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A large share of the Nation's health costs has been attributed to hunger and poor eating habits. A primary cause of poor nutrition is lack of consumer knowledge about the proper selection and preparation of food. Most of the Federal Government's nutrition information is produced by the Departments of Agriculture (USDA) and Health, Education, and Welfare (HEW), and 12 agencies within these departments administer the dissemination of information developed by at least 7 Federal departments and commissions.

Findings/Conclusions: Information concerning Federal spending for nutrition information and education is not readily available, but the Congressional Research Service determined that at least \$69.3 million was spent for nutrition education in fiscal year (FY) 1976. Results of a questionnaire indicated that: agencies in USDA and HEW lacked defined areas of responsibility--this made it difficult for users to identify sources of materials on specific topics; use of nutrition materials authorized by other agencies was limited; printed materials accounted for 84% of materials disseminated, although there was no assurance that this was the most effective method of dissemination; few materials developed by the Federal Government were formally evaluated; only 5 of 352 publications identified had a total distribution of over 1 million copies in FY 1975 and 1976; and most agencies lacked information on the cost to develop materials for dissemination.

Recommendations: The Secretaries of USDA and HEW should: designate a central authority to serve as a continuing review board in the future development of nutrition information materials; establish an intradepartmental task force which would assess nutrition-related material developed by each Department; and establish an interdepartmental task force to consider such matters as coordination between Departments to avoid duplication and insure coverage of necessary areas, the most cost-effective

means of reaching consumers, and the role of the Federal Government in cooperating with State and local agencies. Results of task force reports and recommendations should be submitted to the Congress. (RTW)

BY THE COMPTROLLER GENERAL

Report To The Congress

OF THE UNITED STATES

Informing The Public About Nutrition: Federal Agencies Should Do Better

Nutrition education and availability of reliable nutrition information is necessary for American consumers to make wise food choices and ultimately improve their quality of life.

There has been an overall lack of coordination both within and between the two Departments which are the primary sources of this information--the Departments of Agriculture and Health, Education, and Welfare. Neither has an effective method of screening material or knows how much money is spent in developing and disseminating nutrition information. GAO determined that only limited evaluation is conducted on the usefulness of the material and the effectiveness of the information.

GAO recommends that a central point for review of nutrition material be established in each Department and that a task force from the two Departments consider specific problems identified in this report.



CE-78-75
MARCH 22, 1978



COMPTROLLER GENERAL OF THE UNITED STATES
WASHINGTON, D.C. 20548

B-164031 (3)

To the President of the Senate and the
Speaker of the House of Representatives

This report describes the activities of the Departments of Agriculture and Health, Education, and Welfare in the dissemination of nutrition information. The report makes recommendations to each Department for improving the coordination and evaluation procedures in disseminating nutrition information.

We made our review pursuant to the Budget and Accounting Act of 1921 (31 U.S.C. 53) and the Accounting and Auditing Act of 1950 (31 U.S.C. 67).

We are sending copies of this report to the Acting Director, Office of Management and Budget; and the Secretaries of the Departments of Agriculture and Health, Education, and Welfare.

A handwritten signature in black ink, reading "Luther B. Steele".

Comptroller General
of the United States

DIGEST

The primary sources of nutrition information in the Federal Government, the Departments of Agriculture and Health, Education, and Welfare, should develop and coordinate an improved, effective and economical program to provide the American people the best nutrition information available.

A large share of the Nation's health costs has been attributed to hunger and poor eating habits. In 1976 the Nation's health cost totaled \$139.3 billion. The cost is expected to exceed \$230 billion in the year 1980.

Many consumers do not know or do not understand how to select and prepare foods that provide a sound daily diet; this is a primary cause of poor nutrition. They are confused, uninformed, and lacking in confidence about what they eat.

At least seven Federal departments and commissions develop and disseminate information on nutrition. These services are administered primarily by 12 agencies within Agriculture and Health, Education, and Welfare.

Information as to how Federal money is spent for nutrition information and education is not readily available. The Congressional Research Service determined that at least \$69.3 million was spent for nutrition education in fiscal year 1976--\$63.5 million by Agriculture and \$5.8 million by HEW. In most agencies nutrition education and nutrition information was considered a component of an overall nutrition program. Officials in both Departments said that they did not know how much money they spent developing and disseminating nutrition material.

To determine the types of information developed and disseminated by Agriculture and Health, Education, and Welfare, GAO sent a questionnaire to each Department asking for information on types of material developed, the cost, intended

audience, and evaluation procedure. GAO's analysis of the questionnaire results revealed that (1) agencies in Agriculture and Health, Education, and Welfare lacked defined areas of responsibility, and (2) basic subject areas were being addressed by many agencies. This made it difficult for users of material to ascertain what agency to contact to obtain material on selected nutrition topics. For example, the leading central themes and the number of agencies disseminating the themes were

- basic nutrition, nine agencies,
- food buying, five agencies,
- food selection, seven agencies,
- food preparation, three agencies, and
- food safety, five agencies.

The agencies' use of nutrition materials authorized by other agencies was limited. Only 12 of 417 items distributed by Agriculture and Health, Education, and Welfare were developed outside the disseminating agency.

Printed materials were used predominately by Agriculture and Health, Education, and Welfare without assurance that it was the most effective method of dissemination; they accounted for 84 percent of the materials disseminated. Films and television and radio public service announcements made up 8 percent.

Few nutrition materials developed by the Federal Government were formally evaluated before or after they were distributed. Agriculture evaluated 13 percent of its materials; Health, Education, and Welfare evaluated only 4 percent. In general Health, Education, and Welfare and Agriculture have little knowledge of the effectiveness of their nutrition information activities in terms of the audience reached, message, retention, or changes in eating habits.

Wide distribution of nutrition materials intended for the public appeared limited since only 5 of

the 352 publications identified by GAO had a total distribution of over 1 million copies in fiscal year 1975 and 1976.

Most agencies lacked information on the cost to develop and produce the materials being disseminated.

Clearly efforts of the Federal Government to help inform the American people about nutrition have been insufficient. Both Departments have recently undertaken steps which could lead to more effective dissemination of nutrition information. These efforts are not yet at a stage of development or maturity to alter the recommendations of this report.

RECOMMENDATIONS

The Secretaries of Agriculture and Health, Education, and Welfare should develop an effective nutrition information program. To do so they should each designate a central authority to serve as a continuing review board in the future development of nutrition information materials within the Departments.

They should also establish an intradepartmental task force consisting of representatives responsible for developing or using nutrition related information materials within each Department. Information regarding the needs of the consumer and the role of each agency in meeting those needs should be developed and used by the task forces in assessing nutrition related material developed by each Department. We also recommend that the Secretaries establish an interdepartmental task force with representatives from other Federal, State, and local agencies, the food industry, and consumer groups. This task force should consider such matters as:

- Coordination between Departments to insure that unnecessary duplication of effort is avoided and that all necessary areas of concern are covered.
- A study of the most cost-effective means of reaching consumers.

--The role of the Federal Government in cooperating with State and local agencies.

Each of the intradepartmental task forces and the interdepartmental task force should report to their respective Secretaries their findings and recommendations on actions to be taken. The Secretaries of Agriculture and Health, Education, and Welfare should then submit to the Congress the results of the task force reports and actions taken as well as recommendations for legislation deemed appropriate.

HEW agreed that greater coordination and better evaluation of nutrition information material is needed. They did feel, however, that GAO's recommendations should cover a broader subject area than nutrition information.

GAO's recommendations are not intended to limit consideration of other related information activities. GAO feels that the recommendations are valid for developing more effective nutrition information even though the context within which it is considered could be broader.

UDSA officials also recognized the need for improved coordination but felt that recent activities within the Department could address problems pointed out in the report. GAO feels, however, that these activities are not sufficiently developed to assess their impact on the dissemination of nutrition information.

The specific recommendations and agency comments are stated on pages 16 and 31.

C O N T E N T S

DIGEST		Page
CHAPTER		i
1	INTRODUCTION	1
	Scope of review	2
2	DEVELOPMENT OF NUTRITION MATERIALS AT USDA AND HEW	7
	Coordination	9
	Evaluation	10
	USDA's authority for nutrition	11
	How USDA issues materials on nutrition	12
	HEW's authority for nutrition	14
	How HEW issues materials on nutrition	14
	Conclusions and recommendations	16
	Agency comments	17
3	LIMITED CONSUMER ACCESS TO NUTRITION MATERIAL	19
	Printed materials	19
	Television and radio	22
	Direct contact	24
	Media mix	27
	Labeling	28
	Food advertising	29
	Private industry as a distribution outlet	30
	Joint Government/industry publications	30
	Conclusions and recommendations	31
APPENDIX		
I	Letter from Chairman, Subcommittee on Domestic Marketing, Nutrition, House Committee on Agriculture	33
II	Listing of principal sources contacted during review	35
III	Nutrition information requested from USDA and HEW	37

APPENDIX

Page

IV	Role of U.S. Department of Agriculture and Department of Health, Education, and Welfare Agencies in disseminating nutrition information	74
V	Authority of USDA/HEW Agencies to disseminate nutrition information	77
VI	February 14, 1978, letter from the Secretary of Agriculture	78

ABBREVIATIONS

CIC	Consumer Information Center
FCC	Federal Communications Commission
FTC	Federal Trade Commission
GAO	General Accounting Office
GPO	Government Printing Office
HEW	Department of Health, Education, and Welfare
OHHP	Office of Health Information and Health Promotion
OMB	Office of Management and Budget
PSA	Public Service Announcement
USDA	U.S. Department of Agriculture

CHAPTER 1

INTRODUCTION

Nutrition affects everybody's health from the time of conception to death. Poor nutrition leads to increased infant mortality and maternal morbidity. It stunts development, both physically and mentally, and it aggravates or predisposes an individual to a spectrum of disease conditions, diminishing the quality of life, personal productivity, and longevity. According to Professor George Briggs¹, hunger and poor eating habits contribute to an estimated one-third of the Nation's health costs. In fiscal year 1976 the Nation's total health care cost amounted to \$139.3 billion and the cost is expected to exceed \$230 billion in fiscal year 1980.

Private and Government surveys indicate that consumer nutrition knowledge is low and that the eating habits of many Americans at all socioeconomic levels are inadequate. Inadequate nutrition, particularly overconsumption of food, has been identified as a contributing factor to the following diseases and disabilities

- coronary heart disease, the Nation's number one cause of death,
- cancer, the Nation's number two killer,
- high blood pressure, which affects 25 million Americans,
- diabetes mellitus, the number six cause of death,
- dental caries which affect 98 percent of the population, and
- liver disease, one of the five leading causes of death.

The Veterans Administration; the Federal Trade Commission (FTC), and the U.S. Departments of Agriculture (USDA); Health, Education, and Welfare (HEW); Defense; Commerce; and State all produce nutrition material. A recent report by the Congressional Research Service and our analysis of Government publications and material indicate that HEW and USDA produced most of the Federal Government's nutrition information. In recognition of the importance of food and health, there are

1/Professor of Nutrition, University of California at Berkeley

at least 15 laws and authorities which authorize these two Departments to disseminate nutrition information. Therefore, we decided to concentrate on the nutrition information activities of these two Departments.

Scope of review

Because there is no comprehensive inventory of nutrition-related materials produced and distributed by the Federal Government a questionnaire 1/ was sent to USDA and HEW.

Twelve agencies in both departments responded to our questions on the titles of nutrition material developed, the media used for dissemination, the theme, length, cost, purchase price, number of copies disseminated, reasons for producing the materials, the intended audience, the reading level, results of any evaluation performed on effectiveness, and specific process by which the Departments authorize the development of such information.

Since they did not know what their materials were about prior to our questionnaire, we asked them to define the theme for us. 2/ Because a number of agencies were involved and because of the lack of coordination among them we received a different definition of theme from each agency. Our intention was to provide a clear and practical overview of the Federal effort, but having been provided with slightly differing definitions, our overview was likely to become too cumbersome. Instead, we returned to each of the agencies the themes they had provided and requested that they reach agreement on basic definitions.

This review was limited to examining the primary distribution of nutrition material by USDA and HEW. It is limited in that it does not look at secondary means of nutrition dissemination, such as those conducted by elderly feeding programs authorized by title VII of the Older Americans Act and the Special Supplemental Feeding Program for Women, Infants, and Children. Both Departments also distribute material to schools, newspapers, and other media.

Table 1 shows the amount of material developed for each theme.

1/ See app. III for a sample copy of the questionnaire.

2/ See table 1 for a definition of the various themes.

TABLE 1

Key Information on USDA/HEW

Nutrition Materials Disseminated (note a)

Department/agency	Number of materials disseminated	Predominant central themes of materials (note b)	Primary intended audience(s) (note c)	Primary distribution channel/s (note c)
USDA:				
Food and Nutrition Service	18	Basic nutrition, food selection, food service management, food buying, food preparation	Food assistance program participants	USDA, State
Agricultural Research Service	102	Food composition, food preparation, research on food practices, food selection, food preservation	Professionals, general public	GPO d/, USDA
Office of Communication	20	Consumer information, basic nutrition, food buying, food preservation	General public	USDA
Food Safety and Quality Service Extension Service	61 112	Food buying, food safety Basic nutrition, food selection, food preparation, Federal program information	General public General public, professionals	USDA, GPO, CIC e/ USDA, State
HEW:				
Office of Consumer Affairs	7	Consumer information, Federal program information, basic nutrition	General public	HEW
National Institutes of Health	21	Diet and health, consumer information, basic nutrition	General public, special individuals	HEW, GPO
Administration on Children, Youth and Families	9	Basic nutrition, consumer information, food service management	Professionals	HEW
Administration on Aging	19	Federal program information, basic nutrition	Professionals, food assistance program participants	HEW, GPO, State
Food and Drug Administration	40	Food and nutrition labeling, basic nutrition, food and nutrition information	General public	HEW, CIC
Health Services Administration	5	Diet and health, food selection, Federal program information	Professionals	HEW
Health Resources Administration	3	Diet and health, research on food practices	Professionals	HEW

a/For definition of terms see the following glossary.

b/Shows themes accounting for 10 percent or more of materials from highest to lowest.

c/Accounts for at least 50 percent of materials disseminated by the agency.

d/Government Printing Office.

e/Consumer Information Center.

Glossary of Terms used in Table 1

Central theme

Basic nutrition	Generally discusses four food group concepts, some basic information on nutrients (amount needed and uses); may include limited data on diet planning, recipes, and storage.
Consumer information	Information for consumers dealing with a variety of area in family economics, including food/nutrition.
Diet and health	Information relating diet and nutrition to specific health problems or deficiencies.
Federal program	Description, evaluation, or guidelines for a Federal program dealing with food and nutrition.
Food and nutrition	General subject area of food nutrition mainly including overviews in teaching, conferences, or press releases.
Food buying	Includes such subjects as tips on buying food pointers for determining freshness and quality, description of food grading standards, using food stamps, and food buying for food service facilities.
Food composition	Specific nutrient breakdown and evaluation of food items (for professionals).

Food handling	No major emphasis, covers a variety of subjects such as buying, storage preparation, safety, and preservation.
Food preparation	Mostly provides recipes; also such items as limited information on basic nutrition, storage, and selection.
Food preservation	Includes information on home canning, freezing, and making preserves.
Food safety	Information on proper handling of foods to keep them safe; information on safety of food additives or ingredients.
Food selection	Menu or meal planning considering such factors as nutrients, calories, cholesterol, or cost of food.
Food service management	Information to aid food service personnel in planning nutritious meals for specific recipients.
Food storage	Information on proper storage of foods.
Labeling	Information of food labels, including topics such as nutrients, content weight, and ingredient lists.
Research	Research on food consumption, food buying habits, family food practices, and quality of household diets.
Miscellaneous	Includes information on food yields, food supply, food processing or food marketing.

Channels of distribution for nutrition materials:

- USDA - through USDA agencies or offices (one or more)
- HEW - through HEW agencies or offices (one or more)
- GPO - Government Printing Office
- CIC - Consumer Information Center in Pueblo, Colorado
- State - State level of a Federal program; for example, State health departments and State extension service.
- 4-H - National 4-H Council in Chicago
- Miscellaneous- through university library, published in a journal

CHAPTER 2

DEVELOPMENT OF NUTRITION MATERIALS AT USDA AND HEW

The response to our questionnaire 1/ indicated that 12 agencies in USDA and HEW were primarily responsible for producing nutrition information material. These agencies reported that in 1975 and 1976 they had disseminated 417 forms of printed matter, film, and public service announcements. After receiving the material, we learned that the information provided was incomplete and that the departments involved did not know how many materials they actually produced and disseminated. We learned that the material was incomplete by comparing data provided to us with material previously provided to the Congressional Research Service and by examining publication lists at the Government Printing Office (GPO).

The 417 items, however, appeared to represent the majority of nutrition material produced by the Federal Government. USDA is the major producer of nutrition materials, accounting for 75 percent of the reported items. The items concerned 17 central themes as shown in table 1.

The Congressional Research Service attempted to obtain cost information but found in most cases nutrition education was considered a component of an overall program and the cost associated with it was not broken out.

The Congressional Research Service was, however, able to identify about \$69.3 million being expended for nutrition education in fiscal year 1976 -- \$63.5 million by USDA and \$5.8 million by HEW. Approximately \$50.6 million of the \$69 million was expended by the USDA Expanded Food and Nutrition Education Program -- a program directed at low income people. The balance of about \$18.7 million was directed at programs intended to reach the general public or specific target groups, such as deaf, blind, handicapped, or other underprivileged people.

Officials in both Departments say that they did not know how much money they spent developing and disseminating nutrition material. They did not have an effective information system to prevent other agencies within the same department from producing duplicative or unnecessary material. Because there was no effective information system of all nutrition material produced and disseminated by the Federal Government, USDA and HEW did not know whether the

1/ See app. III for a more detailed response.

material they developed served its purpose efficiently.

