



# California Academy of Nutrition and Dietetics Coastal Tri-Counties District

## Reference Documents for Sponsorship

### California Academy of Nutrition and Dietetics

#### SPONSORSHIP POLICY

California Academy of Nutrition and Dietetics (CAND) provides a robust schedule of professional networking, continuing education, and community nutrition service events. Our vision is to optimize California's health through food and nutrition. Our mission is to empower our members to be California's food and nutrition leaders. The California Academy welcomes key collaboration (e.g., networking, sponsorships, and advertising) opportunities to organizations, businesses, and companies that align with our mission and vision. The California Academy can work jointly with you to generate mutually beneficial outcomes. We look forward to working with you to produce a healthful and fruitful relationship.

In order to collaborate with the California Academy, please use this checklist to determine if your organization, business, or company is in alignment with our vision, mission, and values.

#### Integrity

- Sponsor's vision and mission should align with the California Academy's vision, mission and strategic goals.
- Scientific accuracy is based on evidence based research.
- Sponsor presents a balanced view, based on research, of a controversial issue in which the sponsor has a stake.
- Sponsor would be responsible, as agreed, for all direct and indirect costs associated with the project.

#### Health

- Foods and beverages items strive to provide recommendations outlined in the 2015-2020 Dietary Guidelines for Americans.
- Educational campaigns and marketing material provide evidence-based research information and are in line with the 2015-2020 Dietary Guidelines for Americans.
- Marketing strategies targeted to children should meet the *Recommendations for Responsible Food Marketing to Children* by *Healthy Eating Research*, a national program of the Robert Wood Johnson Foundation, 2015 ([http://healthyeatingresearch.org/wp-content/uploads/2015/01/HER\\_Food-Marketing-Recomm\\_1-2015.pdf](http://healthyeatingresearch.org/wp-content/uploads/2015/01/HER_Food-Marketing-Recomm_1-2015.pdf))

#### Transparency

- Names of sponsors will be disclosed on printed and electronic forms of communication such as [www.dietitian.org](http://www.dietitian.org).
- Sponsor of a speaker must meet sponsorship guidelines.

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## Dietary Guidelines for Americans

- 1. Follow a healthy eating pattern across the lifespan.** All food and beverage choices matter. Choose a healthy eating pattern at an appropriate calorie level to help achieve and maintain a healthy body weight, support nutrient adequacy, and reduce the risk of chronic disease.
- 2. Focus on variety, nutrient density, and amount.** To meet nutrient needs within calorie limits, choose a variety of nutrient-dense foods across and within all food groups in recommended amounts.
- 3. Limit calories from added sugars and saturated fats and reduce sodium intake.** Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.
- 4. Shift to healthier food and beverage choices.** Choose nutrient-dense foods and beverages across and within all food groups in place of less healthy choices. Consider cultural and personal preferences to make these shifts easier to accomplish and maintain.
- 5. Support healthy eating patterns for all.** Everyone has a role in helping to create and support healthy eating patterns in multiple settings nationwide, from home to school to work to communities.

### **Key Recommendations**

The *Dietary Guidelines'* Key Recommendations for healthy eating patterns should be applied in their entirety, given the interconnected relationship that each dietary component can have with others.

**Consume a healthy eating pattern that accounts for all foods and beverages within an appropriate calorie level.**

**A healthy eating pattern includes:<sup>[1]</sup>**

- A variety of vegetables from all of the subgroups—dark green, red and orange, legumes, starchy, and other
- Fruits, especially whole fruits
- Grains, at least half of which are whole grains
- Fat-free or low-fat dairy, including milk, yogurt, cheese, and/or fortified soy beverages
- A variety of protein foods, including seafood, lean meats and poultry, eggs, legumes (beans and peas), and nuts, seeds, and soy products
- Oils

**A healthy eating pattern limits:**

Saturated fats and *trans* fats, added sugars, and sodium

Key Recommendations that are quantitative are provided for several components of the diet that should be limited. These components are of particular public health concern in the United States, and the specified limits can help individuals achieve healthy eating patterns within calorie limits:

- Consume less than 10 percent of calories per day from added sugars<sup>[2]</sup>
- Consume less than 10 percent of calories per day from saturated fats<sup>[3]</sup>
- Consume less than 2,300 milligrams (mg) per day of sodium<sup>[4]</sup>
- If alcohol is consumed, it should be consumed in moderation—up to one drink per day for women and up to two drinks per day for men—and only by adults of legal drinking age.<sup>[5]</sup>

In tandem with the recommendations above, Americans of all ages—children, adolescents, adults, and older adults—should meet the *Physical Activity Guidelines for Americans* to help promote health and reduce the risk of chronic disease. Americans should aim to achieve and maintain a healthy body weight. The relationship between diet and physical activity contributes to calorie balance and managing body weight. As such, the *Dietary Guidelines* includes a Key Recommendation to

Meet the *Physical Activity Guidelines for Americans*.<sup>[6]</sup>