

Dietary Fiber: A Powerful Tool in the Fight Against Chronic Disease

12:45 pm – 1:00 pm

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US Health Impact

And the Coalition for Grain Fiber



Cardiovascular Disease (CVD) + Diabetes

Reduction

We expect increased-fiber varieties will reduce populations' disease risks.

*Nutrition Models** Cardiovascular disease 1-3%
Diabetes Type II: 3-4.5%

* Actual impact will depend on actual population diets

Current Cost

Family of 5
Over \$10,000
Each year

National
\$700 Billion
Each year

Annual Total US Wheat Crop: \$10-20BB

Other conditions that fiber intake *may* reduce include:

Pulmonary Disease
Cancer of the GI Track
Breast Cancer
Obesity

GI Symptoms
Degenerative Neurological
Conditions
Mental Illness
Arthritis

DGA Highlights

Dietary Fiber as Under-consumed Nutrient of Concern



- More than 90 percent of women and 97 percent of men do not meet recommended intakes for dietary fiber.
- Recommendations are based on levels observed to reduce risk of coronary heart disease and other diet-related chronic diseases.
- Dietary fiber is one of four under-consumed nutrients of concern (calcium, potassium, vitamin D, dietary fiber)

Per Capita Daily
Fiber Intake
(g/day)

34

USDA Recommendation (male diet 31-50 age)

25

USDA Recommendation (female diet 31-50 age)

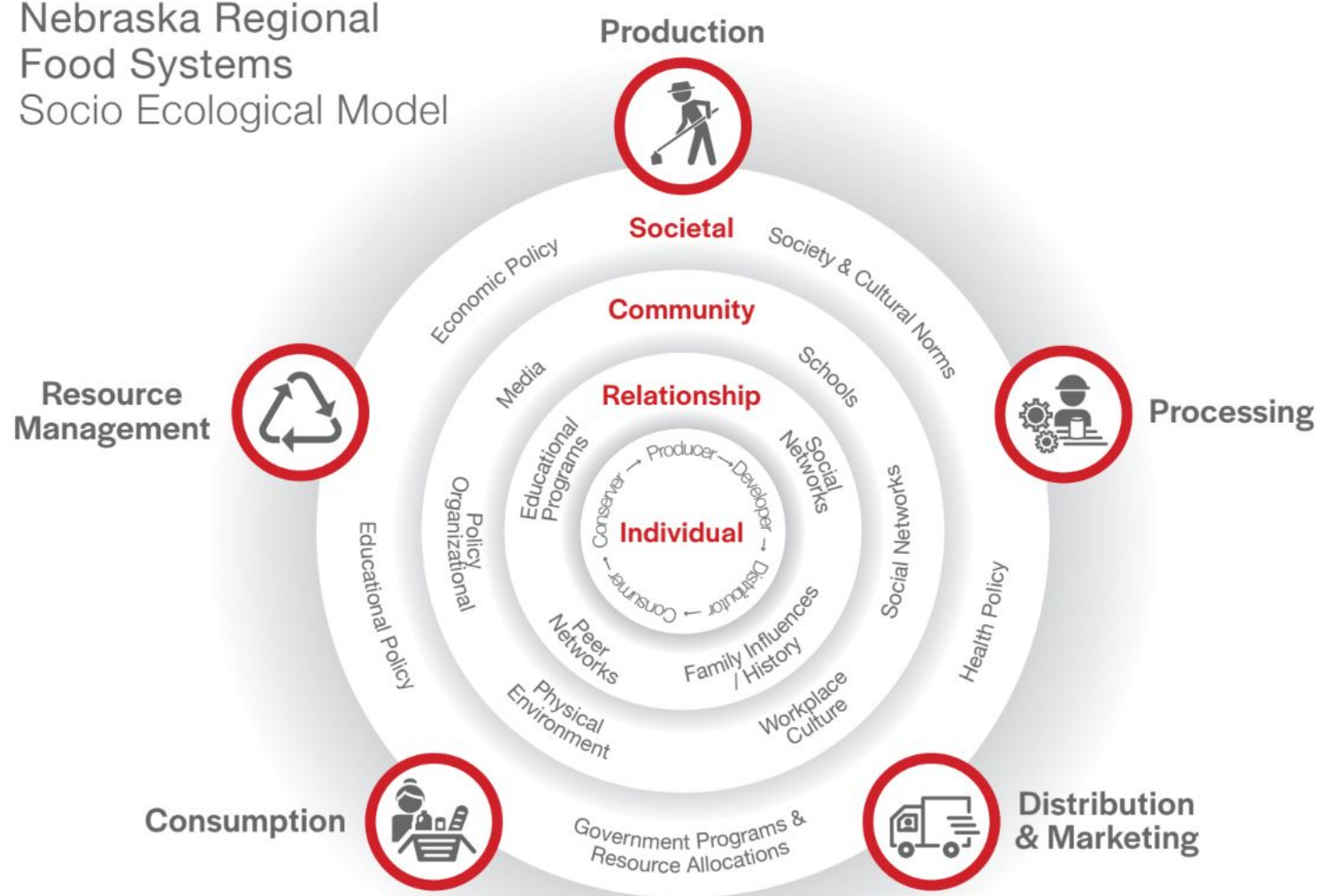
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US Average



Increased fiber intake reduces chronic disease risk

Nebraska Regional
Food Systems
Socio Ecological Model



Afternoon



Building a Baseline: Understanding Key Communities and Stakeholder Perspectives on Dietary Fiber and Increased-Fiber Wheat

- **Goal 1: Understand your own grain and fiber intake**
 - Dietary Guidelines for Americans
 - Perception vs reality

Strengthening Community Education on Dietary Fiber's Role in Preventing and Managing Chronic Disease

- **Goal 2: Community Education**
 - Current Dietary Fiber Education
 - Gaps in Education
 - Prioritizing Filling the Gaps
- **Preparing for Fiber and the Future in Health**

Dr. Conrad Lyford: Projecting the Health Benefits of Fighting Chronic Disease with Increased Fiber Wheat, Especially Related to Cardiovascular Disease, Type 2 Diabetes, and Colorectal Cancer

Purpose for today:

- What do you see as the two biggest gaps in health messaging related to grain fiber?
- What perception about grain fiber, food experience and health do you feel need to be prioritized?
- Approaches to reach underserved audiences.