Both the Secretary of Agriculture and the Assistant Secretary for Food and Consumer Affairs have gone on record supporting the need for a strong USDA presence in informing the public about nutrition. Similar statements have been made in a memorandum to the Office of Management and Budget (OMB) by the Secretary of HEW regarding the proposals of the Department "to develop, under existing authorities, a comprehensive nutrition education program designed to upgrade significantly the knowledge of American consumers and health professionals." However, until recently this recognition by high-level people in both Departments was lacking, which explains to some degree the absence of a high priority for providing comprehensive information on nutrition material. Officials in both Departments also say that evaluation of material has been limited by high costs and by OMB requirements on surveys.

Our analysis of the questionnaire results revealed the following: 1/

1. Agencies at both USDA and HEW appeared to lack defined areas of responsibility. Basic subject areas were being addressed and duplicated by many agencies. This made it very difficult for users of material to ascertain what agency must be contacted to obtain material on selected nutrition topics. For example, the leading central themes and the number of agencies disseminating them were (1) basic nutrition, nine agencies, (2) food buying, five agencies, (3) food selection, seven agencies, (4) food preparation, three agencies, and (5) food safety, five agencies.
2. Agencies made very limited use of nutrition materials authorized by other agencies. Only 12 of the 417 items distributed by USDA and HEW were developed outside the disseminating agency.
3. Printed materials were used predominately by USDA and HEW agencies without assurance that it was the most effective method of dissemination. Printed materials accounted for 84 percent of the materials disseminated. Films and television and radio public

1/See app. III for selected results of this analysis.

service announcements (PSAs) make up 8 percent.

4. One important method of insuring greater usefulness of material is to assess its impact on the user. Few nutrition materials we examined had any formal evaluation--by pretesting or post testing--to determine their effectiveness. USDA evaluated only about 13 percent of its materials and HEW about 4 percent of its materials.
5. Wide distribution of nutrition materials intended for the general public appeared limited, since only 5 of the 352 publications assessed had a total distribution of over 1 million copies in fiscal years 1975 and 1976.
6. Most agencies lacked information on the cost to develop and produce the materials being disseminated.

COORDINATION

At one time there was a formal coordinating committee for nutrition education in the Federal Government--the Interagency Committee on Nutrition Education. USDA was the lead agency and the Committee provided a formal mechanism for exchange of information on program activity and progress in nutrition. The Committee was abolished during fiscal year 1974 as a result of OMB and congressional directives restricting the use of funds for interagency activity.

Currently, the Federal Government's efforts to coordinate its nutrition dissemination activities is minimal. There is no formal coordinating or central planning group directed at improving the food and nutrition practices of consumers. Each agency and program tends to operate independently and with little cooperation on mutual goals, concepts, and strategies.

Informal coordination, however, appears to exist to a limited degree among agencies involved in nutrition programs. There is a Federal Intercommunications in Nutrition Group, composed of people working in Federal nutrition programs in responsible positions. The group's main objective is the exchange of information on actual programs and areas for future work in nutrition, with particular emphasis on research and coordination. Agencies represented include USDA's Agriculture Research Service and HEW's National Institutes of Health, Health Resources Administration, Food and Drug Administration, and Health Services Administration.

EVALUATION

Program evaluation is an integral tool of management for coordinating policy decisionmaking with program administration. A well directed evaluation provides objective evidence on what a program accomplishes, how these accomplishments compare with intended objectives, and how effectively program resources are managed. For Federal programs, good evaluation studies not only help to measure program results but also provide an analytical tool to assist the Congress in apportioning scarce budget resources, considering revisions to an existing program, and overseeing program administration.

Few nutrition materials developed by the Federal Government are subject to any formal evaluation either before or after they are distributed. USDA evaluated 13 percent of its materials, and HEW evaluated four percent. In general HEW and USDA know very little about the effectiveness of their nutrition information activities in terms of the audience reached, message, retention, or changes in eating habits.

USDA and HEW officials agreed that more should be done to evaluate their nutrition activities but stated that cost was the primary reason for not doing more. They also cited an OMB directive on surveys as contributing to the lack of evaluations. According to OMB requirements, agencies performing surveys must receive a 50-percent response rate of those sampled.

An OMB official told us the survey requirement follows a Presidential directive and is necessary to insure that surveys are statistically valid and proper conclusions can be reached.

In February 1977 USDA's Office of Communications described the need for consumer research in a report to the Chairman of the House Subcommittee on Appropriations for Agriculture and related agencies:

"Individual private companies are staffed with product development experts, professional sales directors, advertising experts, and trained psychologists. Still, without test marketing, consumer surveys, and audience research, companies go broke. USDA information is run by professionals -- but without research to monitor use of that information, evaluation of information by known standards, audience evaluation, and research in new methods of

reaching people, we lack an essential tool to help maintain excellence in quality and get the most for the information dollar spent by agencies."

Officials in most agencies say that this statement accurately describes the environment in which most Federal agencies develop and disseminate nutrition information.

Officials in seven agencies disseminating nutrition information (four in USDA and three in HEW) stated that they have no formal evaluation or monitoring procedures for their nutrition materials. Some of the other agencies reported that they informally evaluated some materials or that a component of their nutrition information activities had a formal evaluation mechanism. For example, the USDA Extension Service, which reported the highest number of materials evaluated (it disseminated 112 materials and evaluated 19 of them), monitored and evaluated the materials and instruction given to low-income families through the Expanded Food and Nutrition Education Program. This was done by periodically collecting and analyzing data on the changes in food consumption practices of participating homemakers and their families. The Extension Service, however, did not have any mechanism for evaluating their other nutrition information activities geared for the general public.

This overall lack of evaluation resulted in USDA and HEW being unaware as to who was reached with their information; how well the information was communicated; whether it supported the objectives of the nutrition education programs; if the intended message was being delivered; and whether the language, form, and distribution channels used were effective.

USDA'S AUTHORITY FOR NUTRITION 1/

USDA's basic mandate for disseminating nutrition information is the Organic Act of 1862 which gives the Department authority to "* * * acquire and to diffuse among the people* * * useful information on subjects connected with agriculture* * *." USDA has traditionally interpreted agriculture to include food and nutrition. The Research and Marketing Act of 1946 clarified USDA's basic authority by specifically authorizing research and dissemination of data

1/See app. IV for additional details.

on "problems of human nutrition and the nutritive value of agricultural commodities * * * and all other constituents that may be found necessary for the health of the consumer * * *."

Currently within USDA the agencies most actively involved in disseminating nutrition information are the Office of Governmental and Public Affairs, Agricultural Research and Extension both in the Science and Education Administration, Food and Nutrition Service, and Food Safety and Quality Service.

The information activities carried on by the USDA include:

- Providing useful results of research and related programs.
- Making available background information needed for participation in nationally authorized programs.
- Producing instructions, explanations, background, and findings useful in educational programs, particularly those used by land-grant institutions.
- Describing measures necessary to curtail plant and animal diseases, outbreaks of insects and other pests, and other threats to the national welfare.
- Obtaining, where useful, public comment as an aid to decisionmaking in formulating programs and policies.

HOW USDA ISSUES MATERIALS ON NUTRITION

USDA's Office of Governmental and Public Affairs ^{1/} is responsible for policy clearance and control of all printed matter, regardless of subject, to be used by USDA and its agencies. The Office has authority to approve and disapprove the content, material presentation, design, reproduction, and distribution of Department publications. Publications can be disapproved for such things as faulty organization, inadequate editing, excessive cost, duplication of materials already published, infringement upon the work of other agencies, and insufficient needs.

^{1/} This office was established in the Fall of 1977 and merged the Office of Communications and the Office of Public Affairs. At the time of our review the Office of Communications performed this activity.

However, each agency within USDA has sole responsibility for the nutrition materials it prepares. This includes determining the need for preparation, technical accuracy of the content, conformance with programs and departmental policies, and editing of materials. USDA agencies are not required to have their proposed projects approved outside their respective agencies on a Department-level basis. The final manuscript is sent to the USDA's Office of Communications for final approval and processing.

According to the Director of the (then) Office of Communications, the Office relies on the Publication Control Officer in each USDA agency to assure that certain basic factors are considered before manuscripts are submitted for final approval. The control officers are required to certify by their signature the following statement:

"I certify that publication of this manuscript in the quantity and form requested is essential to the official business of the [name of agency] and that it has been prepared to meet exacting standards of economy and effectiveness."

USDA agencies, as well as the Office of Communications, however, face problems that allow manuscripts to be published without any real assurance that all these conditions have been met. For example, there is no system for insuring the subject matter to be published is (1) not duplicating or overlapping materials already published, (2) not infringing on work of other agencies, or (3) is meeting the needs of the intended audience.

In June 1977, aware of the lack of coordination among the agencies in USDA, USDA's Office of Communications recommended to two Assistant Secretaries of Agriculture that a Department Nutrition Coordinating Committee be established to improve the effectiveness of the Department's nutrition activities. The recommendation, in the form of a letter, stated that such a committee would help establish:

"(b)asic Department-wide food and nutrition policies, goals and projects--along with a coordinated Department information program. The Committee would develop priorities, designate 'underworked' areas, provide an atmosphere for cross-fertilization of ideas, and offer an opportunity to pool efforts on information projects."

Department officials have informed us that a working plan for a committee on human nutrition has been developed, but that the committee has not yet been formed.

HEW'S AUTHORITY FOR NUTRITION

The basic nutrition policy goal of HEW is "to improve the quality of life by enabling all Americans to reap the health benefits of sound nutrition." Under its mandate to protect the health of the American people and provide educational opportunities, HEW has a wide range of authority for the production of nutrition materials. The Public Health Service Act; the Older Americans Act; the Head Start Economic Opportunity Act; the Federal Food, Drug and Cosmetic Act; the Fair Packaging and Labeling Act; the National Heart Act; and the National Cancer Act, provide HEW with its authority. In addition, executive orders from the President and directives by the Secretary of HEW authorize the dissemination of nutrition material. 1/

HEW considers nutrition an important component in delivering health care services, performing health research, designing education support programs, and providing some welfare services. In the spring of 1975, the Secretary of HEW approved a policy statement which provided that:

"* * * nutrition information shall be presented to consumers in ways that are useful in selecting foods appropriate to individual nutritional needs. (e)fforts shall be directed toward improved nutrition education for children in school, along with better nutrition counseling of mothers and pregnant and lactating women, as well as better provision of information to the medical community and to the population at large."

Seven agencies primarily responsible for the development and dissemination of nutritional materials within HEW are the Administration on Aging; the Administration on Children, Youth and Families; the Food and Drug Administration; the Health Resources Administration; the National Institutes of Health (including the National Cancer Institute and the National Heart, Lung, and Blood Institute); the Health Service Administration; and the Office of Consumer Affairs.

HOW HEW ISSUES MATERIALS ON NUTRITION

Before developing materials on nutrition, the agencies at HEW are required to receive approval by HEW's Office of the Assistant Secretary for Public Affairs. The agencies must submit a prospectus of the proposed publication; however, once this is approved by the Office of the Assistant Secretary

1/See app. v.

for Public Affairs, the individual agency issues the manuscript without any departmental review.

The prospectus approval process is intended to address such factors as the need for the material and whether the material duplicates or overlaps existing publications. Officials in HEW's Office of the Assistant Secretary for Public Affairs acknowledge that HEW's control over publications developed by its agencies has not been adequate. One person is responsible for assessing and approving about 750 prospectuses for printed material and 150 for audiovisual materials each year. HEW officials explain that the Office of the Assistant Secretary for Public Affairs:

- does not have enough staff to adequately assess all the prospectuses submitted for approval,
- does not have a good departmental control system for insuring that all agencies are submitting prospectuses for approval, and
- does not have information on existing materials and therefore has no way of knowing whether the proposed material is unnecessary or duplicative.

Officials told us that to improve HEW's overall control of materials being developed and disseminated, the Assistant Secretary for Public Affairs planned to establish a review and outreach division. This division will serve as a focal point within HEW so that the development and distribution of each agency's publications, audio-visual products, and exhibits can be more effectively controlled. We were informed that this division was established last fall and is currently cataloging materials.

Also within HEW, the Office of Health Information and Health Promotion (OHHP) was established within the Office of the Assistant Secretary for Health. OHHP was created by an act of Congress 1/ and began operating in October 1976. It is intended to coordinate public and private efforts for health promotion, preventive health services, and health information, and the best use of the health care delivery system. The Office identifies nutrition as a high priority.

OHHP'S funding has been minimal, making it difficult for it to work. Even so, HEW officials say that OHHP has sponsored discussions with concerned organizations, scientists, consumer representatives, and others on the value of establishing clear dietary guidelines for the public.

1/Public Law 94-317, June 23, 1976.

These discussions are continuing as a means of exploring ways in which HEW, other Federal agencies, and the public and private sectors can better relate nutrition and dietary practices to the promotion of health and the prevention and cure of disease.

CONCLUSIONS AND RECOMMENDATIONS

The efforts of USDA and HEW to inform the public about what is needed for good nutrition have been inadequate. Within each Department there has been no systematic approach for determining the nutrition information needs of the consumer and how those needs might best be met.

Although both have produced a substantial quantity of nutrition-related materials, there has been no systematic development and evaluation of this material. This lack is characterized as follows:

- little awareness of how much effort or money it takes to develop the material,
- inadequate knowledge of similar materials developed within or outside the Departments, and
- little knowledge of the effectiveness of their nutrition-related activities in terms of audience reached, message retention, or changes in eating habits.

These conclusions are not valid for all nutrition-related materials developed by HEW and USDA but do apply to their material as a whole. Within these two Departments there is an overall lack of program evaluation. This is attributed to cost, OMB procedures for performing evaluation surveys, a lack of a central nutrition policy statement within the Departments, and a lack of established priorities for such evaluation. We feel that such evaluations must be done before the Departments can effectively provide nutrition information.

We recommend that the Secretaries of USDA and HEW each designate a central authority within their respective departments to serve as a permanent review board for nutrition information materials. This authority should insure that for such material the following information be determined:

- the cost of development and dissemination,
- who will receive the information,

--what benefit or purpose the information serves in meeting the needs of the user, and

--what evaluation processes are performed.

This information is necessary to assure that materials to be disseminated are as effective as possible.

We further recommend that the Secretaries of USDA and HEW each establish an intradepartmental task force within each Department. This task force should

--assess consumer nutrition information needs,

--determine which of these needs can be provided by the Department and what is already available,

--determine priorities for developing and disseminating nutrition information,

--develop a system of evaluation for nutrition-related material,

--determine the role of each agency within the Department in providing nutrition information,

--develop a planning structure that provides for intraagency coordination in the production and dissemination of nutrition-related materials,

--test alternative means of product dissemination, specifically considering the use of multiple-communication vehicles to aid in improving public access to available nutrition information, and

--cooperate more fully with the food industry in developing nutrition information.

The information developed by this task force should be used by the review board in assessing future nutrition-related materials developed by each Department.

AGENCY COMMENTS

HEW agreed that greater coordination and more evaluation of material is needed. In informal comments to us concerning this report, officials at HEW felt that departmental limitations in disseminating nutrition information were effectively pointed out. They also felt, however, that our recommendation should be applied to more than nutrition information. They felt the problems identified in

the report were, for the most part, equally applicable to other aspects of nutrition and the general practices of government health information programs. Recommended solutions, therefore, would probably be more effective if they took these broader problems into consideration.

Our recommendation was not intended to limit consideration of other information related activities. We feel that our recommendations are valid for developing more effective nutrition information even though the context could be broader.

HEW is now undertaking nutrition coordinating activities within the Public Health Service which -- when more fully developed -- could serve as a logical focal point for helping to implement our recommendations.

USDA officials also recognized the need for improved coordination but felt that recent activities within the Department address problems pointed out in the report. Such activities include

- a committee on human nutrition policy,
- a subcommittee on food and renewable resources to be chaired by USDA,
- recent approval by OMB to develop pilot radio and television nutrition education advertisements designed especially for specific target groups,
- the newly structured Science and Education Administration under the Assistant Secretary for Conservation, Research, and Education, and
- a recently restructured Office of Governmental and Public Affairs.

None of these activities were sufficiently developed to assess their impact on nutrition information dissemination. The first two committees had not yet been established. The Science and Education Administration had been established only this year and the Office of Governmental and Public Affairs has been operational since last fall. To date, none of these activities has specifically addressed the issues raised in this report.

These activities do indicate, however, USDA's interest in better focusing nutrition activities and it is possible that the committee on human nutrition policy could serve as a focal point to help carry out our recommendations. See appendix VI for USDA's specific comments.

CHAPTER 3

LIMITED CONSUMER ACCESS TO NUTRITION MATERIAL

Consumer access to nutrition materials which the Federal Government develops is limited. Printed materials account for 84 percent of the nutrition materials disseminated by USDA and HEW. Films and television and radio public service announcements account for 8 percent, and the remaining 8 percent is cassettes, billboards, and other media forms. Most of the materials are not widely distributed. For example, during fiscal years 1975 and 1976, of the 352 publications assessed only 5 had a total distribution of over one million copies.

The most common method of distribution is consumer requests. However, there is no way for the most informed citizen to know which materials are being developed and by whom without contacting those agencies which disseminate nutrition information. Of the 12 principal agencies in the two Federal Departments which produce nutrition information, only one--USDA's Food and Nutrition Service--has the word "nutrition" in its title, and that agency's primary responsibility does not relate to the development and distribution of such materials. There is no single complete inventory or list of available Federal nutrition publications.

PRINTED MATERIALS

Printed materials are the primary medium for communicating nutrition information because the Government has traditionally used them. The development costs to produce a printed publication are less expensive than those for a television message, and the Government appears reluctant to use television and radio even though the cost per person reached may be less than for printed materials.

The publications which are produced have been criticized in two recent studies. The Congressional Research Service reported that Federal nutrition publications intended for the general public and for low-income and undereducated citizens are often written at upper high school and college reading levels. The study found that publications on such subjects as "nutritional labeling" and "calorie content" are poorly written and inadequately present their subjects so that the reader may receive incorrect information.

In the second study the American Association of Advertising Agencies evaluated six of USDA and HEW's widely distributed publications, criticizing the complicated language and the sparse graphics. The evaluation called the materials "amateurish" and said that they "miss the audience they are trying to reach."

