

# SPOT The Block

Get your food facts first



## About Spot the Block

In response to the increasing problem of childhood obesity, the U.S. Food and Drug Administration (FDA) created **Spot the Block** — a campaign to encourage tweens, kids ages 9 – 13, to **look** for the Nutrition Facts Label on food packages and **read** and **think** about food facts **before** making food choices. The theme of the national public education campaign is **Spot the Block — Get your food facts first**. “The Block” refers to the Nutrition Facts Label on food packages.

**Spot the Block** also targets tweens’ parents because they serve as influential role models and are in a key position to reinforce campaign messages. The campaign overview at [www.cfsan.fda.gov/spottheblock](http://www.cfsan.fda.gov/spottheblock), provides additional information about FDA’s campaign to educate youth about the Nutrition Facts Label on food products.

## Understanding “The Block”

The **Spot the Block** campaign motivates tweens to use the Nutrition Facts Label when comparing foods, and offers simple, actionable tips to make informed food choices that contribute to lifelong healthy eating habits. It encourages tweens to do the following when reviewing the Nutrition Facts Label or “The Block:”

### 1. Check out the serving size.

- Remember that one package may contain more than one serving!
- Check out the total number of calories and nutrients per serving.
- Think about the total number of servings you eat.

### 2. Consider the calories.

- When looking at a food’s calories, remember: 40 is low, 100 is moderate, 400 is high.
- Keep track of the calories you eat throughout the day.
- The food label is based on a 2,000 calorie diet — but your calorie needs might be different.
- To find out what your “target” calories per day are and to get a customized Daily Food Plan, visit [www.choosemyplate.gov](http://www.choosemyplate.gov).

### 3. Choose nutrients wisely.

- Pick foods that are lower in certain fats, cholesterol and sodium when making daily food choices. **5% Daily Value (DV) is low. 20% Daily Value (DV) is high.**
- Nutrients to get less of (*trans* fat, saturated fat, cholesterol, sodium and sugars)
- Nutrients to get more of (potassium, fiber, vitamins A & C, iron, calcium)

## To Learn More

- Visit [www.fda.gov/spottheblock](http://www.fda.gov/spottheblock) to learn more about the entire campaign.
- Log on to USDA’s nutrition website at [www.choosemyplate.gov](http://www.choosemyplate.gov) to learn about target calories, Daily Food Plans, food groups and more.

