The New York City Trans Fat Regulation: Preventing Heart Disease by Changing the Food Environment

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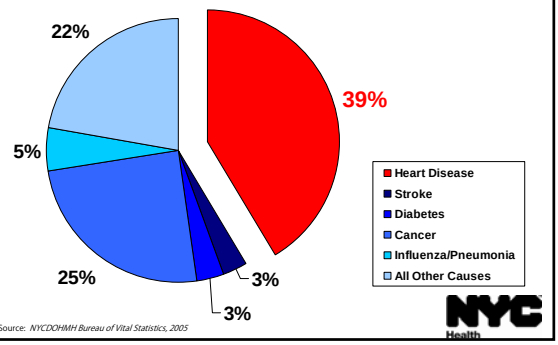
Heart Disease Is New York City's Leading Cause of Death



Data Source: *NYCDOHMH Bureau of Vital Statistics, 2005*

Trans Fat Intake Increases Coronary Heart Disease Risk

There is "a positive linear trend between trans fatty acid intake and total and LDL-C concentration, and therefore increased risk of coronary heart disease…"

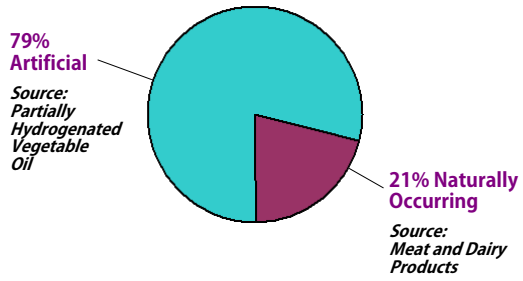
– Institute of Medicine 2002

Leading health organizations agree that trans fat intake should be strictly limited

- Institute of Medicine
- U.S. Department of Agriculture
- American Heart Association
- World Health Organization
- Health Canada

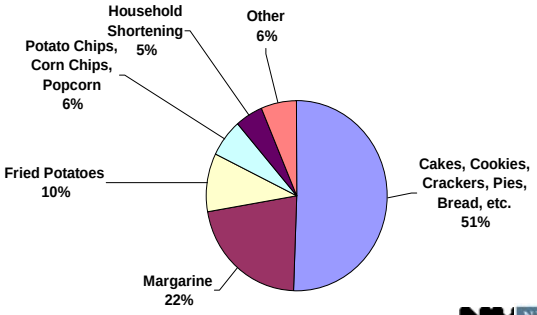
Trans Fat in the U.S. Diet

Average daily intake 2.6% of total calories (approx 5.8 grams)



Source: *FDA Consumer magazine*. September-October 2003 Issue. Pub No. FDA04-1329C

Major Food Sources of Artificial Trans Fat for U.S. Adults



Data Source: http://www.fda.gov/fdac/features/2003/503_fats.html

US FDA Labeling Regulations on Packaged Foods

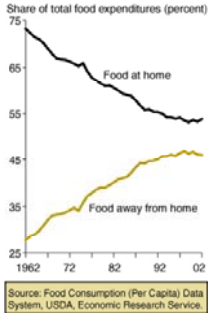
Prior to January 2006

Ingredients:

Liquid Corn Oil, **Partially Hydrogenated Soybean Oil**, Salt, Vegetable Mono And Diglycerides And Soy Lecithin (Emulsifiers), Sodium Benzoate (To Preserve Freshness), Vitamin A Palmitate, Colored With Beta Carotene (Source Of Vitamin A), Artificial Flavor, Vitamin D3

Since January 2006

People Are Eating Out More



Source: Guthrie JF, Lin BH, Frazao E. Role of food prepared away from home in the American diet, 1977-78 versus 1994-96: changes and consequences. *J Nutr Educ Behav.* 2002;34(3):140-150.

NYC Trans Fat Education Campaign 2005-2006

Survey:

- Prevalence of use pre- and post-intervention

Materials distributed to:

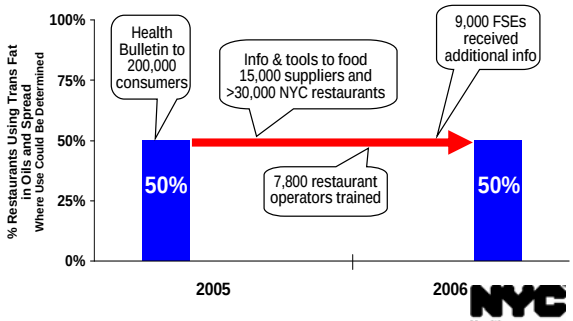
- 200,000 to consumers
- 30,000 to restaurants and other food service establishments (FSEs)
- 15,000 to suppliers

Also…

- Trans fat module in food protection courses
- Printed information on inspection reports
- Press launch

Trans Fat Use Did Not Decline Despite Education Campaign

% of Restaurants Known to be Using Trans Fat in Oils and Spreads



September 26, 2006: Proposal to NYC Board of Health to Restrict Trans Fat Use

New York Calls In the Food Police

(TRANS) FAT CITY

Trans Fat Nation

NEW YORK POST

TRANS FAT A DUNKIN' DON'T

There's No Such Thing As Bad Press

Stossel: Trans Fat Ban Is 'Nanny State' Intrusion

Many Politicians Would Rather Restrict Our Freedoms Than Improve Our Lives

They're All Bad for You, but Should They Be Illegal?

