EFNEP
Connecting the Pieces
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From the Dietary Guidelines 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

SCIENCE

Dietary Guidelines for Americans

POLICY

MyPlate
SuperTracker
What’s Cooking
Partnerships

IMPACT

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.
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 DINETARY GUIDELINES FOR AMERICANS

The Process

1. Dietary Guidelines Advisory Committee reviewed science and produced advisory report
2. Public comments on advisory report
3. HHS/USDA drafted policy document
4. HHS/USDA released the Dietary Guidelines for Americans policy document
5. 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
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
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
CONNECTION 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
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
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
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

WHAT'S YOUR HEALTHY EATING STYLE?

ANIMATION

SHELLEY

ROCIO
## 2016 Campaign Releases

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Release</th>
<th>Description</th>
</tr>
</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>
</tr>
<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
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.
- Make half your plate grains: Whole grains at first, then move to whole-grain breads, cereals, and pastas.
- Make half your plate protein and lean meats: Choose a variety of protein foods to include meat, poultry, fish, beans, peas, eggs, and nuts.
- Make half your plate dairy: Limit high-fat cheeses, whole milk, cream, and butter.

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.
MyPlate, MyWins MINIPOSTER

MyPlate, MyWins

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

- 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.
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
MyPlate CHALLENGES

- Launching **March 2016** in the SuperTracker application
- Challenges encourage healthy eating and physical activity through friendly competition and **gamification**
• Interactive food & activity tracking tool
• Updated with the 2015-2020 Dietary Guidelines for Americans
• Personalized recommendations for healthy eating and physical activity

SUPERTRACKER.USDA.GOV
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
Like MyPlate at www.facebook.com/MyPlate

Follow @MyPlate on Twitter
MyPlate NUTRITION COMMUNICATOR’S NETWORK

Get updates!

Get MyPlate news, campaign updates, and new resources

Sign up for email updates today!

https://public.govdelivery.com/accounts/USDACNPP/subscriber/new
Regional or local individuals and organizations that communicate and promote nutrition content of the *Dietary Guidelines* or *MyPlate*
MyPlate NUTRITION COMMUNICATOR’S NETWORK

Campus Ambassadors

Students, faculty, staff who communicate nutrition, wellness and fitness messages throughout campus
MyPlate NUTRITION COMMUNICATOR’S NETWORK
National Strategic Partners

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

We invite you to explore these topics at your table:

1. How do you continually re-introduce the DGA to your educator’s efforts?

2. How do we demonstrate to our stakeholders that we are successfully making changes that align with the guidelines?

3. Is there a portion of the new guidance that you will focus on with your educators? What new tools do you plan to introduce?