



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.

Agricultural Outlook Forum
U.S. Department of Agriculture

Presented: February 24-25, 2011

Dietary Guidelines Communications – A Sneak Peak

Jackie Haven, M.S., R.D.
USDA, Center for Nutrition Policy and Promotion



Dietary Guidelines Communications

...a Sneak Peak

Jackie Haven, M.S., R.D.

USDA, Center for Nutrition Policy and Promotion



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

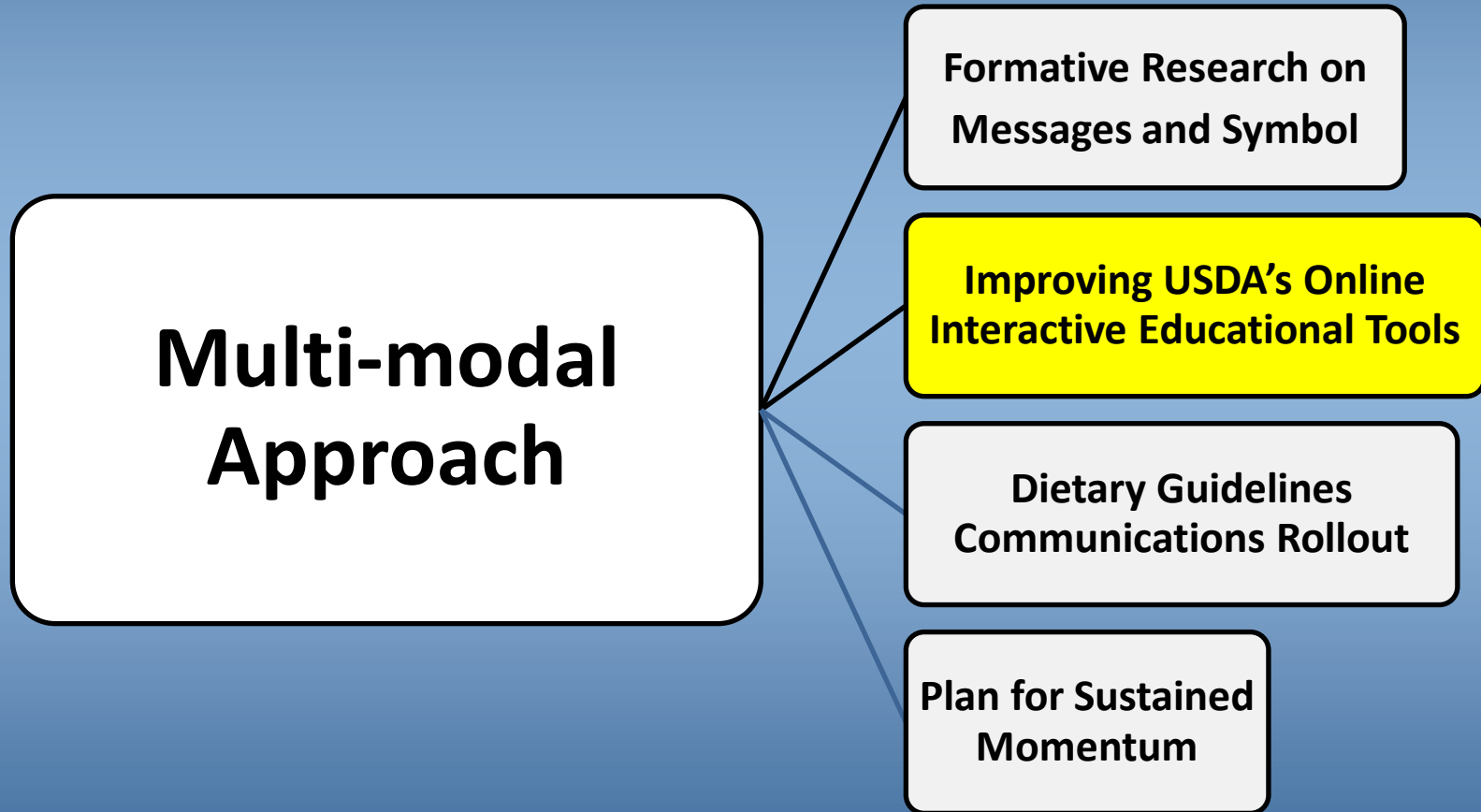


Consumer Research Outcome: Concept Areas and Messages

- ❑ **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



Current Interactive Tools

2005



MyPyramid Plan

Personalized plan of food group amounts and basis for MyPyramid planning

2005



MyPyramid Tracker

Helps users to plan food choices to meet their goals

2009



MyFood-A-Pedia (Web and Mobile)

