

Weight of the Nation Conference Washington, DC

Nutrition: Improving Quality and Access to
Healthy Foods for All Americans

***Influencing Consumer Demand for
Healthier Foods***

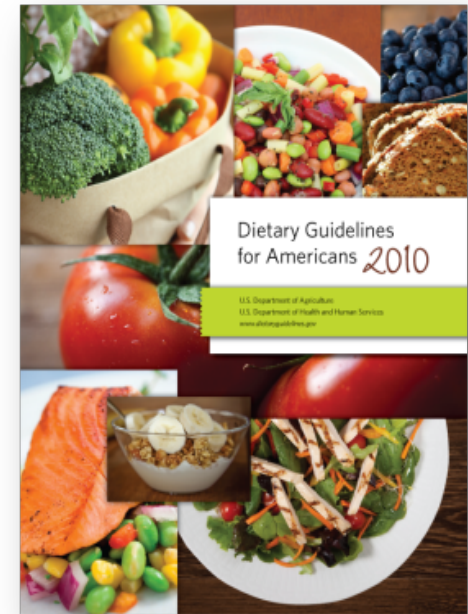
**Robert C. Post, Ph.D., Deputy Director
USDA's Center for Nutrition Policy and Promotion**

May 7, 2012

2010 Dietary Guidelines for Americans

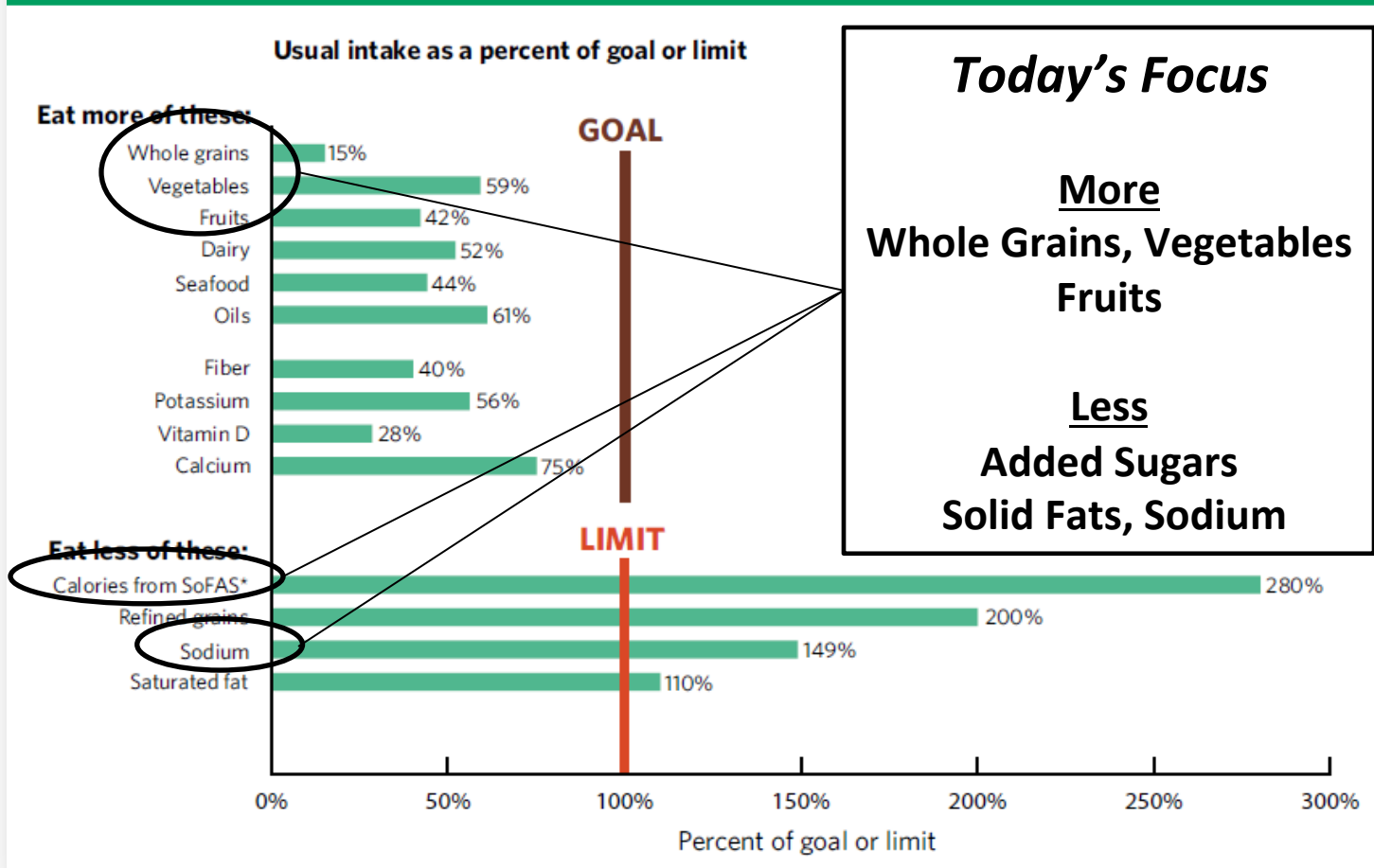
Recommendation Areas:

