MyPlate Promotion Campaign Leverages Key Messages from the 2015 Dietary Guidelines for Americans

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To improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers.
CNPP FUNCTIONS

- Expenditures on Children by Families
- U.S. Food Supply
- U.S. Food Plans
- Healthy Eating Index
- USDA Food Patterns
- Birth-24 & Pregnancy Project
- Nutrition Evidence Library
- Dietary Guidelines for Americans
- MyPlate
- SuperTracker
- What’s Cooking
- Partnerships

SCIENCE DRIVING NUTRITION POLICY for MAXIMUM IMPACT for AMERICANS
Follow a healthy eating pattern across the lifespan

Focus on variety, nutrient density, and amount

Limit calories from added sugars and saturated fats and reduce sodium intake

Shift to healthier food and beverage choices

Support healthy eating patterns for all
KEY RECOMMENDATIONS

A Healthy Eating Pattern

Consume a healthy eating pattern that accounts for all food and beverages within an appropriate calorie level.

- A healthy eating pattern includes:
  - A variety of **VEGETABLES** from all of the subgroups—dark green, red and orange, legumes (beans and peas), starchy, and other
  - **FRUITS**, especially whole fruits
  - **GRAINS**, at least half of which are whole grains
  - **Fat-free or low-fat DAIRY**, including milk, yogurt, cheese, and/or fortified soy beverages
  - A variety of **PROTEIN** foods, including seafood, lean meats and poultry, eggs, legumes (beans and peas), and nuts, seeds, and soy products
  - **OILS**

- A healthy eating pattern limits:
  - Saturated and trans fats, added sugars, and sodium
Quantitative recommendations are provided for components of the diet that should be limited. These components are of particular public health concern, and the specified limits can help individuals achieve healthy eating patterns within calorie limits:

- Consume less than 10% of calories per day from **ADDED SUGARS**
- Consume less than 10% of calories per day from **SATURATED FATS**
- Consume less than 2,300 mg per day of **SODIUM**
- If alcohol is consumed, it should be consumed in moderation — up to one drink per day for women and up to two drinks per day for men — and only by adults of legal drinking age.
In addition to diet, physical activity is important to promote health and reduce the risk of chronic disease. Diet and physical activity are the two parts of the calorie balance equation to help manage body weight. To help individuals maintain and achieve a healthy body weight, the Dietary Guidelines includes a key recommendation to: Meet the Physical Activity Guidelines for Americans.
FROM THE DIETARY GUIDELINES TO MYPLATE

Reaching Consumers
곤잉 어웨arness

1 in 2 Americans recognize the MyPlate symbol

USDA CNPP CONSUMER SURVEY, 2015
PEOPLE CARE ABOUT EATING HEALTHY

91% of consumers think about the healthfulness of foods and beverages they consume

2015 FOOD & HEALTH SURVEY
IFIC FOUNDATION
80% of dietitians say that small changes resonate with consumers and help them achieve their dietary goals.

2015 WHAT’S TRENDING IN NUTRITION SURVEY
POLLOCK COMMUNICATIONS & TODAY’S DIETITIAN
Consumers cite support from family and friends as the #1 tool they’ve used for healthy eating.
Consumers are now more interested in lasting changes and lifelong healthy eating than crash dieting.

WEIGHT MANAGEMENT AND HEALTHY LIVING 2015
THE HARTMAN GROUP
Introducing...

MyPlate, MyWins
Healthy Eating Solutions for Everyday Life
ChooseMyPlate.gov/MyWins
Objective: Help consumers eat healthy eating patterns

Audience: Families with young children at home

Goals: **Knowledge**: Increase awareness and how to use MyPlate  
**Attitudes**: Provide solutions to barriers  
**Behavior**: Make better food and beverage decisions
A NEW APPROACH...

**MyPlate, MyWins**

Healthy Eating Solutions for Everyday Life
Choose MyPlate.gov/MyWins

Helping consumers develop their own

“healthy eating style” with the support of MyPlate
WHAT IS A “MyWin”? 

