MyPlate, MyWins — New Content from the 2015-2020 Dietary Guidelines for Americans

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USDA United States Department of Agriculture

NIFA IFSN Webinar July 26, 2016

TODAY'S TOPICS

2015-2020
DIETARY GUIDELINES
FOR AMERICANS

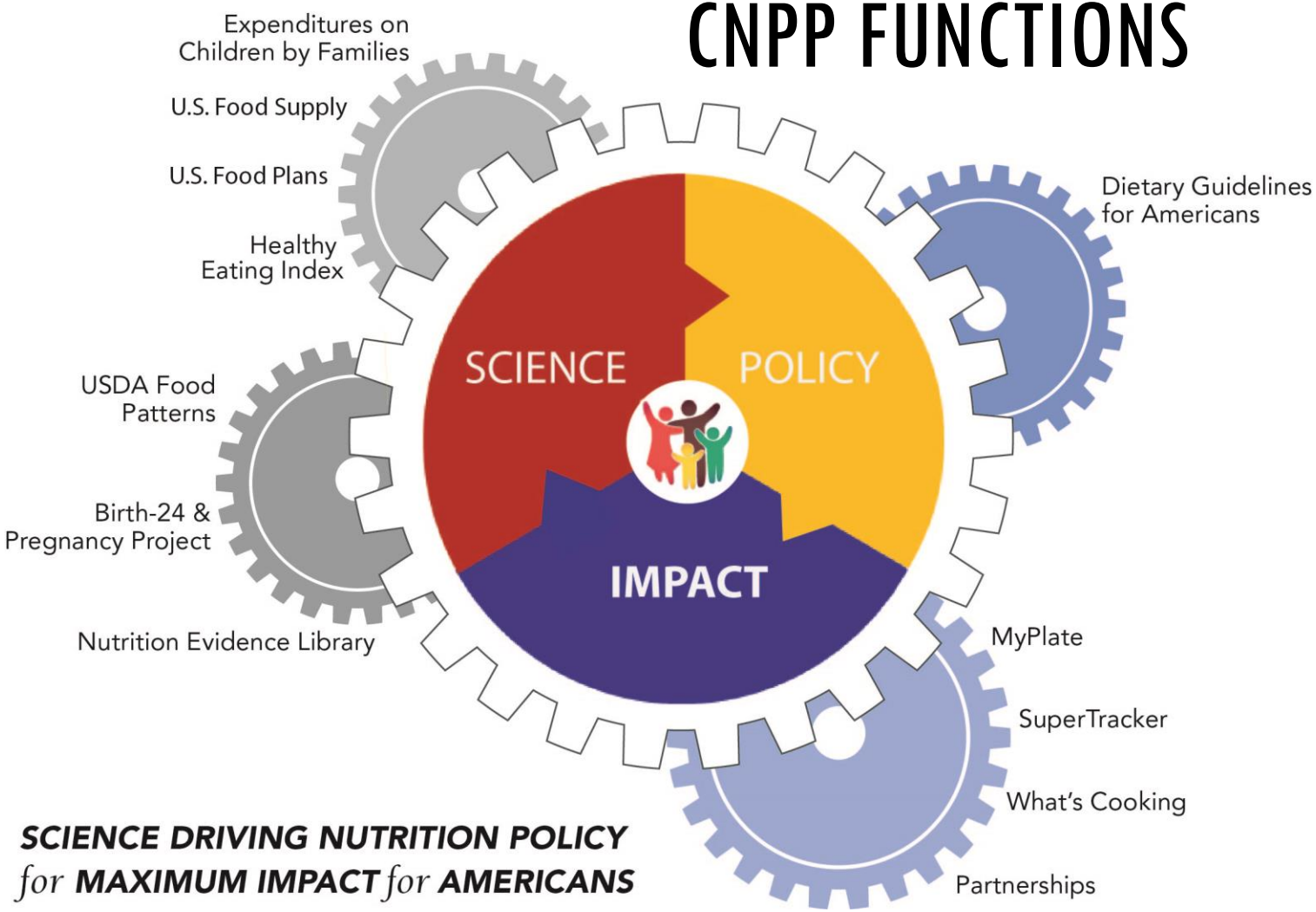
FROM DGA
TO MyPlate

INTRODUCING
MyPlate, MyWins

USDA CENTER FOR NUTRITION POLICY & PROMOTION

