |
| Medical Nutrition Therapy and Medicare Reform | 99 |
| On the Horizon: Changes In Health Care Delivery | 100 |
| Community Learning Activity | 102 |
| Professional Focus: Leading for Success | 104 |

| | |
|--|------------|
| 4 A National Nutrition Agenda for the Public's Health | 108 |
| Introduction | 109 |
| National Nutrition Policy | 109 |
| National Nutrition Monitoring | 112 |
| Background on Nutrition Monitoring in the United States | 112 |
| The National Nutrition Monitoring and Related Research Program | 113 |
| Uses of National Nutrition Monitoring Data | 125 |
| Nutrient Intake Standards | 125 |
| Recommended Dietary Allowances (RDAs) | 125 |
| Dietary Reference Intakes (DRIs) | 127 |
| Dietary Recommendations of Other Countries and Groups | 128 |
| Nutrition Survey Results: How Well Do We Eat? | 129 |
| Dietary Guidance Systems | 131 |
| Food Group Plans | 132 |
| Dietary Guidelines | 132 |
| Implementing the Recommendations: From Guidelines to Groceries | 135 |
| Policy Making in Action | 136 |
| Policy Making Does Not Stand Still | 138 |
| Community Learning Activity | 139 |
| Professional Focus: Ethics and You | 140 |

Section II

Community Nutritionists in Action: Assessing and Planning 147

| | |
|--|------------|
| 5 Assessing Community Resources | 148 |
| Introduction | 149 |
| Community Needs Assessment | 150 |
| Step 1: Define the Nutritional Problem | 152 |
| Step 2: Set the Parameters of the Assessment | 155 |
| Step 3: Collect Data | 157 |
| Collect Data About the Community | 158 |

| | |
|--|-----|
| Collect Data About Background Conditions | 168 |
| Collect Data About the Target Population | 169 |
| Step 4: Analyze and Interpret the Data | 170 |
| Step 5: Share the Findings of the Assessment | 171 |
| Step 6: Set Priorities | 171 |
| Step 7: Choose a Plan of Action | 172 |

Entrepreneurship in Community Needs Assessment 173
 Community Learning Activity 174
Professional Focus: Teamwork Gets Results 176

6 Assessing the Target Population's Nutritional Status 180

Introduction 181
 A Plan for Collecting Data 181
 Types of Data to Collect About the Target Population 182
 Individual Lifestyle Factors 182
 Living, Working, and Social Conditions 185
 Case Study 1: Women and Coronary Heart Disease 186
 Methods of Obtaining Data About the Target Population 187
 Survey 187
 Health Risk Appraisal 188
 Screening 189
 Focus Groups 192
 Interviews with Key Informants 192
 Direct Assessment of Nutritional Status 193
 Issues in Data Collection 198
 Practical Issues 198
 Scientific Issues 198
 Cultural Issues 202
 Case Study 2: Nutritional Status of Independent Elderly Persons 203
 Putting It All Together 207
 Community Learning Activity 208
Professional Focus: The Well-Read Community Nutritionist 209

7 Program Planning for Success 214

Introduction 215
 Factors that Trigger Program Planning 216
 Steps in Program Planning 217
 Step 1: Review the Results of the Community Needs Assessment 217
 Step 2: Define Program Goals and Objectives 219
 Step 3: Develop a Program Plan 221

Step 4: Develop a Management System 222
 Step 5: Identify Funding Sources 222
 Step 6: Implement the Program 222
 Step 7: Evaluate Program Elements and Effectiveness 224

Spreading the Word about the Program's Success 230

Entrepreneurship in Program Planning 230

Community Learning Activity 231

Professional Focus: Time Management 232

8 Designing Community Nutrition Interventions 236

Introduction 237
 Choose an Intervention Strategy 237
 Study the Target Population 239
 Draw from Current Research on Consumer Behavior 245
 The Stages of Change Model 245
 The Health Belief Model 247
 The Theory of Reasoned Action 248
 Social Cognitive Theory 249
 The Diffusion of Innovation Model 250
 Conduct Evaluation Research 252
 Put it All Together: Case Study 1 252
 Use Entrepreneurship to Steer in a New Direction 254
 Community Learning Activity 254
Professional Focus: Being an Effective Speaker 256

