Center for Nutrition Policy and Promotion

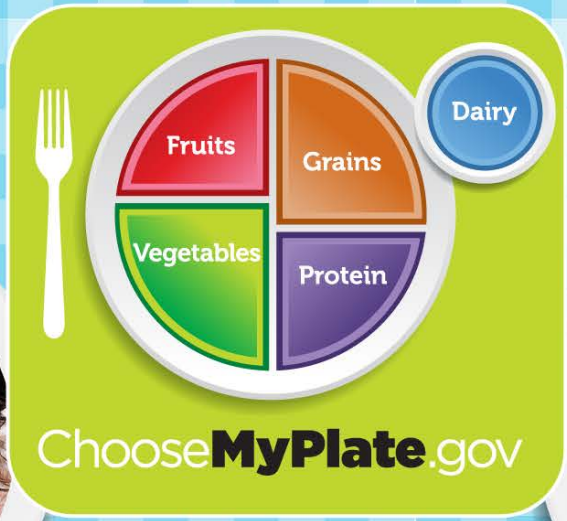
Office of Nutrition Marketing and Communications

Barbara Jirka, Nutritionist

September 15, 2015

USDA

Helping Americans "Build A Healthy Plate"



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CNPP Core Functions

The mission of CNPP is to improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers

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CNPP Initiatives

Science → **Policy** → **Impact**

Nutrition Evidence Library

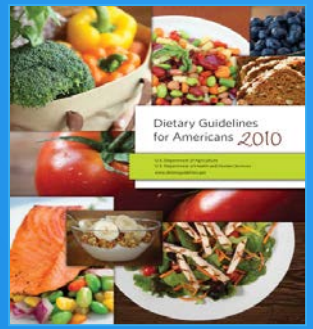
Healthy Eating Index

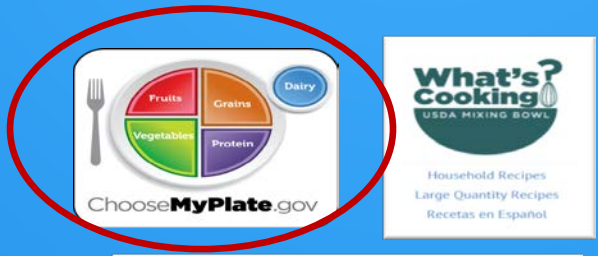
Birth to 24 Months and Pregnant Women

USDA Food Plans: Cost of Food

Nutrient Content of the U.S. Food Supply

Expenditures on Children by Families





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Overview of MyPlate

MyPlate illustrates the five food groups. Encourage consumers to think about what goes on their plate or in their cup or bowl before consuming a meal. ,

ChooseMyPlate.gov contains recommendations for each food group, resources and tools to help consumer make wise food choices: 10 Tips Nutrition Education Series, SuperTracker – online tool to build and track healthy eating and activity.

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Choose My Plate
Nutrition Communicators Network

- CNPP believes that everyone has a role in changing to food environment to help consumers implement the Dietary Guidelines.
- Organizations including food manufacturing companies Impact consumers in all the places food decisions are made:
- Home, work, school , community- super markets, restaurants, in transit, or at play, CNPP believes. The habits you promote have a major impact on individuals to raise healthier families, make beneficial food decisions, and live healthier lives.

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Nutrition Communicator's Network – National and Local impact