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

CNPP FUNCTIONS



SCIENCE DRIVING NUTRITION POLICY
for ***MAXIMUM IMPACT*** *for* ***AMERICANS***

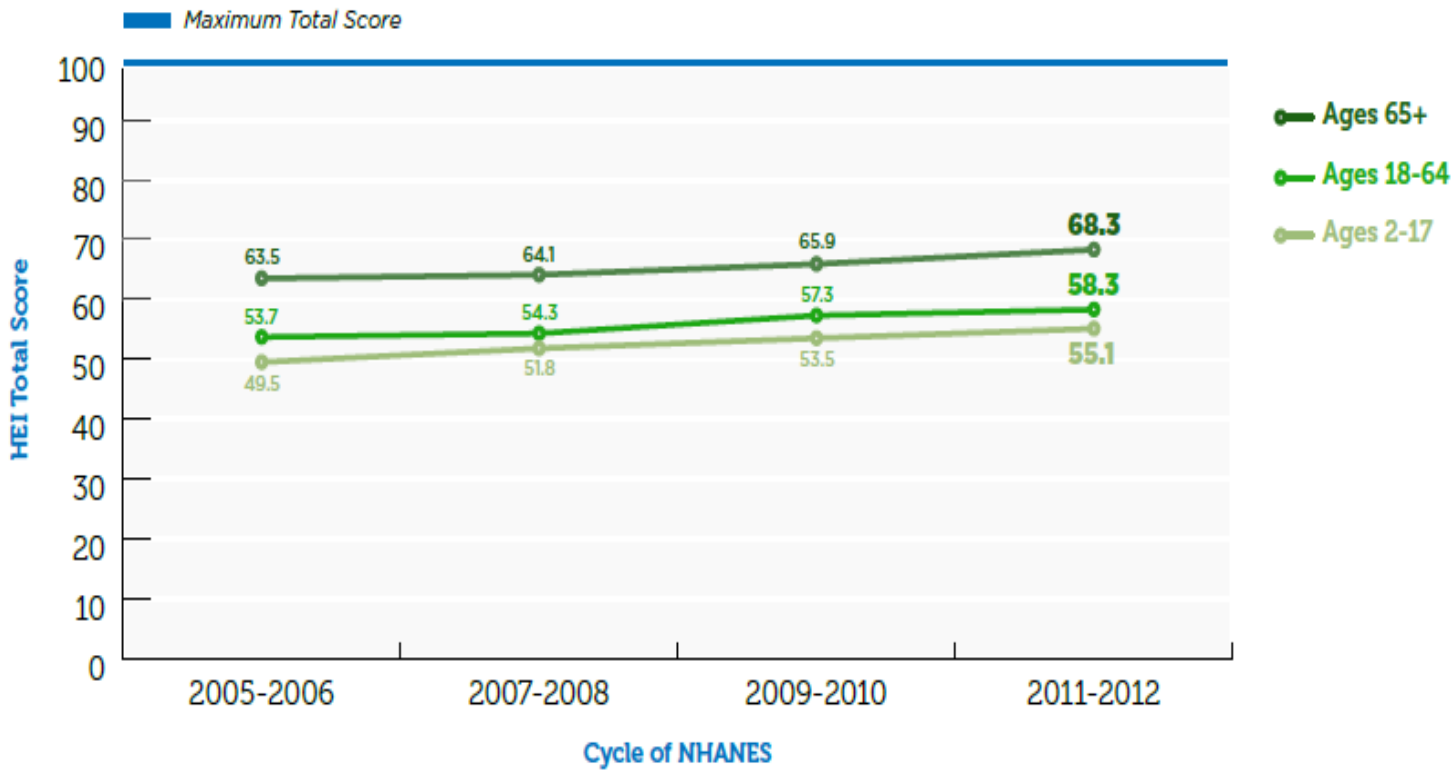
Adherence to the *2010 Dietary Guidelines*

Measured by Average Total Healthy Eating Index-2010 (HEI-2010) Scores of the U.S. Population Ages 2 Years and Older (Figure I-1)

