

# Prevent Portion Distortion



**Tips for  
weight  
management**



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# **IMPORTANT**

**If you plan to use these slides to present to others:**

- ✓ You are welcome to remove any slides you feel aren't needed by your audience.
- ✓ MyPlate food amounts are based on a 2,000 calories for ages 19 and over, the calorie level used on a Nutrition Facts panel. The calorie levels for your audience may be higher or lower, based on their calorie needs — adjust or explain accordingly.

*Alice & Amy*

**“We’re finding that portion size can influence intake as much as taste. Large packages and containers can lead to overeating foods we do not even find appealing.”**

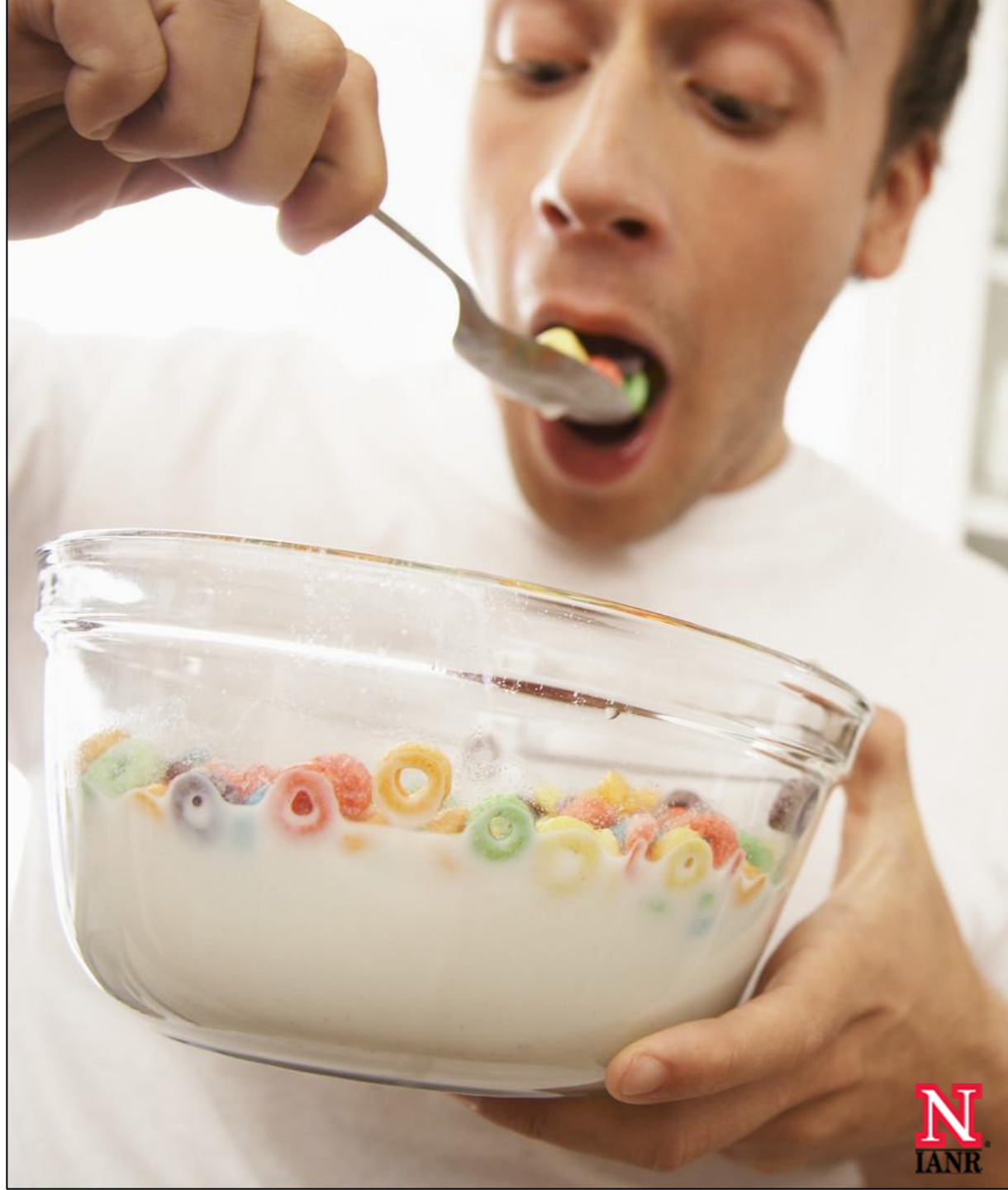
~ Brian Wansink, PhD, John Dyson Endowed Chair in the Applied Economics and Management Department at Cornell University, and author of “Mindless Eating”



**As portion sizes have gotten larger  
over the years, so have we!**



**Larger  
portions  
add up!**



# Beware of the cost of extra calories

**100 extra calories  
per day**

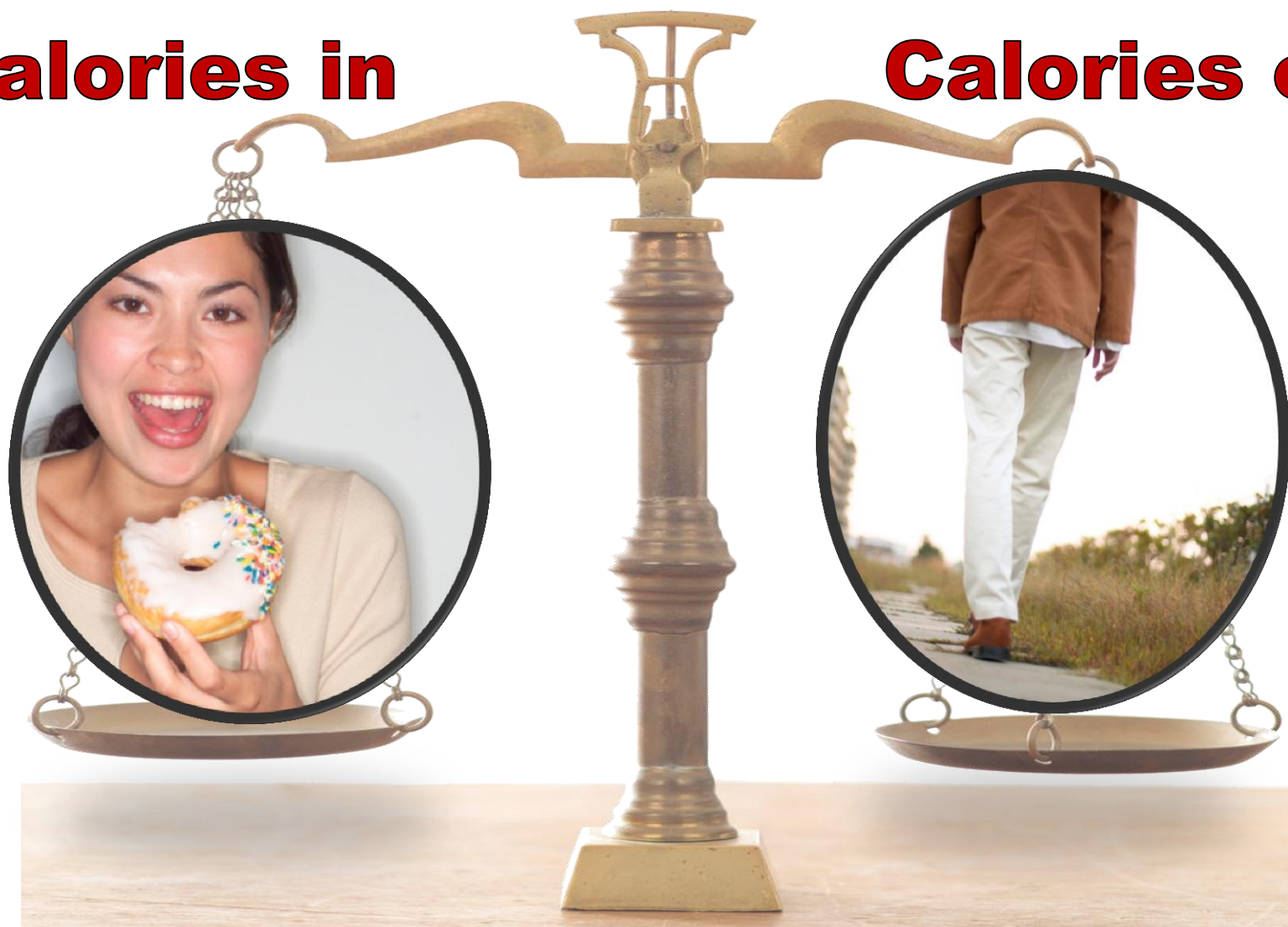
**10 extra pounds  
per year!**



# Maintaining a healthy weight is a balancing act

**Calories in**

**Calories out**





# Today's Menu

- 
- 1. Portion Distortion**
  - 2. MyPlate Guidelines**
  - 3. Portion Size Guidelines**