- Healthy eating solutions for everyday life 
- Make small changes - they all add up! 
- MyPlate can help consumers find solutions that work for them 
- Celebrate successes 

MyPlate, MyWins 
Healthy Eating Solutions for Everyday Life
ChooseMyPlate.gov/MyWins
INSPIRING CONSUMERS TO “WIN”

Empowers families and individuals to help one another

Emphasizes social support, inspirational content, and personalized tools for success

New campaign resources to help consumers find their “wins,” including:

- Testimonial videos with real families
- Healthy eating tips
- Interactive challenges
- MyPlate educational materials and tools
- Opportunities to share successes with others
MyPlate, MyWins VIDEO SERIES

ANIMATION

SHELLEY

ROCCIO
MyPlate, MyStory

What's your healthy eating style?
Shelley's Story

Challenge: Shelley is a single mom to 2-year old Josiah. She tries to serve healthy foods while balancing work, school and being a mom.

Shelley’s Healthy Eating Solutions:

• Grocery shop and cook together
• Role model healthy eating for kids
• Serve food from all 5 food groups each day
• Get creative and have fun with food

• Small changes add up!
Rocio’s Story

Challenge: Rocio and her husband, both veterans, strive to teach their 4 boys (all under the age of 8) the importance of good nutrition.

Rocio’s Healthy Eating Solutions:
• Make whole wheat pancakes, waffles, or crepes
• Create a weekly menu board
• Get the whole family involved in meal prep
• Eat meals together as a family
## 2016 Campaign Releases

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Release</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>New Year</td>
<td>MyPlate reSOLUTIONS</td>
<td>Discover long-term solutions vs. quick fix approaches to healthy eating</td>
</tr>
<tr>
<td>National Nutrition Month</td>
<td>MyPlate Challenges</td>
<td>Gamify health behaviors by competing against friends and family in a healthy eating challenge</td>
</tr>
<tr>
<td>MyPlate’s 5th Birthday</td>
<td>MyPlate, MyState</td>
<td>Connect with local agriculture and community farmer’s markets to get healthy foods on your plate</td>
</tr>
<tr>
<td>Back to School</td>
<td>Back-to-School with MyPlate</td>
<td>Get back into a healthy eating routine for the new school year</td>
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<tr>
<td>Holiday Season</td>
<td>Celebrate with MyPlate</td>
<td>Embrace family traditions and discover tips and ideas to make positive choices during the holidays</td>
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</tbody>
</table>
MyPlate, MyState CAMPAIGN
RESOURCES FOR PROFESSIONALS

- Graphics and MyPlate Style Guide at: www.choosemyplate.gov/graphics
- Buttons for each food group
- Button for limiting sodium, saturated fats, and added sugars
- MyWins graphic
- Dietary Guidelines Communicator’s Guide
- New consumer messages
- Shareable tweets
MyPlate, MyWins

Find your healthy eating style and maintain it for a lifetime. This means:

- Make half your plate fruits and vegetables.
- Focus on whole grains.
- Vary your veggies.
- Vary your protein routine.
- Make half your grains whole grains.
- Move to low-fat or fat-free milk or yogurt.
- Drink and eat less sodium, saturated fat, and added sugars.

Everything you eat and drink over time matters. The right mix can help you be healthier now and in the future.

Start with small changes to make healthier choices you can enjoy.

Visit ChooseMyPlate.gov for more tips, tools, and information.
MORE FROM CHOOSEMYPLATE.GOV

- Posters and other print materials
- Toolkits
- Spanish language resources
- Audience-specific resources
  - Pregnancy and breastfeeding
  - Preschoolers
  - Kids
  - Older Adults
  - Healthy Eating on a Budget
The campaign invites the public to share their MyWins on social media

#MYPLATEMYWINS
INTERACTIVE TOOLS

• MyPlate Plan Calculator and Daily Checklist
• MyPlate Quizzes
• SuperTracker
• What’s Cooking? USDA Mixing Bowl
SUPERTRACKER.USDA.GOV

