Dietary Guidelines Communications – A Sneak Peak

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Dietary Guidelines Communications

...a Sneak Peak

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Goals for the 2010 Dietary Guidelines Communications

- Combat obesity
- Improve the nutrition and health of Americans
- Test and retest messages/materials with target audiences
- Integrate updated science-based Guidelines into nutrition education materials
- Create effective communication and marketing strategies and tools
- Build strategic alliances and work together
Guiding Principles for Communications

- Simple, direct, actionable messages
- Behavior-change focused
- Motivational
- Reach where consumers need to make food decisions
- Collaborative process
Dietary Guidelines Communication Process

Multi-modal Approach

- Formative Research on Messages and Symbol
- Improving USDA’s Interactive Educational Tools
- Dietary Guidelines Communications Rollout
- Plan for Sustained Momentum
Consumer Research Outcome: Concept Areas and Messages

- Balancing calories
  - Enjoy your food, but eat less
  - Avoid oversized portions

- Foods to increase
  - Make half your plate fruits and vegetables
  - Switch to fat-free or low-fat (1%) milk

- Foods to reduce
  - Compare sodium in foods like soup, bread, and frozen meals—and choose the foods with lower numbers
  - Drink water instead of sugary drinks

- Physical activity
Dietary Guidelines Communication Process

Multi-modal Approach

- Formative Research on Messages and Symbol
- Improving USDA’s Online Interactive Educational Tools
- Dietary Guidelines Communications Rollout
- Plan for Sustained Momentum
Current Interactive Tools

- **MyPyramid Plan**
  Personalized plan of food group amounts and basis for MyPyramid planning

- **MyPyramid Tracker**
  Diet and physical activity assessment tool

- **MyPyramid Menu Planner**
  Interactive Web tool for users to plan food choices to meet goals

- **MyFood-A-Pedia** *(Web and Mobile)*
  Quick access to food groups and calories, and comparison of two foods (web version)
SuperTracker:

- Get your personalized nutrition and physical activity plan.
- Track your foods and physical activities to see how they stack up.
- Get tips and support to help you make healthier choices and plan ahead.
Dietary Guidelines Communication Process

Multi-modal Approach

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Communications Rollout and Strategies

- Message dissemination
- Social networking/viral marketing
- Mobilizing Partners
Just Some of the Over 250 Partners
Dietary Guidelines Communication Process

Multi-modal Approach

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Target Key Consumer Contact Points

Planning

Preparing

Purchasing

Ordering/Eating Out
TODAY'S TIPS:
Make half your plate fruits and vegetables.
**Bok Choy Cole Slaw**

**Measure**
- 2 tablespoons Mayonnaise
- 2 tablespoons Apple cider vinegar
- 2 tablespoons Olive oil
- 1 teaspoon Salt
- 1 teaspoon Cumin
- 1 teaspoon Hot pepper sauce
- 1 pounds Chinese cabbage – shredded
- 3 mediums Carrot – shredded
- 1 large Red bell pepper – shredded

**DID YOU KNOW?**
Compare sodium in foods like soup, bread, and frozen meals--and choose the foods with lower numbers.

**INSTRUCTIONS**
Whisk the mayonnaise, vinegar, olive oil, salt, cumin and hot pepper sauce together in a large serving bowl until smooth. Add the cabbage, carrots and bell pepper and toss to coat with the dressing. Refrigerate until ready to serve. Reserve 2 cups for Soft Veggie Tacos.
Compare sodium in foods like soup, bread, and frozen meals—and choose the foods with lower numbers.
Enjoy your food, but eat less.
Enjoy your food, but eat less.
Make half your plate fruits and vegetables.
Switch to fat-free or low-fat (1%) milk.
Avoid Oversized Portions.
Drink Water instead of Sugary Drinks.
How will you use the Dietary Guidelines Messages?