# Today's Menu



## 1. Portion Distortion

# Portion distortion over the years



**Food portion sizes  
have changed  
in 20 years.**



Slides marked by this icon are adapted from “Portion Distortion” by the National Heart, Lung and Blood Institute at <http://hin.nhlbi.nih.gov/portion>

# Portion distortion

**The following illustrations are representative of comparative sizes.**

**Calories expended by various physical activities are approximations and will vary with age, gender, height/weight, and intensity of the activity.**

***Two different weights are used as examples in the following slides.***

# Guess the calorie difference!

**20 Years Ago**



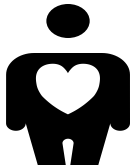
**3-inch diameter**

**Today**



**6-inch diameter**

*Blueberry bagel photo courtesy of pengrim™ at <http://flic.kr/p/41qvEZ> under a Creative Commons Attribution-NonCommerical license: <http://creativecommons.org/licenses/by-nc/3.0/>*



# Guess the calorie difference!

**140 calories**



**350 calories**



**210 more calories**



# How long would you have to rake leaves to burn 210 more calories?



# How long would you have to rake leaves to burn 210 more calories?



Based on 130-pound person



# Guess the calorie difference!

**20 Years Ago**



**1 cups spaghetti  
with sauce &  
3 small meatballs**

**Today**



**2 cups spaghetti  
with sauce &  
3 large meatballs**



# Guess the calorie difference!

**500 calories**



**1,025 calories**



**525 more calories**



# How long would you have to clean house to burn 525 more calories?



# How long would you have to clean house to burn 525 more calories?



**2 hours  
and 35  
minutes**





**“My idea of  
housework is to  
sweep the room  
with a glance.”**

~Erma Bombeck,  
American Humorist

# Guess the calorie difference!

**20 Years Ago**

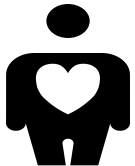


**2.4 ounces**

**Today**



**6.9 ounces**



# Guess the calorie difference!

**210 calories**



**610 calories**



**400 more calories**



# How long would you have to walk leisurely to burn 400 more calories?





# How long would you have to walk leisurely to burn 400 more calories?



**1 hour  
and 10  
minutes**



Based on 160-pound person

# Guess the calorie difference!

**20 Years Ago**



**6.5-oz. soda**

**Today**



**20-oz. soda**



# Guess the calorie difference!

**85 calories**



**250 calories**



**165 more calories**



# How long would you have to garden to burn 165 more calories?



# How long would you have to garden to burn 165 more calories?



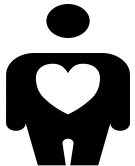
Based on 160-pound person

# Guess the calorie difference!

**20 Years Ago**



**Today**



# Guess the calorie difference!

**333 calories**



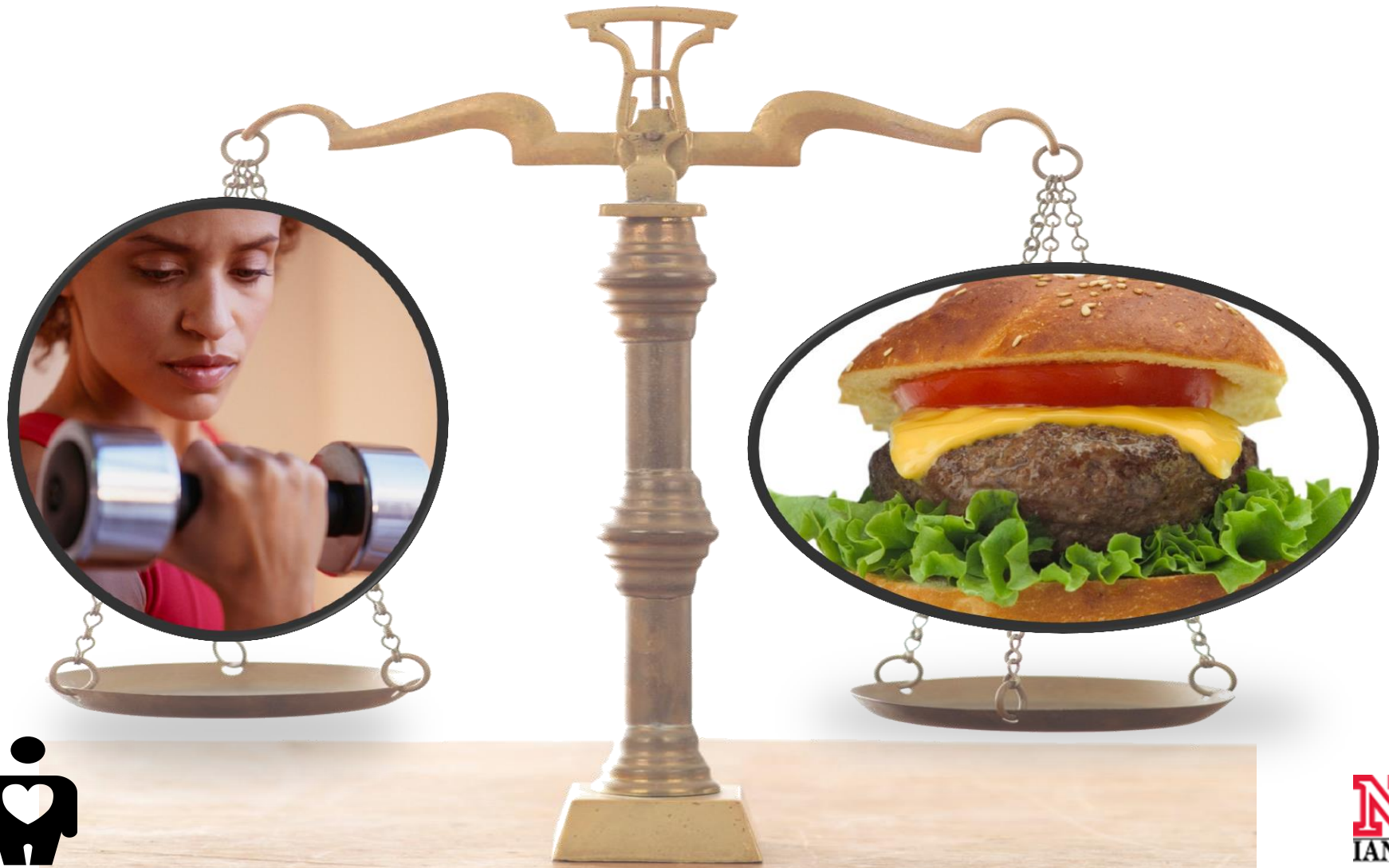
**590 calories**



**257 more calories**



# How long would you have to lift weights to burn 257 more calories?





# How long would you have to lift weights to burn 257 more calories?



**1 hour  
and 30  
minutes**



# Guess the calorie difference!

**20 Years Ago**



**Coffee, 8 oz.  
(with whole milk & sugar)**

**Today**



**Mocha coffee, 16 oz.  
(with steamed whole milk  
& mocha syrup)**

*Large coffee image courtesy of renee\_mcgurk (Renee McGurk) at <http://flic.kr/p/9agbB4> under a Creative Commons Attribution license: <http://creativecommons.org/licenses/by/3.0/>*