9 Principles of Nutrition Education 260

Introduction 261
 Developing a Nutrition Education Plan 261
 Nutrition Education to Reduce CHD Risk: Case Study 1 262
 Assess the Needs of the Participants 263
 Set Goals and Objectives 264
 Specify the Program Format 265
 Develop Lesson Plans 266
 Specify the Nutrition Messages 267
 Choose Program Identifiers 267
 Develop a Marketing Plan 268
 Specify Partnerships 269

| | | | |
|---|------------|--|------------|
| Conduct Formative Evaluation | 269 | Social Marketing: Community Campaigns for Change | 300 |
| Designing Nutrition and Health Messages | 270 | Social Marketing at the Community Level | 301 |
| General Ideas for Designing Messages | 270 | A Marketing Plan for “Heartworks for Women”: Case Study 1 | 302 |
| The “It’s All About You” Campaign | 271 | Entrepreneurship Leads the Way | 305 |
| Implementing the Program | 273 | Community Learning Activity | 306 |
| Enhancing Program Participation | 273 | Professional Focus: Communicating Nutrition and Health Fraud | 307 |
| Conducting Summative Evaluation | 274 | | |
| Evaluating Internet Resources | 274 | | |
| Entrepreneurship in Nutrition Education | 275 | | |
| Community Learning Activity | 276 | | |
| Professional Focus: Being an Effective Writer | 278 | | |
| 10 Marketing Nutrition for Health Promotion and Disease Prevention | 282 | 11 Program Management and Grant Writing | 312 |
| Introduction | 283 | Introduction | 313 |
| What is Marketing? | 283 | The Four Functions of Management | 313 |
| Develop a Marketing Plan | 284 | Planning | 313 |
| Conduct a Situational Analysis | 286 | Organizing | 319 |
| Getting to Know Your Market | 286 | Leading | 325 |
| Market Research: Target Markets | 287 | Controlling | 328 |
| Market Research: Market Segmentation | 288 | Principles of Grant Writing | 331 |
| Analyzing the Environment | 291 | Management Issues for “Heartworks for Women”: Case Study 1 | 336 |
| Analyzing the Competition | 292 | The Critical Path | 337 |
| Develop a Marketing Strategy | 292 | The Operating Budget | 338 |
| Product | 292 | Extramural Funding | 339 |
| Place | 293 | The Business of Community Nutrition | 339 |
| Price | 294 | Community Learning Activity | 340 |
| Promotion | 294 | Professional Focus: Lighten Up—Be Willing to Make Mistakes and Risk Failure | 341 |
| Monitor and Evaluate | 298 | | |

