



# From the Dietary Guidelines for Americans to Everyday Inspiration

Angie Tagtow, MS, RD, LD

EXECUTIVE DIRECTOR

CENTER FOR NUTRITION POLICY & PROMOTION



United States  
Department  
of Agriculture

2016 NWA Nutrition Education &  
Breastfeeding Promotion Conference

# TODAY'S TOPICS



2015-2020  
DIETARY GUIDELINES  
FOR AMERICANS



FROM DGA  
TO MyPlate



INTRODUCING  
MyPlate, MyWins

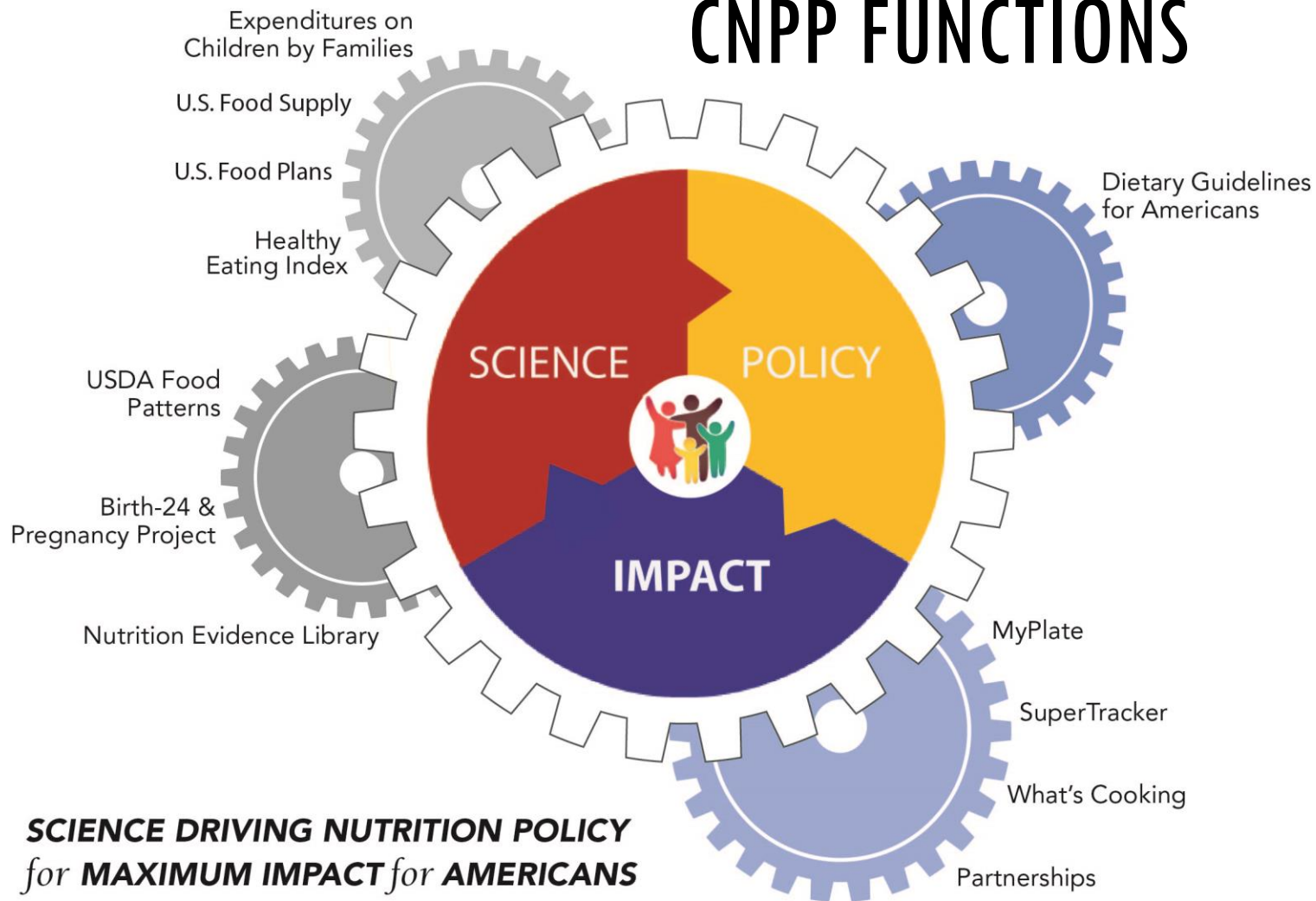


# USDA CENTER FOR NUTRITION POLICY & PROMOTION

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

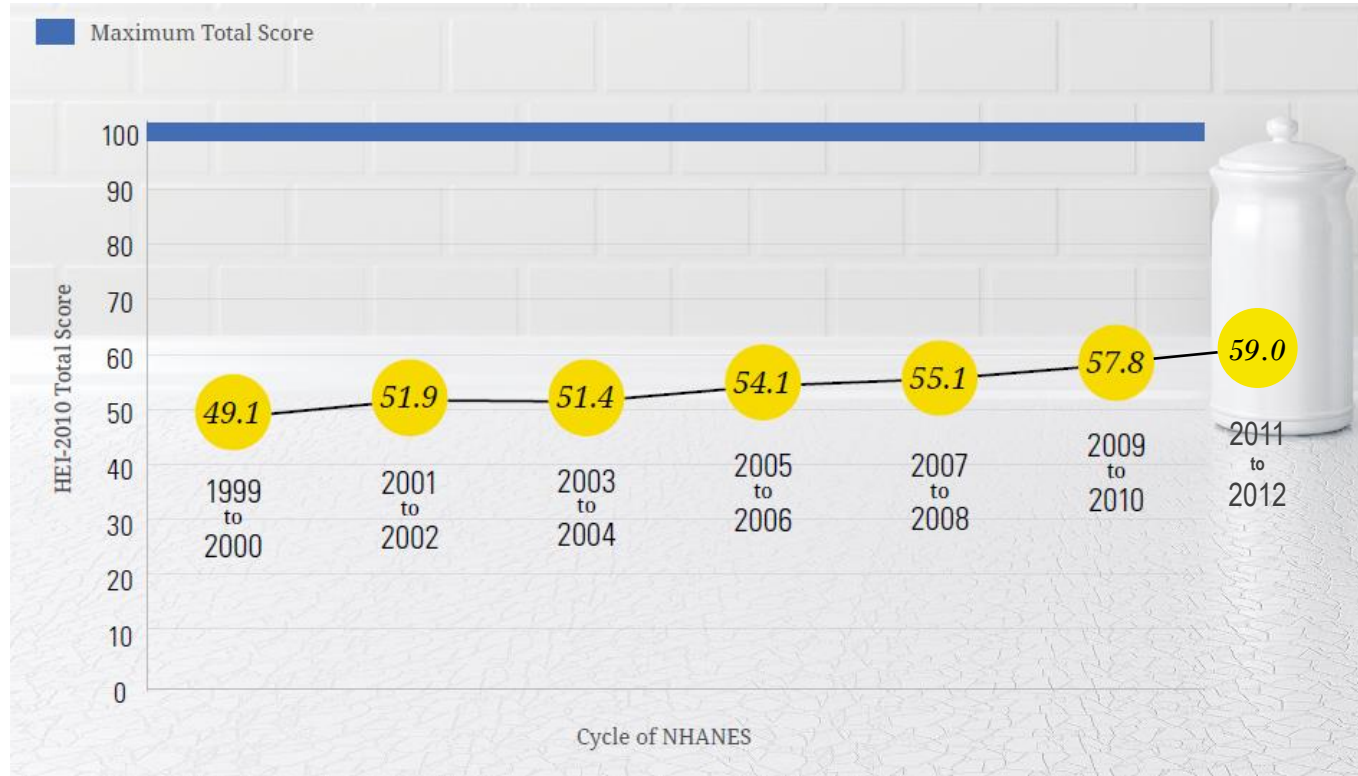


