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# Make Every Bite Count

with the *Dietary Guidelines, 2020-2025:*

## Start Simple with MyPlate!

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Food and Nutrition Service  
Center for Nutrition Policy & Promotion  
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Dietary  
Guidelines  
for Americans

# 2020 - 2025

Make Every  
Bite Count With  
the *Dietary  
Guidelines*

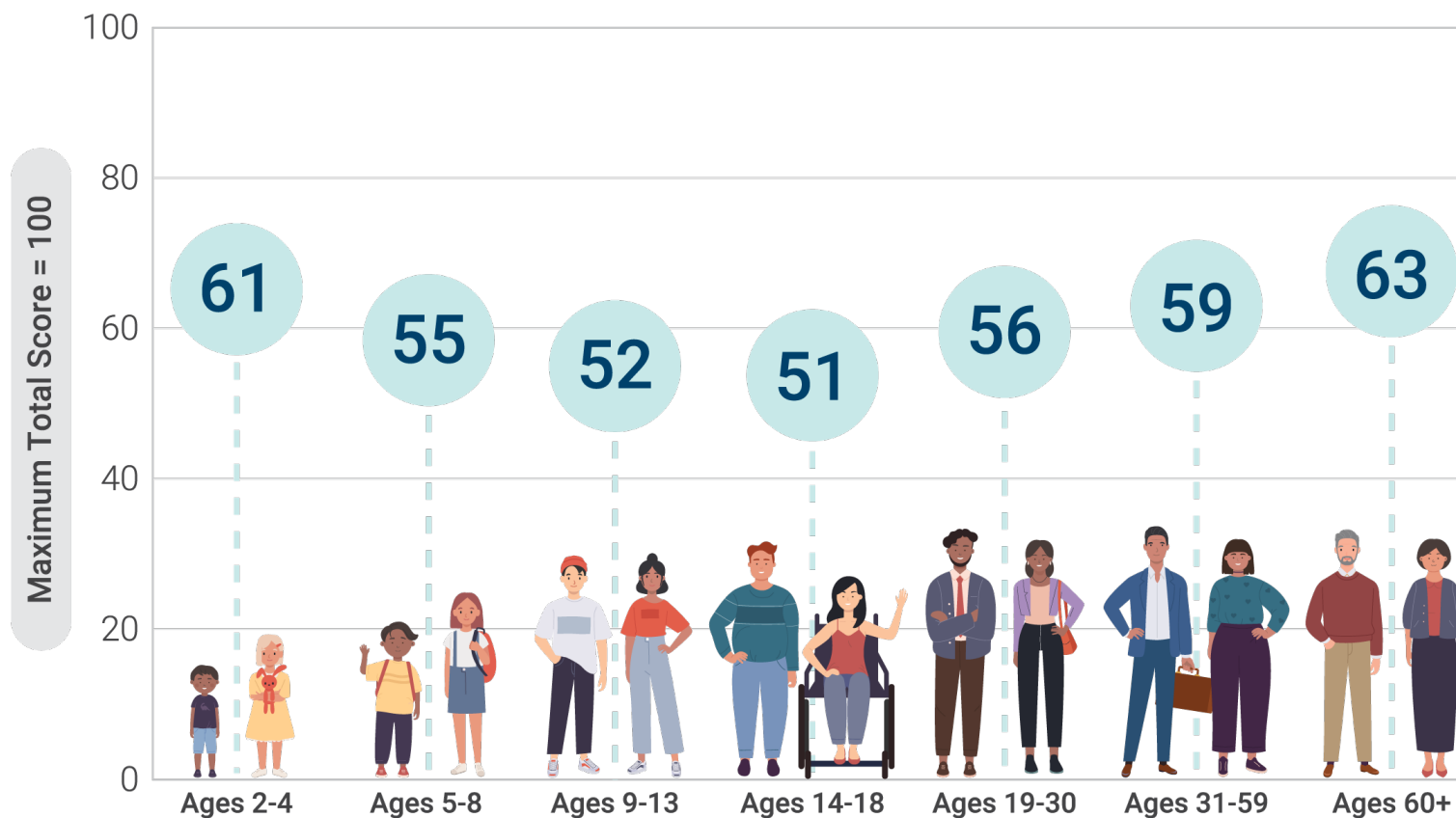


# *Dietary Guidelines for Americans, 2020-2025*

## What It Is, What It Is Not

- Intended to promote health and help prevent chronic diseases; not intended as clinical guidance for treatment of disease.
- Foundation of Federal food, nutrition, and health policies and programs.
- Translates the current science on diet and health into guidance to help people choose a healthy dietary pattern.
- Targeted to professionals who work with the general public to help them consume a healthy and nutritionally adequate diet and establish policies and services to support these efforts.

# Most Americans Do Not Follow the *Dietary Guidelines*



**NOTE:** HEI-2015 total scores are out of 100 possible points. A score of 100 indicates that recommendations on average were met or exceeded. A higher total score indicates a higher quality diet.

**Data Source:** Analysis of What We Eat in America, NHANES 2015-2016, ages 2 and older, day 1 dietary intake data, weighted.

