Helping Americans "Build A Healthy Plate"

ChooseMyPlate.gov

USDA
CNPP Core Functions

The mission of CNPP is to improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers.
CNPP Initiatives

Science
- Nutrition Evidence Library
- Birth to 24 Months and Pregnant Women
- Nutrient Content of the U.S. Food Supply

Policy
- Healthy Eating Index
- USDA Food Plans: Cost of Food
- Expenditures on Children by Families

Impact
Overview of MyPlate

MyPlate illustrates the five food groups. Encourage consumers to think about what goes on their plate or in their cup or bowl before consuming a meal.

ChooseMyPlate.gov contains recommendations for each food group, resources and tools to help consumers make wise food choices: 10 Tips Nutrition Education Series, SuperTracker – online tool to build and track healthy eating and activity.
CNPP believes that everyone has a role in changing to food environment to help consumers implement the Dietary Guidelines.

Organizations including food manufacturing companies Impact consumers in all the places food decisions are made:

Home, work, school, community- super markets, restaurants, in transit, or at play, CNPP believes. The habits you promote have a major impact on individuals to raise healthier families, make beneficial food decisions, and live healthier lives.
Nutrition Communicator’s Network – National and Local impact

National Strategic partners

Community Partners

Campus Ambassadors
MyPlate Partnerships

The Nutrition Communicators Network is a robust partnership network of National and Community organizations that communicate MyPlate and the DGAs. It consists of:

120+ National Strategic Partners

7,600+ Community Partners

3,450+ MyPlate On Campus Ambassadors representing all 50 states
National Strategic Partnership Program

MyPlate National Strategic Partners play a vital role in communicating the MyPlate messages based on the Dietary Guidelines

National in scope and reach and fulfill the following requirements

- Have a health mandate consistent with the Dietary Guidelines for Americans and mission of USDA’s CNPP
- Promote nutrition content in the context of the entirety of the Dietary Guidelines for Americans
- Specifically disseminate CNPP’s Dietary Guideline messages
- Participate in CNPP sessions to develop and execute a joint strategic nutrition promotion plan annually
The Benefits

- Networking---work collectively to create strong, hard-hitting initiatives that reach a broader audience

- Resources

- Science-based data- Dietary Guidelines for Americans

The National Strategic Partnership is a non-financial commitment with CNPP to promote MyPlate.
### Nutrition Communicator’s Network – Example of diverse range of organizations

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MyPlate National Strategic Partners*

*These are the logos of the active MyPlate National Strategic Partners who have provided their logos as of February 25, 2015.
Educational Materials for Kids and Adults

Disney Placemat

Goya Activities

Whole Grain Videos

Sunkist MyPlate Makeover Meals

TIME for Kids

TIME for Kids

Sunkist MyPlate Makeover Meals

Goya Activities

Whole Grain Videos

Disney Placemat
Social Media

Feeding America #BetterHealth Twitter Chat

Produce for Better Health Foundation MyPlate Makeover Challenge

PHA MyPlate Recipes

General Mills LinkedIn Chat

#BetterHealth Twitter Chat

General Mills LinkedIn Chat
Events & Campaigns

Nestle Hydration Movement

Goya MiPlato Campaign

Birds Eye & Share Our Strength farmers market event Union Square, NY
MyPlate On Campus

- Promotes healthier lifestyles among college students.
- Offers an opportunity to become a MyPlate On Campus Ambassador.
- Builds leadership skills & helps others to adopt or maintain healthier habits.
- 3,360+ Campus Ambassadors & 2.1 million toolkit downloads.
How to Join

• Choose MyPlate.gov

• Audience/Professionals/Partnerships/National Strategic Partners
It's QUESTION TIME!!
Thank You!