Section III

Community Nutritionists in Action: Delivering Programs 345

12 Domestic Hunger and the Food Assistance Programs 346

Introduction 347

Who are the Hungry in the United States? 349

Causes of Hunger in the United States 350

Historical Background of Food Assistance Programs 352

Counting the Hungry: The Surveys 355

Welfare Reform 359

Federal Domestic Food Assistance Programs Today 359

| | | | |
|---|------------|--|------------|
| Food Stamp Program | 364 | Recommendations | 401 |
| Program Spotlight: The Food Stamp Program | 366 | Other Infant Feeding Recommendations | 406 |
| Food Distribution Program on Indian Reservations | 368 | Primary Nutrition-Related Problems of Infancy | 407 |
| Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) | 368 | Domestic Maternal and Infant Nutrition Programs | 408 |
| WIC Farmers' Market Nutrition Program | 369 | Nutrition Programs of the U.S. Department of Agriculture | 408 |
| Child Nutrition Programs | 369 | Nutrition Programs of the U.S. Department of Health and Human Services | 410 |
| Emergency Food Assistance Program | 370 | Program Spotlight: The WIC Program | 412 |
| Commodity Supplemental Food Program | 371 | Looking Ahead: Improving the Health of Mothers and Infants | 418 |
| Commodity Distribution to Charitable Institutions | 371 | Community Learning Activity | 420 |
| Senior Nutrition Programs | 371 | | |
| The Rising Tide of Food Assistance Needs | 372 | 14 Children and Adolescents: Nutrition Services and Programs | 424 |
| Food Recovery and Gleaning Initiative | 374 | Introduction | 425 |
| The Plight of the Homeless | 374 | National Nutrition Objectives | 425 |
| Poverty Trends Among Vulnerable Groups: A Focus on Children | 375 | Nutrition-Related Problems of Children and Adolescents | 427 |
| The Plight of the Farmers | 377 | Children | 427 |
| Beyond Public Assistance: What Can Individuals Do? | 378 | Children with Special Health Care Needs | 430 |
| Community Learning Activity | 381 | Adolescents | 432 |
| | | Domestic Child and Adolescent Nutrition Programs | 436 |
| 13 Mothers and Infants: Nutrition Assessment, Services, and Programs | 384 | Nutrition Programs of the U.S. Department of Agriculture | 437 |
| Introduction | 385 | Nutrition Programs of the U.S. Department of Health and Human Services | 441 |
| Trends in Maternal and Infant Health | 385 | Programs for Children with Special Health Care Needs | 441 |
| National Goals for Maternal and Infant Health | 387 | Nutrition Education Programs | 442 |
| Healthy Mothers | 387 | Program Spotlight: National School Lunch Program | 443 |
| Nutritional Needs of Pregnant Women | 388 | Keeping Children and Adolescents Healthy | 448 |
| Maternal Weight Gain | 390 | Community Learning Activity | 448 |
| Practices to Avoid | 391 | | |
| Primary Nutrition-Related Problems of Pregnancy | 394 | 15 Growing Older: Nutrition Assessment, Services, and Programs | 452 |
| Adolescent Pregnancy | 395 | Introduction | 453 |
| Nutrition Assessment in Pregnancy | 396 | Demographic Trends and Aging | 453 |
| Healthy Babies | 398 | Healthy Adults | 455 |
| Nutrient Needs and Growth Status in Infancy | 399 | | |
| Anthropometric Measures in Infancy | 399 | | |
| Breastfeeding: Promotion and | | | |

| | | | |
|---|------------|--|------------|
| National Goals for Health Promotion | 455 | Agenda for Action | 510 |
| Understanding Baby Boomers | 456 | Focus on Children | 511 |
| Nutrition Education Programs | 459 | Progress on Meeting the World Summit for | |
| Health Promotion Programs | 460 | Children Goals | 513 |
| Aging and Nutrition Status | 461 | Focus on Women | 515 |
| Primary Nutrition-Related Problems of | | Program Spotlight: The Vitamin A Field | |
| Aging | 461 | Support Project (VITAL) | 518 |
| Nutrition Policy Recommendations for Health | | International Nutrition Programs | 520 |
| Promotion for Older Adults | 464 | Looking Ahead: The Global Challenges | 521 |
| Evaluation of Nutrition Status | 467 | Personal Action: Opportunity Knocks | 523 |
| Nutrition Screening | 467 | Community Learning Activity | 525 |
| Nutrition Assessment | 468 | | |
| Community-Based Programs and Services | 471 | Appendixes | 529 |
| General Assistance Programs | 474 | Appendix A <i>Healthy People 2000</i> Objectives | |
| Nutrition Programs of the U.S. Department of | | in the Nutrition Priority Area | 531 |
| Agriculture | 477 | Appendix B Organization of Government | 533 |
| Nutrition Programs of the U.S. Department of | | Appendix C Complementary and Alternative | |
| Health and Human Services | 477 | Medicine | 538 |
| Private Sector Nutrition Assistance | | Appendix D Comparison of National Health | |
| Programs | 477 | Care Systems | 540 |
| Nutrition Education and Health Promotion | | Appendix E Medical Nutrition Therapy | |
| Programs for Older Adults | 478 | Protocols | 542 |
| Program Spotlight: The Elderly Nutrition | | Appendix F National Nutrition Monitoring | |
| Program | 480 | and Related Research Program | 547 |
| Looking Ahead: And Then We Were Old | 483 | Appendix G Canadian Dietary Guidelines | |
| Community Learning Activity | 485 | and Nutrition Recommendations from | |
| | | WHO | 557 |
| 16 Nurturing Global Awareness: | | Appendix H Community Nutrition Resources: | |
| Community Nutrition with an | | Clearinghouses, Information Centers, and | |
| International Perspective | 488 | Data Archives | 564 |
| Introduction | 489 | Appendix I <i>Healthy Communities 2000:</i> | |
| Mapping Poverty and Undernutrition | 489 | <i>Model Standards</i> —Guidelines for Community | |
| Malnutrition and Health Worldwide | 491 | Attainment of the Year 2000 National Health | |
| Children at Risk | 495 | Objectives | 566 |
| Women at Risk | 499 | Appendix J Tips for Designing a Web Site | 571 |
| Food Insecurity in Developing Countries | 500 | Appendix K The SMOG Readability | |
| The Role of Colonialism | 500 | Formula | 573 |
| International Trade and Debt | 502 | Appendix L Nutrition Assessment and | |
| The Role of Multinational Corporations | 503 | Screening | 576 |
| The Role of Overpopulation | 505 | Appendix M Acronyms | 589 |
| Distribution of Resources | 505 | Appendix N Directory of Internet | |
| Agricultural Technology | 507 | Addresses | 592 |
| A Need for Sustainable Development | 507 | | |
| People-Centered Development | 508 | Index | 599 |
| Nutrition and Development | 510 | | |