National Strategic partners

Fruits
Grains
Dairy
Vegetables
Protein
ChooseMyPlate.gov
USDA National Partner

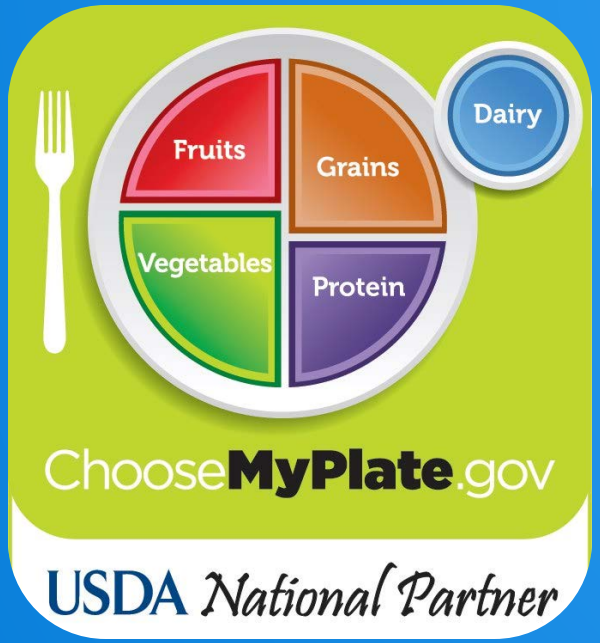
Community Partners

Campus Ambassadors

MYPLATE On Campus

USDA

MyPlate Partnerships



The Nutrition Communicators Network is a robust partnership network of National and Community organizations that communicate MyPlate and the DGAs. It consists of:

120+

National Strategic Partners

7,600+

Community Partners

3,450+

MyPlate On Campus Ambassadors representing all 50 states

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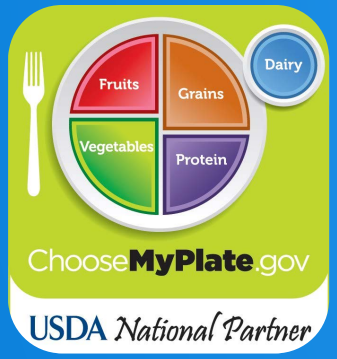
National Strategic Partnership Program



MyPlate National Strategic Partners play a vital role in communicating the MyPlate messages based on the Dietary Guidelines

National in scope and reach and fulfill the following requirements

- Have a health mandate consistent with the Dietary Guidelines for Americans and mission of USDA's CNPP
- Promote nutrition content in the context of the entirety of the Dietary Guidelines for Americans
- Specifically disseminate CNPP's Dietary Guideline messages
- Participate in CNPP sessions to develop and execute a joint strategic nutrition promotion plan annually

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The Benefits

- Networking---work collectively to create strong, hard-hitting initiatives that reach a broader audience
- Resources
- Science-based data- Dietary Guidelines for Americans

The National Strategic Partnership is a non-financial commitment with CNPP to promote MyPlate.

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Nutrition Communicator's Network – Example of diverse range of organizations

Health & Professional Organizations

Entertainment & Media

Nutrition Education

Food Industry

Food Retail

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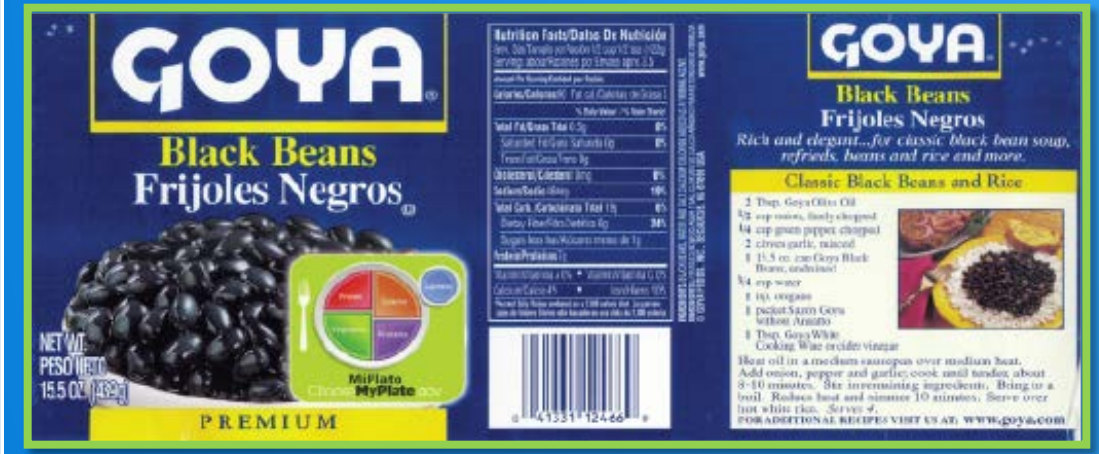
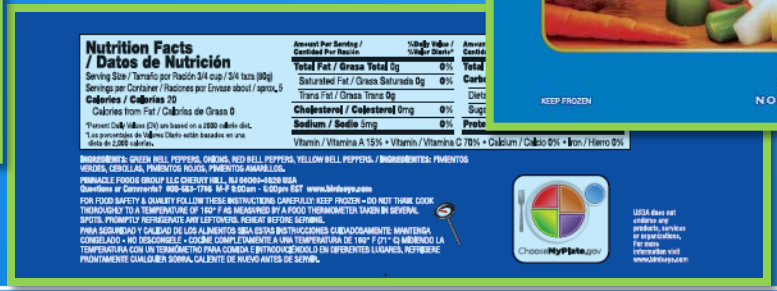
MyPlate National Strategic Partners*