# Guess the calorie difference!

**45 calories**



**350 calories**



**305 more calories**



# How long would you have to walk to burn 305 more calories?



# How long would you have to walk to burn 305 more calories?



**1 hour  
and 20  
minutes**



Based on 130-pound person

# Guess the calorie difference!

**20 Years Ago**

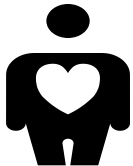


**1.5 ounces**

**Today**



**4 ounces**



# Guess the calorie difference!

**210 calories**



**500 calories**



**290 more calories**



# How long would you have to vacuum to burn 290 more calories?





# How long would you have to vacuum to burn 290 more calories?



**1 hour  
and 30  
minutes**

Based on 130-pound person



# Guess the calorie difference!

**20 Years Ago**



**5 cups**

**Today**



**11 cups**



# Guess the calorie difference!

**270 calories**



**630 calories**



**360 more calories**



# How long would you have to do water aerobics to burn 360 more calories?



# How long would you have to do water aerobics to burn 360 more calories?



**1 hour  
and 10  
minutes**

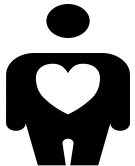
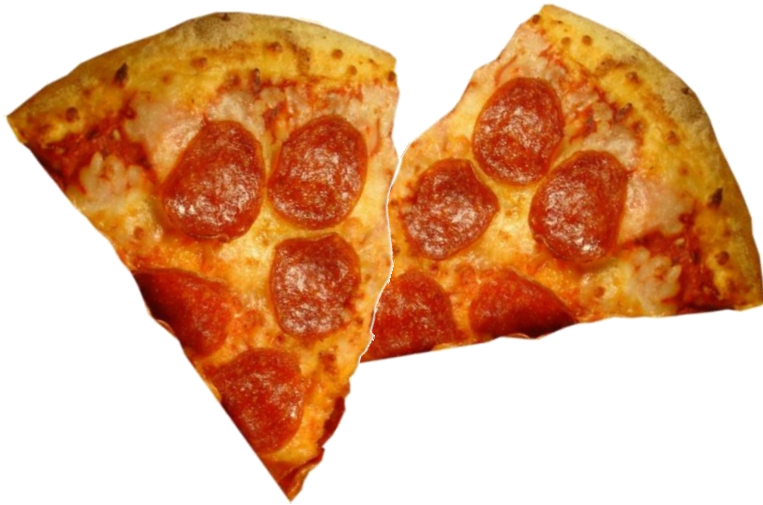


Based on 160-pound person

# Guess the calorie difference!

**20 Years Ago**

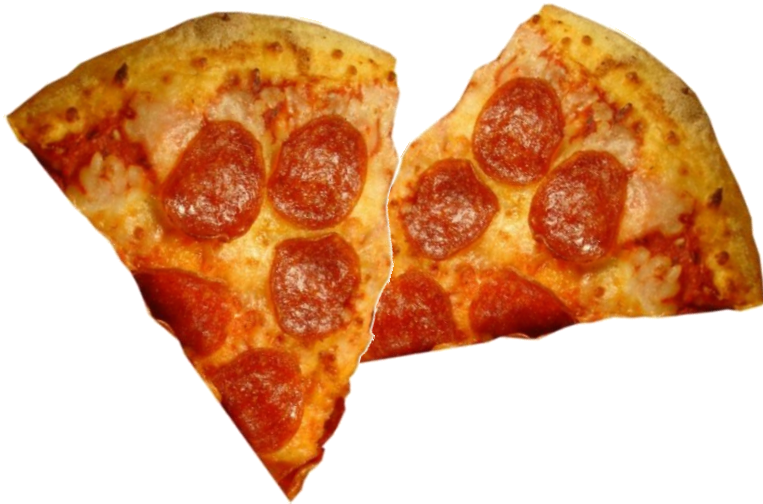
**Today**



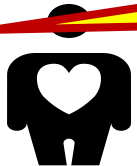
# Guess the calorie difference!

**500 calories**

**850 calories**



**350 extra calories**



# How long would you have to golf (walking & carrying clubs) to burn 350 more calories?





# How long would you have to golf (walking & carrying clubs) to burn 350 more calories?





**“You better cut  
the pizza in  
four pieces,  
because I’m  
not hungry  
enough to  
eat six.”**

~Yogi Berra, former  
American Major League  
baseball player

# Guess the calorie difference!

**20 Years Ago**



**1.5 inch diameter**

**Today**



**3.5 inch diameter**



*Small cookie photo courtesy of National Cancer Institute /  
Renee Comet, Photographer*