Quick access to food groups and calories, and comparison of two foods (web version)

SuperTracker





SuperTracker: My foods. My fitness. My health.

- 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.

Food-A-Pedia >

Look up nutrition info for over 8,000 foods and compare foods side-by-side.

Go

All Foods



Food Tracker >

Track the foods you eat and compare to your nutrition targets.

Go

All Foods



Physical Activity Tracker >

Enter your activities and track progress as you move.

Go

All Activities



Get Started >

Find out what and how much to eat. Personalize your experience by creating your profile, and get a plan tailored for you.



CREATE YOUR PROFILE

Or, use the general plan.

My Weight Manager >

Get weight management guidance; enter your weight and track progress over time.



My Top 5 Goals >

Choose up to 5 personal goals; sign up for tips and support from your virtual coach.



My Reports >

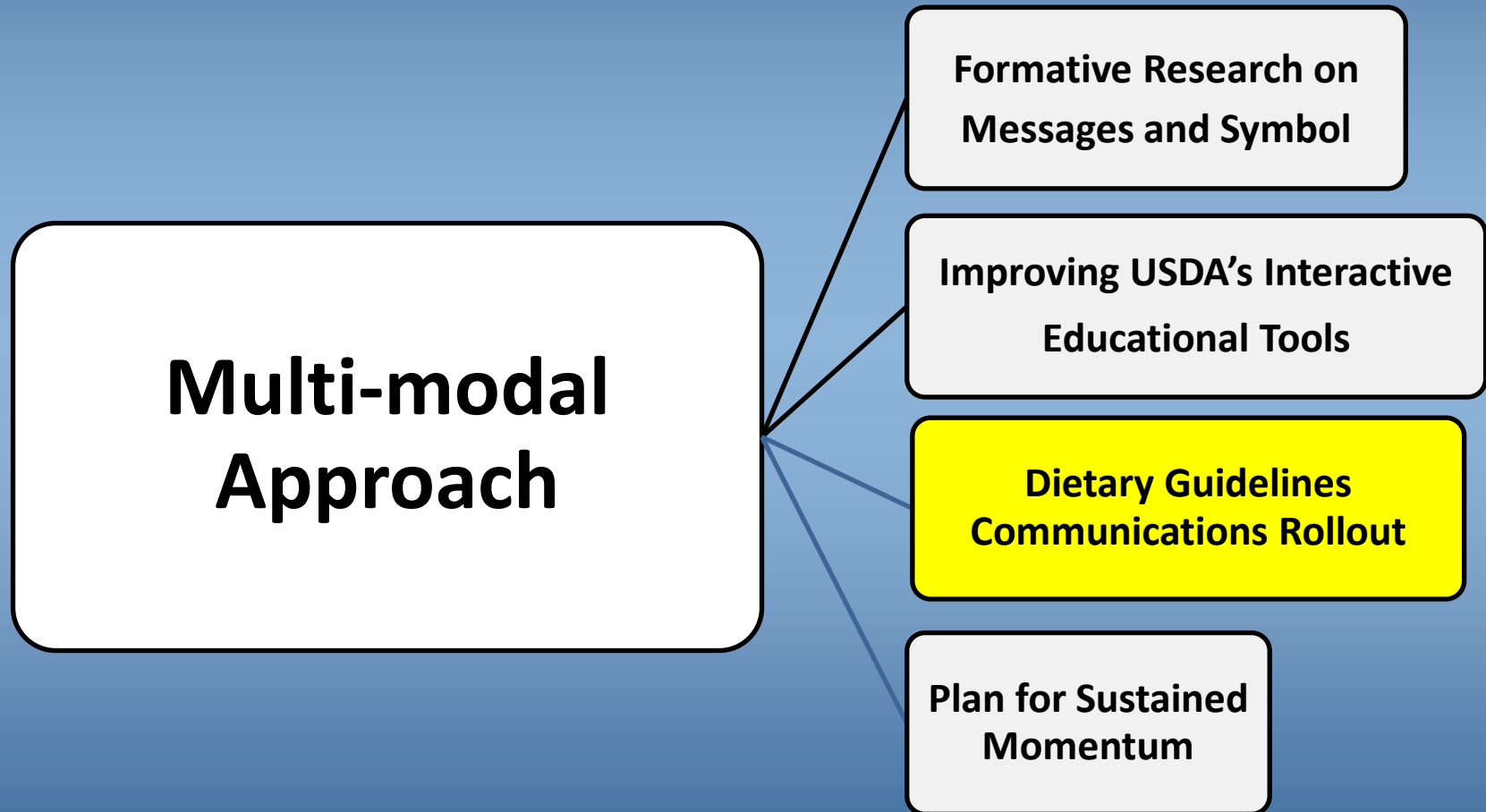
Use reports to see how you are meeting goals and view your trends over time.



