

Taking the Guess Work Out of Translating the
2015-2020 Dietary Guidelines for Americans



United States
Department
of Agriculture

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



USDA & HHS complete administrative tasks & appoint Dietary Guidelines Advisory Committee

***6-9 months**



Advisory Committee reviews science & produces Advisory Report

18-24 months



USDA & HHS solicit & review comments on the Advisory Report from the public & Federal agencies

3-5 months



USDA & HHS update & release the *Dietary Guidelines*

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**

**Agencies
comment
on report**

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

**HHS/USDA submit
Guidelines for
Agency review**



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

Table 1-1.

Healthy U.S.-Style Eating Pattern at the 2,000-Calorie Level, With Daily or Weekly Amounts From Food Groups, Subgroups, & Components

Food Group ^a	Amount ^b in the 2,000-Calorie-Level Pattern
Vegetables	2½ c-eq/day
Dark Green	1½ c-eq/wk
Red & Orange	5½ c-eq/wk
Legumes (Beans & Peas)	1½ c-eq/wk
Starchy	5 c-eq/wk
Other	4 c-eq/wk
Fruits	2 c-eq/day
Grains	6 oz-eq/day
Whole Grains	≥ 3 oz-eq/day
Refined Grains	≤ 3 oz-eq/day
Dairy	3 c-eq/day
Protein Foods	5½ oz-eq/day
Seafood	8 oz-eq/wk
Meats, Poultry, Eggs	26 oz-eq/wk
Nuts, Seeds, Soy Products	5 oz-eq/wk
Oils	27 g/day
Limit on Calories for Other Uses (% of Calories)^c	270 kcal/day (14%)

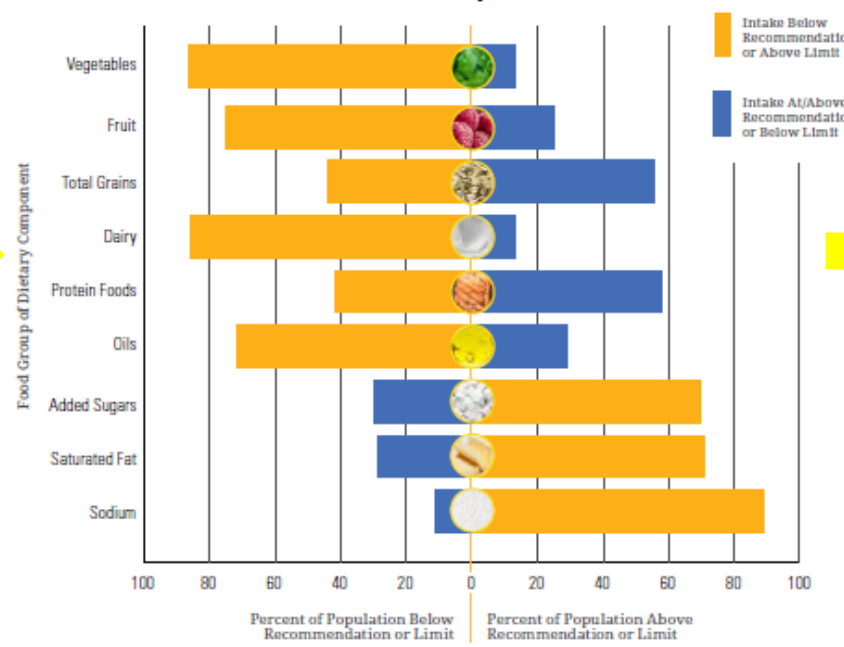
What's considered when making recommendations?

