



NEW YORK CITY DEPARTMENT OF
HEALTH AND MENTAL HYGIENE

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Dietary Guidelines Communications
Center for Nutrition Policy and Promotion
U.S. Department of Agriculture
3101 Park Center Drive, Room 1034
Alexandria, VA 22302

RE: Generic Clearance for the Development of Nutrition Education Messages and
Products for the General Public.

To whom it may concern:


The New York City Department of Health and Mental Hygiene (NYC DOHMH) commends the efforts of the Center for Nutrition Policy and Promotion and the United States Department of Agriculture (USDA) to collect data to inform development of nutrition education messages and products for the general public. We welcome the opportunity to comment on the proposed collection of information.

NYC DOHMH supports the proposed information collection as an important measure to inform and guide nutrition messaging in the Dietary Guidelines for Americans (DGA). The USDA has previously used focus groups to develop and create messaging for low-income mothers with young children. This data collection helped develop messages that resonated with this special population, and we have employed these messages throughout our programming to support and encourage health-promoting behaviors. Similarly, DOHMH often uses focus groups to inform the development of our public health media campaigns to ensure that the intended messages resonate with our local audience.

The DGA serves as a framework to promote healthy behaviors in local populations. Given the widespread impact of the DGA, it is important that measures taken to develop nutrition messaging are guided by methodological practices that enhance message effectiveness. With regard to the proposed survey methodology, NYC DOHMH suggests the use of a nationally representative sample robust enough to account for the racial and economic diversity of the NYC population, so that not only are national data generalizable, but also large cities with vastly different racial, ethnic, and economic breakdowns are understood. As we look forward to using the newly developed DGA nutrition messaging, use of a nationally representative sample will strengthen the practical utility of nutrition messaging and improve the applicability of messaging in the diverse NYC population.

NYC DOHMH appreciates the opportunity to comment on this important issue.
We believe these efforts will enhance the utility of the data collected. Thank you
for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sonia Angell', with a stylized, flowing script.

Sonia Angell, MD, MPH