# Guess the calorie difference!

**55 calories**



**275 calories**



**220 more calories**



# How long would you have to wash the car to burn 220 more calories?



# How long would you have to wash the car to burn 220 more calories?



**1 hour  
and 15  
minutes**



**“A balanced diet is a cookie in each hand”** ~Author unknown



**Unfortunately ... NOT!**

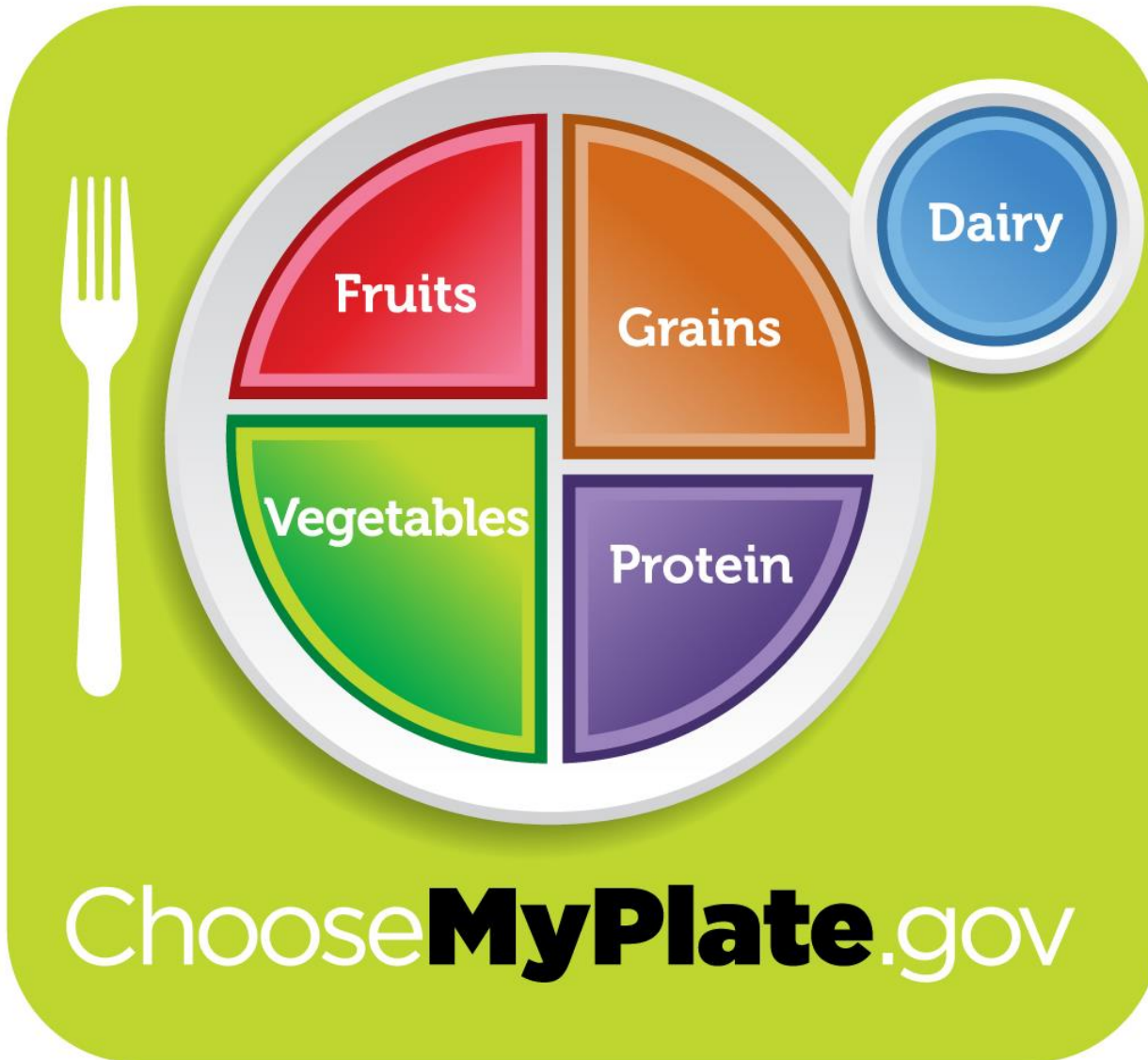
# Today's Menu



## 2. MyPlate Guidelines

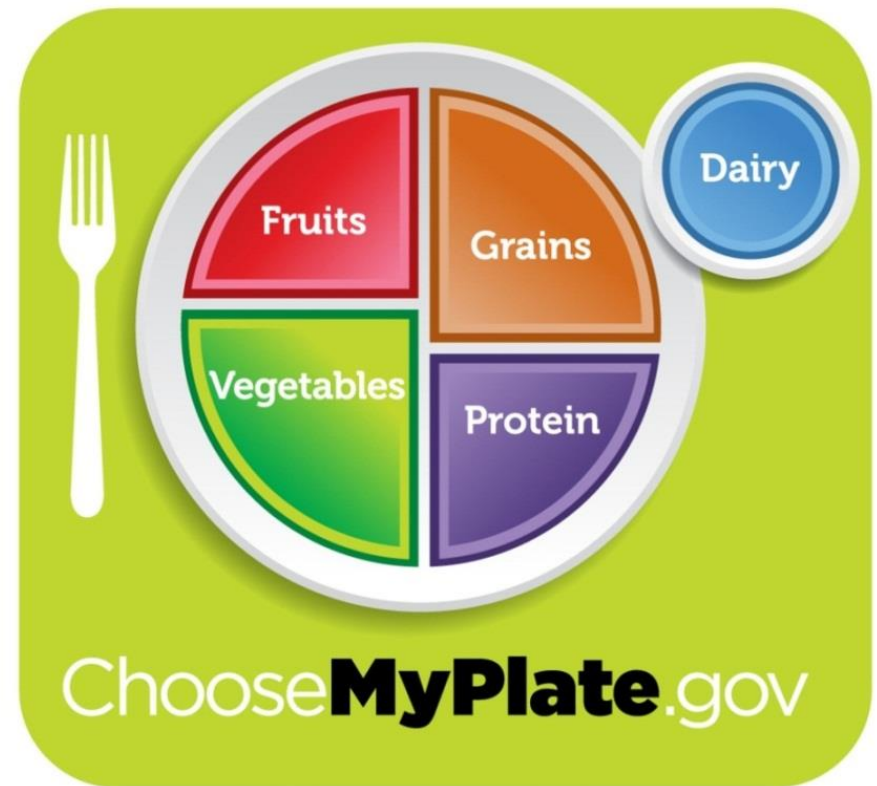


# MyPlate gives guidelines for foods and amounts



# A sample MyPlate food pattern ...

The following foods and amounts are for a **2,000 calorie** daily food pattern for **ages 19 and over** and do not apply to everyone.





**For a personalized plan for YOUR calorie level, based on **age, gender, height/weight, and activity level** — and for **ages 2 through 18** — visit [www.choosemyplate.gov/myplate/index.aspx](http://www.choosemyplate.gov/myplate/index.aspx)**

More specific plans for women who are **pregnant or breastfeeding** are at:

[www.choosemyplate.gov/pregnancy-breastfeeding.html](http://www.choosemyplate.gov/pregnancy-breastfeeding.html)

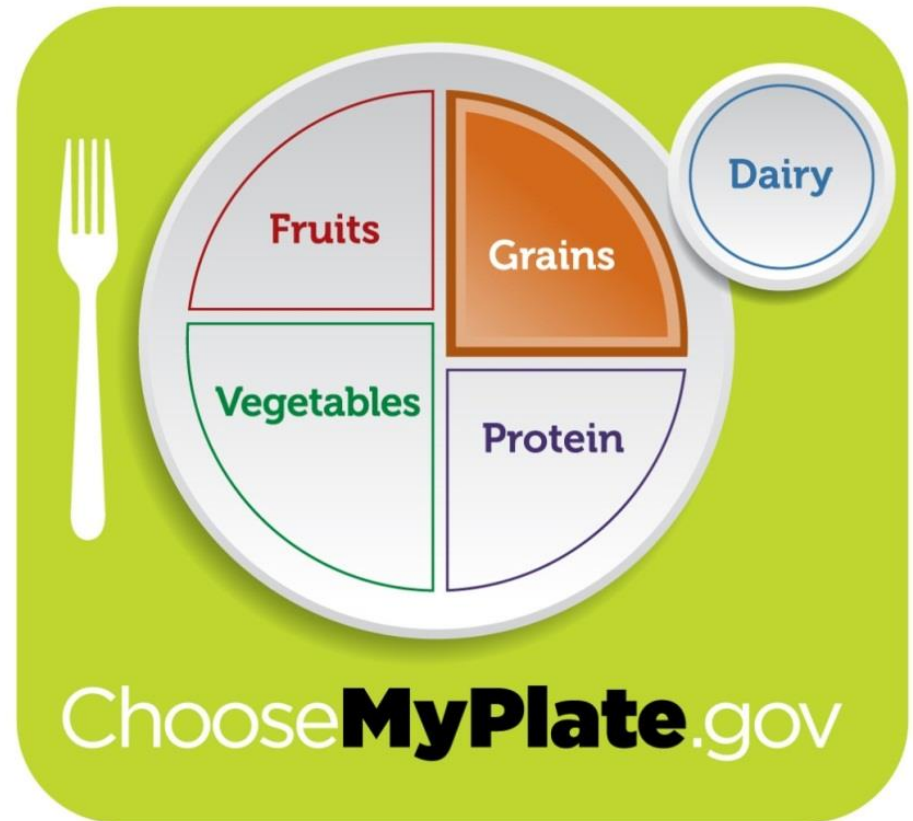




**Additional information on losing weight at:**  
[www.choosemyplate.gov/weight-management-calories.html](http://www.choosemyplate.gov/weight-management-calories.html)

# Grains

Eat 6 “ounce-equivalents.”\*



\* Based on a 2,000 calorie daily food pattern for ages 19 and over; amounts may vary depending on your calorie needs

# Grains

## Ounce-equivalents:

- 1 slice bread
- 1 cup ready-to-eat cereal (such as flakes)
- ½ cup cooked pasta, cooked rice, or cooked cereal

