



MyPlate, Your Place:
How to Achieve LMCTC Goal II
Webinar
January 30, 2013

Today's Presenters



- Robert Post, Ph.D., M.Ed., M.Sc.
Deputy Director,
Center for Nutrition Policy and
Promotion, USDA



- Kim Castro,
Youth Resources Manager,
City of Mountain View, California

Goal II Basics

- GOAL II: To empower parents and caregivers, local elected officials commit to prominently displaying MyPlate in all municipally- or county-owned or operated venues where food is served.
- These venues may include work sites, areas served by distribution food programs (e.g., a meals program for seniors), recreational facilities, public hospitals and clinics, juvenile detention centers and probation camps, and concession stands operated by the jurisdiction.
- Goal II page:



Local Elected Officials Can Earn Medals for Achieving the Goal's Benchmarks



At least 51% of municipally- or county-owned or operated venues that serve food prominently display MyPlate, and the *Let's Move!* Cities, Towns and Counties (LMCTC) site is registered to be a MyPlate Community Partner.

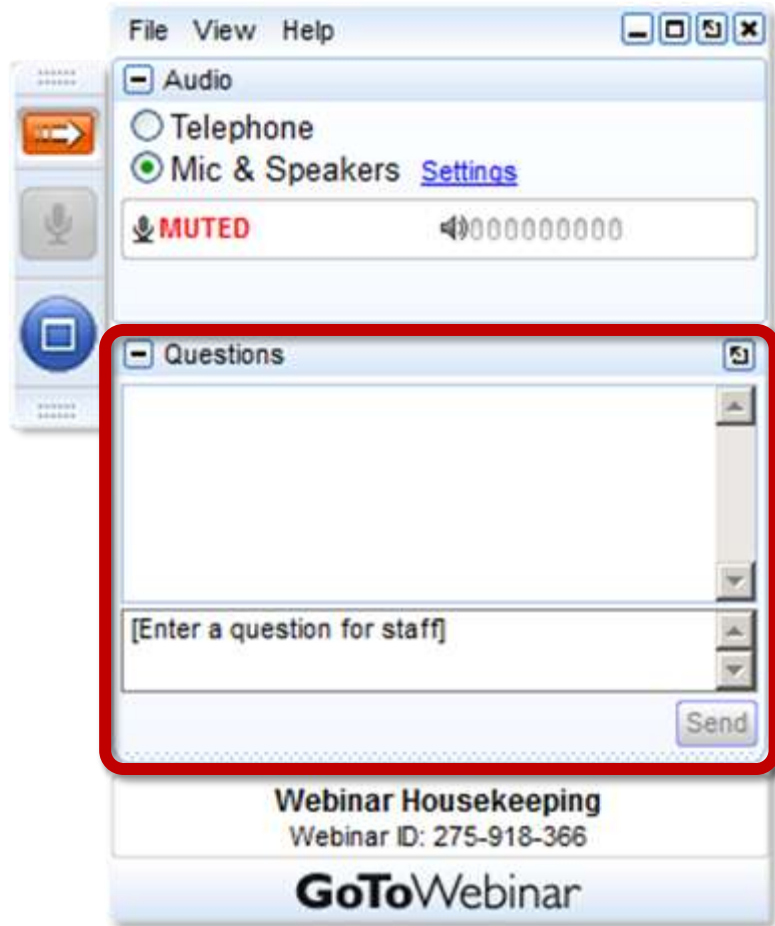


At least 75% of municipally- or county-owned or operated venues that serve food prominently display MyPlate, and the *Let's Move!* Cities, Towns and Counties (LMCTC) site is registered to be a MyPlate Community Partner.



100% of municipally- or county-owned or operated venues that serve food prominently display MyPlate, and the *Let's Move!* Cities, Towns and Counties (LMCTC) site is registered to be a MyPlate Community Partner.

Send Us Your Questions Throughout



Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

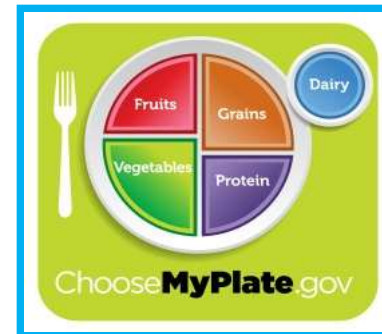
Let'sMove! Cities, Towns, and Counties

Goal II - MyPlate, Your Place

USDA's MyPlate Communications
Initiative and SuperTracker:
Ready for Action !