*These are the logos of the active MyPlate National Strategic Partners who have provided their logos as of February 25, 2015.

MyPlate on Package





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Educational Materials for Kids and Adults

TIME for Kids

Disney Placemat

Goya Activities

Sunkist MyPlate Makeover Meals

Whole Grain Videos

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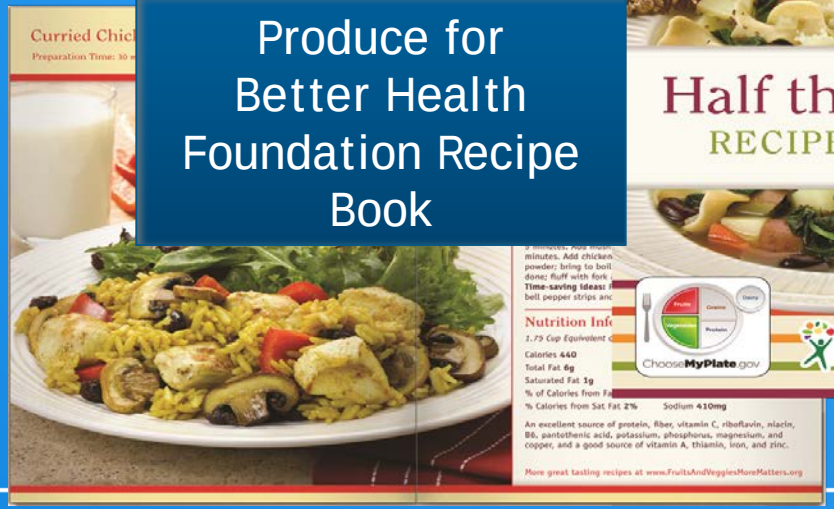
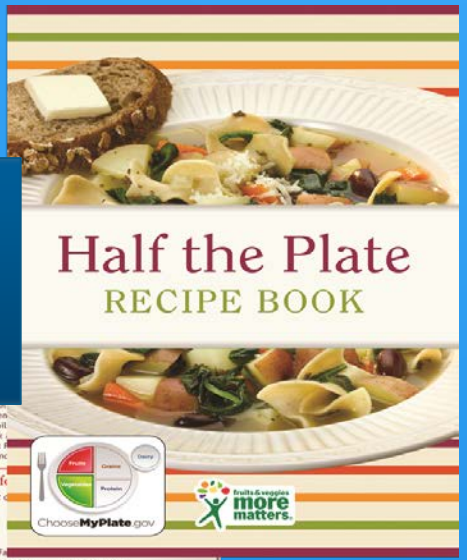
Recipes & Cooking

McCormick Recipe Booklet

Nestle Balance Your Plate



Produce for Better Health Foundation Recipe Book



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Social Media

Feeding America #BetterHealth Twitter Chat

OKFitKids @OKFitKids — 21 Mar
The @USDA is now aiming to shape up college students with #MyPlate On Campus to encourage #BetterHealth: ow.ly/jirdF
Expand

Feeding America @FeedingAmerica — 21 Mar
RT @MyPlate: #MyPlate is here for you during Ntl Nutrition Month & all year long Check out our newest 10 Tips We now have 43! #BetterHealth
Expand

ChooseMyPlate.gov @MyPlate — 21 Mar
#MyPlate is here for you during Ntl Nutrition Month & all year long Check out our newest 10 Tips We now have 43! #BetterHealth
Expand

foodbankccs @foodbankccs — 21 Mar
MT @MyPlate: A10 USDA progs lead the way in getting nutritious foods to Americans; #MyPlate helps ppl make better food choices #BetterHealth
View conversation

