Taking the Guess Work Out of Translating the 2015-2020 Dietary Guidelines for Americans
DIETARY GUIDELINES FOR AMERICANS

• Food-based recommendations
• Help promote health and prevent chronic disease
• For implementation through federal nutrition and health programs
• For use by other health professionals and the community to promote healthy food and physical activity choices and settings

Updated every 5 years by USDA and HHS based on current scientific evidence on nutrition and health
The process to update the *Dietary Guidelines* includes 4 primary steps and is accomplished over several years:

1. **USDA & HHS complete administrative tasks & appoint Dietary Guidelines Advisory Committee**
   - Duration: *6-9 months*

2. **Advisory Committee reviews science & produces Advisory Report**
   - Duration: **18-24 months**

3. **USDA & HHS solicit & review comments on the Advisory Report from the public & Federal agencies**
   - Duration: **3-5 months**

4. **USDA & HHS update & release the Dietary Guidelines**
   - Duration: **6-12 months**

(*approximate duration; some steps may overlap*)
Advisory committee develops questions for each topic and determines the approach it will use to answer each question.

- Approaches to review the evidence include:
  - Original Nutrition Evidence Library systematic reviews
  - Existing systematic reviews, meta-analyses, or reports
  - Food pattern modeling analyses
  - Data analyses

- The best approach to answer a question depends on the nature of the question and the type of information needed to answer the question.
From Advisory Report to Dietary Guidelines

Public comments on report

HHS/USDA jointly develop Dietary Guidelines for Americans, 2015 policy document

HHS/USDA submit Guidelines for Agency review

Agencies comment on report
What’s considered when making recommendations?

Scientific evidence
nutrition research: review of the evidence on diet and health

Nutrient needs
Food pattern modeling: patterns of intake designed to meet nutrient needs within calorie allowance
What’s considered when making recommendations?

Compare to current intakes

Key Recommendations

Consume a healthy eating pattern that accounts for all foods and beverages within an appropriate calorie level.
Key Recommendations

Key Elements of Healthy Eating Patterns

- Consume a healthy eating pattern that accounts for all foods and beverages within an appropriate calorie level.
- A healthy eating pattern includes:
  - A variety of vegetables from all of the subgroups—dark green, red and orange, legumes (beans and peas), starchy, and other
  - Fruits, especially whole fruits
  - Grains, at least half of which are whole grains
  - Fat-free or low-fat dairy, including milk, yogurt, cheese, and/or fortified soy beverages
  - A variety of protein foods, including seafood, lean meats and poultry, eggs, legumes (beans and peas), and nuts, seeds, and soy products
  - Oils
- A healthy eating pattern limits:
  - Saturated fat and trans fats, added sugars and sodium
Key Recommendations

Key Recommendations that are quantitative are provided for several components of the diet that should be limited. These components are of particular public health concern in the United States, and the specified limits can help individuals achieve healthy eating patterns within calorie limits:

- Consume less than 10 percent of calories per day from added sugars
- Consume less than 10 percent of calories per day from saturated fats
- Consume less than 2,300 milligrams (mg) per day of sodium
- If alcohol is consumed, it should be consumed in moderation—up to one drink per day for women and up to two drinks per day for men—and only by adults of legal drinking age
- Meet the Physical Activity Guidelines for Americans
NUTRITION COMMUNICATOR’S NETWORK

**Community Partners**
Regional or local individuals and organizations that communicate and promote nutrition content of the *Dietary Guidelines* or *MyPlate*

**Campus Ambassadors**
Students, faculty, staff who communicate nutrition, wellness and fitness messages throughout campus

**Federal Collaboration**
Federal agencies/organizations which administer federal food, nutrition, or health programs

**National Strategic Partners**
Public and private entities and organizations, national in scope and reach, who communicate and promote nutrition content of the *Dietary Guidelines* or *MyPlate*

Get MyPlate news, campaign updates, and new resources via email!

[https://public.govdelivery.com/accounts/USDACNPP/subscriber/new](https://public.govdelivery.com/accounts/USDACNPP/subscriber/new)
The Communicator’s Guide puts key information about the Dietary Guidelines at your fingertips

• **MyPlate Communicator’s Guide**
  - A one-stop shop for translating the Dietary Guidelines
  - Designed for nutrition and health communicators
  - Available at: [http://www.choosemyplate.gov/communicators-guide](http://www.choosemyplate.gov/communicators-guide)

• **Includes**
  - A Snapshot of the Dietary Guidelines
  - Translating the Dietary Guidelines into Consumer Messages
  - Best Practices for Creating Nutrition Education Materials
  - Federal Resources
A Snapshot of the Dietary Guidelines

This snapshot provides a summary of the Dietary Guidelines and links to where you can access additional supporting content in the 2015-2020 Dietary Guidelines for Americans.

