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## 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.

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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

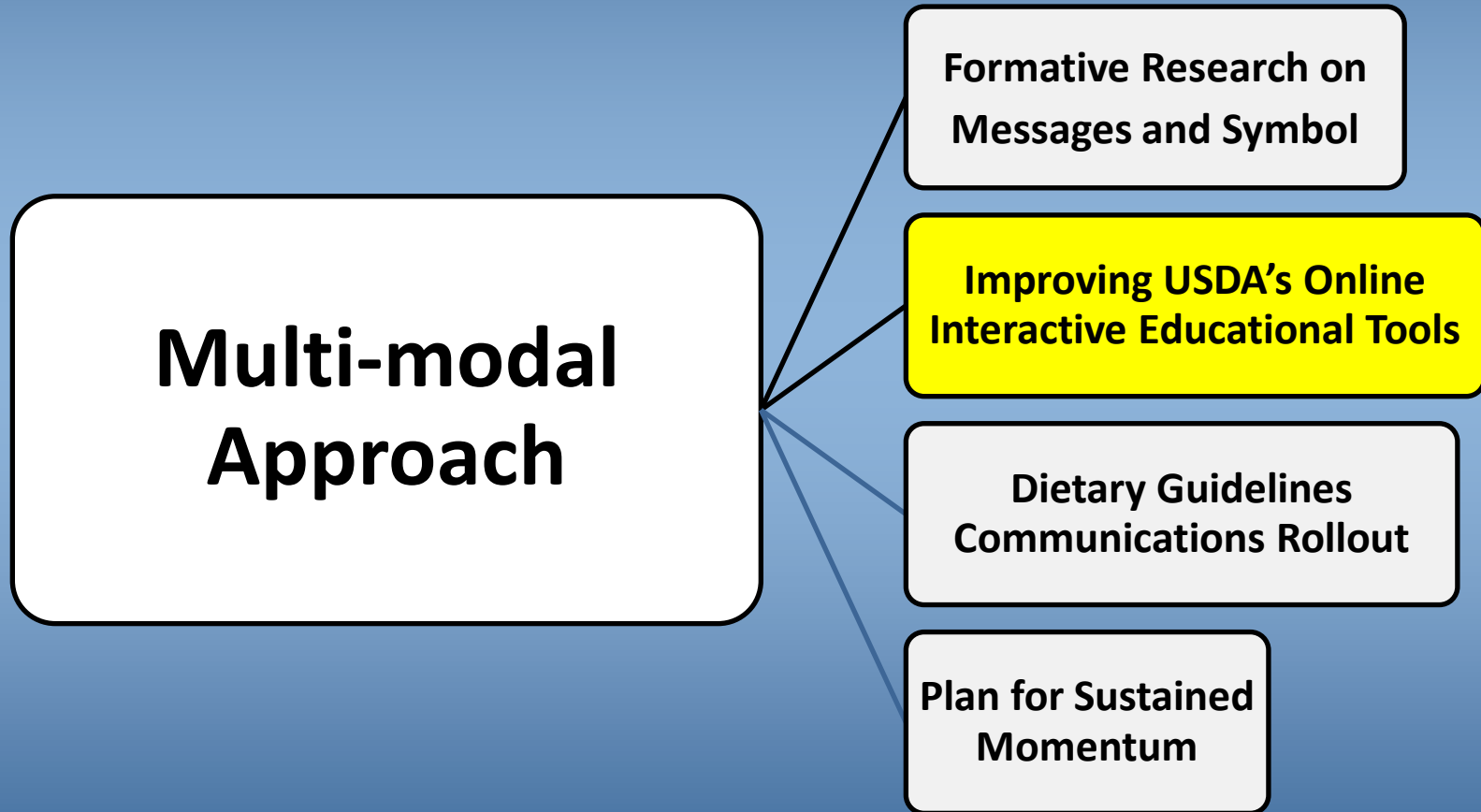


# Consumer Research Outcome: Concept Areas and Messages

- ❑ **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