• Interactive food & activity tracking tool

• Updated with the 2015-2020 Dietary Guidelines for Americans

• Personalized recommendations for healthy eating and physical activity
SUPERTRACKER STATS

• Total pageviews since launch: 534,228,544
• Average pageviews per day: 329,770
• Average pageviews per month: 9,893,121
• Total registered users since launch: 7,224,718
• Average users added per day since launch: 4,438
SUPERTRACKER FEATURES

• Determine what and how much to eat
• Track foods, physical activities, and weight
• Personalize with goal setting, virtual coaching, and journaling
• Build, track and analyze recipes using the My Recipe feature.
• Generate detailed reports that analyze food group and nutrient content of foods eaten or planned meals.
Research shows that people who keep track of what they eat and weigh are more likely to succeed at losing weight and keeping it off.

SuperTracker users often contact us to share their successes.

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To: SuperTrackerHelp - CNPP
Subject: Thanks!

Dear SuperTracker Team,

I am writing to say thank you for providing this resource. It is something for which I am glad to see my tax dollars spent. With the help of the SuperTracker website, which I access via my smart phone, I have lost 75 pounds in the last year. I have also used many of the USDA publications about diet and exercise, including the 2010 Dietary Guidelines for Americans, to re-balance my diet and learn the right portion sizes for me. I have lost nine clothing sizes, and now have a healthy BMI and healthy blood pressure. I am continuing to use the SuperTracker to help me keep working on balance in my diet, and to maintain my new size.
SUPERTACKER RESOURCES

• Site Tour Videos
  • Library of 19 YouTube videos demonstrating how to use SuperTracker

• SuperTracker Nutrition Lesson Plans for High School Students

• SuperTracker Worksite Wellness Toolkit
  • 8-week program designed to help worksite wellness coordinators support employee health and wellness.
SUPERTRACKER GROUPS

• Group leaders (educators, health professionals, etc.) can:
  • Create a private or public group and invite others to join via email, Facebook or a group-specific access code.
  • Run roll-up reports of group member dietary and physical activity data (available to private groups only).
  • Send messages to group members.
  • Create a healthy eating challenge for group members.
As of March 2016, group leaders can create a challenge to encourage healthy eating and physical activity through friendly competition.

- Challenges encourage healthy eating and physical activity through friendly competition and gamification.
SuperTracker challenges offer a new, simpler way for Americans to get feedback on their health behaviors and work toward their goals.

Challenge participants use a simple challenge “Quick Tracker” to record daily foods and physical activities in a matter of seconds.
WHAT’S COOKING? USDA MIXING BOWL

- Large database of healthy recipes
- Extensive search filters to refine results
  - USDA program, course, nutrition content, cooking equipment, cuisine
- Create a cookbook or choose from ready-made cookbooks
- Rate or comment on recipes
- Share on social media
Nutrition centered and budget-friendly approach is a unique niche in the recipe marketplace.

Comprehensive search and sort capabilities

Full site is also available in Spanish.

What’s Cooking is tablet and mobile friendly!
WHAT'S COOKING? USDA MIXING BOWL

New Features:
- Site-wide shopping list
- Menu Builder (coming soon)
- SuperTracker Data Interfacing (coming soon)
**MENU BUILDER (coming soon)**

1 week menu

Weekly Nutrition Overview and Cost is provided for each menu.