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*

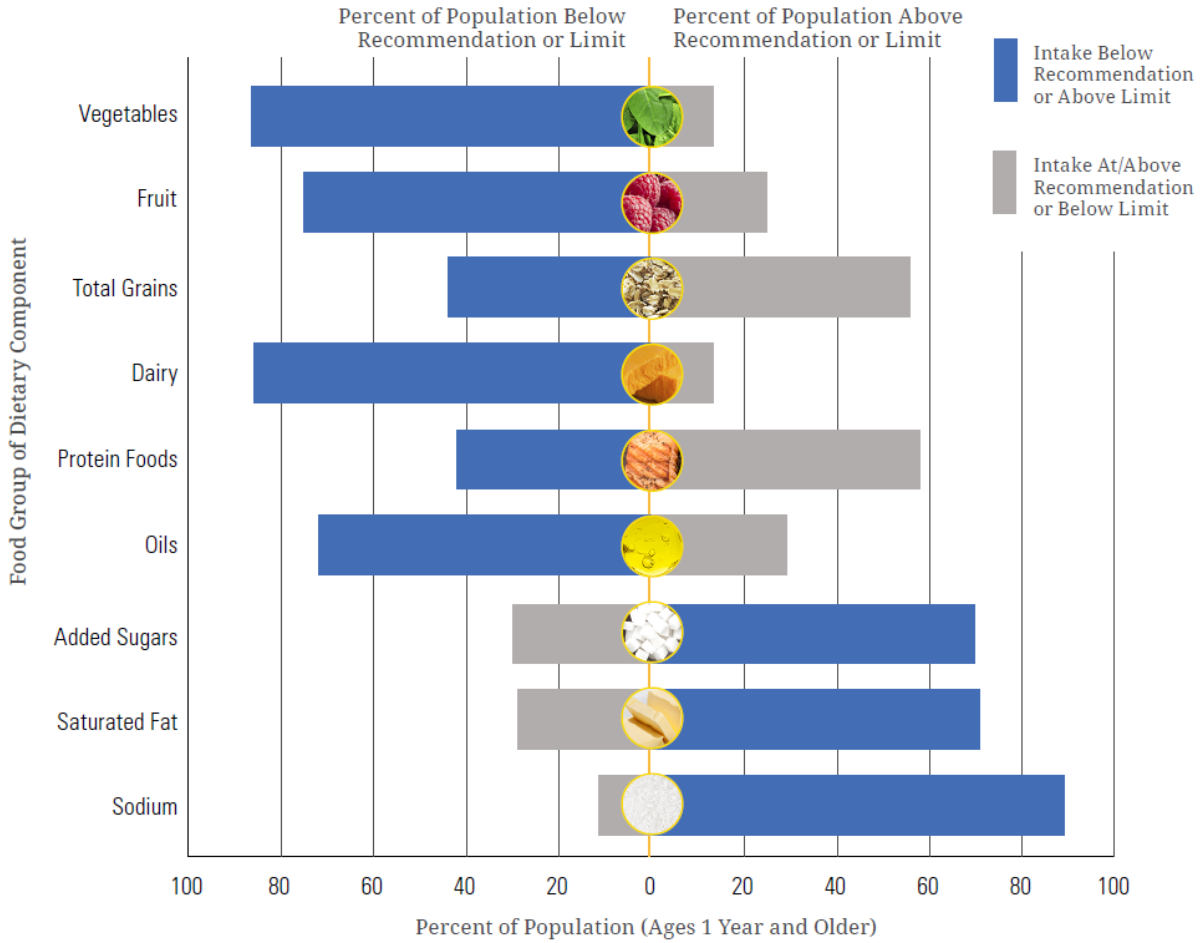
Measured by Average Total Healthy Eating Index-2010 (HEI-2010) Scores of the U.S. Population Across Age Groups



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

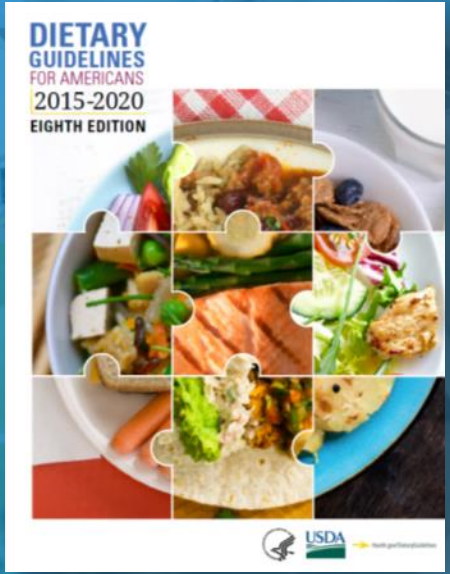
Percent of the U.S. Population Ages 1 Year and Older Who are Below, At, or Above Each Dietary Goal or Limit (Figure 2-1)