Compare to current intakes

Table 1-1.
Healthy U.S.-Style Eating Pattern at the 2,000-Calorie Level, With Daily or Weekly Amounts From Food Groups, Subgroups, & Components

Food Group*	Amount [†] in the 2,000-Calorie-Level Pattern
Vegetables	2½ c-eq/day
Dark Green	1½ c-eq/wk
Red & Orange	5½ c-eq/wk
Legumes (Beans & Peas)	1½ c-eq/wk
Starchy	5 c-eq/wk
Other	4 c-eq/wk
Fruits	2 c-eq/day
Grains	6 oz-eq/day
Whole Grains	≥3 oz-eq/day
Refined Grains	≤3 oz-eq/day
Dairy	3 c-eq/day
Protein Foods	5½ oz-eq/day
Seafood	8 oz-eq/wk
Meats, Poultry, Eggs	26 oz-eq/wk
Nuts, Seeds, Soy Products	5 oz-eq/wk
Oils	27 g/day
Limit on Calories for Other Uses (% of Calories)[‡]	270 kcal/day (14%)

Figure 2-1.
Dietary Intakes Compared to Recommendations.
Percent of the U.S. Population Ages 1 Year & Older Who Are Below, At, or Above Each Dietary Goal or Limit



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>

The Communicator's Guide puts key information about the Dietary Guidelines at your fingertips

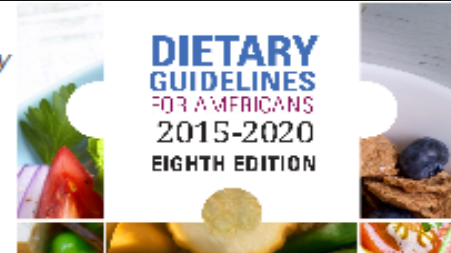
- MyPlate Communicator's Guide
 - A one-stop shop for translating the Dietary Guidelines
 - Designed for nutrition and health communicators
 - Available at: <http://www.choosemyplate.gov/communicators-guide>
- Includes
 - A Snapshot of the Dietary Guidelines
 - Translating the Dietary Guidelines into 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

A Snapshot of the *Dietary Guidelines*

CHAPTER 3, EVERYONE HAS A ROLE IN SUPPORTING HEALTHY EATING PATTERNS

Introduction

Creating and Supporting Healthy Choices

Meeting People Where They Are: Contextual Factors and Healthy Eating Patterns

Strategies for Action

CHAPTER 2, SHIFTS NEEDED TO ALIGN WITH HEALTHY EATING PATTERNS

Introduction

Current Eating Patterns in the United States

A Closer Look at Current Intakes and Recommended Shifts

Opportunities for Shifts in Food Choices

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

HEALTHY EATING PATTERNS		
THE MYPLATE CONSUMER MESSAGES BELOW HAVE BEEN CONSUMER-TESTED AND CAN BE USED TO HELP EXPLAIN THE KEY ELEMENTS OF HEALTHY EATING STYLES.		
Key Recommendation	MyPlate Consumer Message	MyPlate Consumer Resources
Consume a healthy eating pattern that accounts for all foods and beverages within an appropriate calorie level	Find your healthy eating style and maintain it for a lifetime. Everything you eat and drink over time matters. The right mix can help you be healthier now and in the future.	MyPlate, MyWins
Key Communication Points		
<ul style="list-style-type: none"> • See the <i>2015-2020 Dietary Guidelines</i>: Overarching Communication Points above. • Alternate ways of describing healthy eating patterns may be appropriate for your audience. Healthy eating styles is one alternative. • The USDA Food Patterns include three different healthy eating patterns at 12 different calorie levels to meet the needs of individuals across the lifespan. The primary pattern described is the Healthy U.S.-Style Eating Pattern. It is based on the proportions of foods Americans typically consume, but in nutrient-dense forms and appropriate amounts. The other two patterns—the Healthy Mediterranean-Style Eating Pattern and Healthy Vegetarian Eating Pattern—reflect other examples or styles of eating. The USDA Food Patterns can be used as a guide to move individuals toward healthy eating patterns. 		
Additional Dietary Guidelines Resources		
<ul style="list-style-type: none"> • For evidence-based health connections, see Associations Between Healthy Eating Patterns and Health. • For Current Eating Patterns in the United States, see Figure 2-1, Dietary Intake Compared to Recommendations. Percent of the U.S. Population Ages 1 Year and Older Who are Below, At, or Above Each Dietary Goal or Limit; Figure 2-3, Average Daily Food Group Intakes by Age-Sex Groups. Compared to Ranges of Recommended Intake. 		