# CNPP FUNCTIONS



# 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)



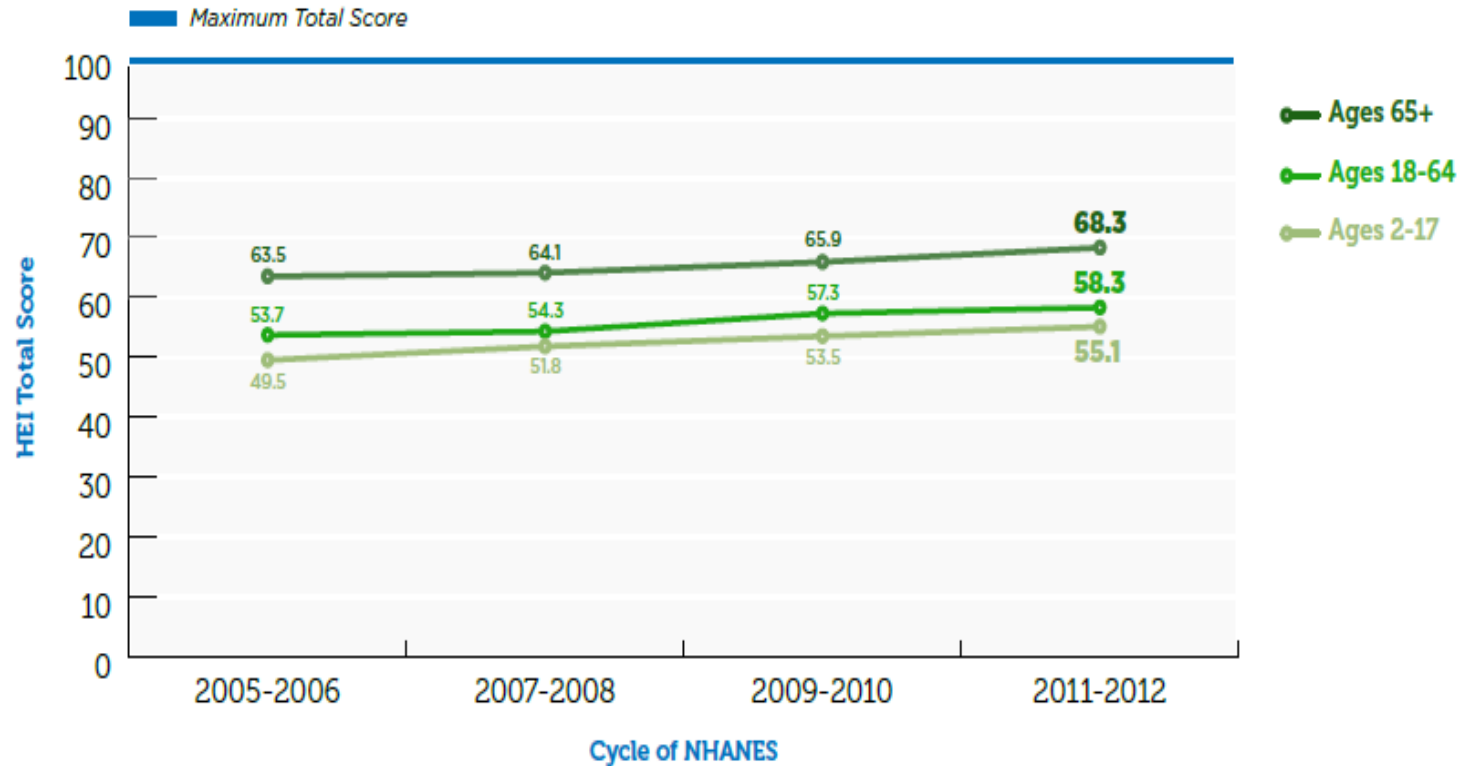
Data Source: Analyses of What We Eat in America, National Health and Nutrition Examination Survey (NHANES) data from 1999-2000 through 2009-2010.