# The *Dietary Guidelines* Can Help All Americans to Eat Healthy To Be Healthy

Following the *Dietary Guidelines* Can Help Improve Americans' Health

Each step closer to eating a diet that aligns with the *Dietary Guidelines* is associated with:



Lower Risk of  
Heart Disease



Lower Risk of  
Type 2 Diabetes



Lower Risk of  
Cancer



Lower Risk of  
Obesity



Lower Risk of  
Hip Fracture

# The Guidelines

Follow a healthy dietary pattern at every life stage.



Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations.

1



4

Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages.



2



3

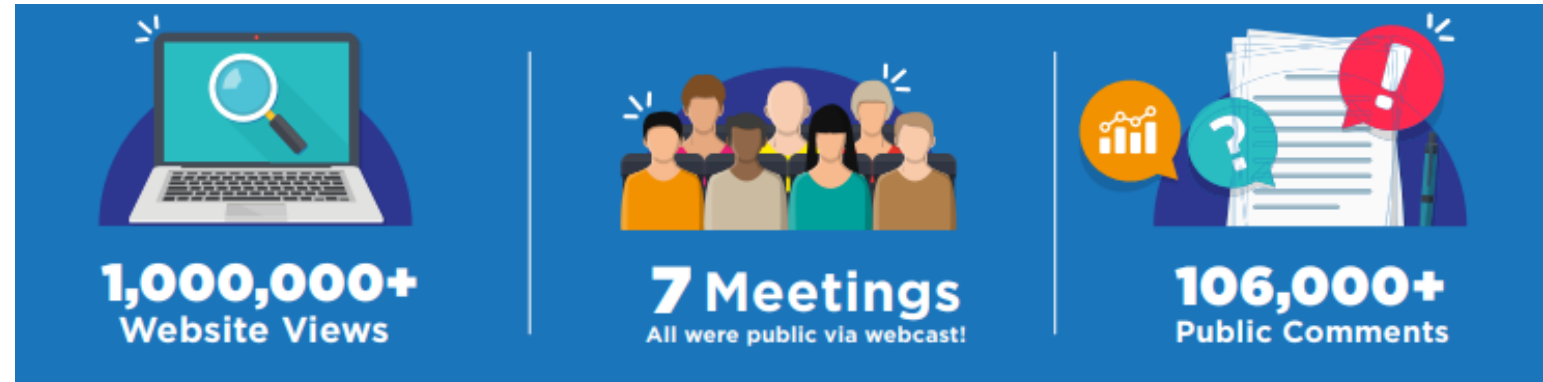


Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits.



# Public Engagement and Enhanced Transparency

- USDA and HHS committed to a transparent, inclusive, and science-driven process.
- The Departments added new steps for engagement and kept the public informed.



- 3 Selection criteria for the Advisory Committee ★
- 3 Scientific topics and questions ★
- 1 Protocols used to answer each scientific question ★
- 1 Steps to develop the Dietary Guidelines ★

- 3 oral public comment opportunities ★
- 3 located in Washington, DC
- 1 located in Houston, TX ★
- 1 to present the draft Advisory Committee Report ★

- 4 phases totaling over 15 months:
- 3 Scientific Topics and Questions ★
- 1 Nominations for the Committee
- 1 Scientific Review
- 1 Committee's Report



# Process to Develop the *Dietary Guidelines*



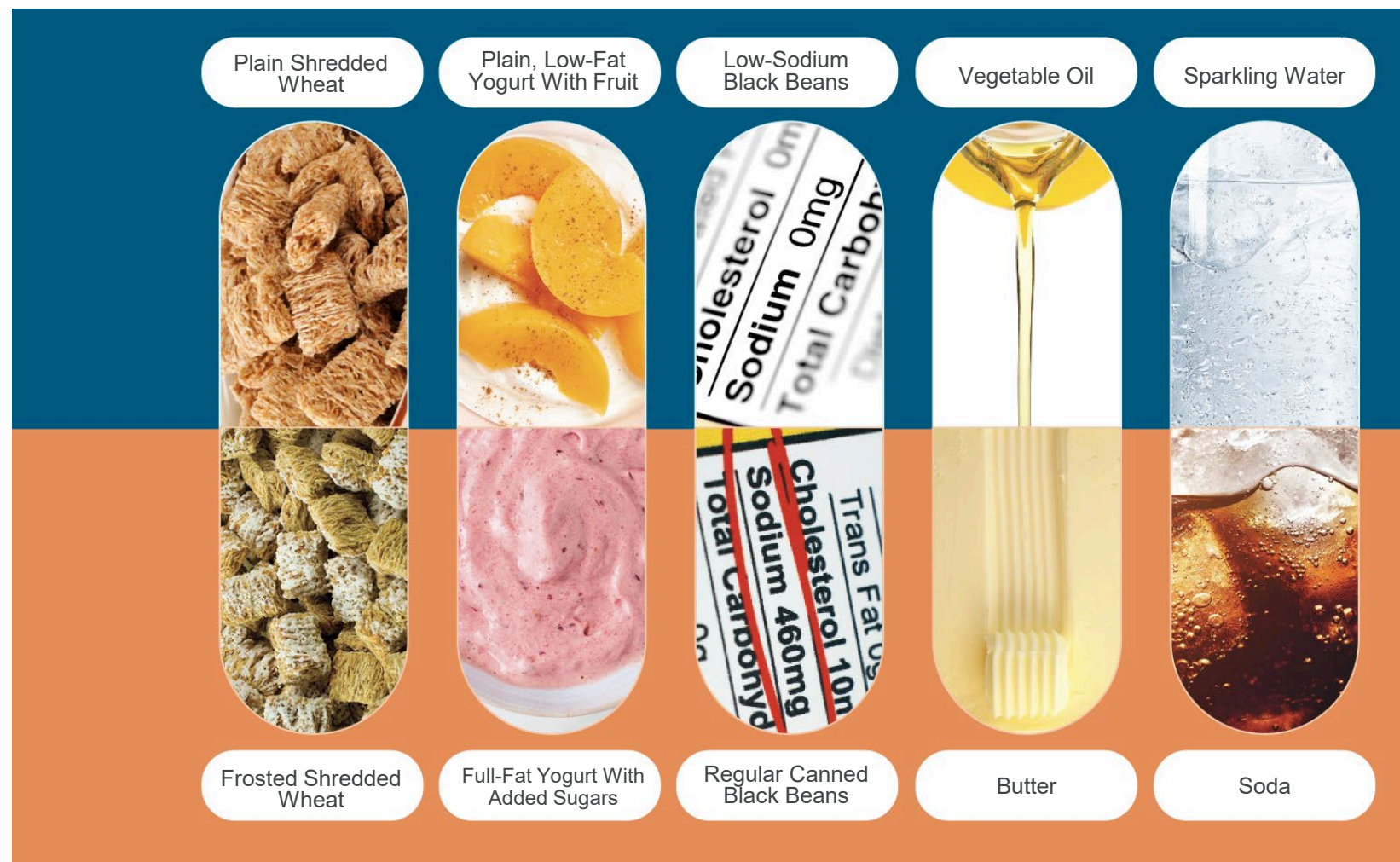
# A Roadmap to the *Dietary Guidelines for Americans, 2020-2025*