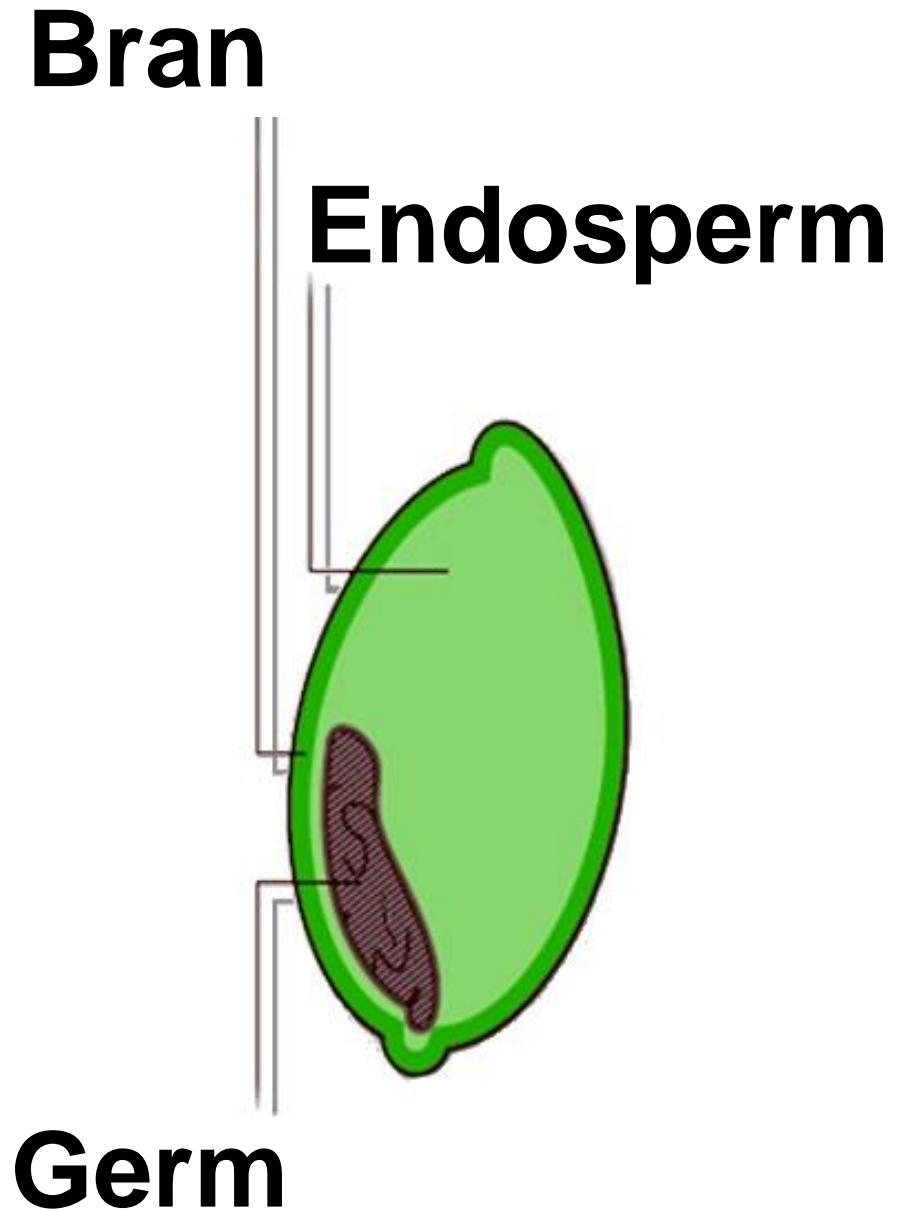




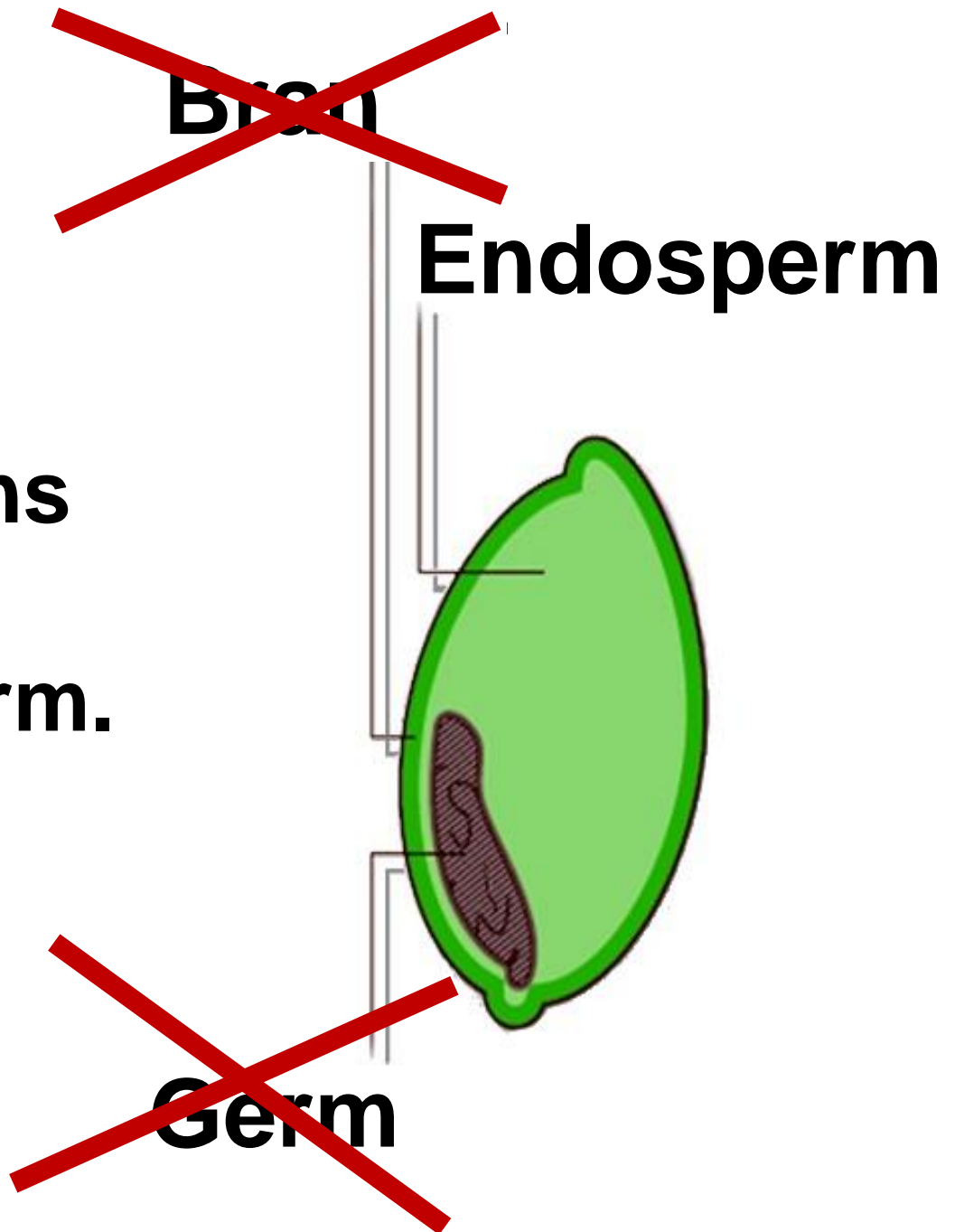
**At least half  
your grains  
should be  
whole grains.**



