From the Dietary Guidelines for Americans to Everyday Inspiration

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TODAY’S TOPICS

2015-2020 DIETARY GUIDELINES FOR AMERICANS

FROM DGA TO MyPlate

INTRODUCING MyPlate, MyWins
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
Adherence to the *2010 Dietary Guidelines*
Measured by Average Total Healthy Eating Index-2010 (HEI-2010) Scores of the U.S. Population Ages 2 Years and Older (Figure I-1)

![Graph showing adherence to the 2010 Dietary Guidelines](image)

Data Source: Analyses of What We Eat in America, National Health and Nutrition Examination Survey (NHANES) data from 1999-2000 through 2009-2010.

Note: HEI-2010 total scores are out of 100 possible points. A score of 100 indicates that recommendations on average were met or exceeded. A higher total score indicates a higher quality diet.
Adherence to the 2010 Dietary Guidelines
Measured by Average Total Healthy Eating Index-2010 (HEI-2010) Scores of the U.S. Population Across Age Groups

Data Source: Analyses of What We Eat in America, National Health and Nutrition Examination Survey (NHANES) data from 1999-2000 through 2009-2010.

Note: HEI-2010 total scores are out of 100 possible points. A score of 100 indicates that recommendations on average were met or exceeded. A higher total score indicates a higher quality diet.
Current Eating Patterns in the United States
Percent of the U.S. Population Ages 1 Year and Older Who are Below, At, or Above Each Dietary Goal or Limit (Figure 2-1)

Note: The center (0) line is the goal or limit. For most, those represented by the blue sections of the bars, shifting toward the center line will improve their eating pattern.

Data Source: What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group. Healthy U.S.-Style Food Patterns, which vary based on age, sex, and activity level, for recommended intakes and limits.
2015-2020
DIETARY GUIDELINES FOR AMERICANS
Guidelines & Key Recommendations
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**
Dietary Guidelines resources:

- Consumer Q&As
- Key consumer messages and materials
- Communicator’s guide to the Dietary Guidelines
- Link to policy document and executive summary
- ...and more

www.choosemyplate.gov/dietary-guidelines
PREGNANCY AND BIRTH TO 24 MONTHS PROJECT

- Agricultural Act of 2014
- Preliminary work underway
- 2020-2025 Dietary Guidelines for Americans

http://www.cnpp.usda.gov/birthto24months
FROM THE DIETARY GUIDELINES TO MYPLATE

Reaching Consumers
GROWING AWARENESS

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.
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…

Helping consumers develop their own “healthy eating style” with the support of MyPlate

MyPlate, MyWins
Healthy Eating Solutions for Everyday Life
ChooseMyPlate.gov/MyWins

Healthy Eating Style
MyWins
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
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
WWW.CHOOSEMYPLATE.GOV/MYWINS
MyPlate, MyWins VIDEO SERIES

ANIMATION

SHELLEY

LILA & PJ

ROCIO & WAYNE

BRYAN & KEAH

COMING SOON!
MyPlate, MyWIns TIPSHEET

Find Your Healthy Eating Style & Maintain It for a Lifetime

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

Follow the MyPlate building blocks below to create your own healthy eating plan—"MyWIns." Choose foods and beverages from each food group—making sure that your choices are limited in sodium, saturated fat, and added sugars.

- Make half your plate fruits and vegetables. Focus on whole fruits.
  - Choose whole fruits, plain, baked, or canned in 100% juice.
  - Dress fruit with cheese, nuts, or a dessert.

- Make half your plate grains whole grains.
  - Look for whole grains labeled 100% or as the first or second ingredient on the ingredients list. Dry cereals, cornbread, whole-grain bread, and brown rice are examples of whole grains.
  - Limit refined grains such as white bread, crackers, and white rice.

- Make your plate protein and vegetables vary your protein.
  - Try adding beans, peas, or lentils to soups, stews, and main dishes.
  - Choose a variety of calorie vegetables prepared to replace whole or refined grains and proteins.