- Executive Summary
- Introduction
- Chapter 1. Nutrition and Health Across the Lifespan: The Guidelines and Key Recommendations
- Chapter 2. Infants and Toddlers
- Chapter 3. Children and Adolescents
- Chapter 4. Adults
- Chapter 5. Women Who Are Pregnant or Lactating
- Chapter 6. Older Adults
- Appendixes



# Making Nutrient-Dense Choices: One Food or Beverage At a Time

Every food and beverage choice is an opportunity to move toward a healthy dietary pattern. Small changes in single choices add up and can make a big difference. These are a few examples of realistic, small changes to nutrient-dense choices that can help people adopt healthy dietary patterns.



# Making Nutrient-Dense Choices: One Meal At a Time

Slight changes to individual parts of a meal can make a big difference. This meal shows examples of small shifts to more nutrient-dense choices that significantly improve the nutritional profile of the meal overall while delivering on taste and satisfaction.



<b>Typical Burrito Bowl</b> <b>Total Calories = 1,120</b>	<b>Nutrient-Dense Burrito Bowl</b> <b>Total Calories = 715</b>
White rice (1½ cups)	Brown rice (1 cup) + Romaine lettuce (½ cup)
Black beans (⅓ cup)	Black beans, reduced sodium (⅓ cup)
Chicken cooked with sauce (2 ounces)	Grilled chicken with spice rub (2 ounces)
No grilled vegetables	Added grilled vegetables (⅓ cup)
Guacamole (½ cup)	Sliced avocado (5 slices)
Jarred salsa (¼ cup)	Fresh salsa/pico de gallo (¼ cup)
Sour cream (¼ cup)	No sour cream
Cheese (⅓ cup)	Reduced-fat cheese (⅓ cup)
Jalapeño (5 slices)	Jalapeño (5 slices)
Iced tea with sugar (16 ounces)	Iced tea, no sugar (16 ounces)

# For lifelong good health, make every bite count with the *Dietary Guidelines for Americans*



# Assess the New Edition

- Visit [DietaryGuidelines.gov](https://DietaryGuidelines.gov) to access the new edition and online-only supporting materials.
- Sign up to receive email updates about additional materials coming soon.

**THE DIETARY GUIDELINES FOR AMERICANS CAN HELP YOU EAT HEALTHY TO BE HEALTHY**

The Dietary Guidelines for Americans provide science-based advice to help everyone—no matter their age, race, socioeconomic, or health status—achieve better health by making every bite count.

**Americans Do Not Follow the Dietary Guidelines and Our Health is Suffering**

- Healthy Eating Index 2018 Scores are 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99.
- 74% of American adults are overweight or obese.
- 6 in 10 adults are living with one or more diet-related chronic diseases.

**The Science Behind the Dietary Guidelines Represents Americans**

- The Dietary Guidelines is based on science that examines how diet promotes health and prevents disease in:
  - People who are healthy
  - People at risk for diet-related chronic diseases
  - Some people who live with diet-related chronic diseases
- And the evidence base reflects the diversity of Americans, including:
  - All ages and life stages
  - Different racial and ethnic backgrounds
  - A range of socioeconomic statuses

**Following the Dietary Guidelines Can Help Improve Americans' Health**

Each step closer to eating a diet that aligns with the Dietary Guidelines is associated with:

- Lower Risk of Heart Disease
- Lower Risk of Type 2 Diabetes
- Lower Risk of Cancer
- Lower Risk of Obesity
- Lower Risk of Hip Fracture

For more information about the Dietary Guidelines, visit [DietaryGuidelines.gov](https://DietaryGuidelines.gov).