Of the five principal subjects addressed by USDA and HEW, nine separate agencies produced materials on basic nutrition, seven on food selection, five on food buying and on food safety, and three on food preparation. This makes it difficult for the consumer, for whom such information is intended, to know which agency is likely to have the desired publication. In addition, one agency will rarely distribute material produced by other agencies. Of the 417 materials disseminated by the agencies we reviewed, only 12 of those materials were developed outside the disseminating agency.

After the agencies, the primary distribution channels for nutrition publications are the GPO and the Consumer Information Center (CIC). GPO not only prints the materials but may also distribute them in GPO bookstores and through mail-order operations. In offering its publications for sale, GPO lists them in over 270 subject bibliographies. Although these bibliographies generally list publications on a single subject or field of interest, nutrition-related publications can be found in at least 15 of the bibliographies.

GPO selects a publication for sale in its bookstores and catalogs when a department or agency submits the manuscript for printing and binding. At that time, GPO has the opportunity to review the material and may decide to have additional copies printed up for its own sales. The selection is based on such factors as the title of the publication, sales of similar publications, and publicity the subject is receiving in the news.

This selection method makes it difficult for agencies to effectively plan the distribution of their publication because they do not know if GPO will decide to add to the agency's order. According to GPO's Superintendent of Documents, approximately 25,000 different publications are submitted each year for printing and binding. GPO selects about one in eight, or about 3,000 new publications each year for its own sales. GPO also prices publications it decides to distribute. We were advised by GPO that it did not know the number of nutrition publications reviewed and the number of those selected.

CIC disseminated over 17 million publications in fiscal year 1977. ^{1/} It is not known how many of these are on nutrition-related topics. CIC's primary purpose is to (1) encourage Federal departments and agencies to develop and release practical, relevant information, (2) increase public awareness and (3) provide access to the information. CIC is a relatively small organization; in fiscal year 1977, it had 18 permanent positions and a budget of about \$1.1 million.

CIC informs consumers about available Federal publications through a quarterly catalog called "Consumer Information." The 16-page catalog lists more than 200 titles which can be obtained at low cost or for free. More than 5 million copies of the catalog are distributed quarterly. They are primarily received at congressional offices and various public buildings, and, in response to individual requests solicited by magazine, newspaper, radio, and television publicity.

CIC selects publications for its catalog on the basis of a number of factors including (1) contacts with about 30 Federal departments and agencies, (2) interviews in the homes of consumers which sample their views of about 20 publications, (3) requests from individual consumers, (4) subjects which are perceived to be topical, and (5) wide distribution of an individual title.

CIC, however, is limited in its selection process. For its free publications, CIC is dependent upon the agencies which develop publications. If an agency refuses to give the publications, CIC cannot list them.

Because of the complicated process by which publications are distributed, one consumer may be required to pay for an item while another consumer can receive the same item for free. The Joint Committee on Printing and Binding authorizes the issuing agency to distribute up to 50 copies of any publication free of charge to a private individual or private organization. This means that a citizen who goes to a

^{1/}CIC was established by Executive Order 11566, October 26, 1970. It was placed under the policy guidance of the Special Assistant for Consumer Affairs in the General Services Administration.

GPO store or selects an item from a GPO or CIC catalog may have to pay at least 50 cents per item. However, that same item can be obtained at no cost if the citizen requests it from the issuing agency.

Because of the way nutrition publications at USDA and HEW are generally developed, no effective method is used to determine the kinds of information the general public needs and wants. As a result, there is no assurance that the nutrition publications being offered by the issuing agency meet the needs of the consumer. Comprehensive information on nutrition publications is not available from the Federal Government, and there is no explanation why an agency issues one publication and rejects another. There is no centralized list which contains such information as the proposed reading level, age, education, geographical location, and economic or health status of the audience for which nutrition material at USDA and HEW is intended. Since publications on nutrition selected by GPO and CIC must be chosen on a hit-and-miss basis, the public cannot rely on them as a source for all Federal publications on nutrition or even as a source of the most valuable publications on nutrition.

TELEVISION AND RADIO

In the United States there are 126 million television sets (in 99.9 percent of homes) and an estimated 413 million radios (in 98.6 percent of homes). The average household watches television almost 7 hours a day, and a successful prime-time show will reach 32 million people. By the time a child is 18 years of age, he or she will have spent more hours watching television than is spent in the classroom.

Dr. Jean Mayer, a nutritionist and President of Tufts University, believes the advertising emphasis of the food industry is in reverse order to the usefulness of the food advertised, and that such ads generally work against the nutritional health of the American people. Advertising of nutritious foods such as fruits and vegetables is small compared to soft drinks and alcoholic beverages. A major reason for this is that processed foods can be associated with a brand name. Unprocessed foods, such as fruits, vegetables, eggs, and meat, generally are produced by a large number of farmers who cannot be identified individually and, therefore, find little purpose in advertising. In 1975 over \$400 million was spent on children's advertising, with a large part of that budget promoting food products, such as candies, soft drinks, snack foods, and sugar-sweetened breakfast cereals.

The Federal Government is one of the top 10 purchasers of radio and television advertising. The Departments of Transportation and Defense, and the United States Postal Service, for example purchase recruiting ads for the Armed Services, promotional ads for Amtrak, and informational ads on mail regulations. USDA and HEW do not purchase television advertising time for nutrition information, but they do purchase such time for other messages. According to USDA officials, the Food and Nutrition Service has, however, received OMB approval to develop and test pilot radio and television advertisements on nutrition for specific target groups.

USDA and HEW develop materials for use on radio and television, hoping that they will be aired for free by the broadcasters. Six percent of the nutrition material reported by these two Departments is for radio and television. Nearly half of these materials are developed by USDA's Food Safety and Quality Service and concern food safety. Officials in this agency said that the reason they were able to develop such materials was because they had a larger information budget--about \$200,000 a year not including staff time--compared to other agencies in USDA.

Since HEW and USDA do not buy any advertising time, they must rely on the free PSAs provided by radio and television stations. A PSA is any announcement for which no charge is made and which promotes programs, activities, or services of Federal, State, or local governments; programs, activities, or services of nonprofit organizations; or announcements regarded as serving community interests, excluding time signals, routine weather announcements, and promotional announcements.

Media use for informing the public about nutrition depends on the willingness of station operators to broadcast the PSAs. The stations are operated and managed by broadcasters who control the air time, subject to the licensing requirements of the FCC. Individual Broadcasters decide which PSAs to air, how often, and at what time of day. According to FCC officials, the Commission has no knowledge of which PSAs are broadcast, and it does not require broadcasters to air PSAs provided by USDA, HEW, or other Federal agencies. Broadcasters are required to show, however, that they are serving the needs of their community.

The way radio and television PSAs are presented has attracted considerable criticism from the White House Conference on Food, Nutrition and Health, from nutritionists and public interest groups. Critics contend that if the PSAs are aired, they are more likely to be shown when few people are listening or watching and that the messages are often bland and uninformative.

Critics also say that PSAs should not be cast in a "beggars" role for air time since the airwaves belong to the public and are licensed subject to the public interest. The 1969 White House Conference on Food, Nutrition and Health recommended that the current system in which public service time is made available should

"* * * be formalized and taken out of the hands of those who operate the airwaves for profit under license from the people and be made an absolute obligation in behalf of such efforts as nutrition education."

The Conference recommended that 10 percent of broadcast time be set aside over various time periods for all public service communications; however, no action has yet been taken.

Moreover, the agencies which develop PSAs and other nutrition material designed to reach large numbers of people are reluctant to publicize existing publications which may provide additional or more detailed information. Agency officials say that if the public finds out about a specific publication, it may ask for it, and consumer demand for that item may be greater than the agency's publications budget can handle. Consequently, agency officials may avoid widely publicizing such publications among their intended audience. For example, if an official of USDA appears on a radio or television program and talks about nutrition, he or she may be restrained by USDA from mentioning relevant publications produced by USDA which are intended for public distribution.

DIRECT CONTACT

Some USDA and HEW programs provide nutrition information by direct contact to target audiences like the poor and the elderly. These programs are generally restricted by limited outreach and/or the lack of an assessment of their effectiveness. Information may also be obtained by consumers directly requesting information from the source agencies.

Direct contact on a face to face basis is considered by nutrition and communication experts as the most effective way to change behavior. However, the number of people who can be reached in this way is substantially lower than through mass media approaches like television.

There is limited information available on the effectiveness and outreach of the direct contact method. Table 2 shows (1) which programs and offices have direct contact with their audience, (2) what percentage of the audience is not served, and (3) whether evaluations have been performed on the effectiveness of the direct contact method.

TABLE 2

<u>Department/agency program</u>	<u>Percent of intended audience not served 1/ (note a)</u>	<u>Agency evaluation of nutrition activities</u>
USDA Extension Service: Extension Food and Nutrition	98	No
Expanded food and nutri- tion Education	80	Yes
USDA Food and Nutrition Service: Special Supplemental Food Program for Women, Infants and Children (WIC)	25	No
HEW Administration on Children Youth and Families: Head Start	85	(b)
HEW Administration on Aging: Nutrition Program for the Elderly	77	No
HEW Office of Education: Consumer and Homemaking Education	(c)	No
Adult Education	98	No
Following Through	95	No
Migrant Program	40	No
HEW Health Services Administration: Community Health Service	(c)	(c)
Indian Health Service	(c)	No

a/Information provided by the agency

b/Head Start sites do perform some annual self-assessments.

c/Not available

Another element of direct contact is consumers' personally contacting an agency for information. As pointed out before, the large number of agencies involved in nutrition could make this a difficult task unless the individual has a good understanding of the Federal structure. The public is generally not aware of the specific responsibilities of individual agencies, especially since they shift from time to time. USDA's Office of Communications has tried to improve this situation. For each of the fiscal years 1976, 1977, 1978, and 1979, the office proposed the establishment of a regional information office which would respond to inquiries about all aspects of USDA programs, including nutrition. For 1976 the proposed office was not approved by OMB and for 1977, 1978, and 1979, it was not included by USDA in their total budget.

MEDIA MIX

Using many mediums to deliver nutrition information can have a number of advantages. Limitations in the reach of nutrition information from one source may be offset from another source, and information communicated from two or more independent sources is more likely to be retained by consumers. Comparative studies of different approaches suggest that no one information source can do everything. In designing and implementing an overall nutrition information approach, it is critical to consider the potential effectiveness of various communication media, taking advantage of the strengths of each.

Research in 1972 by the National Heart, Lung and Blood Institute and by Stanford University illustrates the benefits of using a combination of information delivery methods. The research was performed in three northern California towns to determine whether community health education can reduce the multiple risk factors associated with cardiovascular disease. Two communities had extensive mass-media campaigns over a 2-year period, and in one of these, face-to-face counseling also was provided for a small group of high-risk people. The third community served as a control. The purpose of both the mass-media campaigns and the counseling was to produce awareness of the probable causes of coronary heart disease, including the role of dietary factors, and to provide the knowledge and skills necessary for behavioral changes which may reduce risk. Such changes included the reduction of saturated fat, cholesterol, salt, sugar, calories, and alcohol intake.

The study revealed that sustained health education efforts consisting of specially developed information and face-to-face counseling for receptive audiences can improve knowledge and behavior and reduce health risk. In the control community the risk of cardiovascular disease increased over the study period, but in the treatment communities there was a substantial and sustained decrease.

According to HEW's Assistant Secretary of Health,

"A salient aspect of this research that has implications for nutrition programs is the demonstrated efficacy of specially designed media messages and instruction that is carefully tailored to the information-seeking habits of the target audience. Although we have yet to define an optimal strategy for conducting community education about nutrition and dietary practices, research of this type greatly enhances our understanding of effective methods for influencing dietary behavior, as well as the potential effectiveness of subsequent education efforts."

An official in USDA's Office of Communications also said that better use could be made of various communication methods but that more research was needed to determine the most appropriate combination of methods. USDA is not doing such research.

LABELING

HEW's Food and Drug Administration nutrition labeling regulations have played a large role in the information efforts of food manufacturers and retailers. Currently, nutrition labeling is voluntary for most food items and is required only when a nutritional claim is made about a specific product or nutrients are added to a product.

One food chain retailer we talked with voluntarily uses produce bags, posters, and brochure stands for displaying general nutrition information on fresh fruits and vegetables. Some retailers, however, say that they are uncertain about Government regulations and that their uncertainty limits their voluntary efforts. For example, representatives of a second retail chain said that they would not display information on fresh fruits and vegetables for fear that such efforts might trigger labeling requirements for such products. Currently, fresh fruits and vegetables are exempt from Food and Drug Administration regulations on labeling.

FOOD ADVERTISING

The Federal Trade Commission has primary responsibility for the regulation of food advertising. Through the Food and Nutrition Advertising Program, the Commission's efforts are directed at preventing deception and increasing the reliability of advertisements so consumers can make informed choices. In 1977, the Federal Trade Commission (FTC) spent an estimated \$143,000 of .9 percent of its total consumer programs cost on food and nutrition.

FTC has proposed a trade regulation rule on food advertising. The rule is aimed at removing any false or misleading nutritional claims; or, if a claim is made, it requires disclosure of specific nutritional data. FTC has been in the process of holding hearings for industry and consumer comments on the proposed rule. The agency expects to complete hearings and promulgate a final rule during fiscal year 1978.

FTC's Office of Policy Planning and Evaluation concluded that the proposed rule might be too strict and might encourage consumers to rely too heavily on advertising claims. Many private industry representatives said that the rule would eliminate mention of nutrition. In many advertisements a 30- to 60-second spot might be too short to establish a product's name, characteristics, and use, as well as provide nutrition information.

The public interest group Action for Children's Television said that the rule was not strict enough. The group wants even tighter guidelines than those proposed, with audio labeling as well as video for children who can't read.

The Society for Nutrition Education stated that the rule could be a major milestone in furthering nutrition education. Yet, the Society conceded that a consumer is unlikely to interpret and retain detailed data briefly presented in a television commercial.

Several food associations argued that the proposal would contradict its purpose. They said that the rule unjustly discriminated in favor of fortified foods, such as cereals fortified with one third of the U.S. Recommended Daily Allowance; however, foods like chicken could not be called nourishing or nutritious and milk could not be advertised as rich in calcium.

PRIVATE INDUSTRY AS A DISTRIBUTION OUTLET

An example of Government/industry cooperation is the use of supermarkets to distribute publications. In 1977 USDA's Food Safety and Quality Service completed a 6-month pilot test involving the placement of food safety publications in permanent displays in 1,000 supermarkets in 10 major cities.

There were 540,000 publications distributed. According to the Director of the Food Safety and Quality Service's Information Division (USDA), the test showed that supermarkets were good channels for distribution. The cost was less than 10 cents a publication, lower than if the Government had mailed it in response to consumer requests. The test, however, did not solicit comments from consumers or supermarket owners concerning their views on such a display system. The Food Safety and Quality Service is considering the use of supermarkets as a distribution channel on a permanent and expanded basis.

Some retailers told us that food stores are an appropriate place for displaying nutrition information. These same retailers said they would use and display more Federal Government nutrition materials if they knew which materials were available and how to obtain them. They said that they knew of no central office or agency in the Federal Government which could provide them with assistance in identifying and obtaining such materials.

A retailing representative, who currently uses some Government materials, says that he does not want the Government setting up displays in his stores. He would rather use Government materials to develop the store's own nutrition information.

A few industry representatives doubted the effectiveness of nutrition information displays in retail stores. They said that there was competition for the limited floor and shelf display space available for advertisements and other messages and that shoppers wanting to spend as little time as possible in grocery stores would not take the time to benefit from the information displayed.

JOINT GOVERNMENT/INDUSTRY PUBLICATIONS

Of the 352 nutrition publications disseminated by USDA and HEW, only 3 were the result of joint Government/industry projects. Two of those had distributions exceeding 1 million

copies. Considering the fact that only 5 of the Government's 352 publications had a total distribution of over one million copies, the limited Government/industry effort was successful in reaching large numbers of people.

"The Thing the Professor Forgot" is a story book written in verse, which was developed jointly by USDA and the General Mills Corporation. It was the most popular publication distributed by CIC in fiscal year 1976. More than 1 million copies were received by children, parents, and school teachers during the first 10 months of distribution. The Journal of Nutrition Education described the booklet as "a good example of a joint project developed by government and private industry." Good Housekeeping Magazine called it "a terrific way to teach young children how to develop good eating habits." Distribution was increased by an offer on 25 million cereal boxes and a nutritional message printed on an additional 14 million cereal boxes.

Another example of a joint publication is "Food is More than Just Something to Eat", a colorful, well-illustrated booklet developed by the Grocery Manufacturers of America, USDA, HEW, and the National Academy of Sciences. More than 2 million copies have been distributed. The booklet, which provides information on basic nutrition, was the fourth most popular publication of CIC in 1976.

CONCLUSIONS AND RECOMMENDATIONS

The preceding sections offer some detail as to how consumers receive nutrition information. As pointed out in this chapter and in chapter 2, these activities are inadequately coordinated and evaluated. Many of them originate from laws and regulatory requirements designed for purposes other than developing nutrition information. For the consumer to receive good nutrition information, it is important that these activities be directed or coordinated toward the common good of the consumer.

There is a need for

- a clear and explicit statement of nutrition education goals and objectives,
- research identifying the nutrition information needs of the intended audience,
- a systematic process for developing nutrition materials to avoid duplication, overlap, and inferior products,

- continued monitoring and evaluation of the effectiveness of the techniques used and materials disseminated, and
- greater accessibility to available nutrition information.

We recommend that the Secretaries of HEW and USDA establish an interdepartmental task force with appropriate representatives from other Federal agencies, state and local agencies, food industry, and consumer groups. This committee should consider the following:

- A coordinating mechanism between Departments to insure that unnecessary duplication of effort is avoided and that all necessary areas of concern are covered,
- A study of the most cost-effective means of reaching consumers, and
- The role of the Federal Government in cooperating with State and local agencies, industry, and consumer groups with respect to nutrition education.

