

U.S Food and Drug Administration (FDA) Virtual Listening Sessions Strategies to Reduce Added Sugars Consumption in the United States

**November 7-8, 2023
10-11:30 a.m. ET and 2-3:30 p.m. ET**

Listening Session Topic Purpose and Discussion Questions

Listening Session Topic 1

Food Labeling and Food Industry Perspectives

The purpose of this session is for individuals and organizations with ideas for systemic solutions to decreasing the added sugars content of foods to share their perspectives.

Discussion Questions:

1. Thinking about the U.S. food system, what specific actions could the U.S. Department of Health and Human Services (HHS) and/or the U.S. Department of Agriculture (USDA) take to achieve the goal of reducing added sugars in foods? Are there current approaches that warrant further expansion or are there other approaches that you think should be considered? What are the opportunities and barriers to achieving the actions you are recommending?
2. What specific actions could the food industry take to achieve added sugars reduction in the foods they provide?
3. What are opportunities for the public and private sectors to work together to achieve this goal? For example, develop targets for categories of foods, similar to the voluntary targets FDA developed for sodium.
4. Please share any innovative, successful policies and strategies that the food industry (e.g., manufacturers, restaurants, etc.) are using to help reduce consumption of added sugars. If those activities are on a small scale, do they have the potential to be scaled up? If so, how?

Listening Session Topic 2

Consumer Education and Community Perspectives

The purpose of this session is for individuals and organizations with ideas for consumer education or community-centered efforts focused on decreasing added sugars consumption to share their perspectives and ideas for potential solutions.

Discussion Questions:

1. Thinking about consumer education and community-centered efforts, what specific actions could the U.S. Department of Health and Human Services (HHS) and/or the U.S.

Department of Agriculture (USDA) take to achieve the goal of reducing added sugars consumption among individuals? Are there current approaches that warrant further expansion or are there other approaches that you think should be considered? What are the opportunities and barriers to achieving the actions you are recommending?

2. Are there vulnerable and/or underrepresented populations that should be a focus of an added sugars reduction strategy? What culturally appropriate strategies and sensitivities should be considered when addressing overconsumption of added sugars in those populations?
3. What do public health educators, communities, and consumers need from industry and government to successfully reduce added sugars consumption in the U.S., (e.g., informational websites, educational resources)? How can the public and private sectors work together to assist consumers in reducing their added sugars consumption?
4. Please share innovative, successful consumer education and community-centered activities that currently help consumers reduce consumption of added sugars. If those activities are on a small scale, do they have the potential to be scaled up? If so, how?