December 2020

**Make every bite count with the Dietary Guidelines for Americans**

- Start with the 4 Guidelines:**
  - Follow a healthy dietary pattern at every life stage.
  - Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages.
  - Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations.
  - Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits.
- The foods and beverages we consume have a profound impact on our health. Yet we're still not following a healthy dietary pattern.**
  - While the science linking food and health has only become stronger, our Healthy Eating Index (HEI) score has remained low. The HEI measures how closely food and beverage choices align with the Dietary Guidelines. Our HEI score is higher early in life and in older adulthood, but we all fall far short of following the Dietary Guidelines.
  - Healthy eating is important at every life stage. For the first time, the Dietary Guidelines for Americans, 2020-2025 provides recommendations for each life stage, from birth through older adulthood.
  - Nutrient needs vary over the lifespan and each life stage has unique implications for food and beverage choices and disease risk.
- How do we "make every bite count"?**
  - Focus on nutrient-dense foods and beverages, limit those higher in added sugars, saturated fat, and sodium, and stay within calorie limits.
  - Daily Goals: Most of a person's daily calories are needed to meet food group recommendations with nutrient-dense foods and beverages.
  - And follow these three key dietary principles:
    - Meet nutritional needs primarily from nutrient-dense foods and beverages.
    - Choose a variety of options from each food group.
    - Pay attention to portion size.

**85%** of calories are needed per day to meet food group recommendations healthfully, in nutrient-dense forms.

**15%** of remaining calories are available for other uses (including added sugars and saturated fat).

December 2020 For more information, go to [DietaryGuidelines.gov](https://DietaryGuidelines.gov) DCA Dietary Guidelines for Americans

**USDA-HHS PROCESS TO DEVELOP THE DIETARY GUIDELINES FOR AMERICANS, 2020-2025**

Once the Dietary Guidelines Advisory Committee submits its scientific report to USDA and HHS, the departments use the findings to develop the Dietary Guidelines for Americans. After approval by the Secretaries of both departments, the guidelines are released to the public.

- Access & Consider Key Resources**
  - 2015-2020 Dietary Guidelines for Americans
  - Scientific Report of Advisory Committee
  - Agency and public comments
- USDA & HHS Write the Dietary Guidelines**
  - Make updates that represent totality of scientific evidence
  - Consider Federal programs and best practices for developing guidelines
- Review by Scientific Experts**
  - Federal expert technical review
  - External peer review
- Clearance by USDA & HHS**
  - Agency clearance (e.g., FNS, CDC, NIH, FDA)
  - Administration clearance
- Dietary Guidelines released by USDA & HHS**
  - Communicate the new edition
  - Begin implementing across agencies and programs

For more information about this step-by-step process, go to [DietaryGuidelines.gov](https://DietaryGuidelines.gov)

December 2020 DCA Dietary Guidelines for Americans

# *Dietary Guidelines* Implementation

- Once the *Dietary Guidelines* is released, the Federal government begins implementing its recommendations and uses the *Dietary Guidelines* to support “speaking with one voice” on nutrition topics.
- The *Dietary Guidelines* provides the foundation for Federal nutrition and health initiatives. It is within each Federal agency’s purview to determine *how* best to implement the *Dietary Guidelines* within its programs to serve its specific audiences.
- Many opportunities exist for other sectors of society to implement the *Dietary Guidelines* in the multiple settings they influence, from home to school to work to community.

# Implementing the *Dietary Guidelines* Through MyPlate

- MyPlate is used by professionals to help people become more aware of and informed about making healthy food and beverage choices over time.
- USDA's *Start Simple with MyPlate* campaign offers resources to help Americans put the Guidelines into practice starting today.
- The benefits of healthy eating add up over time, bite by bite. Small changes matter. Start Simple with MyPlate.





# Talking to Consumers



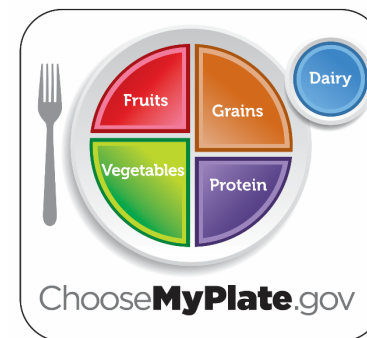
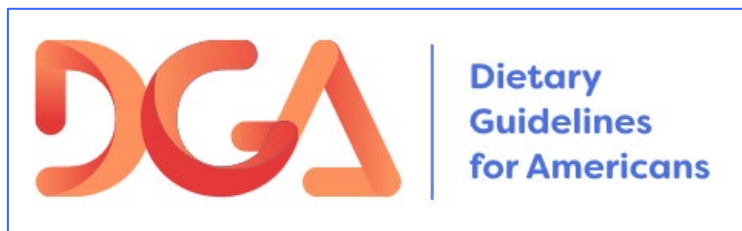
**MAKE EVERY BITE COUNT**

*with the*

**2020-2025 Dietary Guidelines for Americans:  
Start Simple with MyPlate**

**Getting ready to tell consumers about the  
2020-2025 Dietary Guidelines for Americans  
and MyPlate**

# MyPlate Consumer Messaging



2020-2025 DGA call to action (“what”)



MyPlate call to action (“how”)

***Make every bite count with the Dietary Guidelines***

Encourages people to choose foods, beverages, meals that are full of important nutrients



***Start Simple with MyPlate***

Provides inspiration and simple ideas people can incorporate into their busy lives to help them improve their health and well-being over time

# Start Simple Campaign

Starting simple can lead to realistic and positive lifestyle changes to help improve overall well-being and achieve a longer and healthier life.