GAO recommends that each of the intradepartmental task forces and the interdepartmental task force report to their respective Secretaries on their findings and recommendations. The Secretaries of USDA and HEW should submit to the Congress the results of the task force reports and actions taken thereon as well as recommendations for legislation as deemed appropriate.

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December , 1977

The Honorable Elmer B. Staats
Comptroller General of the United States
General Accounting Office
441 G Street
Washington, D. C. 20548

Dear Mr. Staats:

It has recently come to my attention that GAO is reviewing Federal efforts to disseminate nutrition information. My Subcommittee held hearings on this same matter last fall, and I have scheduled additional hearings for early 1978. I would appreciate a report on the Federal role in nutrition information dissemination. More specifically I would like the following points addressed:

1. In what ways, through which media, and to what extent is nutrition information disseminated by the Federal Government? Please provide us with quantitative figures where possible.
2. Are there significant gaps and overlaps in provision of nutrition information to different segments of the population? How adequately are urban and suburban and middle-income population groups served?
3. Is dissemination of nutrition information adequately coordinated at the Federal, state and local levels? If not, how can it be better coordinated?
4. Given consumer concerns and current high levels of interest in food, diet and health, how effective are federal nutrition education/information programs in providing useful guidance and assistance?
5. Does the nutrition information disseminated by the Federal Government accurately reflect current reliable and scientifically valid research findings in nutrition?

6. Is there adequate planning and evaluation of government nutrition information programs to determine "reach," effectiveness, and cost-efficiency?
7. What specific recommendations can be made to improve the role of the Federal Government in nutrition education/information?

This information would be most useful to Subcommittee Members in preparing legislation designed to make the Federal system of nutrition education more effective. I would like to receive this report no later than March 1, 1978. Your attention to this request would be most appreciated.

All good wishes.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Fred Richmond". The signature is written in a cursive style with a large initial "F".

Fred Richmond
Chairman

FR:jcj

LISTING OF PRINCIPAL SOURCESCONTACTED DURING REVIEW

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE:

Administration on Aging
Administration on Children, Youth and Families
Center for Disease Control
Food and Drug Administration
Health Care Financing Administration
Health Resources Administration
Health Services Administration
National Institute of Health
Office of Assistant Secretary for Health
Office of Assistant Secretary for Public Affairs
Office of Consumer Affairs
Office of Health Information and Health Promotion

U. S. DEPARTMENT OF AGRICULTURE:

Agricultural Research Service
Cooperative State Research Service
Economic Research Service
Extension Service
Food and Nutrition Service
Food Safety and Quality Service
(formerly portions of Agricultural Marketing
Service and Animal and Plant Health Inspection
Service)
Office of Communication

OTHER FEDERAL AGENCIES:

Community Services Administration
Congressional Research Service
Government Printing Office
Consumer Information Center of the General
Services Administration
Federal Communications Commission
Federal Trade Commission
Office of Management and Budget
Office of Technology Assessment

STATE AGENCIES AND COUNCILS:

California Department of Health
California Interdepartmental Council
on Food and Nutrition
University of California Cooperative Extension
Oregon State University Extension Service

FOOD AND ADVERTISING REPRESENTATIVES:

Advertising Council, Incorporated
Alpha Beta
Consumers Cooperative of Berkeley, Incorporated
Carnation Company
Del Monte Corporation
Foremost Foods Company
Hunt Wesson Foods
Knudsen Corporation
Lucky Stores, Incorporated
Manoff International, Incorporated
Safeway Stores, Incorporated
Television Bureau of Advertising

ORGANIZATIONS AND ASSOCIATIONS:

Community Nutrition Institute
Food Marketing Institute
Grocery Manufacturers of America, Incorporated
National Cannery Association
National Nutrition Consortium, Inc. - Food
Review Library
Society for Nutrition Education

NUTRITION INFORMATION REQUESTED

1. Please furnish a copy of the Department of Health, Education, and Welfare's policies, as well as its agencies' policies and procedures, used in the dissemination of nutrition ^{1/} information - direct contact, electronically or through printed materials. Specifically, we are interested in the process followed before materials are authorized to be developed and disseminated and the monitoring process followed on issued materials to assess their continuing usefulness.
2. For each ^(AGENCY) program under the jurisdiction of the Department, please provide us the following information about the nutritional materials being disseminated. (If some of the information is not available, please indicate the reason why.)
 - a. Title of material and document number;
 - b. Type of material, i.e., film, pamphlet, poster etc.
 - c. Central theme of the material, i.e., diet and health, food selection, food buying, etc.;
 - d. Length or size of material, i.e., number of pages;
 - e. Cost to develop and produce the material;
 - f. Purchase price of material;
 - g. Number of copies disseminated in fiscal years 1975 and 1976;
 - h. Author of material, i.e., agency/division, diary council, a food company, etc.;

^{1/} We are defining nutrition as the process by which the body digests, absorbs, and utilizes food. It includes the importance of nutrition for health and well-being; the nutrients--their characteristics, functions, metabolism, food sources, and daily allowances; food selection, care, and preparation; guidelines to meet dietary needs; and special nutritional needs throughout the life cycle--pregnancy and lactation, infancy, children, and teenagers, and the elderly.

- i. The reason and purpose for disseminating the information;
 - j. Who the material is intended to reach;
 - k. How the material is distributed;
 - (1) The approximate reading level of the printed material; i.e., preschool, elementary, (K-6), adolescent (7-12), adults with limited or moderate learning ability, professionals; and
 - m. A copy of any evaluation performed on the effectiveness of the material.
3. Rank the dissemination methods used in each program; i.e., direct contact, television, radio, newspapers, films, slides and film strips, posters, exhibits and pamphlets, that are considered the most effective in terms of both the number of people reached and the nutritional knowledge gained.
 4. For each method identified above, please provide fiscal years 1975 and 1976 estimated cost of developing, producing, and disseminating the materials. If this information is not available, please rank the various methods in order of the estimated resources used. Please explain the basis for allocating the dissemination resources as ranked.

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND DHEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	HEAD. LEVEL	EVAL
PLAN FOOD SERV CH CARE FNS-64	USDA- FNS	PAMPHLET	FD-SERV MNGMT.	.55	N/A	USDA- FNS	PROGRAM AID	FAP PAR- TICIPANT	USDA-GPO -STATE	7	2 *
FOOD BUY GUIDE LUN CHES PA-270	USDA- FNS	PAMPHLET	FOOD BUYING	2.25	N/A	USDA- FNS	IMPROVE FD MNGMT	FAP PAR- TICIPANT	USDA-GPO -STATE	12	2
FOOD BUY GUIDE CMI LO CARE FNS-109	USDA- FNS	PAMPHLET	FOOD BUYING	.85	N/A	USDA- FNS	IMPROVE FD MNGMT	FAP PAR- TICIPANT	USDA-GPO -STATE	7	2
MENU PLAN GUIDE FN S-7	USDA- FNS	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- FNS	IMPROVE DIETS	FAP PAR- TICIPANT	USDA - STATE	12	2
MENU PLAN GUIDE LU NCH PA-719	USDA- FNS	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- FNS	IMPROVE DIETS	FAP PAR- TICIPANT	USDA - STATE	12	2
ICE BREAKERS FNS-1 20	USDA- FNS	PAMPHLET	BASIC NUTRIT	FREE	35000	USDA- FNS	IMPROVE DIETS	FAP PAR- TICIPANT	USDA	12	2
FOOD MAKES DIFF EC ON PA-934	USDA- FNS	PAMPHLET	FOOD SELECT.	FREE	151500	USDA- ARS	IMPROVE DIETS	FAP PAR- TICIPANT	USDA	8	2
LIST A/V-PRINT MAT S. UAF-3	USDA- FNS	PAMPHLET	BASIC NUTRIT	N/A	N/A	USDA- FNS	TEACHING AID	FAP PAR- TICIPANT	USDA	12	2
FAVORITE AM RECIP FNS-109	USDA- FNS	PAMPHLET	FOOD PREP.	FREE	111000	USDA- FNS	IMPROVE FOOD USE	FAP PAR- TICIPANT	USDA	8	2
SHOP WITH FOOD STA MPS PA-1109	USDA- FNS	PAMPHLET	FOOD BUYING	FREE	N/A	USDA- FNS	IMPROVE FD MNGMT	FAP PAR- TICIPANT	USDA	8	2
COOKING FOR TWO PA -1073	USDA- FNS	PAMPHLET	FOOD PREP.	1.25	49700	USDA- FNS	IMPROVE FOOD USE	FAP PAR- TICIPANT	USDA-GPO -CIC	8	2
FOOD FOR YOUTH T.V	USDA- FNS	VIDEO	FD-SERV MNGMT.	12.50	60	USDA- FNS	TEACHING AID	FAP PAR- TICIPANT	USDA - STATE	7	2

* Under evaluation the number 1 means the material has been evaluated; a 2 indicates the material has not been evaluated.

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	HEAD- LEVEL	EVAL
FOOD FOR YOUTH A.G • UAF-2	USDA- FNS	PAMPHLET	FD-SERV MNGMT.	N/A	60	USDA- FNS	TEACHING AID	FAP PAR- TICIPANT	USDA - STATE	12	2
FOOD FOR YOUTH S.G • UAF-1	USDA- FNS	PAMPHLET	FD-SERV MNGMT.	1.70	60	USDA- FNS	TEACHING AID	FAP PAR- TICIPANT	USDA - STATE	7	2
DISCOVER VEG FNS-1 27	USDA- FNS	FAMPHLET	BASIC NUTRIT	.40	56600	USDA- FNS	IMPROVE DIETS	FAP PAR- TICIPANT	USDA-GPO	12	2
A DAILY FOOD GUIDE FNS-13	USDA- FNS	MISC.	FOOD SELECT.	.25	98600	USDA- FNS	IMPROVE DIETS	FAP PAR- TICIPANT	USDA-GPO	8	2
NUTR FOOD FOR MEAL TH FNS-97	USDA- FNS	PAMPHLET	BASIC NUTRIT	.25	29300	USDA- FNS	TEACHING AID	FAP PAR- TICIPANT	USDA-GPO	7	2
NUTR FOOD FOR MEAL TH FNS-95	USDA- FNS	MISC.	BASIC NUTRIT	.75	32300	USDA- FNS	TEACHING AID	FAP PAR- TICIPANT	USDA-GPO	7	2
CANNING AT HOME	USDA- ARS	MISC.	FOOD PRESERV	N/A	400	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	10	1
BREAD CAKE PIE MEA LS MG-186	USDA- ARS	BULLETIN	FOOD PREP.	.35	84480	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
FRESH GARDEN FOOD	USDA- ARS	MISC.	FOOD PRESERV	N/A	400	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	10	1
PRESS RELEASES	USDA- ARS	MISC.	MISC.	FREE	N/A	USDA- ARS	REPORT- RESEARCH	GENERAL PUBLIC	USDA	10	2
AGRICULTURE RES MA G	USDA- ARS	PERIOD- ICAL	MISC.	.55	684000	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA	13	2
CHOLESTEROL CONTEN T UAA-1	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL	EVAL
MONEY'S WORTH FOOD HG-183	USDA- ARS	BULLETIN	FOOD SELECT.	FREE	147433	USDA- ARS	IMPROVE DIETS	GENERAL PUBLIC	USDA-CIC	9	2
VEGT FAMILY MEALS HG-105	USDA- ARS	BULLETIN	FOOD PREP.	.45	25551R	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO -CIC	9	2
SWEETNERS CA=NE-13	USDA- ARS	PAMPHLET	FOOD PREP.	FREE	1400	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-CIC	9	2
EVL. FAT ACID DAIR Y UAA-2	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
STORE FERISHABLE F OOD P-3-78	USDA- ARS	BULLETIN	FOOD STORAGE	.35	174484	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
SOYBEANS FAMILY ME AL HG-208	USDA- ARS	BULLETIN	FOOD PREP.	.35	252000	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO -CIC	9	2
AUNT SAM RAO RECIP HG-215	USDA- ARS	BULLETIN	FOOD PREP.	FREE	N/A	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	9	2
SEASONING SPICE ME RB CR-62-24	USDA- ARS	PAMPHLET	FOOD PREP.	FREE	105000	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	9	2
RECIP QUANTITY SER V HERR-5	USDA- ARS	MISC.	FOOD PREP.	9.35	1110	USDA- ARS	IMPROVE FOOD USE	PROFESS- IONAL	USDA-GPO	13	2
ZINC CONTENT FOOD UAA-17	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
NATL NUT ED CONF M P-1254	USDA- ARS	REPORT	BASIC NUTRIT	1.45	612	USDA- ARS	IMPROVE DIETS	PROFESS- IONAL	USDA-GPO	13	2
EVL. FAT ACID FOWL UAA-10	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIB- UTION	READ. LEVEL	EVAL
POULTRY FAMILY MEALS MG-110	USDA-ARS	BULLETIN	FOOD PREP.	.35	87467	USDA-ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
PORK FAMILY MEALS MG-160	USDA-ARS	BULLETIN	FOOD PREP.	.35	67547	USDA-ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
PANTOTHENIC ACID FOOD HERR-36	USDA-ARS	HANDBOOK	FOOD COMPOSIT	.55	645	USDA-ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13	2
COST HOME FOOD PLAN CFE-329	USDA-ARS	PAMPHLET	FOOD BUYING	FREE	7516	USDA-ARS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA	9	2
NUTS FAMILY MEALS MG-176	USDA-ARS	BULLETIN	FOOD PREP.	.35	78755	USDA-ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
NUTR VALUE FOODS G-72	USDA-ARS	BULLETIN	FOOD COMPOSIT	1.00	210009	USDA-ARS	PLN-EVAL DIET	GENERAL PUBLIC	USDA-GPO	9	2
NUTR VALUE AMERICAN FOOD AM-456	USDA-ARS	HANDBOOK	FOOD COMPOSIT	5.15	32250	USDA-ARS	PLN-EVAL DIET	GENERAL PUBLIC	USDA-GPO	9	2
HFC-1965-66 RPT 8	USDA-ARS	REPORT	RES-FOOD PRACTICE	1.00	N/A	USDA-ARS	REPORT-RESEARCH	PROFESS- IONAL	USDA-GPO	13	2
NUTR REVIEW CFE-29	USDA-ARS	PAMPHLET	MISC.	FREE	575	USDA-ARS	MISC.	PROFESS- IONAL	USDA	13	2
NUTR PROGRAMS INCLUDE ARS-NE-59	USDA-ARS	BULLETIN	FOOD PREP.	1.05	N/A	USDA-ARS	IMPROVE DIETS	PROFESS- IONAL	USDA-GPO	13	1
NUTR PROGRAM NEWS UAA-16	USDA-ARS	PERIODICAL	FOOD AND NUTRIT.	FREE	35600	USDA-ARS	IMPROVE DIETS	PROFESS- IONAL	USDA	13	2
NUTR LABELING AIRB- 382	USDA-ARS	BULLETIN	LABELING	1.15	107018	USDA-ARS	IMPROVE DIETS	GENERAL PUBLIC	USDA-GPO -CIC	9	1

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND UHFW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ- LEVEL	VAL
NUTR. FOOD AT WORK GS-1	USDA- ARS	BULLETIN	RASIC. NUTRIT	.40	204757	USDA- ARS	IMPROVE DIETS	GENERAL PUBLIC	USDA-GPO -CIC	9	2
NUTRIMETER TEAC GU IDE MP-1304	USDA- ARS	PAMPHLET	FOOD SELECT.	.35	24745	USDA- ARS	TEACHING AID	PROFESS- IONAL	USDA-GPO	13	1
NUTRIMETER STUD GU IDE MP-1303	USDA- ARS	PAMPHLET	FOOD SELECT.	.35	47160	USDA- ARS	IMPROVE DIETS	ADOLESC- CENT	USDA-GPO	9	1
FAMILY GUIDE NUTR MG-1	USDA- ARS	BULLETIN	FOOD HANDLING	1.00	828255	USDA- ARS	IMPROVE DIETS	GENERAL PUBLIC	USDA-GPO -CIC	9	2
NUTRIMETER	USDA- ARS	MISC.	FOOD SELECT.	.70	93982	USDA- ARS	IMPROVE DIETS	GENERAL PUBLIC	USDA-GPO	9	1
MONEY SAVE MAIN DI SH MG-43	USDA- ARS	BULLETIN	FOOD PREP.	.60	241250	USDA- ARS	IMPROVE FOOD MNGT	GENERAL PUBLIC	USDA-GPO	9	2
MILK FAMILY MEALS MG-127	USDA- ARS	BULLETIN	FOOD PREP.	.35	138317	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
FOLACIN 1st FOOD JA A-14	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
MAKE PICKLE RELISH MG-92	USDA- ARS	BULLETIN	FOOD PRESERV	.45	241600	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO -CIC	9	2
LAMB FAMILY MEALS MG-124	USDA- ARS	BULLETIN	FOOD PREP.	.35	56270	USDA- ARS	IMPRCVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
FOOD SAFETY GUIDE MG-162	USDA- ARS	BULLETIN	FOOD SAFETY	.35	249854	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO -CIC	9	2
WFS 1965-66 RPT 3	USDA- ARS	REPORT	RES-FOOD PRACTICE	1.50	96	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13	2