USDA Super Tracker Home Page Design



Dietary Guidelines Communication Process



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

Formative Research on
Messages and Symbol

Improving USDA's Interactive
Educational Tools

Dietary Guidelines
Communications Rollout

Plan for Sustained
Momentum



Target Key Consumer Contact Points

Planning



Purchasing

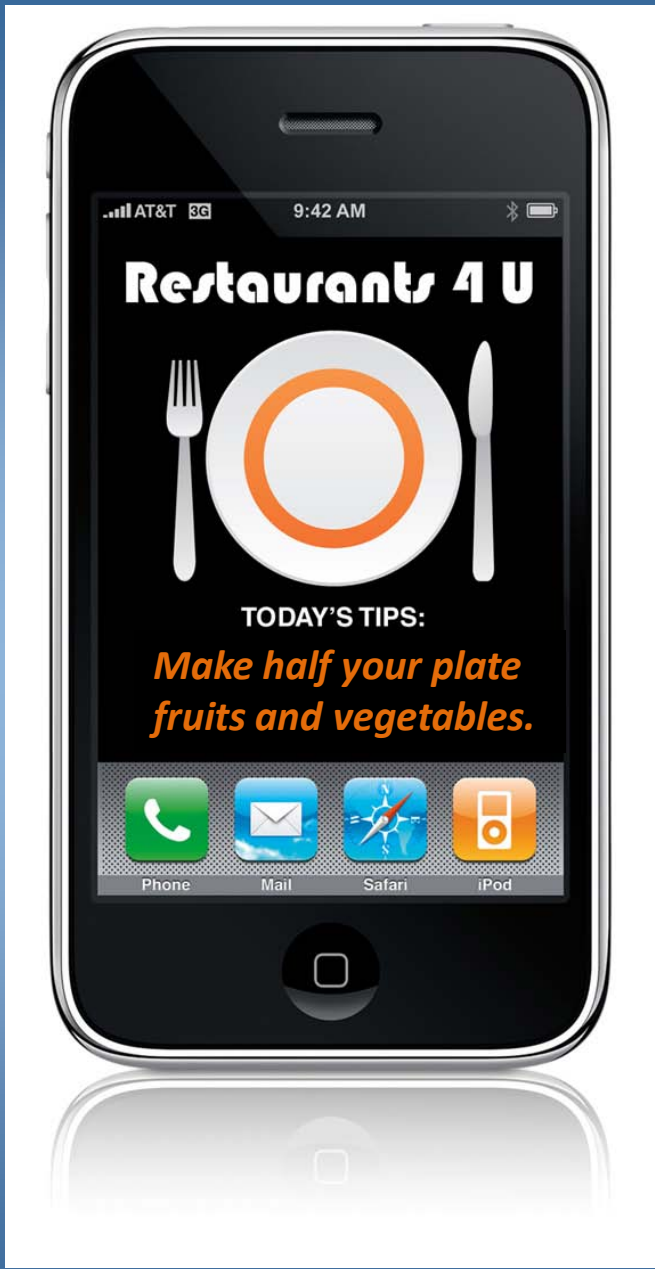


Preparing

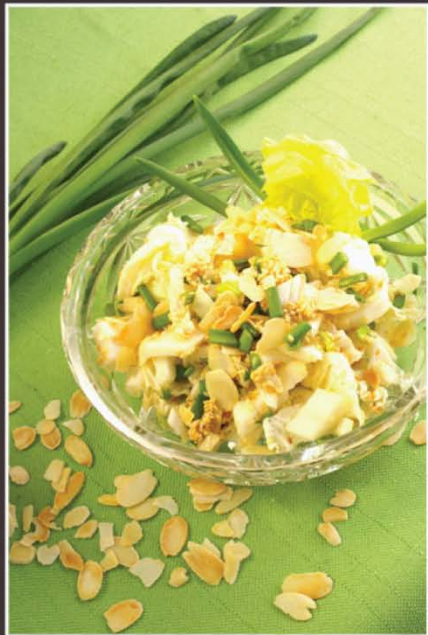


Ordering/
Eating Out





Bok Choy Cole Slaw



Measure	Ingredient
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.



Apples are available year round and available at specific times of the season for apples will vary with varieties and locations where they are the best types of apples are those that are fresh from the tree. Fresh picked apples have the best flavor and an extra crisp texture. For fresh picked apples, visit local apple orchards and farmers' markets during the harvest season in your location.


How to Buy:
 Choose apples that are brightly colored, firm, and free of bruises or damaged skin. If the flesh gives under pressure, the apple will be soft. The skin on the apple should be taut and show no signs of shriveling. Select individual apples over pre-bagged apples so that you can see what you are selecting and have an opportunity to smell the apples to make sure they have a fresh smell and are not musty. The different types of apples are graded according to their size and quality. The higher the grade, the more expensive the apple. The end use of the apple will determine the variety of apple you should buy.