Doughnuts in danger? NYC may ban trans fats

Health officials unveil proposal to bar substance in restaurants

Farewell, French Fries! Hello, Sliced Apples!

Summary of Comments and Testimony

- Written comments received: 2,287
- Public hearing participants: 53
- Total support: 2,266
- Total opposition: 74
- Ratio PRO to CON: 31:1
- Topics:
  - Health Impact
  - Regulatory Strategy
  - Feasibility

December 2006 Health Code Amendment Passed to Restrict Artificial Trans Fat

- Proposed restriction of trans fat to be phased in over 18 month period
  - July 1, 2007: frying and spreads
  - July 1, 2008: all other foods

- Food served in manufacturers' original sealed, packaging are exempt
- Applies to all NYC restaurants and mobile vending commissaries

Technical Assistance to Restaurants and Bakeries

- Helpline
- Website www.notransfatnyc.org
- Trans Fat 101 Classes
- Materials
  - Product resource list
  - Brochures
  - Technical assistance
- All available in multiple languages

So What Happened? Implementation Success

July 1, 2007 Deadline
- Fry oils & spreads
- **99%** compliance as of June 08
- Violations largely due to failure to order ZGTF spreads

July 1, 2008 Deadline
- All other foods
- **94%** compliance as of Oct 08
- Violations largely due to lack of appropriate documentation

Trans Fat Help Center: What we hear from Industry

- Helpline:
  - Predominant topic is enforcement
  - a few bakers calling with technical questions
- Website:
  - Range between 7,000 - 9,000 hits per month
- Class attendance:
  - First 1.5 years – averaged ~45 attendees per month
  - Mostly institutional, but interest is fading
- Reformulation Issues:
  - Frying and spreading
    - none
  - Baking
    - Some technical challenges but all appear surmountable
    - Instances of supply issues resolved quickly by the market

Replacements Continue to Enter the Market

McDonald's Happy Meal before…..

Chicken McNugget Happy Meal
with fries and Low Fat White Milk

- 520 calories
- 25 grams of total fat
- **4.5 grams of trans fat**
- **6 grams of saturated fat**

Source: LA Times, May 7, 2006

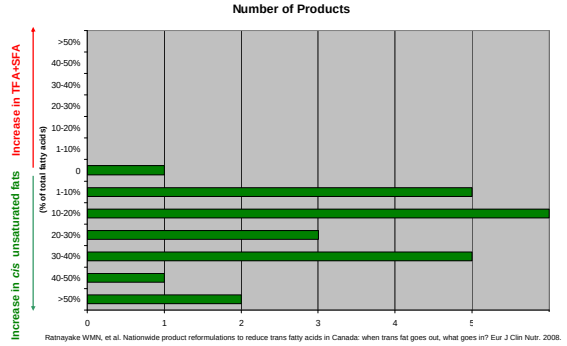
McDonald's Happy Meal After…..

Chicken McNugget Happy Meal
with fries and Low Fat White Milk

- 520 calories – same!
- 25 grams of total fat – same!
- **0 grams of trans fat**
- **5 grams of saturated fat**

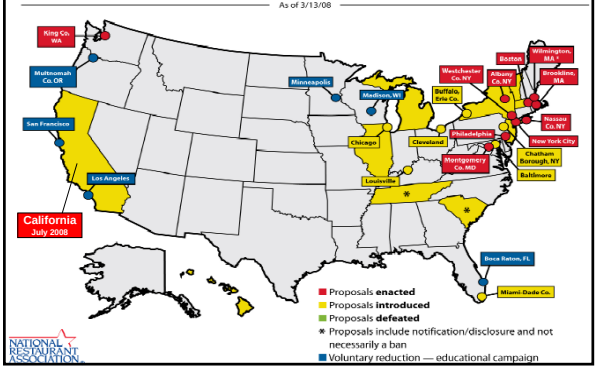
Source: http://www.mcdonalds.com/app_controller.nutrition.index1.html

Product Reformulation Results in Overall Decrease of Trans Fat + Saturated Fat



Ratnayake WMN, et al. Nationwide product reformulations to reduce trans fatty acids in Canada: when trans fat goes out, what goes in? Eur J Clin Nutr. 2008.

Trans Fat Regulation Spread



For more information, visit

www.nyc.gov/transfat

Or

www.notransfatnyc.org

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