# Key MyPlate Tools & Resources



## MyPlate.gov

The newly designed website will be more visual and streamlined with easy-to-find information.



## Personalized MyPlate Plans

Find personal food group targets with the MyPlate Plan.



## New MyPlate Quiz

Consumers receive a snapshot of how they're doing on the MyPlate food groups and get personalized resources based on their quiz results.



## New Toolkits for Partners and Professionals

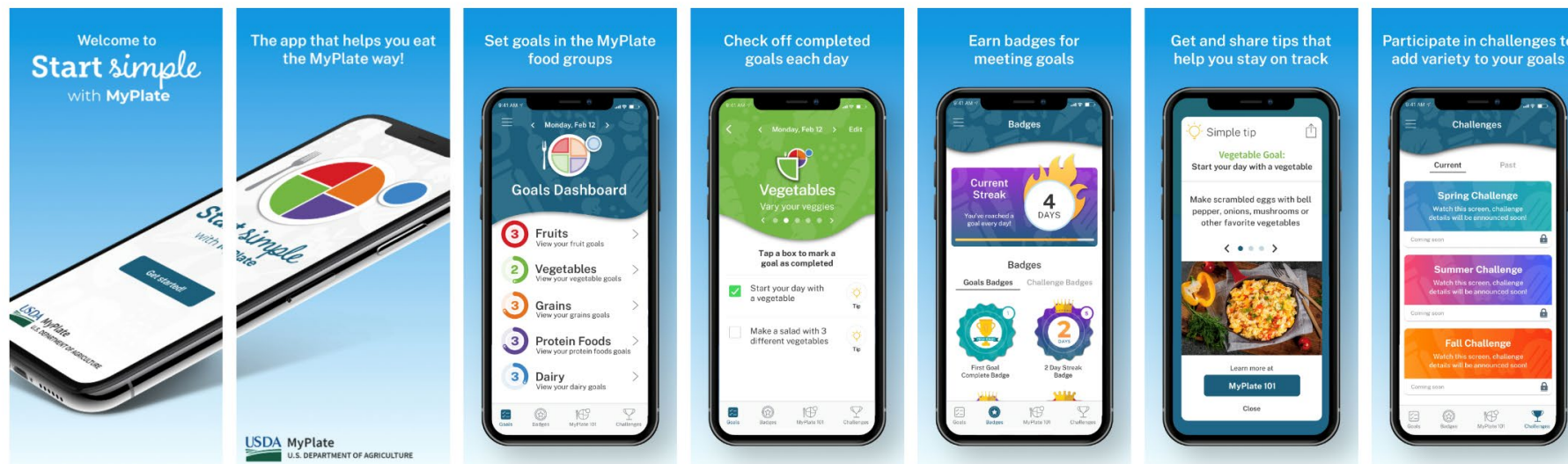
Targeted roadmaps to key assets for dietitians, food industry, public health, educators, and communications partners.



## Start Simple with MyPlate app – ([www.choosemyplate.gov/startsimpleapp](http://www.choosemyplate.gov/startsimpleapp))

Our app encourages users to set simple daily food group goals, see progress, and earn badges to celebrate success! New...sync results from the MyPlate Quiz to set goals! Available in the App Store and Google Play.

# Start Simple with MyPlate App



**Download the Start Simple with MyPlate app!**



Visit [ChooseMyPlate.gov/StartSimpleApp](https://ChooseMyPlate.gov/StartSimpleApp) for more information

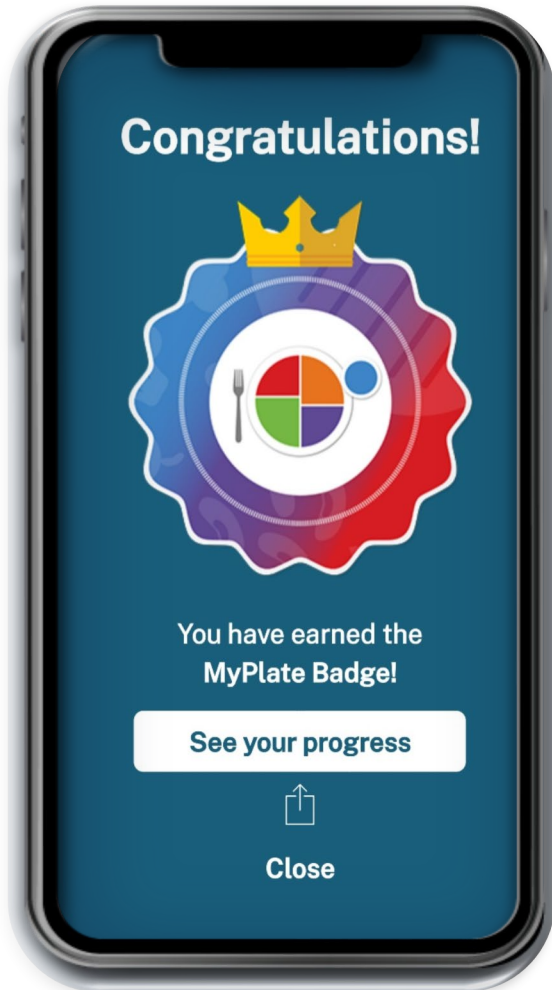
# Key App Features

***With the Start Simple with MyPlate app users can:***



- Set food group goals
- View simple how-to tips
- See progress on Goals Dashboard
- Earn badges for completed goals
  - Participate in challenges
  - Get detailed info on MyPlate 101
- Access full features on mobile app with optional syncing to a smartwatch