# 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



## 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 >

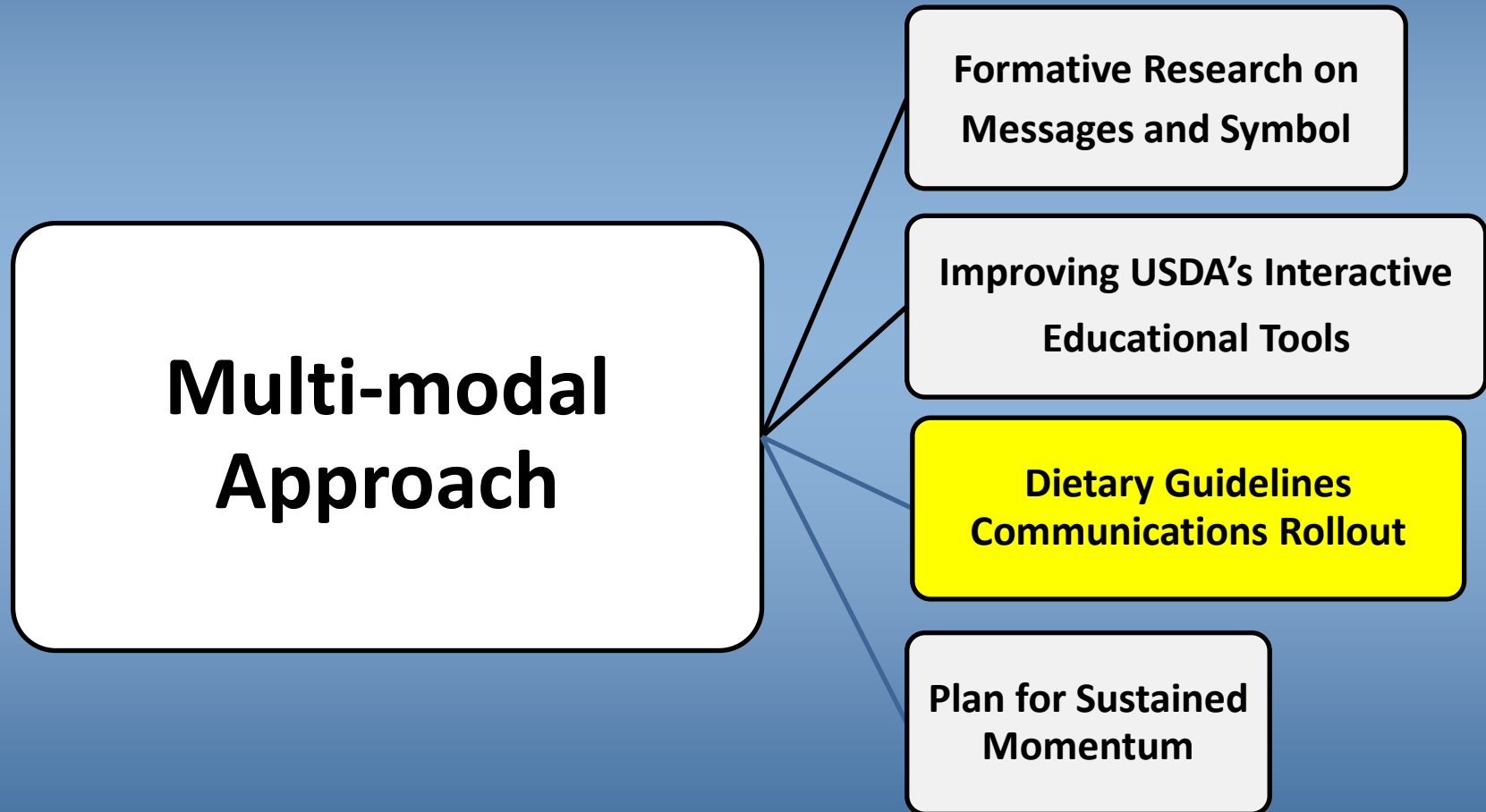
Use reports to see how you are meeting goals and view your trends over time.



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

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# Target Key Consumer Contact Points