**Whole grains  
contain the  
entire grain  
seed or  
“kernel.”**

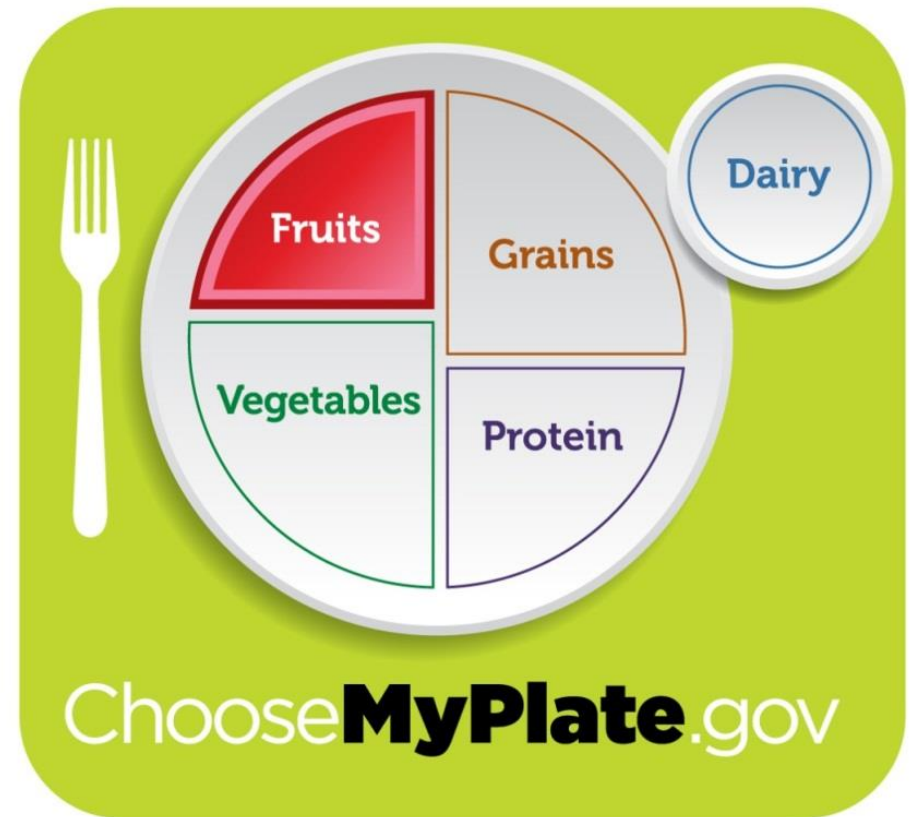


**Refined grains  
contain only  
the endosperm.**



# Fruits

**Eat 2 cups of fresh, canned, or frozen fruits.\***

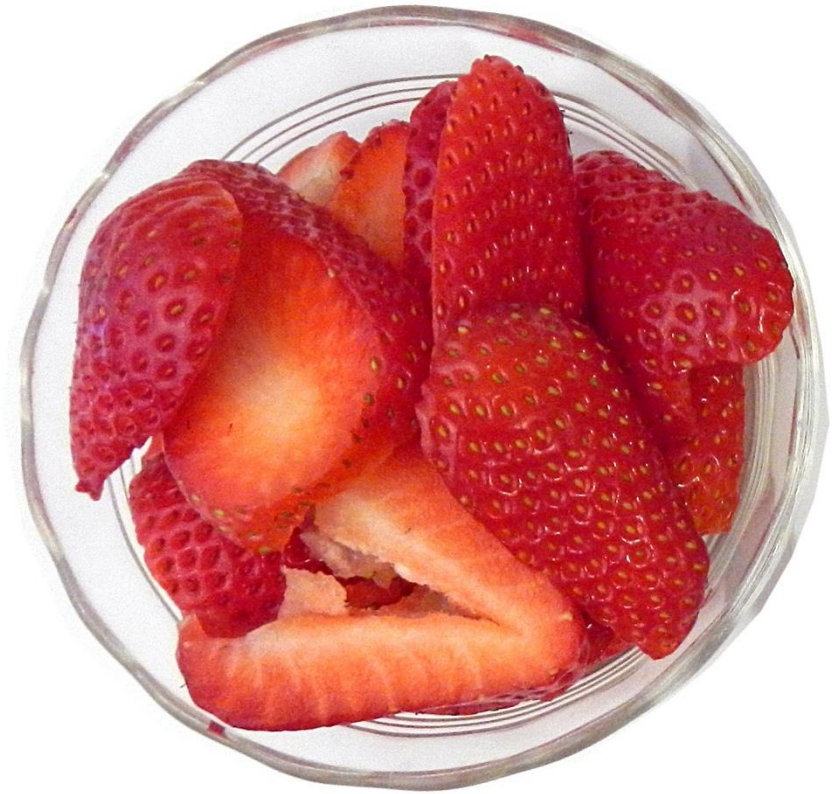


\* Based on a 2,000 calorie daily food pattern for ages 19 and over; amounts may vary depending on your calorie needs

# Fruits

**1 cup fruit equals:**

- **1 cup fruit**
- **1 cup 100% fruit juice**
- **½ cup dried fruit**



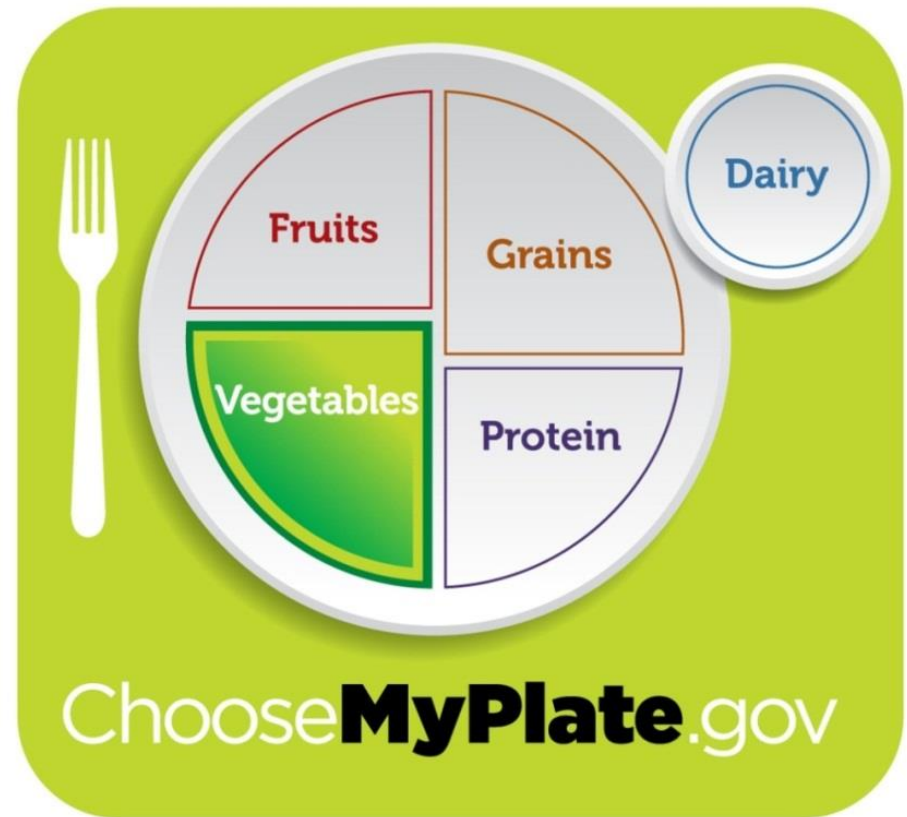
# Fruits

**Make most of your choices whole or cut-up fruit rather than juice, for the benefits dietary fiber provides.**



# Vegetables

**Eat 2½ cups of fresh, frozen, canned vegetables, or an equivalent amount of dried/dehydrated vegetables.\***



\* Based on a 2,000 calorie daily food pattern for ages 19 and over; amounts may vary depending on your calorie needs