- Balancing Calories
- Foods and Nutrients to Increase
- Foods and Components to Reduce
- Physical Activity



Current State of Nutrition: Usual Intake Vs. Goal/Limit

FIGURE 5-1. How Do Typical American Diets Compare to Recommended Intake Levels or Limits?



A Call to Action: Helping Americans Make Healthy Choices

- Current food and physical activity environment is influential—for better and for worse
- Socio-ecological framework¹: All elements of society, have a role
 - Individuals and families
 - Communities
 - Business and industry
 - All levels of government
- Work together to improve the Nation's nutrition and physical activity

1 Dietary Guidelines for Americans 2010, Figure 6, page 56



Dietary Guidelines
for Americans 2010

MyPlate Initiative: An Innovative Communication Initiative

Addressing the Call to Action with a coordinated, evidence-based approach to influence consumers' behaviors where they purchase, prepare, and consume food.



Coordinated Messaging

MyPlate Resources
ChooseMyPlate.gov

National and Community
Partnerships

Social and Consumer
Engagement

An Informed and Supported Approach

Building on existing behavioral and social learning research, theory, and models

- Focus groups and a representative sample survey to refine icon and actionable and behavior-focused messages.
- Health promotion theories and practice guidelines from CDC, NCI (e.g., Guide for Health Promotion Practice)
- IOM reports on obesity and the environment.
- Socio-Ecological Model and Call to Action – Dietary Guidelines.

Stakeholders

- Meetings with influencers to obtain insights on communications initiative.
- Engaged leadership to ensure alignment with USDA and HHS goals.

Communications synergy

- Providing complimentary messages with HHS and other federal agencies.
- Plate is a ubiquitous symbol in public health communications – built on existing market research.

Unified and Coordinated Messages: Based on Key DGA Behaviors

Dates	Theme	Selected Key Message
Sept. – Dec. 2011	<i>Foods to Increase</i>	Make half your plate fruits and vegetables.
Jan. – Apr. 2012	<i>Balancing Calories</i>	Enjoy your food, but eat less.
May – Aug. 2012	<i>Foods to Reduce</i>	Drink water instead of sugary drinks.
Sept. – Dec. 2012	<i>Foods to Increase</i>	Make at least half your grains whole grains.
Jan. – Apr. 2013	<i>Balancing Calories</i>	Avoid oversized portions.
May – Aug. 2013	<i>Foods to Reduce</i>	Compare sodium in foods...
Sept. – Dec. 2013	<i>Foods to Increase</i>	Switch to fat-free or low-fat (1%) milk.