# Badges



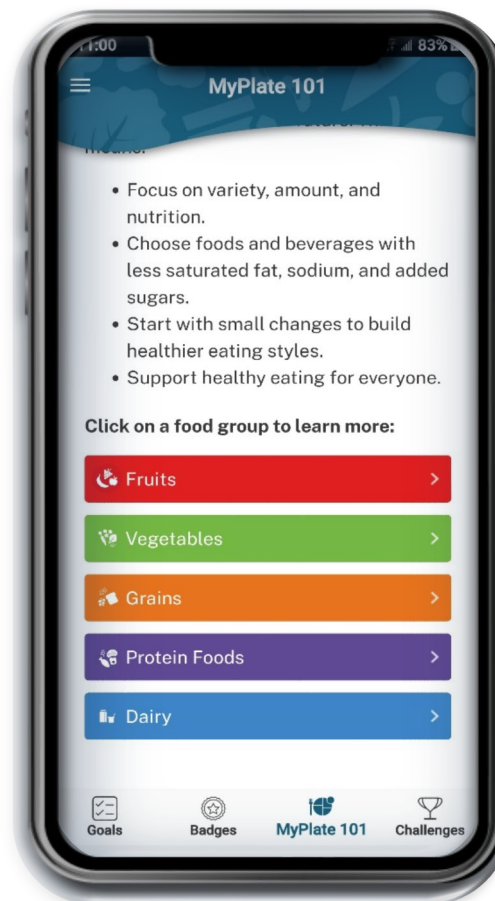
**Earn a variety of badges including:**

- First Goal Complete
- Daily Streaks
- Food Group Badges
- MyPlate Badge

Badges can be shared with friends and family on social media



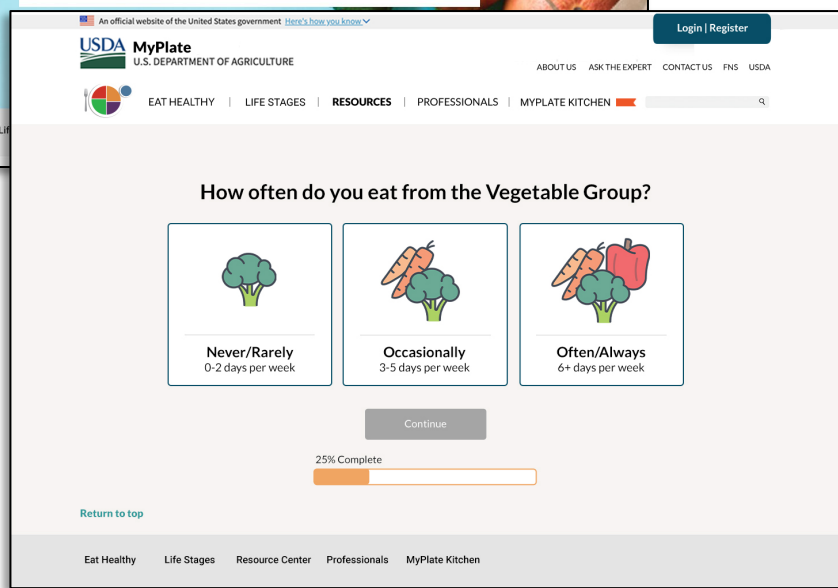
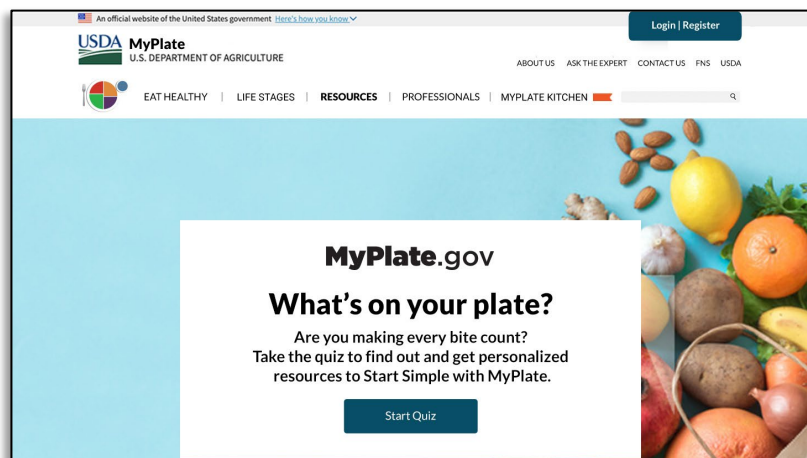
# MyPlate 101