This snapshot includes:

- About the Dietary Guidelines
- The Guidelines
- What is a Healthy Eating Pattern?
- Key Recommendations
- Key Elements of Healthy Eating Patterns
- Shifts Needed to Align with Healthy Eating Patterns
- Everyone Has a Role in Supporting Healthy Eating Patterns

About the Dietary Guidelines

The Dietary Guidelines is published every 5 years by the U.S. Departments of Agriculture and Health and Human Services. It is designed for professionals to help all individuals ages 2 years and older consume a healthy diet that meets nutrient needs. The focus of the Dietary Guidelines is on disease prevention and health promotion. Although the Dietary Guidelines is not intended to treat disease, it can be adapted by nutrition and health professionals to describe healthy eating to patients and clients.

Previous editions of the Dietary Guidelines focused mainly on individual components of the diet, such as food groups and nutrients. While food groups and nutrients are important, a growing body of scientific literature has examined the relationship between overall eating patterns, health, and risk of chronic disease. This literature
### CHAPTER 1, KEY ELEMENTS OF HEALTHY EATING PATTERNS

| Introduction                                                                 | ・ Defines an eating pattern  
|                                                                             | ・ Provides Key Recommendations for healthy eating patterns  
|                                                                             | ・ Discusses principles for healthy eating patterns |
| The Science Behind Healthy Eating Patterns                                 | ・ Describes the methods used to evaluate healthy eating patterns  
|                                                                             | ・ Explains scientific associations between eating patterns and health  
|                                                                             | ・ Explains scientific associations between dietary components and health |
| A Closer Look Inside Healthy Eating Patterns                               | ・ Introduces the Healthy U.S.-Style Eating Pattern  
|                                                                             | ・ Describes recommendations for vegetables, fruit, grains, dairy, protein foods and oils  
|                                                                             | ・ Describes other dietary components: added sugars, saturated fats, trans fat, cholesterol, sodium, alcohol, and caffeine |
| Examples of Other Healthy Eating Patterns                                  | ・ Acknowledges the multiple possible approaches to healthy eating  
|                                                                             | ・ Introduces the Healthy Mediterranean-Style Eating Pattern and Healthy Vegetarian Eating Pattern |
Translating the Dietary Guidelines into Consumer Messages

2015-2020 Dietary Guidelines Overarching Communication Points

- Communicate about foods first
- All food and beverage choices matter
- Convey the big picture
- Promote nutrient-dense choices
- Be inclusive

- Encourage personalization
- One size doesn’t fit all
- Empower change
- Promote physical activity
- Harmonize efforts
Translating the Dietary Guidelines into Consumer Messages

**Topic Specific Tables**

- **Fruits** — “Focus on whole fruits”
- **Vegetables** — “Vary your veggies”
- **Dairy** — “Move to low-fat or fat-free milk or yogurt”
- **Grains** — “Make half your grains whole grains”
- **Protein Foods** — “Vary your protein routine”
- **Added Sugars**
- **Saturated Fats**
- **Sodium**

Additional topic tables on: healthy eating patterns, oils and beverages
Best Practices for Creating Nutrition Education Materials

1. Know your audience

2. Tailor messages and materials to your audience

3. Use plain language

4. Be aware of health literacy

5. Maximize impact through partnerships

COMMUNICATOR SPOTLIGHT:
Cynthia is a WIC nutritionist who primarily serves mothers who are low-income and live in a rural area. When developing a handout on planning balanced meals, she first defines her audience as mothers who are low-income and whose primary language is English. She recognizes from previous interactions with her audience that many have lower health literacy. She has also found that building a healthy meal with colorful foods is a concept that resonates with many. Barriers to change include lack of financial resources and lack of time, and motivators include family and a healthy future.
INSPIRING CONSUMERS TO “WIN”

Empowers families and individuals to help one another
Emphasizes social support, inspirational content, and personalized tools for success
New campaign resources to help consumers find their “wins,” including:

- **Testimonial** videos with real families
- Healthy eating **tips**
- MyPlate educational materials and **tools**
- Opportunities to **share successes** with others
Links to Federal Resources

Dietary Guidelines Toolkit for Professionals

Handouts (English and Spanish)
- Talk to your patients and clients about healthy eating patterns
- How to build a healthy eating pattern
- Shift to healthier food and beverage choices
- How-To guide for dietary components
  - Saturated fat
  - Sodium
  - Added sugars
Summary

• The Communicator’s Guide is your one-stop shop for communicating the 2015-2020 Dietary Guidelines for Americans

• To date the Communicator’s Guide has received more than 160,000 page views

• Site is intended to be dynamic resource

• There are a variety of free tools available from the Federal government that can complement and support your nutrition education efforts
INSPIRING OTHERS

Share tips and MyPlate messages using #MyPlateMyWins

Host a MyPlate challenge for your community or family

Join on as a partner

Visit ChooseMyPlate.gov/ and use the resources available