Influencing consumers at all decision points



Dietary Guidelines Messages

Sector Partners Magnify Reach to Various Audiences

Sectors

- Health and professional organizations (e.g., AMA, Diabetes, AND, ASN)
- Entertainment and media (e.g., WebMD, Disney)
- Food retail (e.g., FMI, Safeway, Aldi)
- Food industry (packaged, food service, associations)
- Community-based (schools, hospitals, practitioners, extension, local government)
- Food assistance programs (WIC, SNAP)

Audiences

- Health professionals
- Low-income
- Children
- Shoppers
- Educators
- Parents

Some of Our National Strategic Partners

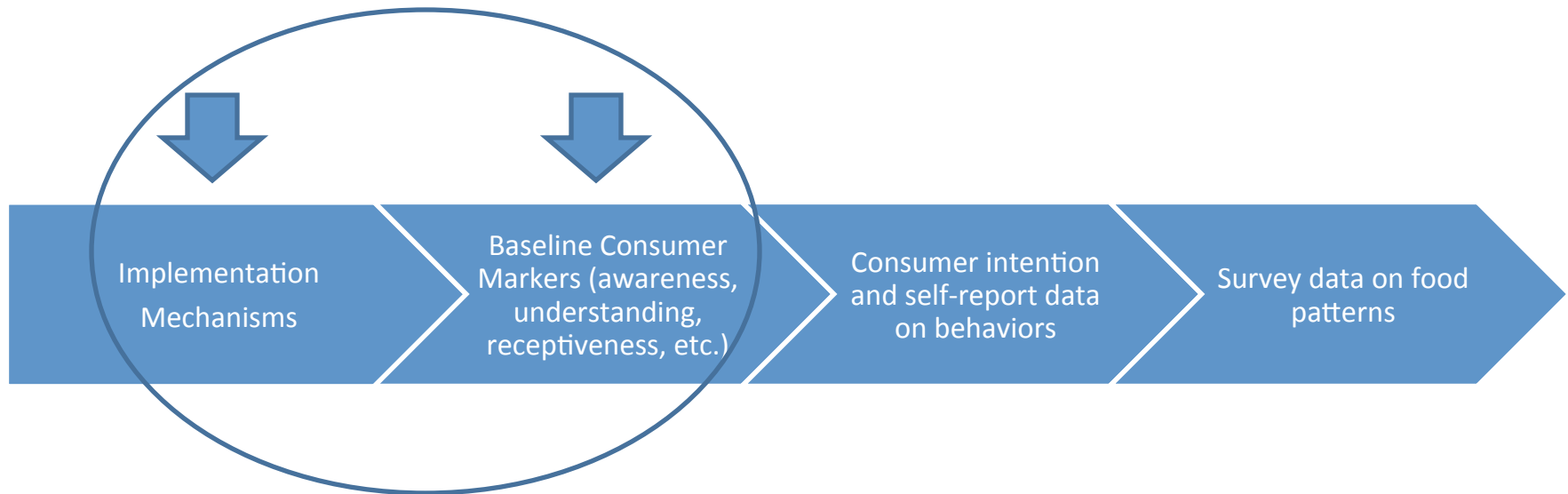


Putting MyPlate Into Practice: How-Tos for Easy Application at ChooseMyPlate.gov

- Online Resources for Consumers and Professionals
 - Consumer Brochure
 - *Eating Healthy On A Budget – Plans to Expand*
 - Recipes & Menus
 - “10 Tips Nutrition Education Series”
- Online Information and Interactive Tools
 - Choose MyPlate.gov
 - SuperTracker
 - “Buzz” activities for each message