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL
HOW TO MAKE JAM JE LLY GM-56	USDA- ARS	BULLETIN	FOOD PRESERV	.45	547810	USDA- ARS	REPORT- RESEARCH	GENERAL PUBLIC	USDA-GPO -CIC	9 2
FOOD NUTR KNOW. NS HERR-39	USDA- ARS	REPORT	RES-FOOD PRACTICE	.70	3960	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13 2
FREEZE POULTRY AIB -317	USDA- ARS	BULLETIN	FOOD PRESERV	.50	46193	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
FREFEZE FRUIT, VEGT MG-10	USDA- ARS	BULLETIN	FOOD PRESERV	.75	485800	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO -CIC	9 2
CARE FROZEN FOODS MG-69	USDA- ARS	BULLETIN	FOOD STORAGE	.35	82096	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
CAN MEAT POULTRY H G-106	USDA- ARS	BULLETIN	FOOD PRESERV	.35	114600	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
CAN FRUIT, VEGT MG-8	USDA- ARS	BULLETIN	FOOD PRESERV	.45	465150	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HFCS 1965-66 RPT 1 7	USDA- ARS	REPORT	RES-FOOD PRACTICE	4.10	320	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13 2
FRUIT FAMILY MEALS MG-125	USDA- ARS	BULLETIN	FOOD PREP.	.45	219624	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
FREEZE MEAT FISH H G-93	USDA- ARS	BULLETIN	FOOD PRESERV	.55	120833	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
FREEZE COMB DISHES MG-40	USDA- ARS	BULLETIN	FOOD PRESERV	.35	229401	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO -CIC	9 2
FOOD YIELDS AM-102	USDA- ARS	HANDBOOK	MISC.	2.00	12245	USDA- ARS	IMPROVE FOOD USE	PROFESS- IONAL	USDA-GPO	13 2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	HEAD. LEVEL	EVAL
FOOD SELC GROUP ED HERR-35	USDA- ARS	BULLETIN	FOOD SELECT.	.65	2400	USDA- ARS	IMPROVE DIETS	PROFESS- IONAL	USDA-GPO	13	2
FOOD GUIDE ELDERLY HG-17	USDA- ARS	BULLETIN	FOOD HANDLING	.40	195448	USDA- ARS	IMPROVE DIETS	ELDERLY	USDA-GPO	9	1
FOOD THRIFTY FAM U AA-15	USDA- ARS	PAMPHLET	FOOD HANDLING	FREE	N/A	USDA- ARS	IMPROVE DIETS	PROFESS- IONAL	USDA	13	2
FOOD FAMILY COST-S AVING HG-209	USDA- ARS	BULLETIN	FOOD HANDLING	.45	64830	USDA- ARS	IMPROVE DIETS	LOW INCOME	USDA-GPO -CIC	9	2
DAILY FOOD GUIDE L -424	USDA- ARS	PAMPHLET	FOOD SELECT.	.35	150888	USDA- ARS	IMPROVE DIETS	GENERAL PUBLIC	USDA-GPO	9	2
MFCS 1965-66 RPT 1 6	USDA- ARS	REPORT	RES-FOOD PRACTICE	4.05	45	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13	2
MFCS 1965-66 RPT 1 5	USDA- ARS	REPORT	RES-FOOD PRACTICE	4.05	126	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13	2
MFCS 1965-66 RPT 1 4	USDA- ARS	REPORT	RES-FOOD PRACTICE	4.05	60	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13	2
MFCS 1965-66 RPT 1 3	USDA- ARS	REPORT	RES-FOOD PRACTICE	4.05	259	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13	2
MFCS 1965-66 RPT 1 2	USDA- ARS	REPORT	RES-FOOD PRACTICE	FREE	72	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA	13	2
MFCS 1965-66 RPT 1 1	USDA- ARS	REPORT	RES-FOOD PRACTICE	5.15	711	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13	2
MFCS 1965-66 RPT 4	USDA- ARS	REPORT	RES-FOOD PRACTICE	FREE	102	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA	13	2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	READ. LEVEL
MFCS 1965-66 RPT 2	USDA-ARS	REPORT	RES-FOOD PRACTICE	FREE	5,172	USDA-ARS	REPORT-RESEARCH	PROFESSIONAL	USDA	13 2
MFCS 1965-66 RPT 1	USDA-ARS	REPORT	RES-FOOD PRACTICE	FREE	576	USDA-ARS	REPORT-RESEARCH	PROFESSIONAL	USDA	13 2
FOOD YOUR WEIGHT	USDA-ARS	BULLETIN	FOOD SELECT.	.50	274573	USDA-ARS	IMPROVE HEALTH	SPECIAL INDIVID	USDA-GPO -CIC	9 2
FAT ACID MARG OIL UAA-13	USDA-ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	N/A	USDA-ARS	PLN-EVAL DIET	PROFESSIONAL	MISC.	13 2
FAT IN FOOD DIET A 19-361	USDA-ARS	BULLETIN	FOOD COMPOSIT	.35	98072	USDA-ARS	IMPROVE HEALTH	PROFESSIONAL	USDA-GPO -CIC	13 2
FAMILY BDOT MEAL N UTR MG-94	USDA-ARS	BULLETIN	FOOD SELECT.	.35	4000	USDA-ARS	IMPROVE DIETS	GENERAL PUBLIC	USDA-GPO	9 1
FAMILY ECON REV AR S-NE-36	USDA-ARS	PERIODICAL	CONSUMER INFORM.	FREE	84500	USDA-ARS	IMPROVE FD MNGMT	PROFESSIONAL	USDA	13 2
ENERGY VALUE FOOD AM-74	USDA-ARS	HANDBOOK	FOOD COMPOSIT	1.50	1465	USDA-ARS	PLN-EVAL DIET	PROFESSIONAL	USDA-GPO	13 2
EGG FAMILY MEAL MG -103	USDA-ARS	BULLETIN	FOOD PREP.	.45	145853	USDA-ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
EAT GOOD BRKFST L-268	USDA-ARS	PAMPHLET	FOOD SELECT.	.10	106900	USDA-ARS	IMPROVE DIETS	GENERAL PUBLIC	USDA-GPO -CIC	9 1
MFCS 1965-66 RPT 1 8	USDA-ARS	REPORT	RES-FOOD PRACTICE	FREE	19	USDA-ARS	REPORT-RESEARCH	PROFESSIONAL	USDA	13 2
MFCS L965-66 RPT 1 0	USDA-ARS	REPORT	RES-FOOD PRACTICE	FREE	120	USDA-ARS	REPORT-RESEARCH	PROFESSIONAL	USDA	13 2

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRIB- UTION	HEAD. LEVEL	EVAL
MFCS L965-66 RPT 9	USDA- ARS	REPORT	RES-FOOD PRACTICE	FREE	N/A	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA	13	2
MFCS L965-66 RPT 7	USDA- ARS	REPORT	RES-FOOD PRACTICE	1.00	N/A	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA-GPO	13	2
MFCS L965-66, RPT 6	USDA- ARS	REPORT	RES-FOOD PRACTICE	FREE	N/A	USDA- ARS	REPORT- RESEARCH	PROFESS- IONAL	USDA	13	2
COST MEAT, ALTERNA TES UAA-12	USDA- ARS	PAMPHLET	FOOD BUYING	FREE	160000	USDA- ARS	IMPROVE FD MNGHT	GENERAL PUBLIC	USDA	9	2
COOKING SMALL CROU P AIB-370	USDA- ARS	BULLETIN	FOOD PREP.	.35	35000	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
CONSERV NUTR VALUE HG-90	USDA- ARS	BULLETIN	FOOD HANDLING	.35	112860	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
EVL. FAT ACID LAMB VEAL UAA-11	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
EVL. FAT ACID FIN FISH UAA-9	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
EVL. FAT ACID PORK UAA-8	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
EVL. FAT ACID CERE AL UAA-7	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
EVL. FAT ACID FAT OIL UAA-6	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
EVL. FAT ACID NUT SOUP UAA-5	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2

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EVL. FAT ACID EGG UAA-4	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13 2
EVL. FAT ACID BEEF UAA-3	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13 2
COMP. SPICE HERB A H-8-2	USDA- ARS	HANDBOOK	FOOD COMPOSIT	1.30	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13 2
COMP. DAIRY EGG AH -8-1	USDA- ARS	HANDBOOK	FOOD COMPOSIT	3.00	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13 2
COMP. FOOD AH-8	USDA- ARS	HANDBOOK	FOOD COMPOSIT	3.60	55682	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13 2
CHEESE MEALS MG-11 2	USDA- ARS	BULLETIN	FOOD PREP.	.35	51340	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
CEREAL PASTA MEALS MG-150	USDA- ARS	BULLETIN	FOOD PREP.	.35	32383	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
CAL. WEIGHT GUIDE AIB-364	USDA- ARS	BULLETIN	FOOD SELECT.	1.00	207200	USDA- ARS	IMPROVE HEALTH	SPECIAL INDIVID	USDA-GPO -CIC	9 2
BEEF, VEAL MEALS H G-118	USDA- ARS	BULLETIN	FOOD PREP.	.35	189022	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
BAKING PEOPLE ALLE RGY MG-147	USDA- ARS	BULLETIN	FOOD PREP.	.35	111950	USDA- ARS	IMPROVE HEALTH	SPECIAL INDIVID	USDA-GPO -CIC	9 2
APPLES A?-PEELING H G-161	USDA- ARS	BULLETIN	FOOD PREP.	.35	115485	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9 2
AMINO ACID CONTENT HERR-4	USDA- ARS	HANDBOOK	FOOD COMPOSIT	.75	970	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13 2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND UMEN

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND- AUDIENCE	DISTRIB- UTION	READ- LEVEL	EVAL
MFCS L965-66 RPT 9	USDA-ARS	REPORT	RES-FOOD PRACTICE	FREE	N/A	USDA-ARS	REPORT-RESEARCH	PROFESS-IONAL	USDA	13	2
MFCS L965-66 RPT 7	USDA-ARS	REPORT	RES-FOOD PRACTICE	1.00	N/A	USDA-ARS	REPORT-RESEARCH	PROFESS-IONAL	USDA-GPO	13	2
MFCS L965-66 RPT 6	USDA-ARS	REPORT	RES-FOOD PRACTICE	FREE	N/A	USDA-ARS	REPORT-RESEARCH	PROFESS-IONAL	USDA	13	2
COST MEAT, ALTERNATIVES UAA-12	USDA-ARS	PAMPHLET	FOOD BUYING	FREE	160000	USDA-ARS	IMPROVE FOOD HANDLING	GENERAL PUBLIC	USDA	9	2
COOKING SMALL GROUP AIB-370	USDA-ARS	BULLETIN	FOOD PREP.	.35	35000	USDA-ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
CONSERV NUTR VALUE HG-90	USDA-ARS	BULLETIN	FOOD HANDLING	.35	112860	USDA-ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
EVL. FAT ACID LAMB VEAL UAA-11	USDA-ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	N/A	USDA-ARS	PLN-EVAL DIET	PROFESS-IONAL	MISC.	13	2
EVL. FAT ACID FISH UAA-9	USDA-ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	N/A	USDA-ARS	PLN-EVAL DIET	PROFESS-IONAL	MISC.	13	2
EVL. FAT ACID PORK UAA-8	USDA-ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA-ARS	PLN-EVAL DIET	PROFESS-IONAL	MISC.	13	2
EVL. FAT ACID CEREAL UAA-7	USDA-ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA-ARS	PLN-EVAL DIET	PROFESS-IONAL	MISC.	13	2
EVL. FAT ACID FAT OIL UAA-6	USDA-ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA-ARS	PLN-EVAL DIET	PROFESS-IONAL	MISC.	13	2
EVL. FAT ACID NUT SOUP UAA-5	USDA-ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA-ARS	PLN-EVAL DIET	PROFESS-IONAL	MISC.	13	2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND DHEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	READ. LEVEL	EVAL
EVL. FAT ACID EGG JAA-4	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
EVL. FAT ACID BEEF JAA-3	USDA- ARS	JOURNAL ARTICLE	FOOD COMPOSIT	N/A	40000	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	MISC.	13	2
COMP. SPICE HERB A M-8-2	USDA- ARS	HANDBOOK	FOOD COMPOSIT	1.30	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13	2
COMP. DAIRY EGG AM -8-1	USDA- ARS	HANDBOOK	FOOD COMPOSIT	3.00	N/A	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13	2
COMP. FOOD AM-8	USDA- ARS	HANDBOOK	FOOD COMPOSIT	3.60	55682	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13	2
CHEESE MEALS MG-11 2	USDA- ARS	BULLETIN	FOOD PREP.	.35	51340	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
CEREAL PASTA MEALS MG-150	USDA- ARS	BULLETIN	FOOD PREP.	.35	32383	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
CAL. WEIGHT GUIDE A18-364	USDA- ARS	BULLETIN	FOOD SELECT.	1.00	207200	USDA- ARS	IMPROVE HEALTH	SPECIAL INDIVID	USDA-GPO -CIC	9	2
BEEF, VEAL MEALS M G-118	USDA- ARS	BULLETIN	FOOD PREP.	.35	189022	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
BAKING PEOPLE ALLE RGY MG-147	USDA- ARS	BULLETIN	FOOD PREP.	.35	111950	USDA- ARS	IMPROVE HEALTH	SPECIAL INDIVID	USDA-GPO -CIC	9	2
APPLES APPEALING M G-161	USDA- ARS	BULLETIN	FOOD PREP.	.35	115485	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-GPO	9	2
AMINO ACID CONTENT MERR-4	USDA- ARS	HANDBOOK	FOOD COMPOSIT	.75	970	USDA- ARS	PLN-EVAL DIET	PROFESS- IONAL	USDA-GPO	13	2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND OMEN

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON& PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	HEAD- LEVEL EVAL
FOOD, HOME NOTES	USDA- OC	MISC.	FOOD AND NUTRIT.	FREE	364000	USDA- COM	MISC.	GENERAL PUBLIC	USDA	12 2
NUTR, FOOD QUIZ	USDA- UC	MISC.	BASIC NUTRIT	FREE	N/A	USDA- COM	IMPROVE DIETS	GENERAL PUBLIC	MISC.	12 2
FOOD SAFETY KIT	USDA- OC	MISC.	FOOD SAFETY	FREE	281000	USDA- COMB.	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12 2
GOOD FOOD NEWS KID S	USDA- OC	PSA-TV	BASIC NUTRIT	FREE	700	USDA- COMB.	IMPROVE DIETS	CHILDREN	USDA	R 2
FOOD PREVIEW UAER- 1	USDA- UC	PAMPHLET	FOOD BUYING	FREE	33000	USDA- ERS	MISC.	GENERAL PUBLIC	USDA	12 2
USDA REPT TO CONS UAC-4	USDA- OC	PAMPHLET	CONSUMER INFORM.	FREE	132000	USDA- COMB.	MISC.	GENERAL PUBLIC	USDA	12 2
FOOD THRIFTY FAM U AA-15	USDA- OC	PAMPHLET	FOOD HANDLING	FREE	N/A	USDA- ARS	IMPROVE DIETS	PROFESS- IONAL	USDA	13 2
COST MEAT, ALTERNA TES UAA-12	USDA- UC	PAMPHLET	FOOD BUYING	FREE	4000	USDA- ARS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA	9 2
MONEY SAVE MEALS	USDA- OC	PAMPHLET	FOOD BUYING	FREE	1500	USDA- ARS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-CIC	12 2
FOOD IS MORE THAN UAC-3	USDA- OC	PAMPHLET	BASIC NUTRIT	.80	525000	FED. PRIV.	IMPROVE DIETS	GENERAL PUBLIC	USDA-HEW GPO-CIC	12 2
GOOD FOOD NEWS KID S UAC-2	USDA- OC	PAMPHLET	BASIC NUTRIT	FREE	990000	USDA- COM	IMPROVE DIETS	CHILDREN	USDA-CIC	8 2
THING PROF FORGOT UAC-1	USDA- UC	PAMPHLET	BASIC NUTRIT	FREE	2500000	FED. PRIV.	IMPROVE DIETS	CHILDREN	USDA-CIC	8 2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND DHEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL	EVAL
RADIO HOME FEAT. U AC-12	USDA- UC	MISC.	CONSUMER INFORM.	FREE	850	USDA- COM	MISC.	GENERAL PUBLIC	USDA	N/A	2
AG. USA UAC-11	USDA- UC	MISC.	CONSUMER INFORM.	FREE	336	USDA- COM	MISC.	GENERAL PUBLIC	USDA	N/A	2
SPOT NEWS UAC-10	USDA- OC	MISC.	CONSUMER INFORM.	FREE	275	USDA- COM	MISC.	GENERAL PUBLIC	USDA	N/A	2
CONSUMER TIME UAC- 9	USDA- UC	MISC.	CONSUMER INFORM.	FREE	473	USDA- COM	MISC.	GENERAL PUBLIC	USDA	N/A	2
PSA FREEZ VEG. UAC -8	USDA- UC	PSA-TV	FOOD PRESERV	FREE	327	USDA- COM	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	N/A	2
PSA CANNING UAC-7	USDA- UC	PSA-TV	FOOD PRESERV	FREE	382	USDA- COM	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	N/A	2
TV HOME FEAT. UAC- 6	USDA- OC	MISC.	CONSUMER INFORM.	FREE	180	USDA- COM	MISC.	GENERAL PUBLIC	USDA	N/A	2
A BETTER WAY UAC-5	USDA- OC	MISC.	CONSUMER INFORM.	FREE	90	USDA- COM	MISC.	GENERAL PUBLIC	USDA	N/A	2
CHANGE GRADE STDS AMS-562	USDA- FSQ	PAMPHLET	FOOD BUYING	FREE	36200	USDA- AMS	GRADING INFORM.	GENERAL PUBLIC	USDA	11	2
FACTS ABT GRADE FR T, VEG AMS-569	USDA- FSQ	PAMPHLET	FOOD BUYING	FREE	14800	USDA- AMS	GRADING INFORM.	GENERAL PUBLIC	USDA	9	2
HOW TO BUY SN 001- 000 03615-7	USDA- FSQ	MISC.	FOOD BUYING	1.90	15000	USDA- AMS	GRADING INFORM.	PROFESS- IONAL	USDA-GPO	9	2
HOW BUY DAIRY PROD G-201-S	USDA- FSQ	PAMPHLET	FOOD BUYING	.35	12363	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9	2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND DHEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL
HOW USE GRADES IN BUY G-196-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	8570	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY LAMB G-195-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	3920	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY CHEESE G-193-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	6505	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY C,F FRUIT G-191-S	USDA- FSO	PAMPHLET	FOOD BUYING	.50	4620	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY BEANS, PEA S G-177-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	5020	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY C,F VEG G-167-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	8865	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY MEAT FOR F REEZER G-166-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	7565	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY POULTRY G-157-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	13585	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY BEEF ROAST S G-148-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	12891	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY BEEF STEAK S G-145-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	9370	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY EGGS G-144-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	15600	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY FRESH VEG G-143-S	USDA- FSO	PAMPHLET	FOOD BUYING	.35	10545	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND CMEM