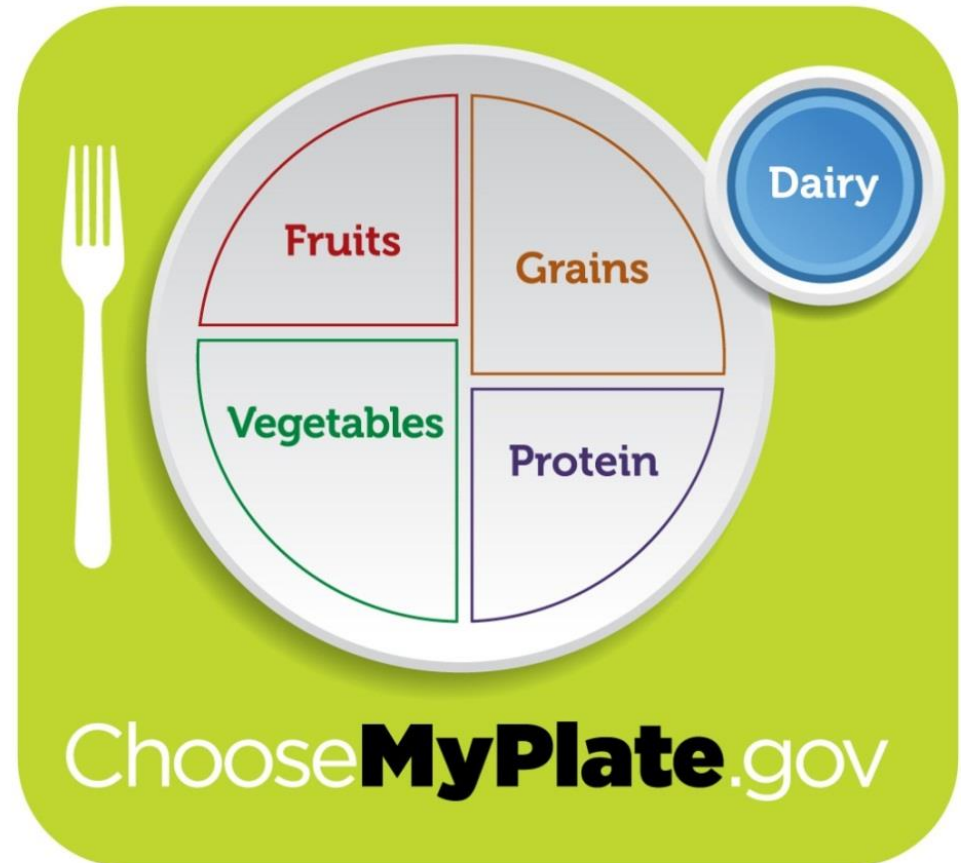
# Vegetables

**2 cups of raw leafy greens equal 1 cup of vegetables.**



# Dairy

**Consume 3 cups  
of fat-free or  
low-fat milk (1%)  
or equivalent  
Dairy Group  
foods.\***



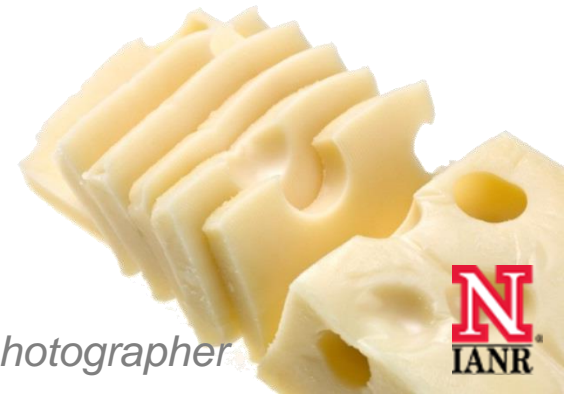
\* Based on a 2,000 calorie daily food pattern for ages 19 and over; amounts may vary depending on your calorie needs



# Dairy

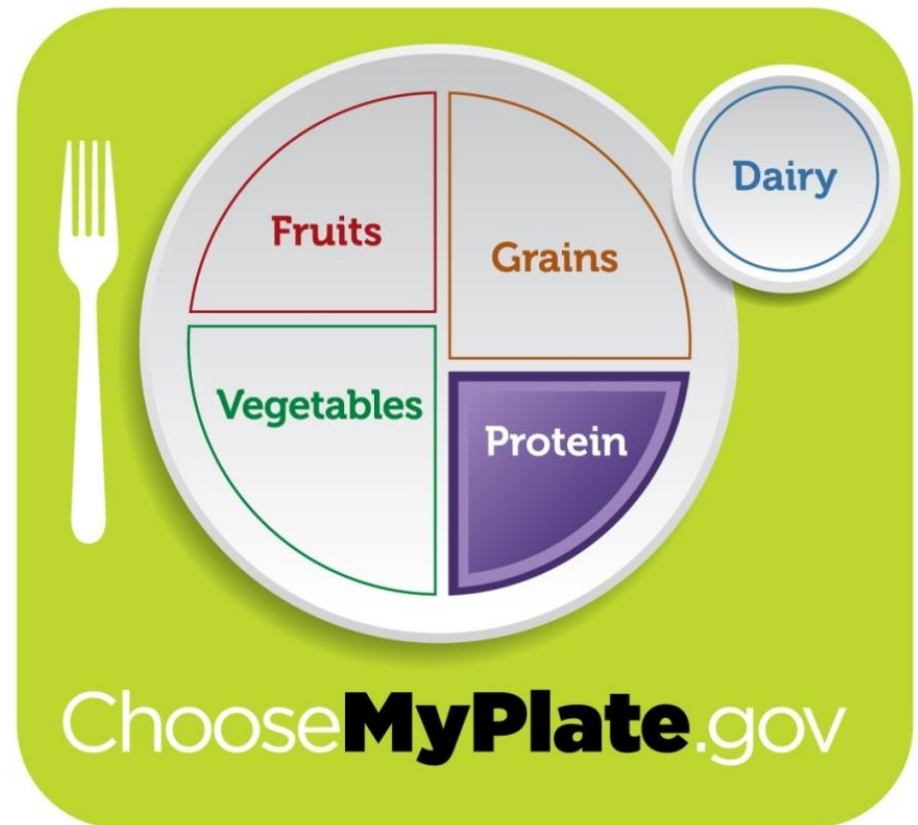
## 1-cup dairy equivalents:

- 8 oz. milk (1 cup)
- 1 cup yogurt
- 1½ oz. natural cheese
- 2 oz. processed cheese
- 8 oz. calcium-fortified soy beverages



# Protein

**Eat 5½ oz.  
(or equivalent)  
of **LEAN** meat,  
poultry, or fish.\***



\* Based on a 2,000 calorie daily food pattern for ages 19 and over; amounts may vary depending on your calorie needs

# Protein

## 1-ounce meat equivalents:

- 1 oz. meat, poultry, or fish
- $\frac{1}{4}$  cup cooked beans or peas (does not include green beans and peas)
- 1 egg
- 1 tablespoon peanut or almond butter
- $\frac{1}{2}$  oz. of nuts or seeds
- $\frac{1}{4}$  cup (about 2 oz.) of tofu
- $\frac{1}{4}$  cup roasted soybeans