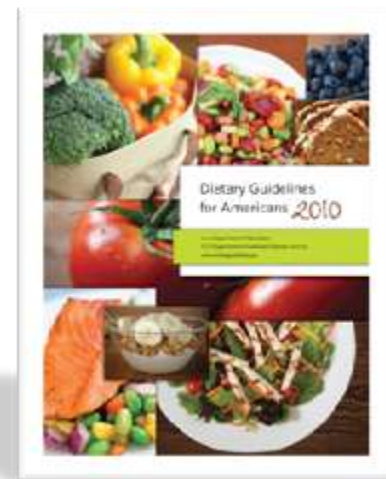
Robert C. Post, PhD, MEd, MSc
Deputy Director
USDA's Center for Nutrition Policy
and Promotion

January 30, 2013



Dietary Guidelines for Americans

- **Epidemic of overweight and obesity in all segments of our society**
 - 23 key recommendations for the general population and 6 for subpopulation groups
 - Changes necessary in food environment
- **2 overarching concepts**
 1. Maintain calorie balance over time to achieve and sustain a healthy weight
 2. Focus on consuming nutrient-dense foods and beverages
- **3 major themes**
 1. Balancing calories to manage weight
 2. Foods and food components to reduce
 3. Foods and nutrients to increase



2010 DGA Concept: Focus on consuming nutrient-dense foods & beverages

- **Increase** intake of:
 - Vegetables and fruits
 - Whole grains
 - Fat-free and low-fat dairy products
 - Seafood
- **Reduce** intake of foods and beverages high in calories from solid fats and added sugars, and sodium
 - Replace with nutrient-dense foods and beverages
- **Flexibility in eating patterns**, choose foods for nutrients, but stay within calorie needs



MyPlate – 2010 Dietary Guidelines Communications Campaign Launch



THE TIMES OF INDIA
Powered by indiatimes

The Modesto Bee

modbee.com

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER



NewsChannel 5

The CHRISTIAN SCIENCE
MONITOR

HealthDay
News for Healthier Living

The Washington Times

CBS NEWS



Fooducate
eat a bit better™

THE DAILY
BEAST
READ THIS SHIP THAT

SELECTED HEADLINES
Deseret News

REUTERS

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

The Washington Post

TIME



The New York Times

Pasadena Star-News
PASADENA, CA

Nutrient-dense
proteins, beans,
grains fill up a
healthy plate
9/14/11

USA
TODAY



Plate icon to
guide Americans
to healthier eating
9/14/11

CNN

THE WEEK

grist
A BARCON IN THE WOOD

Los Angeles Times

LIVESTRONG.COM
DARE TO CHANGE YOUR LIFE

AP

MAYO
CLINIC



TODAY

abc NEWS

WebMD
Better information. Better health.™

PBS

White House chef: 'MyPlate' is an easy guide
Easy-to-follow strategy replaces food pyramid
7/13/11

Chicago Tribune

FOX
NEWS
.com
Fair & Balanced

THE
HUFFINGTON
POST

The Tribune FOOD
POLITICS

The Miami Herald

SFGate

MarketWatch



SN

MYNorthwest

An Innovative Communications Initiative

Coordinated, evidence-based approach to influence consumers' behaviors where they purchase, prepare, and consume food.



**Coordinated Messaging,
focuses on “How-tos”**

**National and Community
Partnerships**

**Social Media and
Consumer Engagement**

**SuperTracker and MyPlate
Resources at
ChooseMyPlate.gov**

Updated Message Calendar: 2013-2015



Campaign Tagline **Build a Healthy Plate**

| Promotion Period | Call-to-Action | Behavior-Specific Messages |
|------------------|--|---|
| January to June | How Can You Build a Healthier Plate? | <ul style="list-style-type: none">• Make half your plate fruits and vegetables.• Switch to fat-free or low-fat (1%) milk (dairy).• Make at least half your grains whole.• Compare sodium, sugars, and saturated fats in foods and choose the foods with lower numbers. |
| July to December | What's the Right Amount of Calories For You? | <ul style="list-style-type: none">• Enjoy your food, but eat less.• Avoid oversized portions.• Be active your way.• Drink water instead of sugary drinks. |