Planning



Purchasing

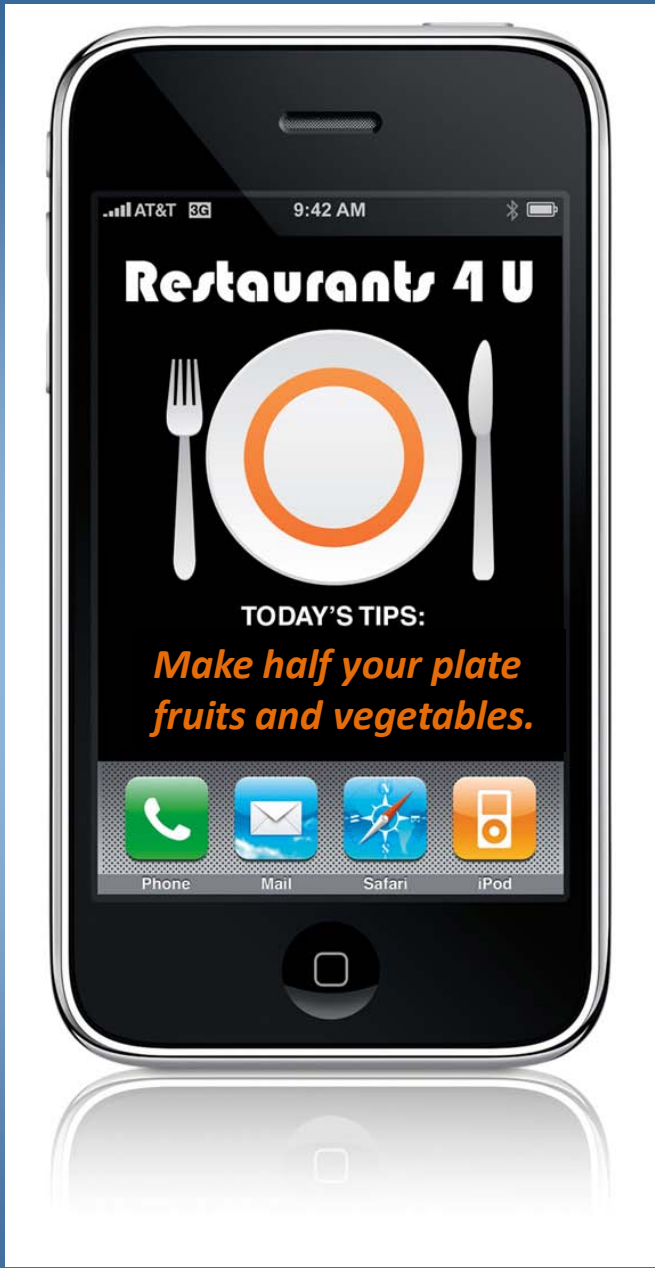


Preparing



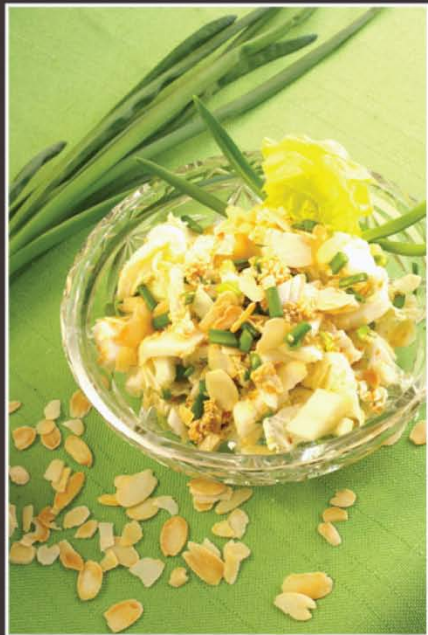
Ordering/  
Eating Out







# 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 standing in a grocery store aisle. She is holding a white box of cereal and looking at the label. The background shows shelves stocked with various cereal boxes. A white callout box with black and red text is overlaid on the right side of the image.

**Compare**  
**sodium in foods**  
like soup, bread, and  
frozen meals—and  
choose the foods  
with lower numbers.





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

**STARTERS - ΑΡΧΑΙΑ**

Κουλούρι	1.00	Cover - Coperto
Ελάφι	3.00	Olives - Olive
Μαύρο καλαμάκι	3.00	Russian salad, Insalata Ru
Μαυροκόλαρο	3.00	Eggplant salad, Insalata di melan
Τσικνί	3.00	Tzatziki, Tzatziki
Ανταμάκι	3.50	Stuffed vine - leaves, Dolmades
Πασαλάρα	4.00	Tuna salad, Insalata di tonno
Από	3.00	Feta, Feta
Μαύρο αρνίον	3.50	Fried cheese, Formaggio fritto
Καλάμι αρνίον	6.00	Saganaki mussels
Καλαμάρι πασάρι	6.00	Saganaki shrimps
Καλαμάρι	4.00	Cheese pie
Τυροκόπι	4.00	Spinach pie
Τυροκόπι	3.50	Cheese croquettes
Καλαμάρι	3.00	Cheese salad
Καλαμάρι	3.00	Red peppers
Καλαμάρι	3.00	Fresh fried