A woman with long dark hair, wearing a light blue cardigan, is looking at a food label in a grocery store aisle. She is holding a white box of cereal. The background shows shelves stocked with various cereal boxes. A white callout box with a red border is overlaid on the right side of the image, containing text about comparing sodium in foods.

Compare
sodium in foods

like soup, bread, and
frozen meals—and
choose the foods
with lower numbers.

A decorative border at the bottom of the image features a row of small, circular images of various food items, including tomatoes, mixed berries, nuts, salmon, and other fresh ingredients.



**Enjoy your food,
but eat less.**

STARTERS - ΑΡΧΑΙΑ
1.00 Cover - Coperto
3.00 Olives - Olive
3.00 Russian salad, Insalata Ru
3.00 Eggplant salad, Insalata di melan
3.50 Tzatziki, Tzatziki
4.00 Stuffed vine - leaves, Dolmades
3.00 Tuna salad, Insalata di tonno
3.50 Feta, Feta
6.00 Fried cheese, Formaggio fritto
6.00 Saganaki mussels
4.00 Saganaki shrimps
4.00 Cheese pie
3.50 Spinach pie
3.00 Cheese croquettes
3.00 Cheese salad
3.00 Red peppers
3.00 Fresh fried

SALADS - INSALATE
6.00 Lettuce with tuna
3.00 Tomato salad - Insalata di pomodori
3.00 Cucumber tomato salad,
5.50 Insalata di pomodori e citralli
3.50 Greek salad, Insalata Greca
2.00 Vegetables
2.00 Lettuce salad





Drink water instead of sugary drinks.

Drink water instead of sugary drinks.





Recipes and Guide

Convection Oven Toaster Broiler

- Convection fan circulates heat to cook up to 33% faster than conventional ovens
- Smooth brushed stainless exterior
- Extra-large capacity

Enjoy your food, but eat less.

Limited 3-Year Warranty



CONVECTION OVEN TOASTER BROILER

CTO-350PC



Make half your plate fruits and vegetables.



Switch to
fat-free or
low-fat (1%)
milk.





**Avoid
Oversized
Portions.**





How will you use the Dietary Guidelines Messages?

www.MyPyramid.gov