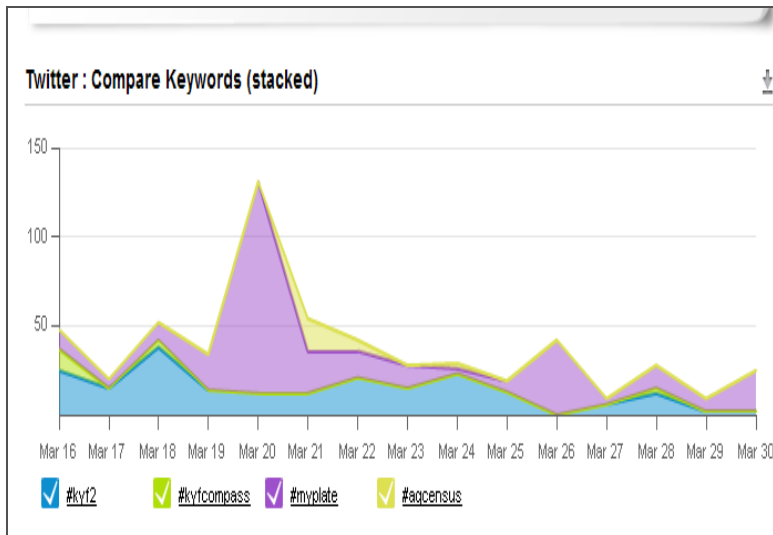


Evaluating Impact Over Time

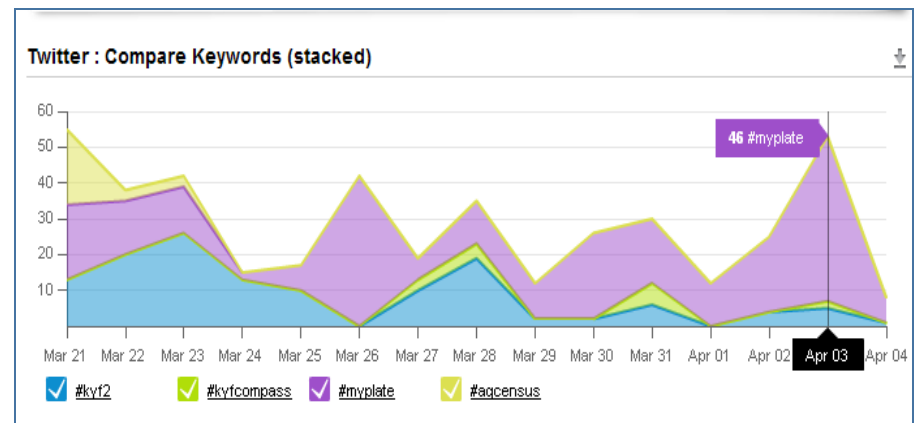


The influence of MyPlate communications should be measured over time; currently identifying baseline consumer markers such as awareness and understanding.

24,753 followers as of 4/4/12 ~20 re-tweets/day



Purple = MyPlate
 March 20th Feeding American twitter party with 2x the volume compared to a more normal day on April 3 (scale differs)



MyPlate is #2 Top News Story in 2011*

#2 FOOD STORY OF THE YEAR: First Lady Michelle Obama with USDA Unveils MyPlate, Replaces Food Pyramid

TOP 10 '11 FOOD STORIES OF THE YEAR

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1. Twenty-Nine Deaths Caused by Cantaloupe Listeria Outbreak
 2. First Lady Michelle Obama with USDA Unveils MyPlate, Replaces Food Pyramid
 3. Global Food Prices Reach Record High
 4. Millions of Pounds of Ground Turkey Recalled
 5. Restaurant Menu Labeling to Become Law in 2012
 6. Food Safety Bill Passes
 7. Nutrition Labels Move to Front of Food Packages
 8. Doctors Argue That Government Can Put Obese Children in Foster Care
 9. General Mills Sued For Marketing Fruit Snacks As "Healthy"
 10. USDA Lowers Pork Cooking Temperatures

hunter public relations

*Survey of 1,000 Americans

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

HAVE YOU HEARD ABOUT MYPLATE?



46%
OF THOSE
SURVEYED
HAVE HEARD OF
MYPLATE



7% MORE WOMEN THAN MEN
HAVE HEARD OF MYPLATE

59% OF MEN HAVE NOT
HEARD OF MYPLATE



65% WITH ONLY A HIGH SCHOOL EDUCATION
HAVE HEARD THE LEAST ABOUT IT

Goal: Setting the Stage for Lifelong Healthy Eating Behaviors

The formula:

Evidence-based recommendations

+

MyPlate symbolizes healthy meal times and building healthy plates at meals

+

Empowering individuals and families with improved nutrition literacy *and* the “how-tos” to act on it

= A coordinated approach to shift behavior over time to healthier choices that engages all “influencers”