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

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

White House chef: 'MyPlate' is an easy guide
Easy-to-follow strategy replaces food pyramid 7/13/11
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
<table>
<thead>
<tr>
<th>Promotion Period</th>
<th>Call-to-Action</th>
<th>Behavior-Specific Messages</th>
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<tbody>
<tr>
<td>January to June</td>
<td>How Can You Build a Healthier Plate?</td>
<td>• Make half your plate fruits and vegetables.</td>
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<td></td>
<td>• Switch to fat-free or low-fat (1%) milk (dairy).</td>
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<td>• Make at least half your grains whole.</td>
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<td>• Compare sodium, sugars, and saturated fats in foods and choose the foods with lower numbers.</td>
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<tr>
<td>July to December</td>
<td>What's the Right Amount of Calories For You?</td>
<td>• Enjoy your food, but eat less.</td>
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<td>• Avoid oversized portions.</td>
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<td>• Be active your way.</td>
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<td>• Drink water instead of sugary drinks.</td>
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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.
An Innovative Communications Initiative

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- Coordinated Messaging, focuses on “How-tos”
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- 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
- Lose It! Badges: 22,680 awarded to users who made half their plate fruits & veggies
- Share Our Strength Curricula Reaching 21,000 Families in 2012
- Harris Teeter Advertisement
“Enjoy Your Food, But Eat Less”

Alliance for Potato Research and Education Mini-poster

Sunkist MyPlate Makeover Meals

AND National Nutrition Month Theme
“Drink Water Instead of Sugary Drinks”

Disney TRYathlon

Nestlé Waters Hydration Movement
“Make Half Your Grains Whole Grains”

IFIC Foundation Chat 24 hour results:
• #FoodInsight Trending
• 1,047 tweets
• 8,992,668 impressions reaching 1,610,976 followers

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

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**
An Innovative Communications Initiative

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- Social Media and Consumer Engagement
- SuperTracker and MyPlate 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
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!
  - 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

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
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?

WILL MY PLATE CHANGE THE WAY YOU EAT?

CONSIDERING THE CHANGE

60% OF FEMALES WILL / MIGHT MAKE THE CHANGE VS 55% OF MALES

16-34 YEARS OLD ARE 23% AS LIKELY TO CHANGE THEIR EATING HABITS

19% VS 2%

16-34 YEARS OLD VS OVER 55 YEARS OLD

THE WEST IS THE REGION WITH THE HIGHEST% OF THOSE WHO ARE WILLING TO CHANGE THEIR HABITS WITH MY PLATE

69%
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
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.
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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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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www.HealthyCommunitiesHealthyFuture.org