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON& PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	READ. LEVEL
FOOD SAFETY UAP-1	USDA-FSO	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA-APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-CIC	9 2
HOW BUY FRESH FRUIT G-141-S	USDA-FSO	PAMPHLET	FOOD BUYING	.40	12787	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
KNOW EGGS YOU BUY CMS-62	USDA-FSO	MISC.	FOOD BUYING	.60	1925	USDA-AMS	GRADING INFORM.	PROFESS- IONAL	USDA-GPO	9 2
HOW BUY FRESH VEG G-143	USDA-FSO	PAMPHLET	FOOD BUYING	.35	104900	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
HOW BUY DAIRY PROD G-201	USDA-FSO	PAMPHLET	FOOD BUYING	.35	99735	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
HOW BUY C&F FRUIT G-191	USDA-FSO	PAMPHLET	FOOD BUYING	.50	45160	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
HOW BUY BEANS, PEA S G-177	USDA-FSO	PAMPHLET	FOOD BUYING	.35	41630	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
HOW BUY C&F VEG G-167	USDA-FSO	PAMPHLET	FOOD BUYING	.45	104531	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
HOW BUY POTATOES G-198	USDA-FSO	PAMPHLET	FOOD BUYING	.35	38223	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
HOW BUY LAMB G-195	USDA-FSO	PAMPHLET	FOOD BUYING	.35	20680	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
HOW BUY CHEESE G-193	USDA-FSO	PAMPHLET	FOOD BUYING	.35	53435	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2
HOW BUY MEAT FOR F REEZER G-166	USDA-FSO	PAMPHLET	FOOD BUYING	.45	177925	USDA-AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO-CIC	9 2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND DHEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL
HOW BUY BEEF ROAST G-146	USDA- FSO	PAMPHLET	FOOD BUYING	.35	146148	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY REEF STEAK G-145	USDA- FSO	PAMPHLET	FOOD BUYING	.35	150535	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY POULTRY G-157	USDA- FSO	PAMPHLET	FOOD BUYING	.35	82414	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY EGGS G-144	USDA- FSO	PAMPHLET	FOOD BUYING	.35	91771	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOW BUY FRESH FRUIT G-141	USDA- FSO	PAMPHLET	FOOD BUYING	.35	110415	USDA- AMS	IMPROVE FD MNGMT	GENERAL PUBLIC	USDA-GPO -CIC	9 2
HOLIDAYS WITH SAL- ARNIE	USDA- FSO	PSA-TV	FOOD SAFETY	FREE	700	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12 1
SAL AND ARNIE PROM OS	USDA- FSO	PSA-RDIO	FOOD SAFETY	FREE	100	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12 1
HOLIDAY FOOD CARE	USDA- FSO	PSA-RDIO	FOOD SAFETY	FREE	6000	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12 1
SAL AND ARNIE SPEC IAL	USDA- FSO	PSA-RDIO	FOOD SAFETY	FREE	6000	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12 1
SAL AND ARNIE WRAP SESSION	USDA- FSO	PSA-RDIO	FOOD SAFETY	FREE	6000	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12 1
NEW SAL AND PROMOS	USDA- FSO	PSA-RDIO	FOOD SAFETY	FREE	130	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12 1
FALL FOOD CARE	USDA- FSO	PSA-RDIO	FOOD SAFETY	FREE	6000	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12 1

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL	EVAL
SUMMER FOOD CARE	USDA- FSQ	PSA-RDIO	FOOD SAFETY	FREE	6000	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12	1
ODD COUPLE PACKAGE	USDA- FSQ	PSA-RDIO	FOOD SAFETY	FREE	6000	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12	1
FOOD CARE WITH THE ODD COUPLE	USDA- FSQ	PSA-TV	FOOD SAFETY	FREE	700	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12	1
MAMA'S LITTLE HELP ER	USDA- FSQ	PSA-TV	FOOD SAFETY	FREE	700	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12	1
BROWN BAG BLUES	USDA- FSQ	PSA-TV	FOOD SAFETY	FREE	700	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA	12	1
HOLIDAY FOOD SAFET Y UAP-5	USDA- FSQ	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-CIC	9	2
SUMMER FOOD SAFETY UAP-4-5	USDA- FSQ	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-CIC	9	2
SUMMER FOOD SAFETY UAP-4	USDA- FSQ	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-CIC	9	2
SAFE BR BAG LUNCHE S UAP-3-5	USDA- FSQ	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-CIC	9	2
SAFE BR BAG LUNCHE S UAP-3	USDA- FSQ	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-CIC	9	2
FOODBORNE BACT POI SON UAP-2	USDA- FSQ	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA- APHIS	TEACHING AID	PROFESS- IONAL	USDA-CIC	13	2
FOOD SAFETY FAMILY UAP-1-5	USDA- FSQ	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA- APHIS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-CIC	9	2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND DHEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	HEAD. LEVEL
FOOD BUYING UAE-14	USDA- ES	PAMPHLET	FOOD BUYING	.04	1000	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12 2
FOOD,NUTR IN-SERV TRAIN PA-1008	USDA- ES	PAMPHLET	BASIC NUTRIT	.04	1000	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12 2
FOOD,HOME NOTES	USDA- ES	MISC.	FOOD AND NUTRIT.	.03	3172	USDA- COM	MISC.	GENERAL PUBLIC	USDA	12 2
FAM ECON REVIEW AR -NE-J6	USDA- ES	PAMPHLET	CONSUMER INFORM.	.04	5320	USDA- ARS	MISC.	GENERAL PUBLIC	USDA - STATE	12 2
FEED CROWD SAFE PA -1076	USDA- ES	PAMPHLET	FOOD SAFETY	FREE	N/A	USDA- ES	IMPROVE FOOD USE	GENERAL PUBLIC	USDA - STATE	8 2
D,S VEG,FRUIT FAM UAE-10	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	6 2
D,S MILK FAM UAE-9	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	6 2
D,S MEAT FAM UAE-8	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	6 2
D,S BREAD,CEREAL F AM UAE-7	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	6 2
BREAK HUNGER BARRI ER UAE-5	USDA- ES	PAMPHLET	MISC.	FREE	N/A	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA	12 2
FOOD,NUTR LESSON T RAIN UAE-12	USDA- ES	PAMPHLET	BASIC NUTRIT	.04	1000	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12 2
EXT PRG AID FIGHT HUNGER UAE-11	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	N/A	USDA- ES	PROGRAM AID	GENERAL PUBLIC	USDA - STATE	12 2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND UMEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL	EVAL
MEAT GROUP PA-748	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	8	2
MILK WHITE MAG PA- 746	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	12	2
WHAT FOOD MEANS PA- 744	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	12	2
MEAL PLAN EASY PA- 695	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	8	2
FEED YOUNG CHILD P A-693	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	8	2
PRIN OF COOKERY PA -692	USDA- ES	PAMPHLET	FOOD PREP.	FREE	N/A	USDA- ES	IMPROVE FOOD USE	GENERAL PUBLIC	USDA - STATE	8	2
FOOD NEEDS OF FAM UAE-15	USDA- ES	PAMPHLET	FOOD SELECT.	.04	1000	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12	2
IMPROVE TEEN NUTR -599	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12	2
FOOD PREPARATION U AE-17	USDA- ES	PAMPHLET	FOOD PREP.	.04	1000	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12	2
NUT ED THAT WORKS HOW UAE-3	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	10000	USDA- ES	PROGRAM AID	GENERAL PUBLIC	USDA - STATE	8	2
WHAT EINEP MEANS U AE-1	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	N/A	USDA- ES	PROGRAM AID	GENERAL PUBLIC	USDA - STATE	8	2
HELP FROM IMPR DIE T UAE-19	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	17400	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	8	2

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	HEAD. LEVEL	EVAL
VOLTR HOME-MAKER -264	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	2500	USDA- ES	PROGRAM AID	GENERAL PUBLIC	USDA - STATE	8	2
PROG IMPR. TH ESC-538	USDA- ES	PAMPHLET	MISC.	FREE	N/A	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12	2
KEEP IT HOT, UAE-23	USDA- ES	PAMPHLET	FOOD SAFETY	FREE	4500	USDA- COMB.	IMPROVE FOOD USE	GENERAL PUBLIC	USDA - STATE	12	2
4 M NUTRITION UAE-75	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	101310	USDA- ES	PROGRAM AID	PROFESS- IONAL	4M-STATE	9	2
SCIENCE FOOD, GUIDE UAE-22	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	N/A	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12	2
FOOD INTNATL LEAD UAE-69	USDA- ES	INSTRUCT MANUAL	FOOD PREP.	.18	15505	USDA- ES	TEACHING AID	PROFESS- IONAL	4M-STATE	10	2
HOME CAN SAFELY UAE-24	USDA- ES	PAMPHLET	FOOD PRESERV	FREE	10000	USDA- ES	IMPROVE FOOD USE	GENERAL PUBLIC	USDA - STATE	12	2
TEEN ENTERTAIN, ADER UAE-71	USDA- ES	INSTRUCT MANUAL	FOOD PREP.	.18	11086	USDA- ES	TEACHING AID	PROFESS- IONAL	4M-STATE	9	2
HANDBOOK FOOD ETG ESC-485	USDA- ES	PAMPHLET	FOOD BUYING	FREE	N/A	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12	2
PARAPRO IN HOME PRGM PA-1173	USDA- ES	INSTRUCT MANUAL	FEDERAL PROGRAM	FREE	6000	USDA- ES	PROGRAM AID	PROFESS- IONAL	USDA - STATE	12	2
YUNG COOK, NS UAE-65	USDA- ES	PAMPHLET	FOOD PREP.	FREE	42434	PRIV. IND.	IMPROVE FOOD USE	CHILDREN	4M-STATE	5	3
NUT ED THAT DIFF UAE-4	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	10000	USDA- ES	PROGRAM AID	GENERAL PUBLIC	USDA - STATE	8	2

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL	EVAL
YUNG COOK, BAKE BR EAD UAE-64	USDA- ES	PAMPHLET	FOOD PREP.	FREE	51120	PRIV. IND.	IMPROVE FOOD USE	CHILDREN	4H-STATE	5	3
FEED FAM, BETTER, LESS UAE-60	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	22988	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	4H-STATE	9	3
EXT AID BKG SELF H ELP UAE-2	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	2500	USDA- ES	PROGRAM AID	GENERAL PUBLIC	USDA - STATE	8	2
KEY NUTRIENTS PA-6 91	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	8	2
MEALS TODAY, LEAD GDE UAE-59	USDA- ES	INSTRUCT MANUAL	FOOD PREP.	.18	15741	USDA- ES	TEACHING AID	PROFESS- IONAL	4H-STATE	12	2
AMER FOOD, LEAD GO E UAE-57	USDA- ES	INSTRUCT MANUAL	FOOD HANDLING	.18	14627	USDA- ES	TEACHING AID	PROFESS- IONAL	4H-STATE	10	2
HOW CHOOSE USE DRY MILK PA-227	USDA- ES	PAMPHLET	FOOD HANDLING	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	12	2
AMER FOOD, MEMB MA NL UAE-56	USDA- ES	PAMPHLET	FOOD HANDLING	.30	132054	USDA- ES	IMPROVE FOOD USE	CHILDREN	4H-STATE	5	1
MAKE PICKLES, RELI SH HG-92	USDA- ES	PAMPHLET	FOOD PRESERV	FREE	85537	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA - STATE	12	2
NEW BEV, NONFAT MI LK UAE-61	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	45342	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	4H-STATE	7	3
HOW TO MAKE JAM, J ELLY HG-56	USDA- ES	PAMPHLET	FOOD PRESERV	FREE	61375	USDA- ARS	IMPROVE FOOD USE	GENERAL PUBLIC	USDA - STATE	12	2
BAKE EASY, FLEISCH YST UAE-63	USDA- ES	PAMPHLET	FOOD PREP.	FREE	35117	PRIV. IND.	IMPROVE FOOD USE	GENERAL PUBLIC	4H-STATE	9	3

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ- LEVEL EVAL
4 M HREF ED PHUG UAE -74	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	126800	USDA- ES	PROGRAM AID	PROFESS- IONAL	4M-STATE	9 2
PEANUT GUIDE, NUTR UAE-73	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	56296	PRIV. IND.	IMPROVE DIETS	CHILDREN	4M-STATE	5 3
PEANUT GUIDE, NUTR CLAS UAE-72	USDA- ES	INSTRUCT MANUAL	BASIC NUTRIT	FREE	3420	PRIV. IND.	TEACHING AID	PROFESS- IONAL	4M-STATE	11 3
TEEN ENTERTAIN, ME MR UAE-70	USDA- ES	PAMPHLET	FOOD PREP.	.30	58767	USDA- ES	IMPROVE FOOD USE	ADULES- CENT	4M-STATE	10 2
NEW NOW NUTRITION UAE-67	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	47069	PRIV. IND.	IMPROVE DIETS	ADULES- CENT	4M-STATE	9 2
FOOD INTNATL FLAV, MEMB UAE-69	USDA- ES	PAMPHLET	FOOD PREP.	.30	83496	USDA- ES	IMPROVE FOOD USE	ADULES- CENT	4M-STATE	8 2
FOOD FOR FAMILY GU INC PA-700	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	12 2
BAKERS DOZEN UAE-6 6	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	55567	PRIV. IND.	IMPROVE DIETS	ADULES- CENT	4M-STATE	6 2
NEIGHBOR AID PS-27 B	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	3400	USDA- ES	PROGRAM AID	GENERAL PUBLIC	USDA - STATE	8 2
4M DAIRY FOOD PROG UAE-62	USDA- ES	PAMPHLET	FEDERAL PROGRAM	FREE	125450	FED. PRIV.	PROGRAM AID	PROFESS- IONAL	4M-STATE	9 2
FRUIT VEG JEWELS P A-749	USDA- ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA- ES	IMPROVE DIETS	GENERAL PUBLIC	USDA - STATE	8 2
MEMB BOOK, MULLIGA N STEW UAE-27	USDA- ES	PAMPHLET	BASIC NUTRIT	.11	6097959	USDA- ES	IMPROVE DIETS	CHILDREN	4M-STATE	5 1

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	HEAD. LEVEL	EVAL
GETTING TOGETHER U AE-38	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA- ES	IMPROVE DIETS	CHILDREN	USDA - STATE	5	1
AMAZING WAY, GRAIN UAE-37	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA- ES	IMPROVE DIETS	CHILDREN	USDA - STATE	5	1
MEAT AND MORE UAE- 36	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA- ES	IMPROVE DIETS	CHILDREN	USDA - STATE	5	1
VIT C, YOU AND ME UAE-31	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA- ES	IMPROVE DIETS	CHILDREN	USDA - STATE	5	1
EAT WAY TO VIT A U AE-34	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA- ES	IMPROVE DIETS	CHILDREN	USDA - STATE	5	1
TRICK TREAT, MEMB MANL UAE-54	USDA- ES	PAMPHLET	FOOD PREP.	.30	159691	USDA- ES	IMPROVE FOOD USE	CHILDREN	4M-STATE	4	1
CUST DIET, LEADER GUID UAE-53	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	20000	USDA- ES	TEACHING AID	PROFESS- IONAL	USDA - STATE	8	2
CUST PK, NUT, DRUG S UAE-52	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA- ES	IMPROVE DIETS	ADOLE- CENT	USDA - STATE	8	2
CUST PK, WATER UAE -50	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA- ES	IMPROVE DIETS	ADOLE- CENT	USDA - STATE	8	2
CUST PK, MINERALS UAE-49	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA- ES	IMPROVE DIETS	ADOLE- CENT	USDA - STATE	8	2
CUST PK, CALCIUM U AE-48	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA- ES	IMPROVE DIETS	ADOLE- CENT	USDA - STATE	8	2
CUST PK, VIT C UAE -46	USDA- ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA- ES	IMPROVE DIETS	ADOLE- CENT	USDA - STATE	8	2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	HEAD- LEVEL EVAL
CUST PK, VIT B UAE-45	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA-ES	IMPROVE DIETS	ADULES-CENT	USDA-STATE	8 2
CUST PK, VIT A UAE-44	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA-ES	IMPROVE DIETS	ADULES-CENT	USDA-STATE	8 2
CUST PK, IRON UAE-47	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA-ES	IMPROVE DIETS	ADULES-CENT	USDA-STATE	8 2
CUST DIET, FOOD FA DS UAE-43	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA-ES	IMPROVE DIETS	ADULES-CENT	USDA-STATE	8 2
CUST DIET, YOUR FI TNES UAE-42	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA-ES	IMPROVE DIETS	ADULES-CENT	USDA-STATE	8 2
CUST DIET, IN-LOOK UAE-41	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA-ES	IMPROVE DIETS	ADULES-CENT	USDA-STATE	8 2
MEET MEAT GROUP UA E-32	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA-ES	IMPROVE DIETS	CHILDREN	USDA-STATE	5 1
CUST DIET, BODY DE SIGN UAE-40	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	32000	USDA-ES	IMPROVE DIETS	ADULES-CENT	USDA-STATE	8 2
FOOD FOR FAMILY SU GG PA-743	USDA-ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA-ES	TEACHING AID	PROFESS- TIONAL	USDA-STATE	12 2
TEN LEAD GUIDES, E FNEP UAE-39	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	35000	USDA-ES	TEACHING AID	PROFESS- TIONAL	USDA-STATE	8 1
TRICK TREAT, LEAD GDE UAE-55	USDA-ES	INSTRUCT MANUAL	FOOD PREP.	.16	20612	USDA-ES	TEACHING AID	PROFESS- TIONAL	4M-STATE	10 1
YOUTH PLANNING, EF NEP UAE-28	USDA-ES	PAMPHLET	FEDERAL PROGRAM	FREE	35000	USDA-ES	PROGRAM AID	PROFESS- TIONAL	USDA-STATE	12 1

