

# Nutrition Communications Network

Messages & Resources for November/December 2020



## FDA's New Nutrition Facts Label

Below are sample posts and general background information you can incorporate into your social media posts, blogs, e-newsletters and presentations. During the months of November and December, please link to the featured resources, which include the interactive Nutrition Facts label, downloadable fact sheets, a video, and webinars (with CME credit) from FDA's Center for Food Safety and Applied Nutrition.

Please tailor these messages for your members and other audiences, formatting links to fit your organizational style and outlet requirements. We also encourage you to use the hashtag #NewNutritionFactsLabel along with the messages.

## Background

The Food and Drug Administration (FDA) recently updated the design and content of the Nutrition Facts label on packaged foods and drinks. These changes were based on the most up-to-date scientific information and new research in the field of nutrition along with input from the public. This is the first major update to the label in more than two decades.

The new label design makes it easier for shoppers to read and understand the nutrition information - and supports more informed choices about foods and drinks. Some of the changes include bolded calorie listing, updated serving sizes, and new and revised nutrition information. For more details about changes to the label and how it supports healthier eating choices, visit: <https://www.fda.gov/food/food-labeling-nutrition/changes-nutrition-facts-label>. An Interactive Nutrition Facts label is also available in Spanish at <https://www.accessdata.fda.gov/scripts/interactivenutritionfactlabel/es-default.cfm>





The Nutrition Facts label was recently updated for the first time in 20+ years! The new design is easier to read and use to make informed food choices.

[https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/assets/interactiveNFL\\_whatsontheNFL\\_march2020.pdf](https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/assets/interactiveNFL_whatsontheNFL_march2020.pdf)

The FDA recently updated the look and content of the Nutrition Facts label that's used on food and beverage packages. Check out this video to learn more! <https://youtu.be/ESFp8lmuJVo?list=PLey4Qe-UxcxaZIZKEArX33grWvrHfixv4>

The FDA's Interactive Nutrition Facts label tool can be used to explore the features of the updated #NewNutritionFactsLabel that is used on packaged foods and beverages.

<https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/#intro>



## Holiday Messages

Wondering about the nutrient content of your favorite holiday food or beverage? Learn more by checking out the information on the new Nutrition Facts label.

[https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/assets/interactiveNFL\\_WhatsontheNFL\\_March2020.pdf](https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/assets/interactiveNFL_WhatsontheNFL_March2020.pdf)

Thinking about having a healthier holiday meal this year? The Nutrition Facts label has a new look that makes it easier than ever to learn more about your food and beverage choices.

<https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/overview.cfm>

Before you do your holiday grocery shopping, explore the updated features of the #NewNutritionFactsLabel with FDA's interactive label.

<https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/overview.cfm>

## Social Media Posts

We are excited to partner with the Reagan-Udall Foundation for the FDA to share information on FDA's #NewNutritionFactsLabel. Learn more:

<https://www.fda.gov/food/food-labeling-nutrition/changes-nutrition-facts-label>

With a growing focus on nutrition during the pandemic, we are pleased to be a part of the Reagan-Udall Foundation for the FDA's effort to ensure all consumers have the resources they need to make informed food purchases.

<http://www.fda.gov/food/new-nutrition-facts-label/whats-new-nutrition-facts-label>



The FDA recently updated the look and content of the Nutrition Facts label that is used on food and beverage packages. Use this interactive label to explore the new features.

<https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/#intro>

DYK, %Daily Value (%DV) on the Nutrition Facts label shows how much a nutrient in a serving of the food contributes to a total daily diet? Learn about %DV and more with the Interactive Nutrition Facts Label from FDA. <https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/daily-value.cfm>

DYK? There are some **BOLD** changes on the Nutrition Facts label, like serving sizes and calories appearing in a larger font. These new features make it easier to read and compare foods.

<https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/calories.cfm>

The next time you're at the grocery store, check out the latest design of the #NewNutritionFactsLabel on packaged foods and drinks. Learn how the label's makeover can help you make informed food choices.

<https://www.fda.gov/food/new-nutrition-facts-label/whats-new-nutrition-facts-label>





## Health Care Professional News

Doctors, Registered Dietitians, and other Healthcare Professionals: The U.S. Food and Drug Administration (FDA) has updated the Nutrition Facts label. The new label makes it easier for your patients and clients to make informed food choices that contribute to lifelong healthy eating habits. Some of the changes include updated serving size information, daily values and nutrient listings, and calories appearing in larger, bolder font. Learn about all the changes to the label to help those you care for form healthier eating habits: [www.fda.gov/NewNutritionFactsLabel](http://www.fda.gov/NewNutritionFactsLabel).

## Nutrition Facts CMEs

FDA has partnered with the American Medical Association and the American Academy of Pediatrics to produce Continuing Medical Education webinars for physicians and other healthcare providers. Share these resources with your members.



Interested in learning more about the new Nutrition Facts label and how it can help patients make healthy food choices? Check out FDA's Nutrition Facts Label Continuing Medical Education (CME) Program for Physicians.

<https://www.fda.gov/food/healthcare-professionals/nutrition-facts-label-continuing-medical-education-program-physicians>

Earn CMEs from home while learning more about FDA's new Nutrition Facts label for packaged foods and beverages.

<https://www.fda.gov/food/resources-you-food/healthcare-professionals>

The Nutrition Facts label can help patients make informed food choices that can positively affect their long-term health. Learn more through FDA's Nutrition Facts label CMEs for physicians.

<https://www.fda.gov/food/healthcare-professionals/nutrition-facts-label-continuing-medical-education-program-physicians>

Did you know that the FDA offers CMEs for physicians to learn more about the Nutrition Facts label on packaged foods and beverages? Find out how this important tool can help patients compare products and make informed dietary choices.

<https://www.fda.gov/food/resources-you-food/healthcare-professionals>

## More Information

For more information about the Reagan-Udall Foundation for the FDA, visit [www.reaganudall.org](http://www.reaganudall.org). Questions or comments about the Nutrition Communications Network can be sent to Lea Ann Browning-McNee at [Lmcnee@reaganudall.org](mailto:Lmcnee@reaganudall.org).