Sample Implementation Strategies

- Promote incentives (e.g., retailers offer coupons) for healthier food products (e.g., fruits and vegetables).
- Develop traditional or social media plans to help consumers choose foods with less saturated fat, sodium, and added sugars.
- Provide videos and visual tools that demonstrate how to build a healthy plate, prepare MyPlate-inspired makeovers of traditional recipes, preparation techniques for healthier foods, or make healthier choices when faced with limited choices.
- Highlight healthier options for kids on restaurant menus.
- Engage nutrition advocates in promoting messages to relevant audiences.
- Promote products or menu options with fewer calories.
- Provide nutrition education materials to support healthier eating.
- Develop tools or apps to support food decisions made on-the-go.
- Deliver worksite wellness campaigns and initiatives.
- Provide physical activity choices and resources that are relevant for individuals at various stages of life.
- Design and implement community-based policies (i.e., schools, work place, hospitals, neighborhoods) to ensure that healthier choices are available to consumers at all times.



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**Coordinated Messaging,
focuses on “How-tos”**

**National and Community
Partnerships**

**Social Media and
Consumer Engagement**

**SuperTracker and MyPlate
Resources at
ChooseMyPlate.gov**

Nutrition Communicators Network: Amplifying One Nutrition Voice

Amplifying the “how tos” through Partner networks:

- **Community Partners 7500+**
- **National Strategic Partners 101**

www.choosemyplate.gov/partnering-program.html

Underscores the importance of reaching consumers
BOTH on a community level and a national level!



Our National Strategic Partners

- Academy of Nutrition and Dietetics
- Action for Healthy Kids
- ALDI, Inc.
- Alliance for Potato Research and Education
- American Association of Family and Consumer Sciences
- American Bakers Association
- American Cancer Society, Inc.
- American Diabetes Association
- American Diabetes Association - School Walk for Diabetes
- American Frozen Food Institute
- American Medical Association
- American Society for Nutrition
- Birds Eye
- Boston Market Corporation
- California Avocado Commission
- California Dried Plum Board
- Canned Food Alliance
- Center for Science in the Public Interest
- Chiquita Brands
- ChopChop Kids
- CommuniCard LLC
- Compass Group North America/Chartwells School Dining
- Cranberry Marketing Committee
- Crunch Pak, LLC
- Dean Foods Company
- Defense Commissary Agency
- Del Monte Foods
- Del Monte Fresh Produce, NA, Inc.
- Dole Food Company
- Duda Farm Fresh Foods, Inc.
- Egg Nutrition Center
- Feeding America
- Fit Now Inc. (Lose It!)
- Food and Health Communications
- Food Marketing Institute
- FremantleMedia Enterprises
- Fresh Baby LLC
- Frito-Lay Inc.
- General Electric
- General Mills
- Goya Foods, Inc.
- Grain Foods Foundation
- Healthy Lifestyle Choices
- HOPSports, Inc.
- IGA, USA
- Institute of Food Technologists
- International Food Information Council Foundation
- Ketchum
- Learning Seed
- Learning ZoneXpress, Inc.
- Mall of America
- Mann Packing Co., Inc.
- Mexican Hass Avocado Importers Association
- Mushroom Council
- Nasco
- National Cattlemen's Beef Association
- National Dairy Council
- National Hispanic Christian Leadership Conference
- National Job Corps Association
- National Pasta Association
- National Restaurant Association
- National Turkey Federation
- NCES, Inc.
- NEA Health Information Network
- Nestlé USA, Inc
- Nestlé Nutrition/Gerber Products Company
- North Bay Produce, Inc.
- Nutritionix
- Onlife Health, Inc.
- Pear Bureau Northwest
- Pollock Communications
- Positive Promotions, Inc.
- Produce for Better Health Foundation
- Produce Marketing Association
- Safeway, Inc.
- School Nutrition Association
- Seneca Foods Corporation
- Share Our Strength
- Slim Goodbody Corp
- Society for Nutrition Education and Behavior
- Sodexo
- Solae
- Solutran
- Stemilt Growers, LLC
- Sunkist Growers
- SUPERMARKET SAVVY
- The Kellogg Company
- The Peanut Institute
- The Walt Disney Company
- TIME For Kids/Sports Illustrated Kids
- United Fresh Produce Association
- USA Rice Federation
- Veria Living TV
- Vestcom
- WebMD
- Weight Watchers International
- Welch Foods Inc.
- Wheat Foods Council