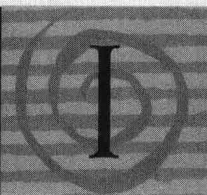
Community Nutritionists in Action: Working in the Community

On Saturday morning, Irene H. opens her kitchen cabinet and takes down six small bottles. She lines them up on the countertop and works their caps off. The process takes a few minutes because her fingers are stiff from arthritis. Let's see, there's cod liver oil, chondroitin sulfate, and glucosamine for arthritis; ginkgo biloba and St. John's wort to relieve anxiety and depression; and DHEA to restore youthful vigor. Irene knows her doctor would be surprised—maybe shocked—to learn that she takes these supplements regularly. She knows, too, that her doctor would not approve of her consultations with a naturopath whose office is just a couple of miles from her home.

At 48, Irene figures she is doing all she can to manage the pain from arthritis and depression after her divorce. The supplements and naturopathic counseling are expensive, but she stretches the income from her job as a checkout clerk at a paint supply store to allow for them. After washing down the pills with orange juice, she pops two frozen waffles in the toaster and pours another cup of coffee. She figures she shouldn't eat the waffles—she was diagnosed with type 2 diabetes just three months ago—but she wants them. After breakfast, she'll enjoy a cigarette with her coffee and then call her oldest daughter. Maybe they can drive out to the mall.

Irene is a typical consumer in many respects. She has chronic health problems for which she has sought traditional medical advice and treatment. Like one in three U.S. adults, she has also sought help from an alternative practitioner. She smokes cigarettes, is overweight, and about the only exercise she gets is browsing the sale stalls out at the mall. She could do more to improve her health, but she isn't motivated to change her diet or quit smoking. She's looking for the quick fix.

Section



Irene and the thousands of other consumers like her are a challenge for the community nutritionist. To help Irene make changes in her lifestyle—changes that will reduce her demands on the health care system and improve her physical well-being—the community nutritionist must be familiar with a broad spectrum of clinical and epidemiologic research, understand the health care system, and draw on the principles of public health and health promotion. The community nutritionist must know where Irene and people like her live and work, what they eat, and what their attitudes and values are. The community nutritionist must know about the community itself and how it delivers health services to people like Irene. And the community nutritionist must know how to influence policy makers. Perhaps now is the time to call for tighter regulation of dietary supplements and greater government support for health promotion and disease prevention programs.

This section describes the work that community nutritionists do in their communities. It outlines the principles of public health, health promotion, and policy making and reviews the current health care environment. It focuses on entrepreneurship—the discipline founded on creativity and innovation—and how its principles can be used to reach Irene and other people in the community with health and nutritional problems. The material in this section sets the stage for all that follows. It lays the groundwork for understanding what community nutritionists do: they focus on people, policies, and programs.

Chapter 1

Opportunities in Community Nutrition

Outline

Introduction

Opportunities in Community Nutrition

- People
- Policy
- Programs

Public Health and Community Interventions

- The Concept of Health
- Health Promotion
- Health Objectives
- The Concept of Community

Community Nutrition Practice

- Community Versus Public Health
- Nutrition

- Educational Requirements
- Practice Settings
- Roles and Responsibilities

Entrepreneurship in Community Nutrition

Leading Indicators of Change

Watchwords for the Future

Community Learning Activity

Professional Focus: Getting Where You Want to Go

Learning Objectives

After you have read and studied this chapter, you will be able to:

- Describe the three arenas of community nutrition practice.
- Describe how community nutrition practice fits into the larger realm of public health.
- Describe the three types of prevention efforts and the three levels of intervention.
- List three major health objectives for the nation and explain why each is important.
- Outline the educational requirements, practice settings, and roles and responsibilities of community nutritionists.
- Explain why entrepreneurship is important to the practice of community nutrition.