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



2015-2020
DIETARY GUIDELINES FOR AMERICANS
The Process

- Dietary Guidelines Advisory Committee reviewed science and produced advisory report
- Public submitted comments on advisory report
- HHS/USDA drafted policy document
- HHS/USDA released the *Dietary Guidelines for Americans* policy document
- CNPP translates policy into programs and materials to help Americans implement the Guidelines

2015-2020
DIETARY GUIDELINES FOR AMERICANS

Guidelines

1. Follow a healthy eating pattern across the lifespan
2. Focus on variety, nutrient density, and amount
3. Limit calories from added sugars and saturated fats and reduce sodium intake
4. Shift to healthier food and beverage choices
5. 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

KEY RECOMMENDATIONS

Quantitative Limits

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

KEY RECOMMENDATIONS

Physical Activity

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

Dietary Guidelines information and 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

BIRTH TO 24-MONTHS & PREGNANT WOMEN DIETARY GUIDANCE INITIATIVE

- Agricultural Act 2014
- Framework and foundation building
- 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

SMALL, EASY CHANGES

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*

CONNECTING WITH OTHERS IS KEY

#1

Consumers cite support from family and friends as the #1 tool they've used for healthy eating

2015 FOOD & HEALTH SURVEY
IFIC FOUNDATION

THEY'RE IN IT FOR THE LONG-TERM

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

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

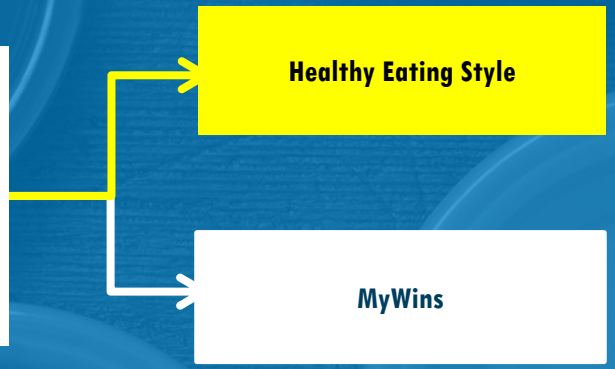
Goals:

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

WHAT IS A "MyWin"?

Healthy Eating Style

MyWins

- 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

WWW.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

ROCIO

BRYAN

MyPlate, MyState CAMPAIGN

MyPlate, MyWins TIPSHEET

USDA
United States Department of Agriculture

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 solutions—"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—fresh, frozen, dried, or canned in 100% juice.
- Enjoy fruit with meals, as snacks, or as a dessert.

Make half your grains whole grains
- Look for whole grains listed first or second on the ingredients list—try oatmeal, popcorn, whole-grain bread, and brown rice.
- Limit grain desserts and snacks, such as cakes, cookies, and pastries.

Move to low-fat or fat-free milk or yogurt
- Choose fat-free milk, yogurt, and soy beverages (soy milk) to cut back on saturated fat.
- Replace sour cream, cream, and regular cheese with low-fat yogurt, milk, and cheese.

Fruits
Grains
Dairy
Vegetables
Protein
Limit

Make half your plate fruits and vegetables: Vary your veggies
- Try adding fresh, frozen, or canned vegetables to salads, sides, and main dishes.
- Choose a variety of colorful veggies prepared in healthful ways: steamed, sautéed, roasted, or raw.

Vary your protein routine
- Mix up your protein foods to include seafood, beans and peas, unsalted nuts and seeds, soy products, eggs, and lean meats and poultry.
- Try main dishes made with beans and seafood, like tuna salad or bean chili.

Drink and eat less sodium, saturated fat, and added sugars
- Use the Nutrition Facts label and ingredients list to limit items high in sodium, saturated fat, and added sugars.
- Choose vegetable oils instead of butter, and oil-based sauces and dips instead of ones with butter, cream, or cheese.
- Drink water instead of sugary drinks.

MyWins

Everything you eat and drink matters.
The right mix can help you be healthier now and into the future. Find your MyWins!

Visit Choose**MyPlate**.gov *to learn more.*

Center for Nutrition Policy and Promotion
January 2016

USDA is an equal opportunity provider and employer.