Sector Partners Magnify Reach Wherever Consumers Make Food Decisions

Nutrition Communicators Network – Influencers in Each Sector:

- Health and professional organizations (AMA, Diabetes, AND, ASN, Cancer Society)
- Entertainment and media (WebMD, Disney, Time/SI for Kids, Veria)
- Food retail (FMI, Safeway, Aldi)
- Food industry (packaged, food service, associations)
- Weight loss (Weight Watchers, Lose It!)
- Community-based (schools, hospitals, practitioners, extension, local government)
- Food assistance programs (WIC, SNAP)



“Make Half Your Plate Fruits and Vegetables”

Birds Eye
Event in NYC



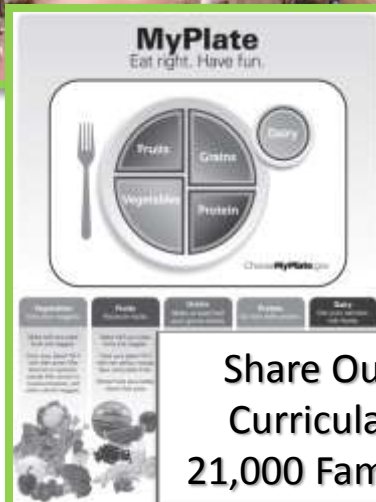
Produce for Better Health
Foundation MyPlate
Makeover Challenge



Harris Teeter
Advertisement



Share Our Strength
Curricula Reaching
21,000 Families in 2012



Lose It! Badges:
22,680 awarded to users who made
half their plate fruits & veggies



“Enjoy Your Food, But Eat Less”



Alliance for Potato
Research and Education
Mini-poster



AND National
Nutrition Month
Theme



Sunkist MyPlate
Makeover Meals

“Drink Water Instead of Sugary Drinks”



Disney TRYathlon



Nestlé Waters
Hydration Movement



“Make Half Your Grains Whole Grains”

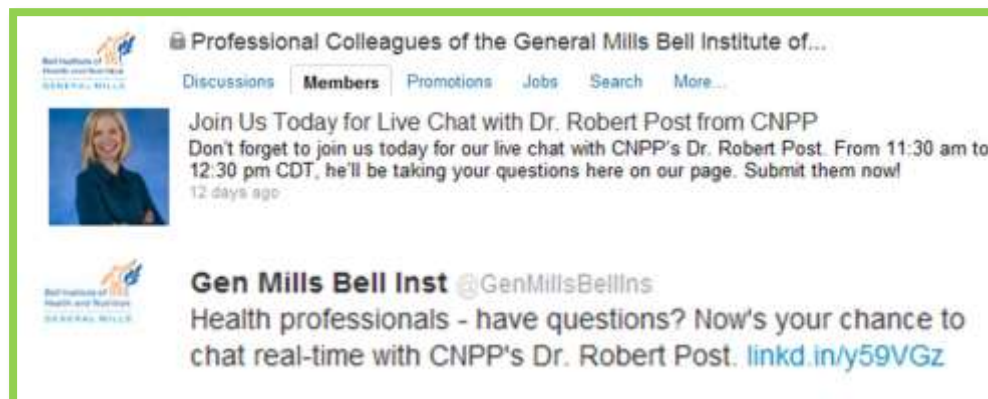


The “Grain Chain” Whole Grains How To Videos

- USA Rice Federation
- American Bakers Association
- Grain Foods Foundation
- Wheat Foods Council
- National Pasta Association
- General Mills
- Kellogg’s

IFIC Foundation Chat 24 hour results:

- #FoodInsight Trending
- 1,047 tweets
- 8,992,668 impressions reaching 1,610,976 followers



Robert C. Post, Ph.D. • Thank you, Juli! I'm excited to be here and can't wait to see what questions you have for me. Whether it's related to MyPlate, CNPP or eating well, I'm all ears....and fingers.