- Make half your plate dairy.
  - Use low-fat or fat-free milk or yogurt.
  - Choose fat-free, low-fat, or fat-free milk, yogurt, and cheese.
  - Choose fat-free or low-fat milk and yogurt.

- Limit sweet and salty snacks, saturated fat, and added sugars.
  - Keep your December holidays and traditions in mind when it comes to snack foods.
  - Choose vegetable oils instead of animal fats and oils.
  - Try main dishes with beans and vegetables, like butter beans or bean soup.

- Drink and eat less sodium, saturated fat, and added sugars.
  - Use the Nutrition Facts label to help you make better choices.
  - Choose vegetable oils instead of animal fats and oils.
  - Try main dishes with beans and vegetables, like butter beans or bean soup.

- Use MyWIns to help you plan your meals.

MyWIns

Everything you eat and drink matters.

The right mix can help you be healthier now and into the future. Find your MyWIns.

Visit ChooseMyPlate.gov to learn more.

USDA is an equal opportunity provider and employer.
MyPlate, MyWins: Make it yours

Find your healthy eating style. Everything you eat and drink over time matters and can help you be healthier now and in the future.

- Move to low-fat or fat-free milk or yogurt.
- Make half your grains whole grains.
- Vary your protein routine.
- Focus on whole fruits.
- Vary your veggies.

Limit the extras.
Drink and eat beverages and food with less sodium, saturated fat, and added sugars.

Create 'MyWins' that fit your healthy eating style. Start with small changes that you can enjoy, like having an extra piece of fruit today.
The campaign invites the public to share their MyWins on social media.

#MYPLATEMYWINS
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, MyState CAMPAIGN

MyPlate, MyState

What foods are your state or territory known for?

Food and flavors from every state and territory in this nation can help us all create lasting healthy eating styles. We can enjoy MyPlate's building blocks for healthy eating in a great place to start.

If it's on MyPlate and it's from your state, show your pride! Here are two opportunities:

- Healthy Lunchtime Challenge and Klix® "State Dinner" with First Lady Michelle Obama. Deadline April 4 (more state-specific food info coming soon). Whether it's food grown in your state, a dish your state is known for, or something you've grown in your backyard, include your hometown story about your recipe.

- Coming soon: What does MyPlate look like in your state? Organizations and people statewide are invited to create a state-specific MyPlate featuring foods and flavors your state is known for.
INTERACTIVE ONLINE TOOLS

- MyPlate Plan Calculator and Daily Checklist
- MyPlate Quizzes
- SuperTracker
- What’s Cooking? USDA Mixing Bowl
• Interactive food & activity tracking tool
• Updated with the 2015-2020 *Dietary Guidelines for Americans*
• Personalized recommendations for healthy eating and physical activity
MyPlate CHALLENGES

- Launched in **March 2016** in the SuperTracker application
- Challenges encourage healthy eating and physical activity through friendly competition and **gamification**
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
WHAT’S COOKING USDA MIXING BOWL

- Large database of healthy recipes
- Extensive search filters to refine results
- Create a cookbook or choose from ready-made cookbooks
- Rate or comment on recipes
- Share on social media
CONNECT WITH MyPlate

Social Media

Like MyPlate at www.facebook.com/MyPlate

Follow @MyPlate on Twitter
MyPlate NUTRITION COMMUNICATOR’S NETWORK

**Community Partners**
Regional or local individuals and organizations that communicate and promote nutrition content of the Dietary Guidelines or MyPlate

**Campus Ambassadors**
Students, faculty, staff who communicate nutrition, wellness and fitness messages throughout campus

**Federal Collaboration**
Federal agencies/organizations which administer federal food, nutrition, or health programs

**National Strategic Partners**
Public and private entities and organizations, national in scope and reach, who communicate and promote nutrition content of the Dietary Guidelines or MyPlate

Get MyPlate news, campaign updates, and new resources via email!
https://public.govdelivery.com/accounts/USDACNPP/subscriber/new
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
THANK YOU!

USDA Center for Nutrition Policy and Promotion

www.cnpp.usda.gov
www.DietaryGuidelines.gov
www.ChooseMyPlate.gov
www.SuperTracker.usda.gov

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