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL	EVAL
SUPER SNACKS UAE-29	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA-ES	IMPROVE DIETS	CHILDREN	USDA-STATE	5	1
FOUR FOOD GROUPS P A-7&7	USDA-ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA-ES	IMPROVE DIETS	GENERAL PUBLIC	USDA-STATE	8	2
BREAD,CEREALS PA-7 45	USDA-ES	PAMPHLET	FOOD SELECT.	FREE	N/A	USDA-ES	IMPROVE DIETS	GENERAL PUBLIC	USDA-STATE	12	2
MILKY WAYS UAE-35	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA-ES	IMPROVE DIETS	CHILDREN	USDA-STATE	5	1
BRING READ, CEREAL LS UAE-33	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA-ES	IMPROVE DIETS	CHILDREN	USDA-STATE	5	1
MIGHTY MILK UAE-30	USDA-ES	PAMPHLET	BASIC NUTRIT	FREE	480000	USDA-ES	IMPROVE DIETS	CHILDREN	USDA-STATE	5	1
GUIDEBOOK, MULLIGAN N STEW UAE-26	USDA-ES	INSTRUCT MANUAL	BASIC NUTRIT	1.00	442588	USDA-ES	TEACHING AID	PROFESS- IONAL	4H-STATE	12	1
NUT SERIES, MULLIGAN AN STEW	USDA-ES	VIDEO	BASIC NUTRIT	FREE	1900	USDA-ES	IMPROVE DIETS	CHILDREN	4H-STATE	5	1
PHONO VIEW FOOD, N UTR	USDA-ES	VIDEO	BASIC NUTRIT	10.00	13528	USDA-ES	TEACHING AID	PROFESS- IONAL	USDA-STATE	8	1
HOLIDAY MEALS, SAF E UAE-25	USDA-ES	PAMPHLET	FOOD SAFETY	FREE	3000000	USDA-ES	IMPROVE FOOD USE	GENERAL PUBLIC	USDA-STATE	8	2
CHILD WEIGHT GUIDE UAE-24	USDA-ES	PAMPHLET	FOOD SELECT.	FREE	97050	USDA-ARS	IMPROVE HEALTH	GENERAL PUBLIC	USDA-STATE	8	2
FOOD BUY HABIT FAM ESC-501	USDA-ES	PAMPHLET	RES-FOOD PRACTICE	FREE	N/A	USDA-ES	REPORT-RESEARCH	PROFESS- IONAL	USDA-STATE	12	2

REPORTED NUTRITION MATERIALS
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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	READ. LEVEL	EVAL
1974 YB SHOP GUIDE	USDA- ES	MISC.	FOOD SELECT.	FREE	5287	USDA- COM	IMPROVE DIETS	PROFESS- IONAL	USDA- STATE	12	2
F.N.HC UMOCA-1	MEW - OCA	PSA-TV	FEDERAL PROGRAM	FREE	815	PRIV. IND.	MISC.	GENERAL PUBLIC	MISC.	8	2
DEAR CONSUMER UMOCA-6	MEW - OCA	MISC.	CONSUMER INFORM.	FREE	7000	MEW- OCA	MISC.	GENERAL PUBLIC	MEW	10	2
MELP	MEW - OCA	PSA-RDIO	CONSUMER INFORM.	FREE	1000	MEW- OCA	MISC.	GENERAL PUBLIC	MEW	10	2
F.N.HC UMOCA-2	MEW - OCA	PSA-RDIO	FEDERAL PROGRAM	FREE	545	PRIV. IND.	MISC.	GENERAL PUBLIC	MISC.	8	2
CONSUMER NEWS UMOCA-5	MEW - OCA	PERIOD- ICAL	CONSUMER INFORM.	4.00	20000	MEW- OCA	MISC.	GENERAL PUBLIC	MEW	10	1
F.N.HC UMOCA-3	MEW - UCA	MISC.	FEDERAL PROGRAM	FREE	103825	PRIV. IND.	MISC.	GENERAL PUBLIC	MISC.	8	2
FOOD IS MORE THAN UMOCA-4	MEW - UCA	PAMPHLET	BASIC NUTRIT	.80	800000	FED. PRIV.	IMPROVE DIETS	GENERAL PUBLIC	USDA-MEW GPO-CIC	8	2
MAL NUTR.LEARN.BEH AVIOR UMNIM-1	MEW - NIM	PAMPHLET	DIETETIC -HEALTH	N/A	110000	MEW- NIM	IMPROVE HEALTH	PROFESS- IONAL	MEW-GPO	13	2
NUTR REQ IN ADOLDS UMNIM-2	MEW - NIM	PAMPHLET	BASIC NUTRIT	N/A	30000	MEW- NIM	IMPROVE DIETS	PROFESS- IONAL	MEW-GPO	13	2
NUTR-BEH. RES. CON F. UMNIM-12	MEW - NIM	REPORT	DIETETIC -HEALTH	N/A	2500	MEW- NIM	REPORT- RESEARCH	PROFESS- IONAL	MEW-GPO	13	2
OBESITY IN PERSPT. UMNIM-10	MEW - NIM	REPORT	DIETETIC -HEALTH	15.55	9000	MEW- NIM	REPORT- RESEARCH	PROFESS- IONAL	MEW-GPO	13	2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON'S PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	HEAD. LEVEL EVAL
REHAB COR HEART DI S PHT UMNIM-11	MEW - NIM	REPORT	MISC.	1.65	2500	MEW- NIM	IMPROVE HEALTH	PROFESS- IONAL	MEW-GPO	13 2
HYPERLIP DIET 4 UM NIM-7	MEW - NIM	HANDBOOK	DIETETIC -HEALTH	FREE	50000	MEW- NIM	IMPROVE HEALTH	SPECIAL INDIVID	MEW	8 2
SEARCH FOR HEALTH	MEW - NIM	MISC.	CONSUMER INFORM.	N/A	500	MEW- NIM	IMPROVE HEALTH	GENERAL PUBLIC	MEW	8 2
FACTS ABT. NUTR. U MNIM-13	MEW - NIM	PAMPHLET	BASIC NUTRIT	.55	130000	MEW- NIM	IMPROVE DIETS	GENERAL PUBLIC	MEW-GPO	8 2
HYPERLIP DIET 1 UM NIM-4	MEW - NIM	HANDBOOK	DIETETIC -HEALTH	FREE	105000	MEW- NIM	IMPROVE HEALTH	SPECIAL INDIVID	MEW	8 2
HYPERLIP DIET 3 UM NIM-6	MEW - NIM	HANDBOOK	DIETETIC -HEALTH	FREE	175000	MEW- NIM	IMPROVE HEALTH	SPECIAL INDIVID	MEW	8 2
HEALTH SPOT	MEW - NIM	PSA-RDIO	CONSUMER INFORM.	N/A	2000	MEW- NIM	IMPROVE HEALTH	GENERAL PUBLIC	MEW	8 2
FACTS ABT OBESITY UMNIM-14	MEW - NIM	PAMPHLET	DIETETIC -HEALTH	N/A	30000	MEW- NIM	IMPROVE HEALTH	SPECIAL INDIVID	MEW-GPO	8 2
DIABETES PSA	MEW - NIM	PSA-RDIO	DIETETIC -HEALTH	N/A	6000	MEW- NIM	IMPROVE HEALTH	GENERAL PUBLIC	MISC.	8 1
HYPERLIP HANDBOOK UMNIM-3	MEW - NIM	HANDBOOK	DIETETIC -HEALTH	FREE	78000	MEW- NIM	IMPROVE HEALTH	PROFESS- IONAL	MEW	13 2
DIABETES PSA	MEW - NIM	PSA-TV	DIETETIC -HEALTH	N/A	700	MEW- NIM	IMPROVE HEALTH	GENERAL PUBLIC	MISC.	8 2
HYPERLIP DIET 2 UM NIM-5	MEW - NIM	HANDBOOK	DIETETIC -HEALTH	FREE	260000	MEW- NIM	IMPROVE HEALTH	SPECIAL INDIVID	MEW	8 2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIB- UTION	HEAD- LEVEL EVAL
DIET GDE PAT DIALY SIS UMNIM-16	HEW - NIM	PAMPHLET	DIETETIC -HEALTH	1.45	6500	HEW- NIM	IMPROVE HEALTH	SPECIAL INDIVID	HEW-GPO	8 2
TIPS FROM NIM	HEW - NIM	PSA-RDIO	CONSUMER INFORM.	N/A	1329	HEW- NIM	IMPROVE HEALTH	GENERAL PUBLIC	HEW	8 2
RES. ADV. IN NUTR. UMNIM-15	HEW - NIM	PAMPHLET	FEDERAL PROGRAM	N/A	20000	HEW- NIM	REPORT- RESEARCH	GENERAL PUBLIC	HEW	8 2
HYPERLIP DIET 5 UM NIM-8	HEW - NIM	HANDBOOK	DIETETIC -HEALTH	FREE	125000	HEW- NIM	IMPROVE HEALTH	SPECIAL INDIVID	HEW	8 2
HOW CHILDREN GROW UMNIM-9	HEW - NIM	PAMPHLET	MISC.	.65	140000	HEW- NIM	REPORT- RESEARCH	GENERAL PUBLIC	HEW-GPO	8 3
SUMM CONF. LACTOSE MILK UMOC-6	HEW - OE	PAMPHLET	FOOD AND NUTRIT.	FREE	615	HEW- OCD	REPORT- RESEARCH	PROFESS- IONAL	HEW	13 2
INFANT CARE UMOC- 5-5	HEW - OE	PAMPHLET	CONSUMER INFORM.	1.35	3110	HEW- OCD	IMPROVE HEALTH	GENERAL PUBLIC	HEW-GPO- -CIC	8 2
NUTR TRG GUIDE MDS TART UMOC-1	HEW - OE	PAMPHLET	BASIC NUTRIT	FREE	5400	HEW- OCD	TEACHING AID	PROFESS- IONAL	HEW	8 2
PRENATAL CARE UMOC D-6	HEW - OE	PAMPHLET	CONSUMER INFORM.	1.05	200000	HEW- OCD	IMPROVE HEALTH	GENERAL PUBLIC	HEW-GPO- -CIC	8 1
NUTR ED. CHILD-GUID E UMOC-2	HEW - OE	PAMPHLET	BASIC NUTRIT	FREE	10000	HEW- OCD	TEACHING AID	PROFESS- IONAL	HEW	8 2
NUTR-EAT FOR MD ST ART UMOC-3	HEW - OE	PAMPHLET	BASIC NUTRIT	FREE	N/A	HEW- OCD	TEACHING AID	PROFESS- IONAL	HEW	8 2
INFANT CARE UMOC- 5	HEW - OE	PAMPHLET	CONSUMER INFORM.	1.00	200000	HEW- OCD	IMPROVE HEALTH	GENERAL PUBLIC	HEW-GPO- -CIC	8 1

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	HEAD- LEVEL EVAL
JENY IS GD THG-DIS C GDE UMOCD-7	HEW - OE	INSTRUCT MANUAL	BASIC NUTRIT	N/A	500	HEW- OCD	TEACHING AID	PROFESS- IONAL	HEW	8 2
PRENATAL CARE UHOC 0-6-S	HEW - OE	PAMPHLET	CONSUMER INFORM.	1.20	3715	HEW- OCD	IMPROVE HEALTH	GENERAL PUBLIC	HEW-GPO- -CIC	8 2
INTR CONG NUTH-AGI NG UMAA-5	HEW - AOA	JOURNAL ARTICLE	FEDERAL PROGRAM	FREE	15000	HEW- AOA	MISC.	PROFESS- IONAL	HEW	12 2
NUTR ED ELDERLY 74 -20238	HEW - AOA	JOURNAL ARTICLE	BASIC NUTRIT	FREE	5000	HEW- AOA	TEACHING AID	FAP PAR- TICIPANT	HEW - STATE	12 2
PKG MATRLS HOME DE LV MEALS UMAA-8	HEW - AOA	REPORT	MISC.	.95	5000	HEW- AOA	PROGRAM AID	PROFESS- IONAL	HEW-GPO- STATE	12 2
NUTR ELDERLY-AOA E XP 73-20236	HEW - AOA	REPORT	FEDERAL PROGRAM	1.25	3000	PRIV. IND.	PROGRAM AID	PROFESS- IONAL	HEW-GPO- STATE	12 2
FOOD IS MORE THAN UMAA-13	HEW - AOA	PAMPHLET	BASIC NUTRIT	FREE	30000	FED. PRIV.	IMPROVE DIETS	GENERAL PUBLIC	USDA-HEW GPO-CIC	12 2
HOME DELV. MEALS O A 73-20	HEW - AOA	INSTRUCT MANUAL	FEDERAL PROGRAM	1.50	16000	PRIV. IND.	PROGRAM AID	PROFESS- IONAL	HEW-GPO- STATE	12 2
NUTR FOR OA UMAA-2	HEW - AOA	JOURNAL ARTICLE	FEDERAL PROGRAM	FREE	2000	HEW- AOA	PROGRAM AID	GENERAL PUBLIC	HEW - STATE	12 3
HOME DELV MEALS-8I BL 73-20237	HEW - AOA	REPORT	MISC.	.75	5000	HEW- AOA	PROGRAM AID	GENERAL PUBLIC	HEW-GPO- STATE	12 2
NUTR PRG OA REGS U MAA-3	HEW - AOA	PAMPHLET	FEDERAL PROGRAM	FREE	10000	HEW- AOA	PROGRAM AID	GENERAL PUBLIC	HEW - STATE	12 3
GUIDE:INSMM UMAA-1	HEW - AOA	INSTRUCT MANUAL	FOOD SELECT.	FREE	5000	PRIV. IND.	IMPROVE DIETS	FAP PAR- TICIPANT	HEW - STATE	12 3

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND DHEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL	EVAL
TX NUTR PRJTS -7	HEW - AOA	JOURNAL ARTICLE	FEDERAL PROGRAM	FREE	15000	HEW - AOA	PROGRAM AID	PROFESS- IONAL	HEW	12	2
VA,AA JOINT RG UHAA-4	HEW - AOA	JOURNAL ARTICLE	MISC.	FREE	15000	HEW - AOA	PROGRAM AID	PROFESS- IONAL	HEW	12	2
STATE SCHL UHAA-6	HEW - AOA	JOURNAL ARTICLE	FEDERAL PROGRAM	FREE	15000	HEW - AOA	PROGRAM AID	PROFESS- IONAL	HEW	12	2
TRNG GUIDE RG OA UHAA-9	HEW - AOA	INSTRUCT MANUAL	FEDERAL PROGRAM	3.25	100	HEW - AOA	TEACHING AID	FAP PAR- TICIPANT	MISC.	12	3
ELDERLY C 76-20012	HEW - AOA	PAMPHLET	RES-FOOD PRACTICE	FREE	5000	HEW - AOA	REPORT- RESEARCH	PROFESS- IONAL	HEW - STATE	12	2
FACT SHEET G. OA 77-20200	HEW - AOA	PAMPHLET	FEDERAL PROGRAM	FREE	300000	HEW - AOA	PROGRAM AID	GENERAL PUBLIC	HEW - STATE	12	2
NUT ED RESC- CTIV UHAA-12	HEW - AOA	HANDBOOK	FEDERAL PROGRAM	3.50	100	HEW - AOA	PROGRAM AID	FAP PAR- TICIPANT	MISC.	12	3
HANDBK - ELDERLY UHAA-11	HEW - AOA	HANDBOOK	FEDERAL PROGRAM	4.25	100	HEW - AOA	PROGRAM AID	FAP PAR- TICIPANT	MISC.	12	3
NUT ED RESC- UHAA-10	HEW - AOA	HANDBOOK	BASIC NUTRIT	3.25	100	HEW - AOA	TEACHING AID	FAP PAR- TICIPANT	MISC.	12	3
NUTR LABELS- UMF-4	HEW - FDA	PAMPHLET	LABELING	FREE	30000	HEW - FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A	2
PRIMER ON UMF-18	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	85000	HEW - FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A	2
GOOD NUTR - L HIGH UMF-36	HEW - FDA	MISC.	BASIC NUTRIT	FREE	3000	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	6	2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL EVAL
FOOD FAD BOOM UMF-11	HEW - FDA	PAMPHLET	DIETETIC -HEALTH	FREE	50000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
CONSUMER STING UMF-28	HEW - FDA	VIDEO	CONSUMER INFORM.	FREE	70	HEW- FDA	MISC.	GENERAL PUBLIC	HEW	N/A 2
NUTR TODAY-TEACH A ID UMF-39	HEW - FDA	MISC.	FOOD AND NUTRIT.	FREE	85	PRIV. IND.	TEACHING AID	PROFESS- IONAL	HEW	13 2
LAB NOT DECORAT IN FORM UMF-37	HEW - FDA	MISC.	LABELING	FREE	3090	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	6 2
LABEL SPILLS BEANS UMF-16	HEW - FDA	PAMPHLET	LABELING	FREE	40000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
PRIM NUTR-PRO,CARB V,FAT,FIBR UMF-15	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	255000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
FD INGHED REV-UHR STD NOW UMF-13	HEW - FDA	PAMPHLET	FOOD STORAGE	FREE	5000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
READING PRODUCT LA BELS UMF-25	HEW - FDA	PSA-TV	LABELING	FREE	50	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW	N/A 2
WE WANT U TO KNOW, NUTR LAB UMF-6	HEW - FDA	PAMPHLET	LABELING	.35	200000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-GPO- -CIC	N/A 2
NUTR LABELING-TERM S SHD KNOW UMF-5	HEW - FDA	PAMPHLET	LABELING	FREE	345000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
LABELING,FATS-OILS UMF-2	HEW - FDA	PAMPHLET	LABELING	FREE	25000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
USING NUTR LABELS, FD EX LSTS UMF-8	HEW - FDA	PAMPHLET	FOOD SELECT.	FREE	100000	HEW- FDA	IMPROVE HEALTH	GENERAL PUBLIC	HEW-CIC	N/A 2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRIBU- TION	READ. LEVEL
MAKE FD LAB FOR IN- FORM UMF-10	HEW - FDA	PAMPHLET	LABELING	FREE	50000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
WHAT ABOUT VIT C U MF-17	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	235000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
NUTR LABELS-METRIC MEAS UMF-3	HEW - FDA	PAMPHLET	LABELING	FREE	220000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
READ LABEL+SET MET TER TABLE UMF-9	HEW - FDA	PAMPHLET	LABELING	FREE	350000	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
SACCHARIN BAN UMF- 20	HEW - FDA	PAMPHLET	FOOD STORAGE	FREE	820000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
PRIMER-DIETRY MINE RALS UMF-19	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	160000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A 2
NUTRITION LABELING UMF-23	HEW - FDA	MISC.	LABELING	FREE	55	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW	N/A 2
READ ANY GO LABELS LATELY-RD UMF-27	HEW - FDA	PSA-RDIO	CONSUMER INFORM.	FREE	3000	PRIV. IND.	MISC.	GENERAL PUBLIC	HEW	N/A 2
POCKET CHANGER UMF -30	HEW - FDA	PAMPHLET	FOOD AND NUTRIT.	FREE	100000	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	6 2
WE WANT U TO KNOW LABELS UMF-7	HEW - FDA	PAMPHLET	LABELING	.35	150000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-GPO- -CIC	N/A 2
READ ANY GO LABELS LATELY-TV UMF-26	HEW - FDA	PSA-TV	CONSUMER INFORM.	FREE	500	PRIV. IND.	MISC.	GENERAL PUBLIC	HEW	N/A 2
NUTRITION LABELING UMF-31	HEW - FDA	PSA-RDIO	LABELING	FREE	N/A	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	6 2