1 month ago • Like

General Mills LinkedIn Chat:
14,458 highly targeted
impressions



A New Partner Category: *MyPlate On Campus*



- **Coming soon in February 2013!**
- **Mission:** To improve the nutrition and health of the students, faculty, and staff on college and university campuses
- **New materials:** MyPlate On Campus Toolkit, 10 tips for staying active on campus, 10 tips for healthy eating in the dining hall, and mini-fridge makeover
- Motivated students are encouraged to register as **MyPlate On Campus Ambassadors**- a new level of partnership
- **Peer-to-peer education**



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Resources at
ChooseMyPlate.gov**

Sign Up For Updates

- Click on the envelope icon next to “Stay Connected” at ChooseMyPlate.gov to sign up for email updates about:
 - Press releases
 - New materials for consumers & health professionals
 - SuperTracker news
 - Social media
 - ...AND MORE!



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“How-Tos” to Fit Every Lifestyle

ChooseMyPlate.gov

- Consumer Brochure
- Posters
- Videos
- Menus and Recipes
- Recipes
- 10 Tips Nutrition Education Series
- MyPlate Community Toolkit



MiPlato & Spanish Resources



Interactive Tool: SuperTracker

- Public interface of the Guidelines to empower consumers to make healthy food and activity choices
- **1.7+ million** registered users!
- **100+ million** page views since launch
- Award winning!
 - Government Computer News: Top 10 government IT projects of 2012
 - USDA Secretary's Honor Award
 - Finalist for Excellence.gov award



www.SuperTracker.usda.gov



Coming Soon: MyPlate 4 Kids Information at ChooseMyPlate.gov

- Games
- Activity sheets
- Videos and songs
- “Move more” resources
- Recipes
- Links for parents and educators



Coming Soon: Healthy Eating on a Budget Web Site

Coming
Summer
2013



Get Started

- Covers process prior to actual grocery shopping or preparing meals
- Highlights importance of planning ahead to save time & money

Go Shopping

- Guidance on finding “the best nutrition for the best price”
- Smart shopping strategies & safe food storage practices

Dine Healthy

- Direction on preparation of healthy, cost-effective meals
- Communication regarding low-cost, nutritious recipes, cooking techniques, & food safety



How Are We Doing?

Top 5 Diet Trends for 2012: Nation's Leading Nutrition Experts Weigh In

#5: Make Your Plate Look Like MyPlate!

- 69% of RDs surveyed state they are using MyPlate to counsel patients and that it will continue to play a role in recommendations in 2012