**SALADS - INSALATE**

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







**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.

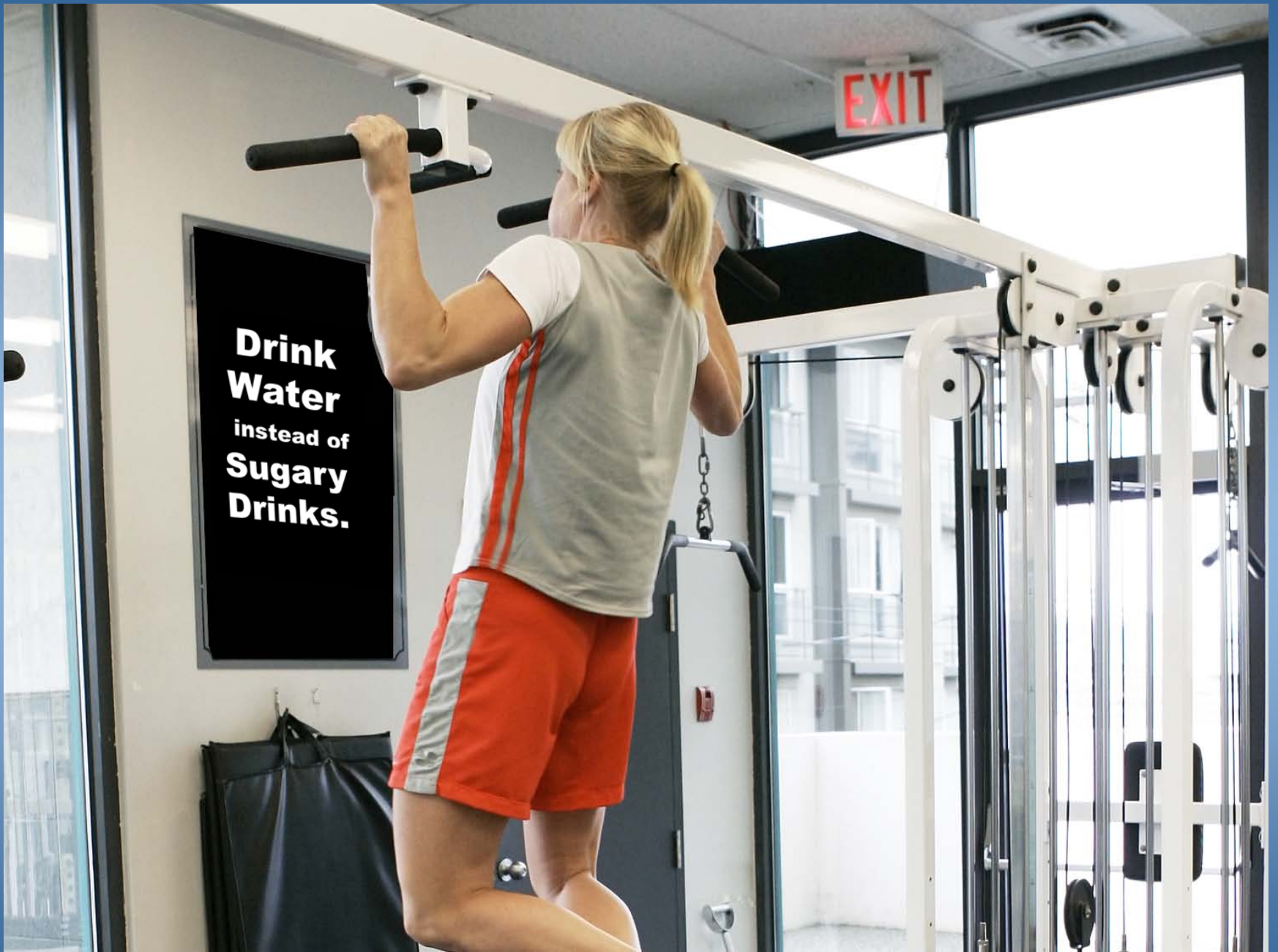




**Avoid  
Oversized  
Portions.**







# How will you use the Dietary Guidelines Messages?

[www.MyPyramid.gov](http://www.MyPyramid.gov)