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*

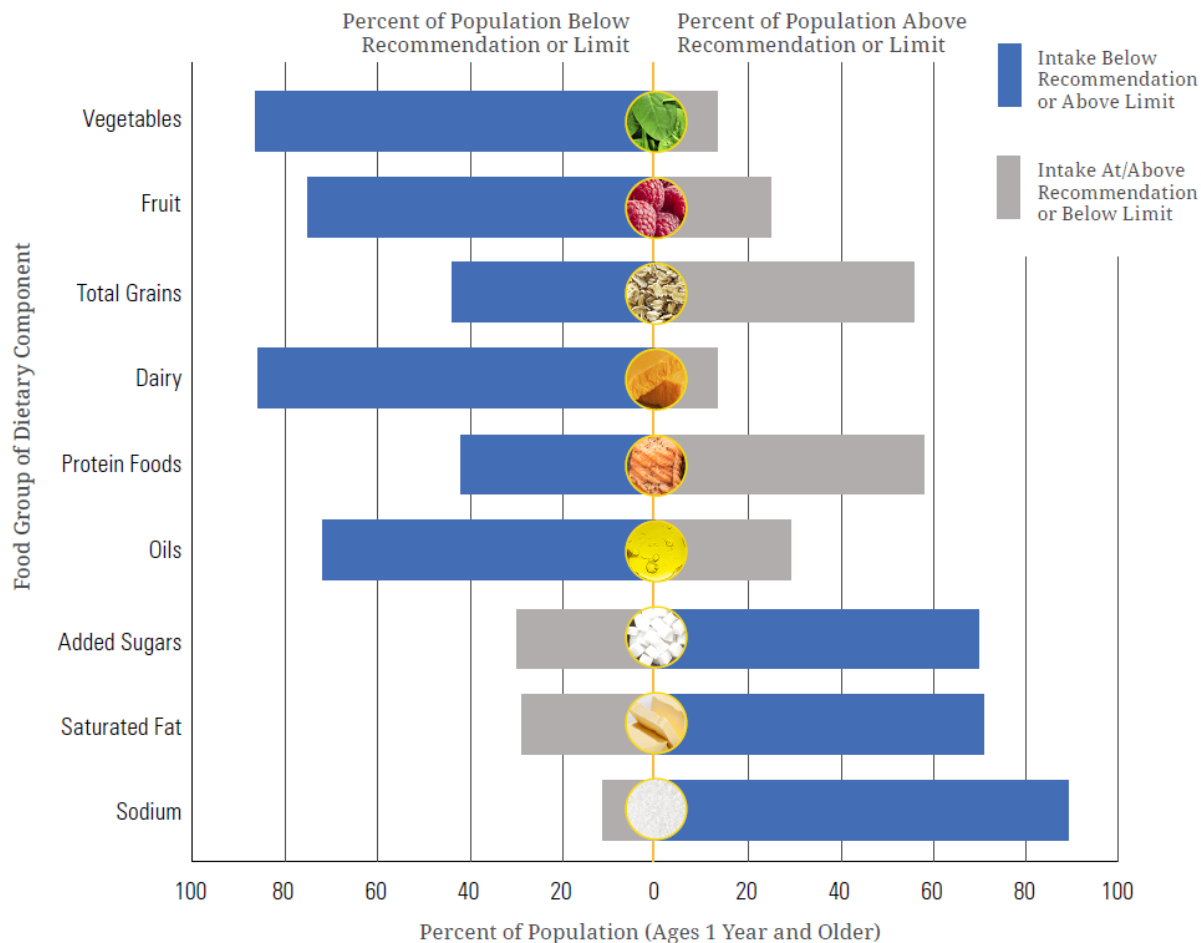
Measured by Average Total Healthy Eating Index-2010 (HEI-2010) Scores of the U.S. Population Across Age Groups



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:

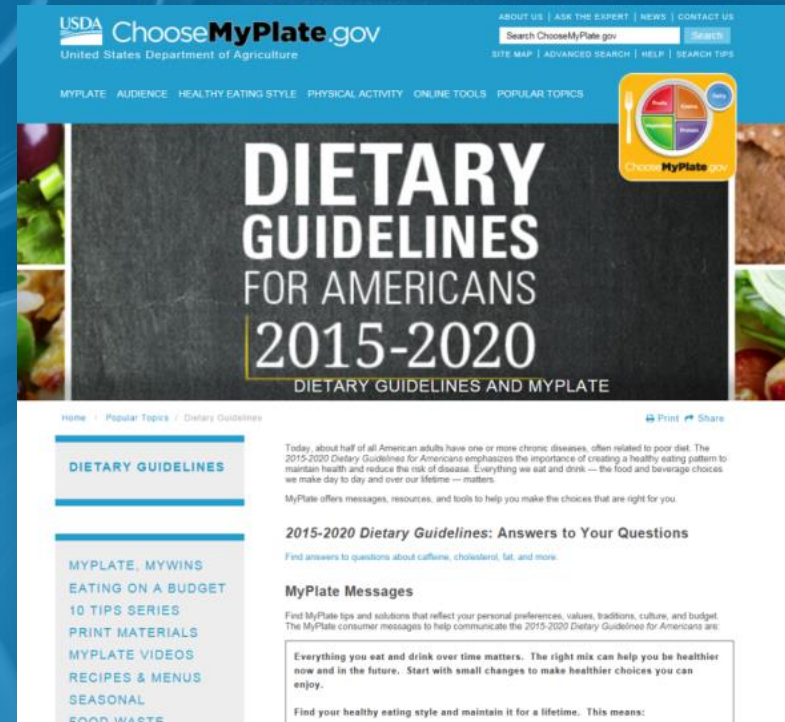
MEET THE *PHYSICAL ACTIVITY GUIDELINES FOR AMERICANS*

# 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](http://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

# 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

Choose**MyPlate**.gov/MyWins



**MyPlate, MyWins**  
Healthy Eating Solutions for Everyday Life  
Choose**MyPlate**.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**

# 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

 **ChooseMyPlate.gov**  
United States Department of Agriculture

ABOUT US | ASK THE EXPERT | NEWS | CONTACT US

SITE MAP | ADVANCED SEARCH | HELP | SEARCH TIPS

MYPLATE | AUDIENCE | HEALTHY EATING STYLE | PHYSICAL ACTIVITY | ONLINE TOOLS | POPULAR TOPICS

# MyPlate

# MyWins

## Healthy Eating Solutions for Everyday Life

MYPLATE, MYWINS: FAMILIES & INDIVIDUALS

Home / Popular Topics / MyPlate, MyWins / Families & Individuals

### MYPLATE, MYWINS

**Families & Individuals**

MyPlate, MyState

Professionals

Take the Challenge

Get Involved

Did you make New Year's Resolutions this year? We all make resolutions with the best of intentions, but when life gets in the way, they shift to the back burner. It can be hard to prioritize healthy eating when you're trying to manage your work and family life with limited time and budget. MyPlate, MyWins is here to make healthy eating easier. MyPlate, MyWins can help you find reSOLUTIONS that work for you, now and all year long. MyPlate, MyWins tips and tools will guide you in making small, practical changes that add up to big successes. We know that you and your family have unique needs, and we want to help you find a healthy eating style that works for you within your everyday life. #MyPlateMyWins

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

#### Healthy Eating Tools for You and Your Family

**Tips:**

- MyPlate, MyWins Tipsheet – Discover the MyPlate building blocks to build your own healthy eating style and print out for easy reference.

**Tools to help you get started:**

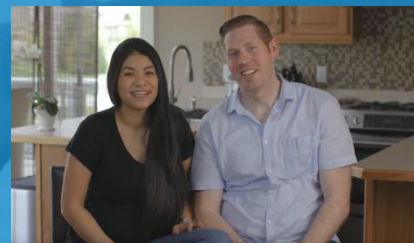
# MyPlate, MyWins VIDEO SERIES



ANIMATION



SHELLEY



LILA & PJ



ROCIO & WAYNE



BRYAN & KEAH

COMING SOON!



# MyPlate, MyWins TIPSHEET



United States Department of Agriculture



Choose **MyPlate.gov**

## 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.



**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 routines**

- 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 **ChooseMyPlate.gov** to learn more.

Center for Nutrition Policy and Promotion  
January 2016

USDA is an equal opportunity provider and employer.