Feeding America @FeedingAmerica — 21 Mar
RT @MyPlate: A10 USDA programs lead the way in getting nutritious foods & #MyPlate helps individuals make food choices #BetterHealth
Expand

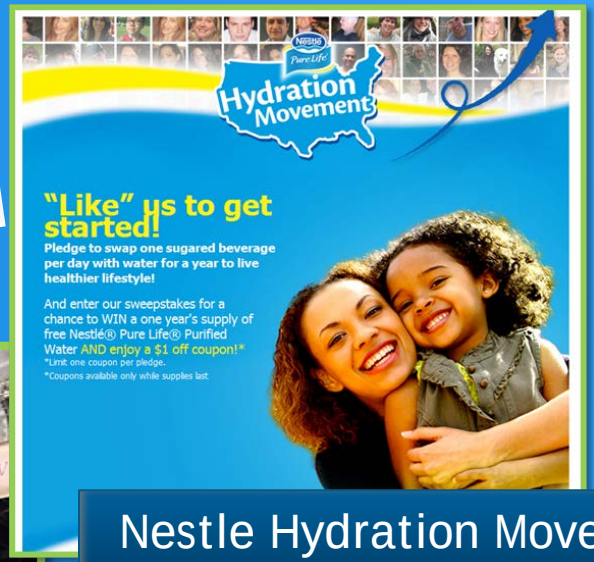
ChooseMyPlate.gov @MyPlate
A10 #MyPlate is here for you during Ntl Nutrition Month & all year long Check out our newest 10 Tips We now have 43! #BetterHealth
Expand