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TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASONS PURPOSE	INTEND. AUDIENCE	DISTRI- BUTION	READ. LEVEL	EVAL
READ LABEL-SET BET TER TABLE UMF-24	HEW - FDA	VIDEO	LABELING	FREE	366	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	N/A	2
GUESS WHOS COMING- DINNER UMF-35	HEW - FDA	MISC.	BASIC NUTRIT	FREE	100000	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	6	2
DO IT TO THE MAX U MF-33	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	100000	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	6	2
FD-NUTR SEMNR STDY MLTH PROF UMF-29	HEW - FDA	INSTRUCT MANUAL	FOOD AND NUTRIT.	FREE	183	HEW- FDA	TEACHING AID	PROFESS- IONAL	HEW	13	2
MYTHS OF VITAMINS UMF-21	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	200000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A	2
GOOD NUTR - NATURA L HIGH UMF-32	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	100000	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	6	2
CONS NUTR INFO SUR V UMF-38	HEW - FDA	REPORT	RES-FOOD PRACTICE	5.50	5000	HEW- FDA	PROGRAM AID	PROFESS- IONAL	HEW-GPO	13	2
TEXT PLANT PROTEIN PROD UMF	HEW - FDA	PAMPHLET	MISC.	FREE	80000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A	2
STATE OF NUTR TODA Y UMF-12	HEW - FDA	PAMPHLET	FOOD AND NUTRIT.	FREE	10000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A	2
NUTR TODAY-TEACH A ID UMF-40	HEW - FDA	MISC.	FOOD AND NUTRIT.	FREE	10	PRIV. IND.	TEACHING AID	PROFESS- IONAL	HEW	13	2
GUESS WHOS COMING TO DINNER UMF-31	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	100000	PRIV. IND.	IMPROVE DIETS	GENERAL PUBLIC	HEW	6	2
VIT E-MIRACLE,MYTH UMF-22	HEW - FDA	PAMPHLET	BASIC NUTRIT	FREE	160000	HEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	HEW-CIC	N/A	2

REPORTED NUTRITION MATERIALS
DISSEMINATED BY USDA AND DHEW

TITLE	SOURCE	TYPE	THEME	PRICE	COPIES DISTRIB.	AUTHOR	REASON PURPOSE	INTEND. AUDIENCE	DISTRIB- UTION	HEAD- LEVEL EVAL
FOOD LABELS, NEW LO OK UMF-1	MEW - FDA	PAMPHLET	LABELING	FREE	5000	MEW- FDA	IMPROVE DIETS	GENERAL PUBLIC	MEW-CIC	N/A 2
CHLD NUTR DSORD MS A-76-5612	MEW - MSA	REPORT	DIETETIC -HEALTH	1.55	7000	MEW- MSA	IMPROVE HEALTH	PROFESS- IONAL	MEW-GPO	12 2
GDE-SPEC, NUTR MSA 77-5101	MEW - MSA	HANDBOOK	FEDERAL PROGRAM	FREE	1100	MEW- MSA	PROGRAM AID	PROFESS- IONAL	MEW	12 2
IRON NUTRIT-ADOLE C. MSA 77-5100	MEW - MSA	REPORT	DIETETIC -HEALTH	FREE	4000	MEW- MSA	IMPROVE HEALTH	PROFESS- IONAL	MEW	12 2
TEEN, FOOD-PREG. HL A 76-5611	MEW - MSA	PAMPHLET	FOOD SELECT.	.80	N/A	MEW- MSA	IMPROVE HEALTH	GENERAL PUBLIC	MEW-GPO	10 2
NUT PROB CLS-CHLD, YTH MSA 77-5200	MEW - MSA	MAN. BOOK	DIETETIC -HEALTH	FREE	1000	MEW- MSA	IMPROVE HEALTH	PROFESS- IONAL	MEW	12 2
DIETARY INTAKE 1-7 & MRA 77-125J	MEW - MRA	REPORT	RES-FOOD PRACTICE	FREE	11000	MEW- MRA	REPORT- RESEARCH	PROFESS- IONAL	MEW	13 2
MANESIANTRG, CLINI C MRA 75-1229	MEW - MRA	REPORT	DIETETIC -HEALTH	1.45	8000	MEW- MRA	REPORT- RESEARCH	PROFESS- IONAL	MEW-GPO	13 2
MANESDIET INTAKE MRA 76-1019-1	MEW - MRA	REPORT	DIETETIC -HEALTH	FREE	9500	MEW- MRA	REPORT- RESEARCH	PROFESS- IONAL	MEW	13 2

ROLE OF U.S. DEPARTMENT OF AGRICULTURE
AND DEPARTMENT OF HEALTH, EDUCATION AND WELFARE AGENCIES
DISSEMINATING NUTRITION INFORMATION

Department of Agriculture

Agricultural Research Service (ARS) --

The basic mission of ARS is to provide the necessary knowledge and technology so farmers can produce efficiently, conserve the environment, and meet the food and fiber needs of Americans. ARS is also involved in human nutrition research, such as appraising food consumption patterns and dietary levels of individuals, households, and populations; and determining human needs for foods, nutrients, and diet patterns.

Extension Service (ES) --

Extension Service is responsible for helping the public learn about and apply to everyday activities the latest technology and management knowledge developed through research of the Department and others. Major areas of assistance are agricultural production, marketing, natural resources, home economics -- including food and nutrition, 4-H youth development, community and rural development, and related subjects.

Food and Nutrition Service (FNS) --

FNS administers Department programs to make food assistance available to low income families, persons and children who need nutritionally adequate diets. The programs include: Child Nutrition -- such as School Lunch and Breakfast, Food Stamp, Food Distribution, and the Special Supplemental Food Program for Women, Infants, and Children (WIC). The latter is the only USDA program with legislation mandating a nutrition education component.

Food Safety and Quality Service (FSQS) --

FSQS certifies for purchase the grade or quality or wholesomeness of meat, poultry, egg products, dairy products, and fresh and processed fruit and vegetables. They are also concerned with food safety, especially in keeping meat and poultry products wholesome after they are purchased.

Office of the Secretary, Office of Communication --

The Office of Communication provides policy direction, review and coordination of all information programs of the Department. It disseminates results of agricultural research and marketing information on the trends in agricultural programs and policies, and consumer information and educational materials.

Department of Health, Education, and Welfare**Administration on Children, Youth and Families (AoCYF) --**

Formerly the Office of Child Development and Office of Youth Development, AoCYF provides services and activities having a major impact on the development of children and youth, including programs such as Head Start. The Administration also acts as an advocate for the children of the Nation by bringing their needs to the attention of the Government.

Administration on Aging (AoA) --

AoA is the Federal focal point for the needs, concerns and interests of older persons, and is the principal agency for carrying out the programs of the Older Americans Act. One such program, the National Nutrition Program for the Elderly, is designed to provide low-cost nutritious meals to low-income persons aged 60 and over. AoA also maintains a National Clearinghouse on Aging for all types of information in the field of aging.

Food and Drug Administration (FDA) --

FDA's activities are directed toward protecting the health of the Nation against impure and unsafe foods, drugs, cosmetics, and other potential hazards. In the area of food, FDA conducts research and develops standards for food composition, quality, nutrition and safety, and also regulates food and nutrition labeling.

Health Resources Administration (HRA) --

The mission of HRA is to provide leadership related to requirements for and distribution of health resources, including manpower training. In addition, HRA's National Center for Health Statistics collects, analyzes, and disseminates health statistics to reflect the health status of people, health needs, and health resources.

Health Services Administration (HSA) --

HSA provides professional leadership in the delivery of health services. The Bureaus of HSA initiate activities which provide alternatives in health service delivery, and administers programs which support health services to specific population groups, including mothers and children, migrant workers, and Indians, who lack adequate health care services.

National Institutes of Health (NIH) --

NIH's mission is to improve the health of American people by conducting and supporting biomedical research into the causes, prevention, and cure of diseases such as cancer, heart and lung disease, allergies, tooth decay, and neurological disorders. The various Institutes of NIH also communicate the results of their research to the American public.

Office of Consumer Affairs (OCA) --

OCA has a broad concern with Federal policies relating to people as consumers of goods and services. The office analyzes and coordinates implementation of all Federal activities in the area of consumer protection. OCA also acts as HEW's coordinator for the Food, Nutrition and Health Campaign.

**AUTHORITY OF USDA AND
AGENCIES TO DISSEMINATE
NUTRITION INFORMATION**

AUTHORITY	UNITED STATES DEPARTMENT OF AGRICULTURE 1/							DEPARTMENT OF HEALTH, EDUCATION AND WELFARE						
	ARS	ES	FNS	FSQS	OC	FDA	AOA	AOCFE	HSA	HRA	NIH	OCA		
Department of Agriculture Organic Act of 1862	X			X	X									
Research and Marketing Act of 1946	X	X		X										
Smith-Lever Act of 1914		X												
National School Lunch Act of 1946, as amended			X											
Child Nutrition Act of 1966, as amended			X											
Food Stamp Act of 1964, as amended			X						X	X	X			
Public Health Service Act of 1944														
HEW Secretary Directive and National Health Survey Act of 1956										X				
Older Americans Act of 1965			X											
Head Start-Economic Opportunity and Community Partnership Act of 1974								X						
Federal Food, Drug and Cosmetic Act, as amended						X								
Fair Packaging and Labeling Act of 1966						X								
Executive Order 11583												X		
National Heart, Lung, and Blood Act of 1972											X			
National Cancer Act of 1971											X			
Head Start-Follow Through Act of 1975, as amended								X						

1/For a description of agencies and their activities see Appendix IV



DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D. C. 20250

FEB 14 1978

Honorable Elmer B. Staats
Comptroller General of the United States
General Accounting Office
441 G Street, N.W.
Washington, D.C. 20548

Dear Mr. Staats:

Thank you for the opportunity to comment on your report to Congress, "The Federal Government Does Not Adequately Analyze, Coordinate, or Evaluate the Nutritional Material It Disseminates." While this characterization has some validity, there are factual errors in the report and even more importantly, we question your approach to this important subject.

The most fundamental question concerns the time period for the study. Since the authors conducted their review only up to mid-1977, the major thrust of this Administration's efforts in this area has been missed. It is difficult if not impossible for Congress to make recommendations based on a report that does not discuss major new policy shifts.

Further, the time allowed to review the manuscript and prepare comments was limited. I understand that GAO presented the manuscript to Department representatives on February 3, asking for our comments 10 days later. Such a lack of time makes it impossible for us to do justice to a report on the Department's entire nutrition information and education effort.

We welcome the General Accounting Office recommendation of greater coordination of the Federal Government's information and education efforts on behalf of improved nutrition for the nation. As the report notes, a coordinating mechanism was dismantled in 1973 and subsequently an informal entity has taken its place. This Administration has inherited a fragmented information dissemination system. The Department of Agriculture has taken measures within the last 12 months to rectify the situation. The draft report fails to recognize this activity. This is all the more unfortunate since these developments address the very problems the study set out to analyze. Many of these initiatives are already at the point of bearing fruit.

Mr. Elmer B. Staats

As the authors note, a Departmental memorandum as early as last spring recommended a greater level of coordination among the agencies involved in nutrition information and education. Specifically, it was recommended that a nutrition coordinating committee be established to develop priorities, provide an exchange of ideas, and help pool information efforts. GAO will be interested to know that much progress has actually been made in that direction.

We have developed a working plan for a committee on human nutrition policy. This committee will go far to clarify the directions given to our nutrition policies and to broaden the information that flows from such policies. The committee will provide a continuing mechanism for coordinating matters related to human nutrition policy among Departmental agencies. It will also help appraise the nutritional implications of current Department programs and will identify appropriate research, education and information needs.

Another development of significance which is not covered by the report is the creation of a centralized Office of Governmental and Public Affairs answering directly to the Secretary. This step, taken late last year, will make it possible to provide stronger direction for the information energies of the various agencies within the Department and to focus more efficiently on major goals and public issues, including, of course, improved nutritional habits among the public.

Early in 1977 the Department set out to, and recently succeeded in, securing OMB approval of funding for the initial phase of a nutritional information program using radio and television advertising. The program calls for extensive testing of strategies for reaching target groups and for determining where and when audiences are most receptive to nutrition information. The evaluation work will also determine in what form such information should be delivered. Baseline surveys in test markets will ultimately provide the Department with an accurate gauge of the short term and the long term effects of its information efforts.

The Food and Agriculture Act of 1977 reiterated USDA's responsibility for nutrition education in conjunction with food assistance. Specifically the Act set in motion a USDA nutrition information program available in food stamp offices across the country. Local cooperators are now authorized to use administrative funds for nutrition education in support of the Special Supplemental Food Program for Women, Infants and Children. An initiative that deserves considerable attention within the WIC program calls for the education component to be evaluated by participants. A similar feedback mechanism is under consideration for other nutrition programs. A recent series of extensive public hearings across the country on the WIC and Child Nutrition Programs has been especially valuable in bringing the public into the policymaking process in this vital area.

Mr. Elmer B. Staats

Other unmistakable and repeated directives have been given to the Department in the Food and Agriculture Act of 1977. When the Congress established the Department of Agriculture as the lead agency in the Federal Government for the food and agricultural sciences, it emphasized again the increased importance of research, extension and teaching as distinct missions of the Department. The renewed support of the Congress for these efforts will make it all the easier to move forward with coordinated educational efforts.

The Congress made it clear, for example, that we are to establish procedures for coordination between this Department and the Department of Health, Education and Welfare in those research areas of mutual concern. Furthermore, such efforts to increase the degree of coordination and cooperation within the entire food and agriculture community will extend to state university programs in research and extension and to other research and teaching institutions, both public and private.

Other directives in the 1977 Food and Agriculture Act give the Department the responsibility for chairing the subcommittee on Food and Renewable Resources, a group which will help coordinate research on food and agriculture within the Federal establishment. The related Joint Council on Food and Agricultural Sciences within the Department of Agriculture will bring together the interests of the Federal, State, and private research, extension and teaching institutions.

In addition to these efforts, the Congress has provided for yet another mechanism to insure that all voices will be heard during the formulation of policies for food and agricultural sciences. The Congress specified the creation of a new advisory board: The National Agricultural Research and Extension Users Advisory Board. Membership of the board will include a complete range of interests, from producers to marketers, from nutrition experts to consumer representatives. This board will help to insure that the information flowing from the research and program activities of the Department will address itself to the actual needs of the community.

In directing the Secretary of Agriculture to develop a national food and human nutrition research and extension program, the Congress underlines the urgency of the need to develop techniques and materials to assist consumers in the home or in institutions in selecting food that provides for nutritious diets.

Again, I am happy to report that we have already put into effect another Congressional directive: to establish research on food and human nutrition as a separate and distinct mission of the Department of Agriculture. This we accomplished just last month when we formed a Human Nutrition Center within the newly structured Science and Education Administration.

Mr. Elmer B. Staats

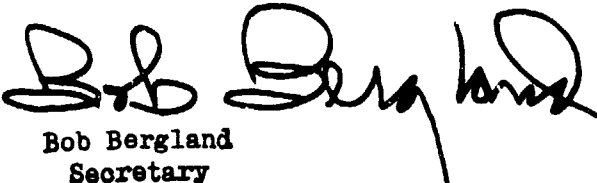
The Human Nutrition Center, along with the national educational program on food and human nutrition mandated by the Congress, will strengthen our efforts in coordinating and developing human nutrition research and extension programs. It will give attention to the other principal area of concern to the GAO study, namely the effective evaluation of information and education materials. Such evaluation will also be integral to the development of the educational materials on food and nutrition appropriate for the elementary and secondary education system, materials which the Congress required in the 1977 Act.

Public Law 95-166, signed by President Carter in November 1977, establishes a major new program of nutrition education in schools and child care institutions in all states. The program is administered through the Department of Agriculture. The Department will work with each of the states in developing their nutrition education programs. These programs will be based on an assessment of needs and on plans for the educational requirements of children.

I have cited these new developments in the Department's longstanding information and educational efforts on food and nutrition to underline our agreement on the fundamental goals expressed in your report. We can only applaud GAO for its investigation into ways nutrition information programs can be improved. Given the determination of the Congress and the new initiatives within the Department of Agriculture and other concerned agencies, the public can expect to receive far more useful information on food and agriculture in the very near future.

I have enclosed some specific comments from our reviewers for use in preparing your final report. We hope the authors will find them useful in our joint effort to provide the American public with more and better guidance to buying and selecting food for nutritious, safe, and reasonably priced diets.

Sincerely,



Bob Bergland
Secretary

Enclosure

(09703)