**Get detailed food group information**

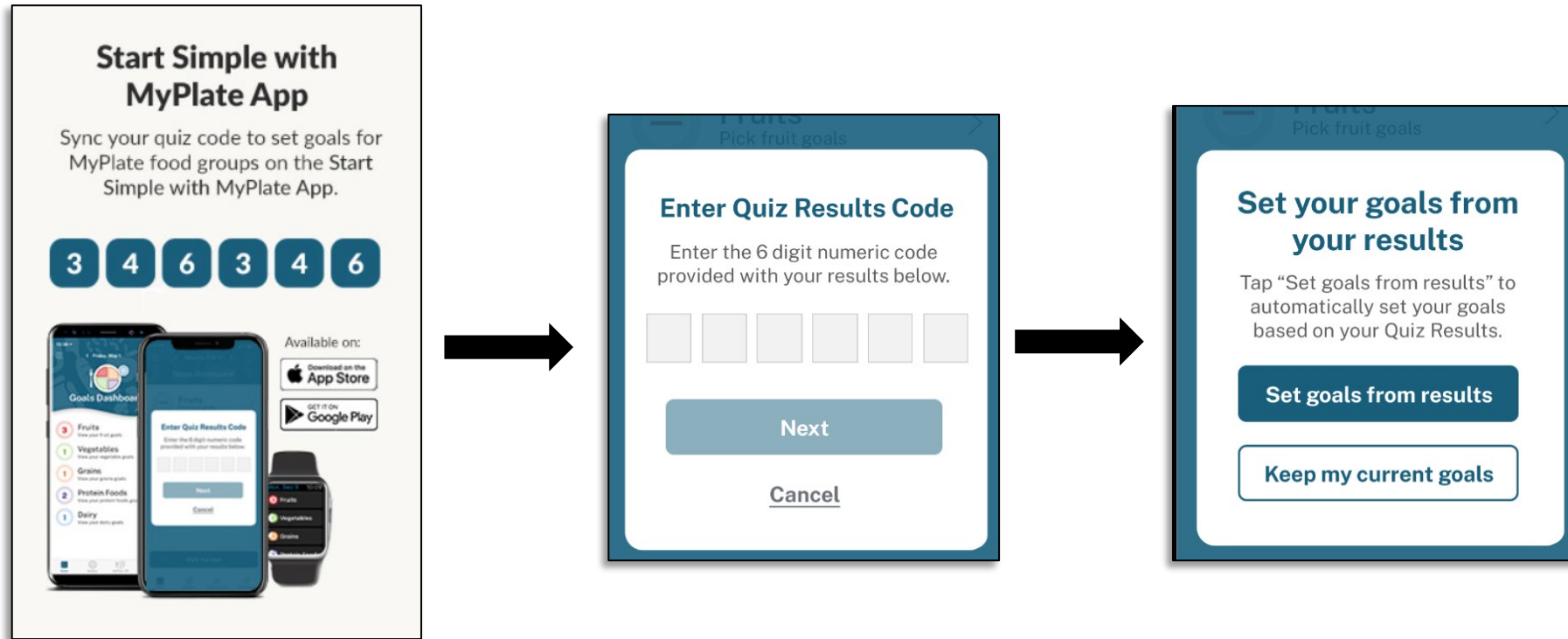


# MyPlate Quiz



- An interactive online tool that consumers can use to assess their nutrition knowledge and eating behaviors.
- Users answer a series of 20 questions about the MyPlate food groups and their healthy eating interests.

# MyPlate Quiz—App Integration

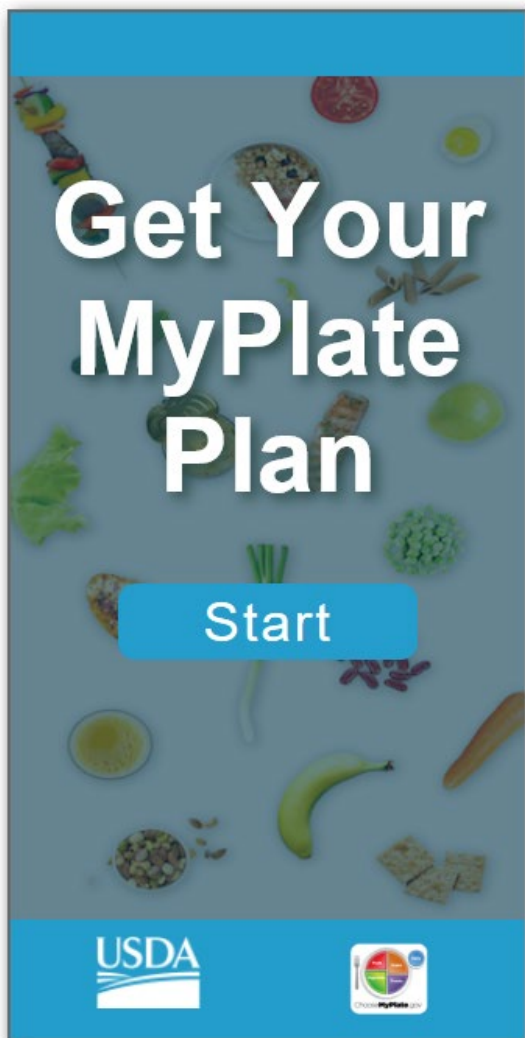


- Users have the option to use their quiz results to set goals in the *Start Simple with MyPlate* app
- Users receive a custom code on their quiz results page that can be used in the app