# Today's Menu

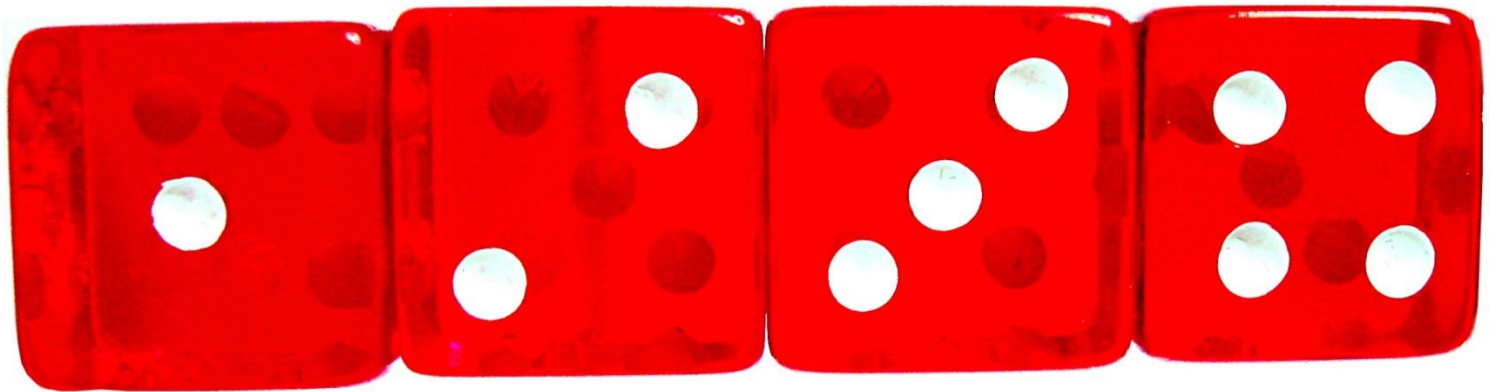


## **3. Portion Size Guidelines**

# Keep an “eye” on your food portion sizes



# Portion sizes: Cheese



**1 ounce of cheese = 4 stacked dice**

# Portion sizes: Meat or Poultry



**3 oz. cooked = a deck of cards**

# Portion sizes: Fish



**3 oz. cooked = a check book**



# Portion sizes: $\frac{1}{2}$ and 1 cup

**1 cup = 1 baseball**

**$\frac{1}{2}$  cup =  $\frac{1}{2}$  baseball**



# Portion sizes: 1 teaspoon & 1 tablespoon



**1 teaspoon =  
the tip of a thumb  
to the first joint**

**1 tablespoon =  
3 thumb tips**

# Using a smaller plate, bowl, or glass can help you eat less



**This cup of cereal looks like more in the smaller bowl.**

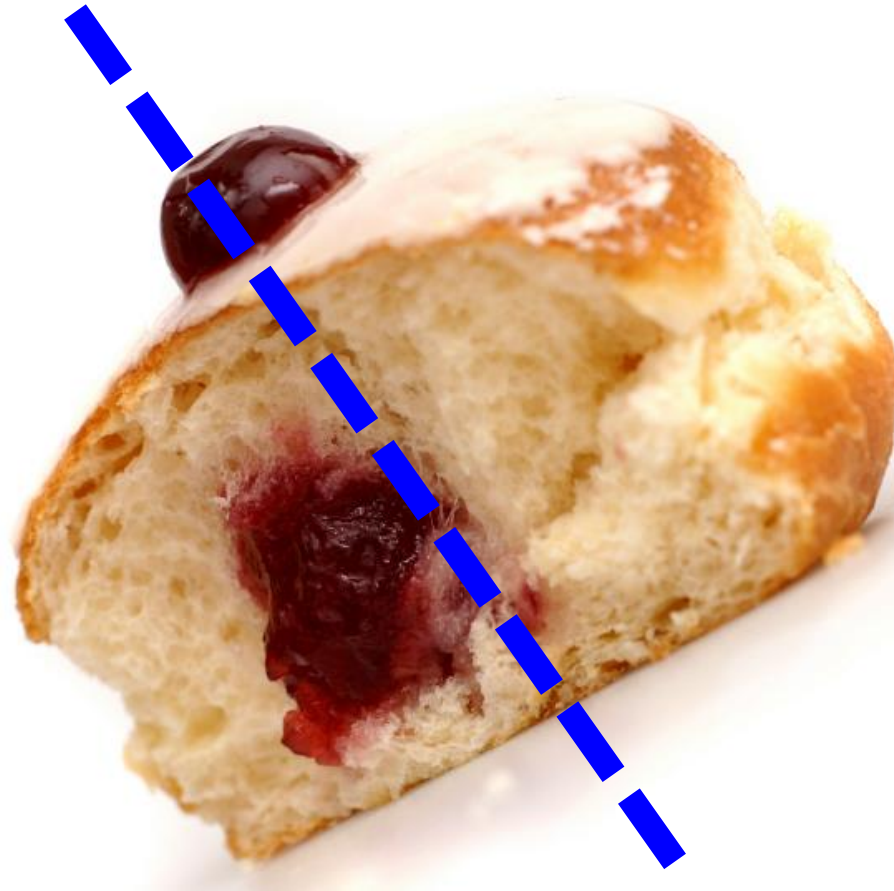
**When possible, know how much you're eating by dishing up a portion of food vs. eating directly from the container**



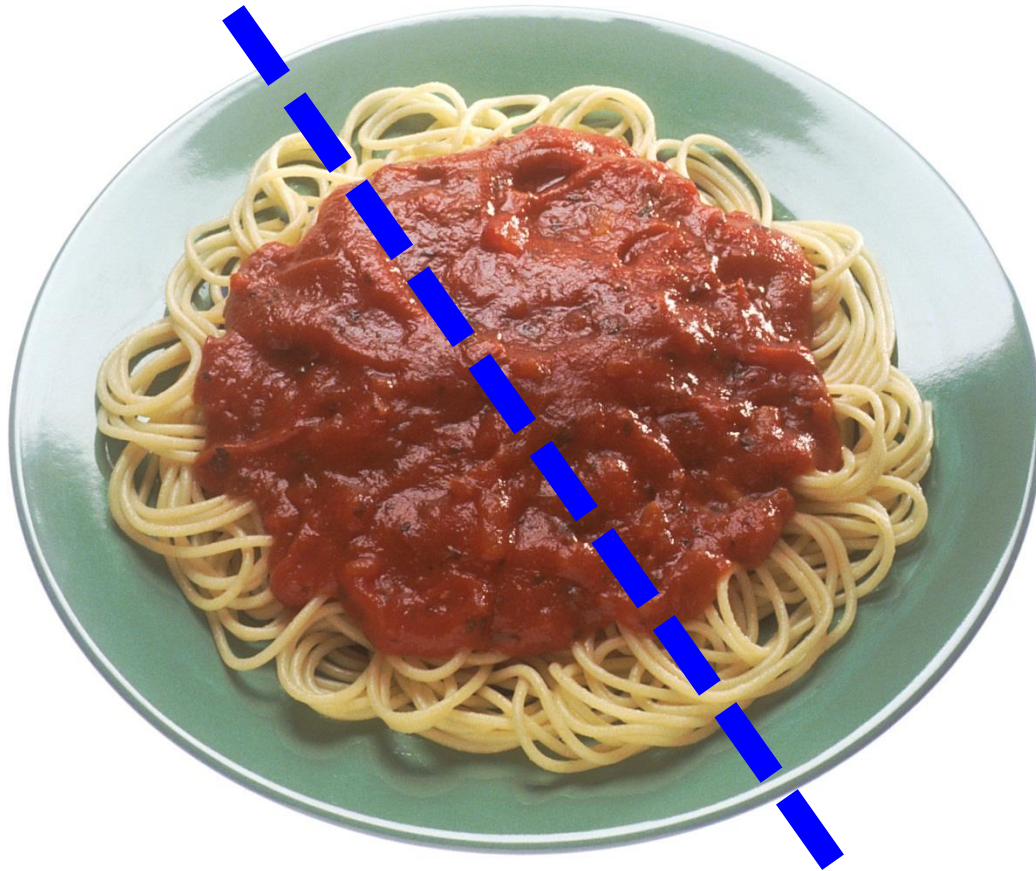
**Start with a smaller portion — have more if you're still hungry**



**Cut portions by sharing  
restaurant meals — especially  
desserts — with others**



**Ask for a “to-go” box and take part  
of your restaurant meal home  
(refrigerate within 2 hours)**



# Be an able label reader

**Check the size and number of servings ... if you drank this entire 20 oz. beverage, you would consume 250 calories!**

<b>Nutrition Facts</b>	
Serving Size	8 fl. oz.
Servings Per Container	2.5
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>100</b>

**100 calories x 2.5 servings = 250 calories**



# Be an able label reader

**Check the size and number of servings ... if you drank this entire 20 oz. beverage, you would consume 250 calories!**

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Serving Size	8 fl. oz.
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**100 calories x 2.5 servings = 250 calories**

# A final thought ...

**“Never eat  
more than  
you can lift.”**

~Miss Piggy, the Muppet



# “Thank you” to the following people (in alphabetical order) for reviewing these slides!

- Lorinda Elson
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- Cheryle Jones Syracuse
- Toni Kuehneman
- Joyce Reich
- Natali Sehi
- Kathi Taylor
- Nancy Urbanec
- Linda Wetzel
- Cassandra Whitmore



# References

- *Choose MyPlate at <http://ChooseMyPlate.gov>*
- *Dietary Guidelines for Americans, 2010 at [www.cnpp.usda.gov/DGAS2010-PolicyDocument.htm](http://www.cnpp.usda.gov/DGAS2010-PolicyDocument.htm)*
- *Keep an Eye on Portion Size Serving Size card Dept. of Health & Human Services, National Institutes of Health, and National Heart, Lung, and Blood Institute at <http://hp2010.nhlbihin.net/portion/servingcard7.pdf>*
- *Obesity Trends Among U.S. Adults Between 1985 and 2010, Centers for Disease Control and Prevention Portion Distortion Quiz, Dept. of Health & Human Services, National Institutes of Health, and National Heart, Lung, and Blood Institute at <http://hp2010.nhlbihin.net/portion/>*
- *Rethink Your Drink, Centers for Disease Control and Prevention at [www.cdc.gov/healthyweight/healthy\\_eating/drinks.html](http://www.cdc.gov/healthyweight/healthy_eating/drinks.html)*
- *Selected Messages for Consumers, USDA Center for Nutrition Policy and Promotion at [www.choosemyplate.gov/print-materials-ordering/selected-messages.html](http://www.choosemyplate.gov/print-materials-ordering/selected-messages.html)*
- *Wansink, Brian and Koert van Ittersum (2006), "The Visual Illusions of Food: Why Plates, Bowls and Spoons Can Bias Consumption Volume," FASEB Journal, 20:4 (Mar 6) A618-A618, Part 1*

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