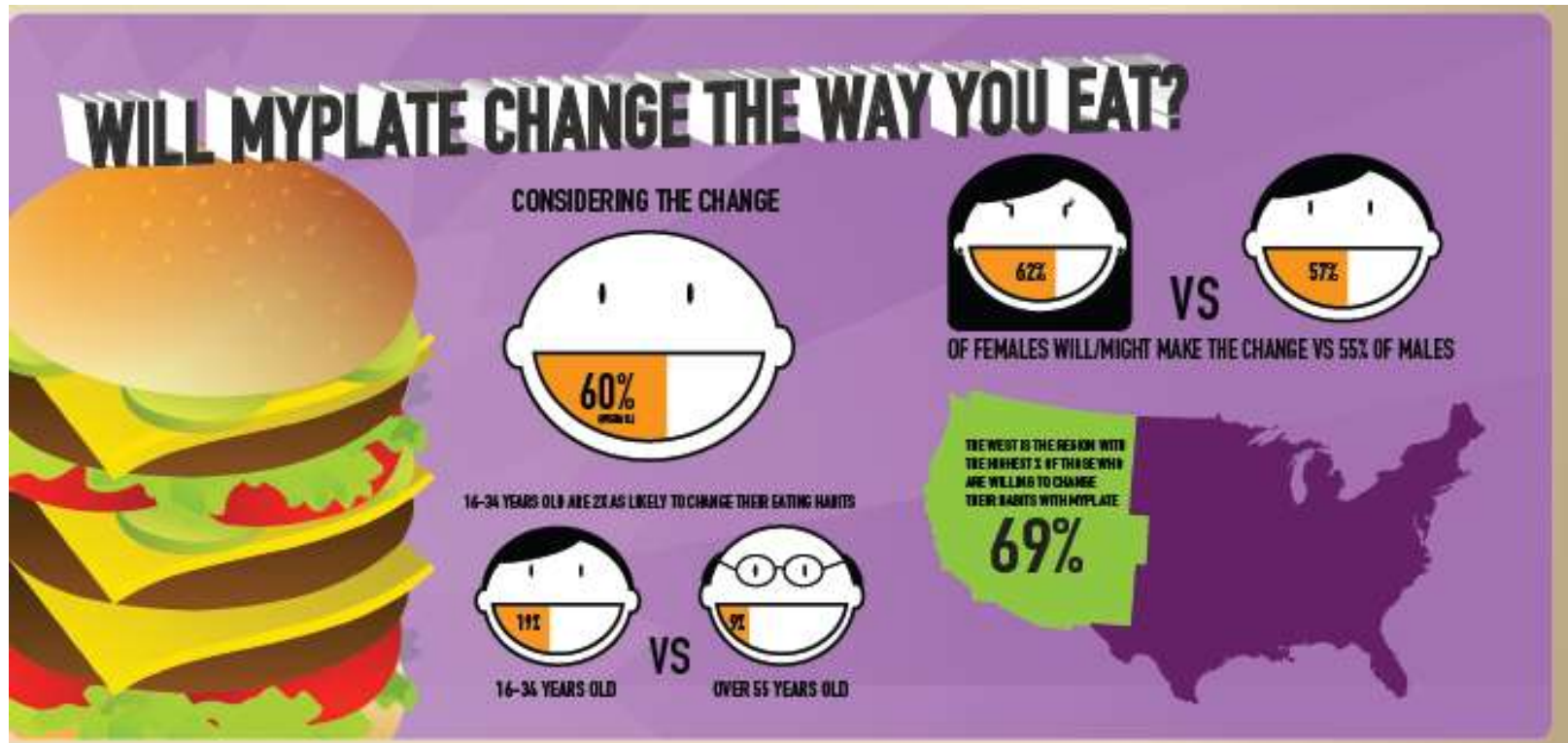


How Are We Doing?

- **Make half your plate fruits and vegetables**
 - **2.633 billion** media impressions
 - **65 million** consumers reached
 - **6.5 million** consumer influencers reached
- **Enjoy your food, but eat less**
 - **221 million** media impressions
 - **9.5 million** consumers reached
 - **21.7 million** consumer influencers reached



How Are We Doing?



M Booth's Better For You,
November 2011



Promoting the Messages Supporting MyPlate for Community Wellness

- **Create a City, Town, or County Tool Kit Using MyPlate to promote healthy diets**
- **Create MyPlate Action Plans**
- **Engage your constituencies by using resources available at ChooseMyPlate.gov**
- **Promote SuperTracker to empower consumers in tracking diet and physical activity needs**
- **Empower others to make healthy choices**



LMCTC Community Spotlight:

Mountain View, California

Kim Castro

Where is Mountain View?