MyPlate, MyWins MINIPOSTER

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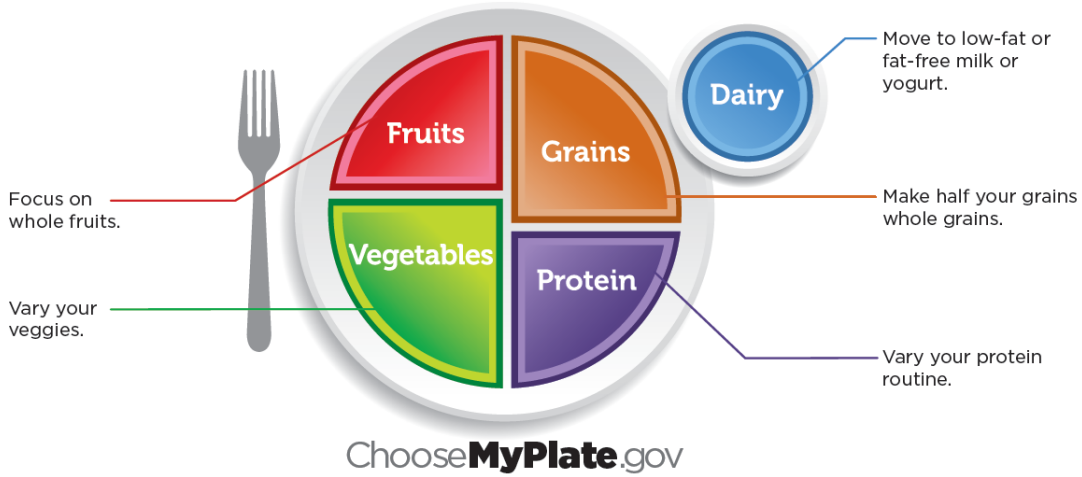
MyPlate, MyWins: Make it yours

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



Limit

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

MyWins

Create 'MyWins' that fit your healthy eating style.
Start with small changes that you can enjoy, like having an extra piece of fruit today.

#MYPLATEMYWINS

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

MORE INTERACTIVE TOOLS

- MyPlate Plan Calculator and Daily Checklist
- MyPlate Quizzes
- SuperTracker
- What's Cooking? USDA Mixing Bowl

USDA
United States Department of Agriculture

MyPlate Daily Checklist

Find your Healthy Eating Style

Everything you eat and drink matters. Find your healthy eating style that reflects your preferences, culture, traditions, and budget—and maintain it for a lifetime! The right mix can help you be healthier now and into the future. The key is choosing a variety of foods and beverages from each food group—*and making sure that each choice is limited in saturated fat, sodium, and added sugars*. Start with small changes—"MyWins"—to make healthier choices you can enjoy.

Food Group Amounts for 1,800 Calories a Day

Fruits	Vegetables	Grains	Protein	Dairy
1 1/2 cups	2 1/2 cups	6 ounces	5 ounces	3 cups
Focus on whole fruits Focus on whole fruits that are fresh, frozen, canned, or dried.	Vary your veggies Choose a variety of colorful fresh, frozen, and canned vegetables—make sure to include dark green, red, and orange choices.	Make half your grains whole grains Find whole-grain foods by reading the Nutrition Facts label and ingredients list.	Vary your protein routine Mix up your protein foods to include seafood, beans and peas, unsalted nuts and seeds, soy products, eggs, and lean meats and poultry.	Move to low-fat or fat-free milk or yogurt Choose fat-free milk, yogurt, and soy beverages (soy milk) to cut back on your saturated fat.

Limit

Drink and eat less sodium, saturated fat, and added sugars. Limit:

- Sodium to **2,300 milligrams** a day.
- Saturated fat to **20 grams** a day.
- Added sugars to **45 grams** a day.

Be active your way: Children 6 to 17 years old should move **60 minutes** every day. Adults should be physically active at least **2 1/2 hours** per week.

Use SuperTracker to create a personal plan based on your age, sex, height, weight, and physical activity level.

SuperTracker.usda.gov

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

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

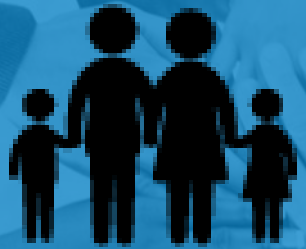
Public and private entities and organizations, national in scope and reach, who communicate and promote nutrition content of the *Dietary Guidelines* or MyPlate

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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