PHA MyPlate Recipes

Produce for Better Health Foundation MyPlate Makeover Challenge

General Mills LinkedIn Chat

Events & Campaigns



Nestle Hydration Movement

Birds Eye & Share Our Strength farmers market event Union Square, NY

GOYA

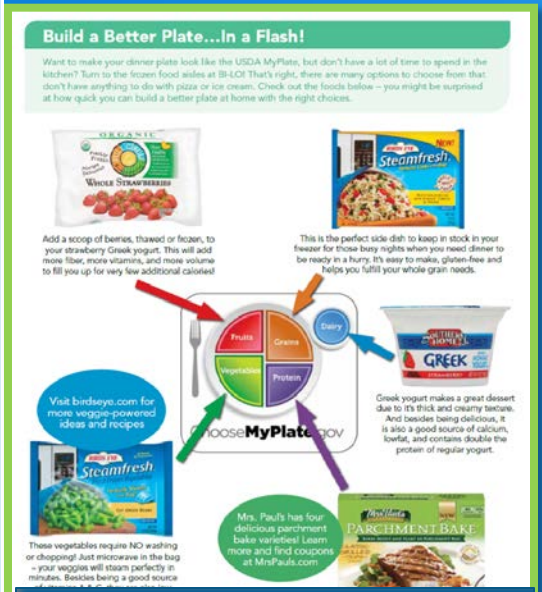
Goya MiPlato Campaign

In the Community

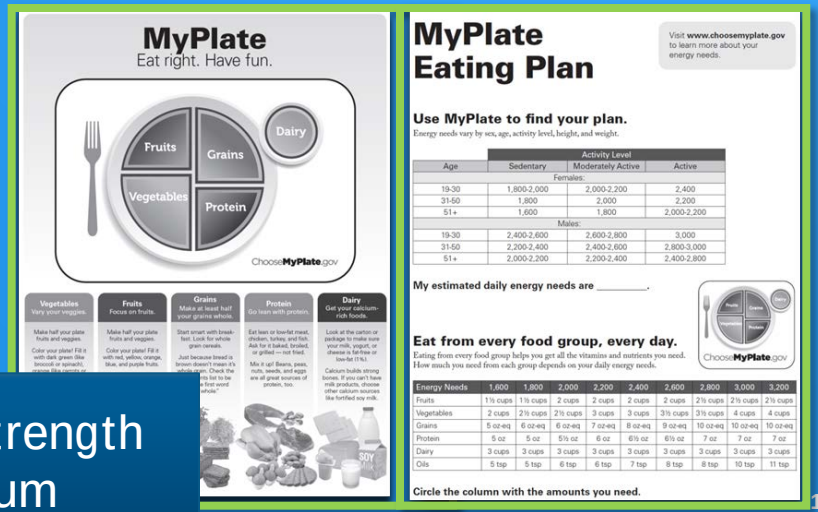
Aldi Circular

Arlington County Fair

Birds Eye/BiLo In-Store Collaboration



Share Our Strength Curriculum



MyPlate On Campus

- Promotes healthier lifestyles among college students.
- Offers an opportunity to become a MyPlate On Campus Ambassador.
- Builds leadership skills & helps others to adopt or maintain healthier habits.
- 3,360+ Campus Ambassadors & 2.1 million toolkit downloads.

How to Join

- Choose MyPlate.gov
- Audience/Professionals/Partnerships/National Strategic Partners

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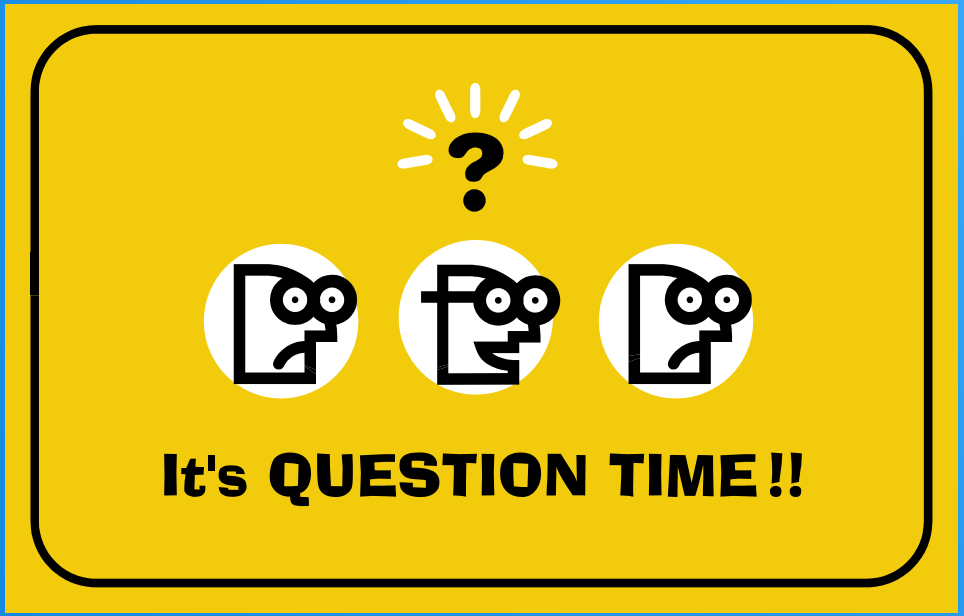
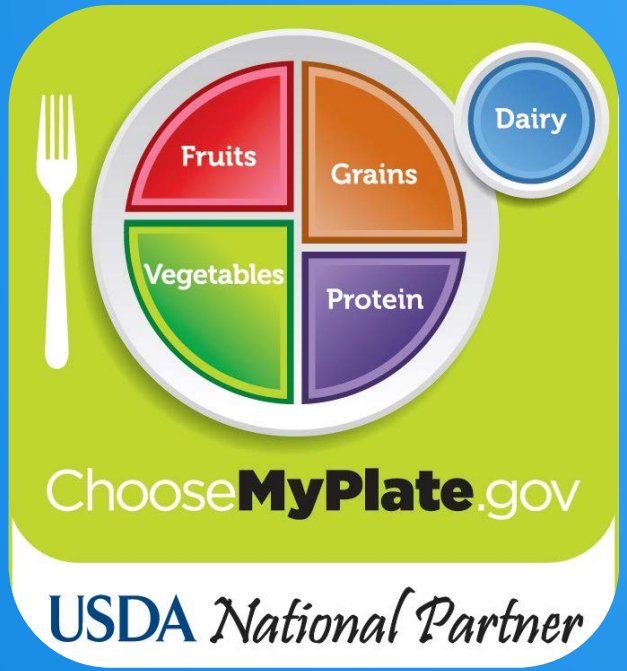

It's QUESTION TIME!!

Thank You!



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