CITY OF MOUNTAIN VIEW

www.nlc.org

www.HealthyCommunitiesHealthyFuture.org



My Plate in Mountain View

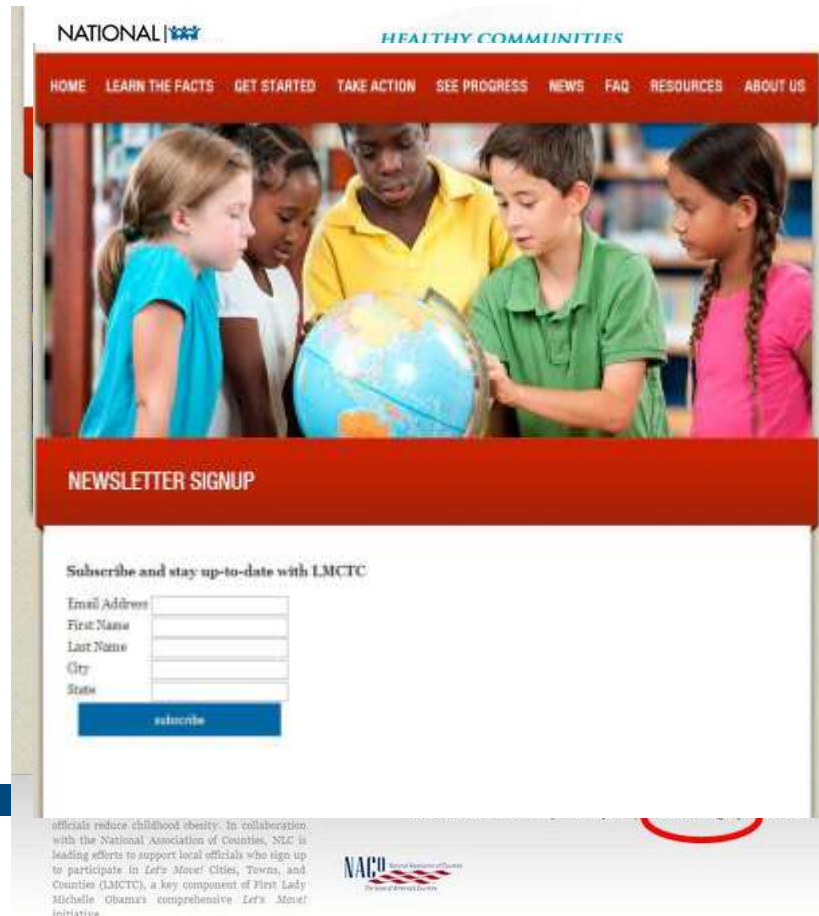


www.nlc.org

www.HealthyCommunitiesHealthyFuture.org

Want More Information on LMCTC?

- Visit:
www.HealthyCommunitiesHealthyFuture.org
- Sign up for the LMCTC newsletter: go to homepage, click on Newsletter signup in the footer, fill out information in box.



The screenshot shows the homepage of the National Association of Counties (NACo) Healthy Communities website. The header includes the NACo logo and the text "HEALTHY COMMUNITIES". A navigation bar contains links: HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, and ABOUT US. The main image shows a group of diverse children looking at a globe. Below the image is a red banner with the text "NEWSLETTER SIGNUP". Underneath is a form titled "Subscribe and stay up-to-date with LMCTC". The form fields are: Email Address, First Name, Last Name, City, and State. A blue "subscribe" button is at the bottom of the form. At the bottom of the page, there is a small text block about the initiative and the NACo logo.

NATIONAL ASSOCIATION OF COUNTIES
HEALTHY COMMUNITIES

HOME LEARN THE FACTS GET STARTED TAKE ACTION SEE PROGRESS NEWS FAQ RESOURCES ABOUT US

NEWSLETTER SIGNUP

Subscribe and stay up-to-date with LMCTC

Email Address
First Name
Last Name
City
State

subscribe

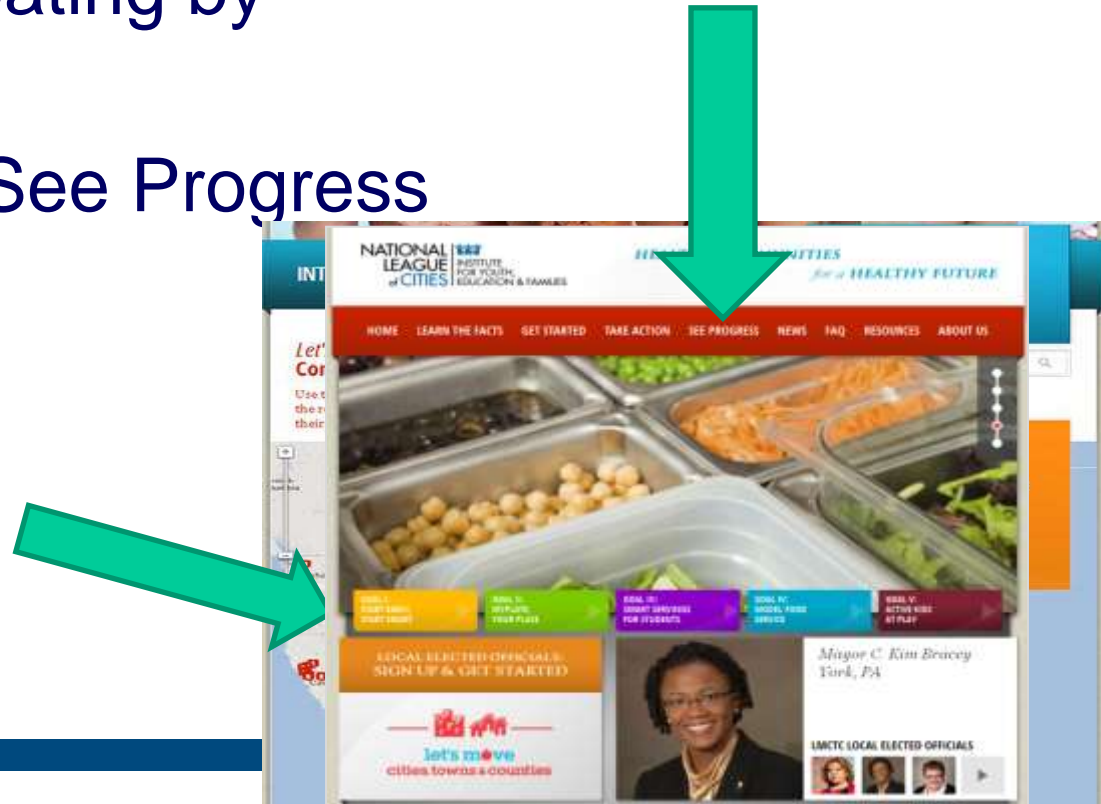
officials reduce childhood obesity. In collaboration with the National Association of Counties, NACo is leading efforts to support local officials who sign up to participate in *Let's Move!* Cities, Towns, and Counties (LMCTC), a key component of First Lady Michelle Obama's comprehensive *Let's Move!* initiative.