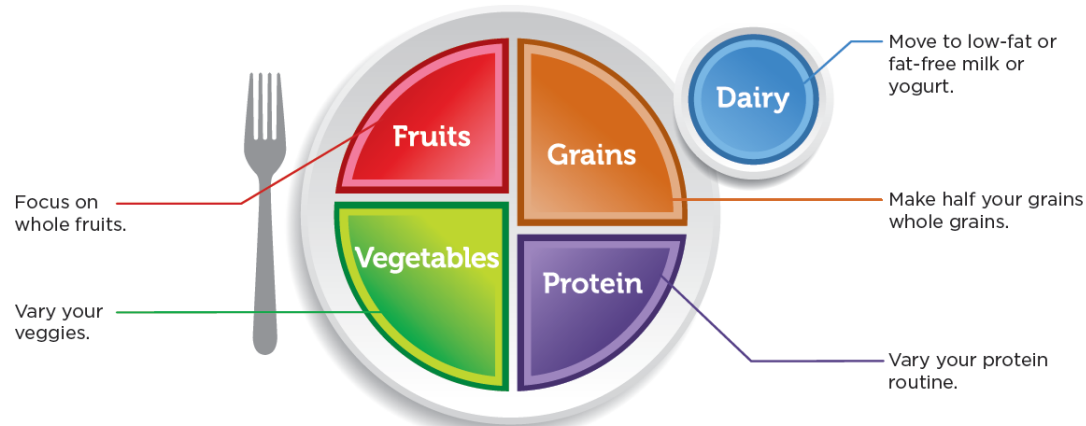
# MyPlate, MyWins MINIPOSTER



United States Department of Agriculture

## 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.



Choose **MyPlate**.gov



**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](http://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

 **ChooseMyPlate.gov**  
United States Department of Agriculture

ABOUT US | ASK THE EXPERT | NEWS | CONTACT US  
Search ChooseMyPlate.gov    
SITE MAP | ADVANCED SEARCH | HELP | SEARCH TIPS

MYPLATE · AUDIENCE · HEALTHY EATING STYLE · PHYSICAL ACTIVITY · ONLINE TOOLS · POPULAR TOPICS

 ChooseMyPlate.gov

 MyPlate  
MyState  
ChooseMyPlate.gov

MYPLATE, MYSTATE

Home | Popular Topics | MyPlate, MyWins | MyPlate, MyState

**MYPLATE, MYWINS**  
Families & Individuals  
**MyPlate, MyState**  
Professionals  
Take the Challenge  
Get Involved

**What foods are your state or territory known for?**  
Foods 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 are 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 Kids' "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 nationwide 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

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**

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


You are here: Home > Mrs. Smith's Health Class

## Mrs. Smith's Health Class



**Group Name:** Mrs. Smith's Health Class  
**Type of Group:** Private  
**Organization:** Pineville Middle School  
**Date Created:** 11/19/2015  
**End Date:** None

**Group Description:**  
This group is for Mrs. Smith's 7th grade health class. Let's use SuperTracker to get healthy together. Way to go class!



### Challenges

This group does not have any challenges.

### Helpful Links

For help getting started with SuperTracker, check out our [Site Tour Videos](#).

Track the foods you eat and compare to your nutrition targets using [Food Tracker](#).

Enter your activities and track progress as you move using [Physical Activity Tracker](#).

Get weight management guidance; enter your weight and track progress over time using [My Weight Manager](#).

Choose up to 5 personal goals; sign up for tips and support from your virtual coach on the [My Top 5 Goals](#) page.

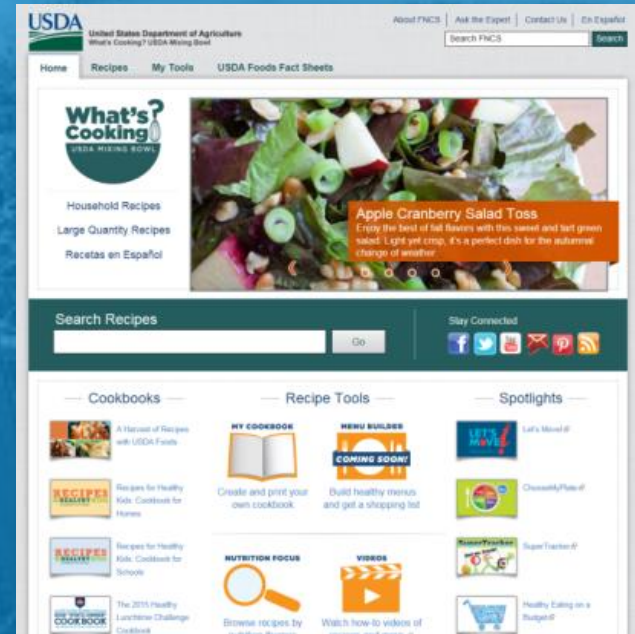
# MORE FROM CHOOSEMYPLATE.GOV

- 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](http://www.facebook.com/MyPlate)

Follow [@MyPlate](https://twitter.com/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](http://www.cnpp.usda.gov)

[www.DietaryGuidelines.gov](http://www.DietaryGuidelines.gov)

[www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov)

[www.SuperTracker.usda.gov](http://www.SuperTracker.usda.gov)