Create a shopping list of food and menu items

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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</thead>
<tbody>
<tr>
<td><strong>BREAKFAST</strong></td>
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<tr>
<td>Peanut Butter</td>
<td>Hard-Cooked</td>
<td>Scrambled Eggs</td>
<td>Banana Walnut</td>
<td>Scrambled Tofu</td>
<td>Fantastic French</td>
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<tr>
<td>Raisin Oatmeal</td>
<td>Egg</td>
<td>Turkey Sausage</td>
<td>Oatmeal Orange</td>
<td>Tofu Burrito</td>
<td>Toast</td>
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<tr>
<td>Orange Juice</td>
<td>Cereal with Fruit</td>
<td>Whole Wheat Toast</td>
<td>Orange 1% low fat milk</td>
<td>Orange 1% low fat milk</td>
<td>Orange Juice</td>
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<tr>
<td><strong>LUNCH</strong></td>
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<tr>
<td>Tuna/Cucumber</td>
<td>Chocolate Chip</td>
<td>One Pan Spaghetti</td>
<td>Green Salad</td>
<td>Peanut Butter</td>
<td>Crunchy Chicken</td>
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<tr>
<td>Wrap</td>
<td>Yogurt Cookies</td>
<td>Side Salad</td>
<td>with Tuna</td>
<td>and Banana</td>
<td>Salad Sandwich</td>
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<tr>
<td>Lowfat Vanilla</td>
<td>1% low fat milk</td>
<td>Sliced Whole-</td>
<td>Shake-A-Pudding</td>
<td>Sandwich</td>
<td>Crunchy Chicken</td>
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<tr>
<td>Yogurt</td>
<td></td>
<td>Wheat Bread</td>
<td>Side Salad</td>
<td>Crunchy Chicken</td>
<td>Salad</td>
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<tr>
<td>1% low fat milk</td>
<td></td>
<td></td>
<td>Sliced Whole-</td>
<td>Salad</td>
<td>Salad</td>
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<td>Wheat Bread 1%</td>
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<td>low fat milk</td>
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<td><strong>DINNER</strong></td>
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<tr>
<td>Honey Lemon</td>
<td>One Pan Spaghetti</td>
<td>Polenta with</td>
<td>Marinated Beef</td>
<td>Lentil Stew</td>
<td>Pan Fried Pork</td>
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<tr>
<td>Chicken</td>
<td>Spaghetti</td>
<td>Pepper and</td>
<td>Mashed Potatoes</td>
<td>Brown Rice</td>
<td>Chop</td>
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<tr>
<td>Brown Rice</td>
<td>Shake-A-Pudding</td>
<td>Cheese</td>
<td>Mixed Vegetables</td>
<td>Steamed Rice</td>
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<tr>
<td>Pilaf</td>
<td></td>
<td>Chocolate Chip</td>
<td>Tea</td>
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<tr>
<td>Peas and Corn</td>
<td></td>
<td>Yogurt Cookies</td>
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<td>Cooked Green</td>
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<td>Beans</td>
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<td>White Roll</td>
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<td>Tub Margarine</td>
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<td>Steamed Broccoli</td>
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<td><strong>SNACKS</strong></td>
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<tr>
<td>Carrot Sticks</td>
<td>Popcorn</td>
<td>Pretzels and Dip</td>
<td>Banana Bread</td>
<td>Banana Bread</td>
<td>Yogurt Parfait</td>
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<tr>
<td>with Dip</td>
<td>Orange</td>
<td>Dip</td>
<td>Tub Margarine</td>
<td>1% low fat milk</td>
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<tr>
<td>Whole-Grain</td>
<td></td>
<td>Grapes</td>
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<tr>
<td>Crackers</td>
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Create a shopping list of food and menu items.
MENU BUILDER (coming soon)

Edit and Customize Menu Items

Interactive menus

View individual days to customize menus
MyPlate NUTRITION COMMUNICATOR’S NETWORK

- **Community Partners**
- **National Strategic Partners**
- **Campus Ambassadors**
- **Federal Partners**
INSPIRING OTHERS

Share tips and MyPlate messages using #MyPlateMyWins

Host a MyPlate challenge for your community or family

Join on as a partner

Visit ChooseMyPlate.gov/ and use the resources available
CONNECT WITH MyPlate

Social Media

Like MyPlate at
www.facebook.com/MyPlate

Follow @MyPlate on Twitter
Everyone has a place at the table!
THANK YOU!

USDA Center for Nutrition Policy and Promotion

www.cnpp.usda.gov
www.DietaryGuidelines.gov
www.choosemyplate.gov
www.SuperTracker.usda.gov