# Sync with Smartwatch



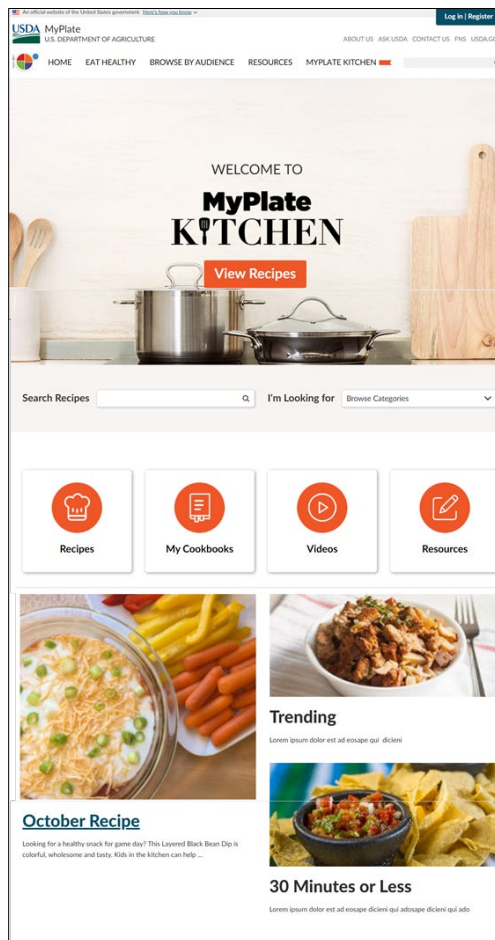
# Personalized MyPlate Plans



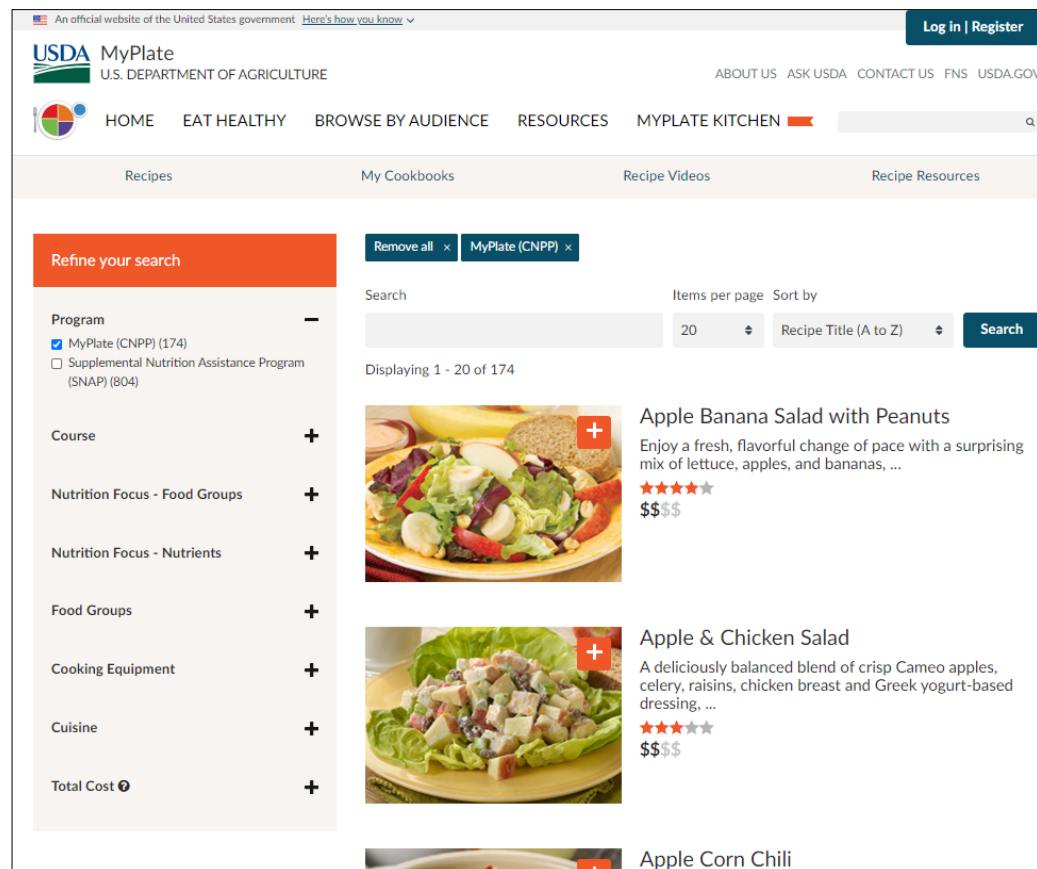
- Provides personalized healthy eating plan
- Available in English and in Spanish
- Website widget capability

# MyPlate Kitchen

## Homepage



## Search Page



# Healthy Eating on a Budget



- Stretch food dollars and save money at the grocery store by:
  - Making a shopping plan
  - Shopping smart
  - Preparing healthy meals

# Toolkits for Professionals



## **New Toolkits for Partners and Professionals**

Targeted roadmaps to key assets for dietitians, food industry, public health, educators, and communications partners.

# Make Every Bite Count with the Dietary Guidelines

## Call to Action Idea:

Join the fun and snap a photo to share on social media on launch day!

## Hashtags:

**#StartSimpleWithMyPlate**

**#DietaryGuidelines**

**#MyPlate**





# Questions

