

# Private Practice Nutrition



Bonnie Y. Modugno, MS, RD  
More Than Food, Inc.



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### Preparation:



Public Health Nutritionist



Nutrition Instructor: SMC, UCLA Extension



### Stepping into private practice



NutritionWorks Nutrition Counseling (DBA)



Private practice; office shared with 5 psychotherapists



Previous space in home, gym, sports medicine facility



Best work influenced by process orientation of therapy



1:1 counseling



Referral by word of mouth, physicians, therapists



Fee for service

# [ Bonnie Y. Modugno, MS, RD ]

## More Than Food, Inc

- 📁 Food and nutrition consulting
  - 📁 Restaurant and food service consulting
    - 📁 Menu consultation
    - 📁 Staff in-services
  - 📁 McDonald's Owners of Southern California (MOASC)
    - 📁 PR firm, advertising, regional office consultation
    - 📁 Staff in-services; presentations
    - 📁 Media Support
    - 📁 Public speaking
  - 📁 Expert Witness
    - 📁 Family law practices; child nutrition cost and adequacy
    - 📁 LA County

# [ Bonnie Y. Modugno, MS, RD ]

## More Than Food, Inc

- 📁 Author
  - 📁 Book chapters
  - 📁 Fitness video inserts
  - 📁 Lay periodicals
  - 📁 Handouts
  - 📁 Professional publications
- 📁 Public Speaking
  - 📁 Continuing education for professionals
  - 📁 In-services at worksites
  - 📁 Community presentations

## [ Private Practice: Integrating Personal and Professional Philosophy ]

- Our bodies are much better prepared to adapt to scarcity
- We have not figured out how to handle abundance
- We have created an environment of indulgence
- We live in a society that values efficiency and convenience
- It takes conscious commitment to eat well and live an active lifestyle
- Most of us are challenged to consistently eat well in this environment

## [ Working with McDonalds ]

- McDonald's Balanced, Active Lifestyle Commitment
  - Menu Choice
  - Nutrition Education
  - Physical Activity

## McDonald's Balanced Active Lifestyles

- **Menu Choice: The Salads and More Initiative**
  - Variety
    - More fruit and vegetables/ more fiber
      - Fruit and yogurt parfait
      - Premium salads
      - Side salads
      - Apple dippers
      - Fruit and walnut salad

## McDonald's Balanced Active Lifestyles

- **Menu Choice**
  - Variety
    - Additional lower fat options
      - Low fat dressings
      - 1% regular and chocolate milk chugs
      - Apple dippers with low fat caramel sauce
      - Grilled vs crispy chicken options
        - Salads
        - Sandwiches
      - "Made for you" ordering options

## [ 2005 Dietary Guidelines ]

- Limit trans fatty acids
  - Continued effort to reduce TFA in cooking oil
    - Currently their are reduced TFAs in Chicken McNuggets, Crispy Chicken, and McChicken offerings
    - Have identified soy oil product to replace current hydrogenated oil after 18 trials
    - Used in selected markets until supply is adequate for all markets
  - TFA information added to nutrition information materials, in-store nutrition brochures and tray liners, McDonald's website,

## [ McDonald's Balanced Active Lifestyles ]

- Menu Choice
  - Variety
    - Additional low sugar options
      - Water
      - Milk
      - Lite lemonade
      - Brewed ice tea
      - Diet coke
      - Coffee/tea

## McDonald's Balanced Active Lifestyles

- Menu Choices
  - Variety: Extra Value Meal Options
    - Happy Meal Option
      - Swap out fries for apple dippers
      - Swap out milk, juice, lite lemonade or water for carbonated beverage
    - Extra Value Meal Options
      - Swap out fries for side salad, apples, parfait
      - Swap out regular sodas for bottled water, ice tea, lite lemonade, diet coke
    - Eliminated Super Size French fries and soft drinks from national menu as of 2004

## McDonald's Nutrition Messaging

- Menu Choices
  - Nutrition Education
    - Toll free Quality and Nutrition Information Number 1-877-McD-FOOD
    - In Store nutrition brochures and tray liners
    - Internet "Bag a meal" nutrition assessment
      - National menu items
      - Customized meal assessments

## McDonald's Balanced Active Lifestyles

- Menu Choice
  - Nutrition Education
    - Nutrition tip sheets
    - Health Topics and Nutrition FAQ sheets
    - Food composition tables

## McDonald's Balanced Active Lifestyles

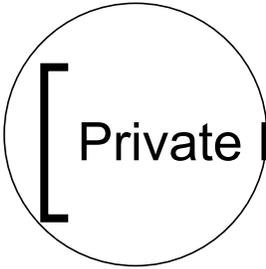
- Menu Choice
  - Nutrition Education
    - Professional support section
      - Materials available to download directly
      - Materials to order (Spanish and English versions available) **1-877-McD-FOOD**
      - What's On Your Plate with Willie Munchright
    - Professional affiliations, associations
      - California Dietetic Association
      - American Academy of Pediatrics
      - Juvenile Diabetes Research Foundation
      - Dr. Dean Ornish, UCSF Cardiologist
      - Dr. Rowena Brock, RD, PhD

## McDonald's Balanced Active Lifestyles

- Physical Activity
  - Play areas in targeted McDonald's stores: R Gym
  - Partnering with Bob Greene, exercise physiologist
  - 2004 Partnering with USOC
    - Website [www.GoActive.com](http://www.GoActive.com)
  - Get Moving with Ronald McDonald <sup>TM</sup>
    - Technical review by American Academy of Pediatrics
  - Sponsoring athletic events

## The Bigger Picture: *Corporate Responsibility*

- How McDonald's Is Stepping Up:  
*Health and Environmental Factors*
  - Since 1990's McDonald's has implemented many environmentally sensitive practices to reduce, reuse and recycle materials
  - In 2001 McDonald's demanded documentation that FDA feed rules were being followed to minimize risk of Mad Cow Disease
  - Since 2001 McDonald's consulted with Dr. Temple Grandin to establish more humane cattle handling systems and to devise an auditing system for slaughterhouses
  - By 2004 McDonald's pledged to phase out purchasing product that use antibiotics as growth enhancers
  - In 2002 pledged to decrease trans fatty acids; efforts continue today



## Private Practice Nutrition



- Questions and Answers
- Closing Remarks