NACo
National Association of Counties
The voice of America's counties

Is Your Local Elected Official Committed to the 5 Goals?

- See if your city, town or county's local elected official is participating by going here:

Home page -> See Progress

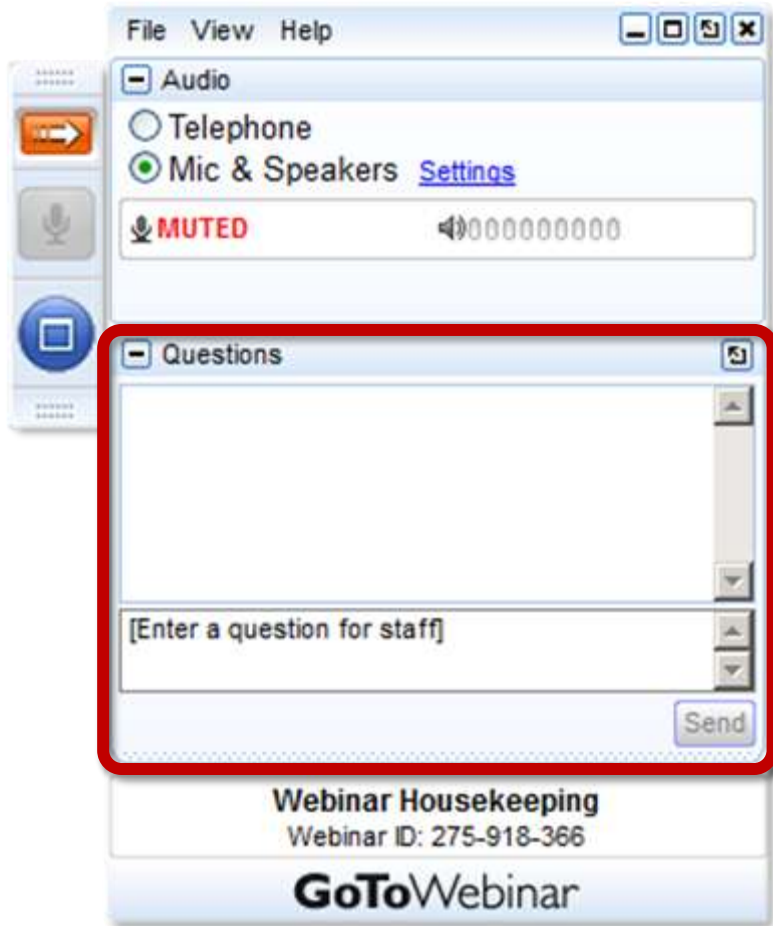


Additional Information

- Local elected officials or their designees can sign up to LMCTC by clicking here on the home page
 - For more info on committing to the goals,
News -> Webinar Archive -> Aug 15, 2012 webinar
- Not a local elected official? Connect with your local elected official about what support you can help them in their LMCTC participation, or encourage them to participate



Questions and Answers



Your Participation

- Please submit your text questions and comments using the Questions Panel
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Next Webinar (late February): Goal III

Smart Servings for Students: Increasing participation in the School Breakfast Program (SBP) and the National School Lunch Program (NSLP).

- Cindy Long, Child Nutrition Director, USDA's Food and Nutrition Service
- Amy Stahl, Community Relations Coordinator, Boise City Parks & Recreation
- Details to follow

THANK YOU!!!

Contact info:

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202.626.3012

www.HealthyCommunitiesHealthyFuture.org