- 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
- } Drink and eat less sodium, saturated fat and added sugars

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 WC 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.

WWW.CHOOSEMYPLATE.GOV/MYWINS

The screenshot displays the website's header with the USDA logo and 'ChooseMyPlate.gov' branding. Navigation links include 'ABOUT US', 'ASK THE EXPERT', 'NEWS', 'CONTACT US', 'SITE MAP', 'ADVANCED SEARCH', 'HELP', and 'SEARCH TIPS'. A search bar is present with the text 'Search ChooseMyPlate.gov'. Below the header, a secondary navigation bar lists 'MYPLATE', 'AUDIENCE', 'HEALTHY EATING STYLE', 'PHYSICAL ACTIVITY', 'ONLINE TOOLS', and 'POPULAR TOPICS'. The main content area features a large graphic with the 'MyPlate' logo (a plate divided into Fruits, Grains, Vegetables, Protein, and Dairy) and the 'MyWins' logo (a checkmark). The text reads 'MyPlate MyWins Healthy Eating Solutions for Everyday Life' and 'MYPLATE, MYWINS: FAMILIES & INDIVIDUALS'. A breadcrumb trail shows 'Home / Popular Topics / MyPlate, MyWins / Families & Individuals'. A sidebar on the left lists 'MYPLATE, MYWINS' and 'Families & Individuals' with sub-links: 'MyPlate, MyState', 'Professionals', 'Take the Challenge', and 'Get Involved'. The main text area contains an introductory paragraph about New Year's Resolutions, a 'MyPlate, MyWins' logo, and a section titled 'Healthy Eating Tools for You and Your Family' with a 'Tips' section listing 'MyPlate, MyWins Tipsheet' and a 'Tools to help you get started:' section.

USDA ChooseMyPlate.gov
United States Department of Agriculture

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MYPLATE AUDIENCE HEALTHY EATING STYLE PHYSICAL ACTIVITY ONLINE TOOLS POPULAR TOPICS

MyPlate MyWins
Healthy Eating Solutions for Everyday Life
MYPLATE, MYWINS: FAMILIES & INDIVIDUALS

Home / Popular Topics / MyPlate, MyWins / Families & Individuals [Print](#) [Share](#)

MYPLATE, MYWINS

Families & Individuals

- MyPlate, MyState
- Professionals
- Take the Challenge
- Get Involved

Did you make New Year's Resolutions this year? We all make resolutions with the best of intentions, but when life gets in the way, they shift to the back burner. It can be hard to prioritize healthy eating when you're trying to manage your work and family life with limited time and budget. MyPlate, MyWins is here to make healthy eating easier. MyPlate, MyWins can help you find reSOLUTIONS that work for you, now and all year long. MyPlate, MyWins tips and tools will guide you in making small, practical changes that add up to big successes. We know that you and your family have unique needs, and we want to help you find a healthy eating style that works for you within your everyday life. #MyPlateMyWins

Healthy Eating Tools for You and Your Family

Tips:

- MyPlate, MyWins Tipsheet – Discover the MyPlate building blocks to build your own healthy eating style and print out for easy reference.

Tools to help you get started:

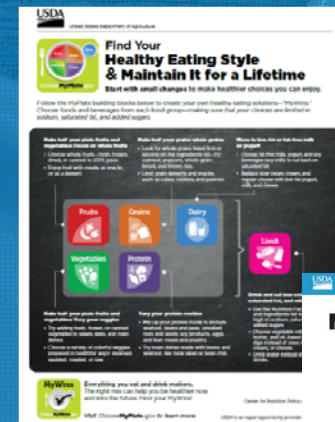
INSPIRING CONSUMERS TO “WIN”

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



health.gov

Our Work ▾ News & Media

Dietary Guidelines Physical Activity Guidelines Health Literacy and Communication

health.gov » Dietary Guidelines » 2015 Dietary Guidelines » Tools & Resources

Dietary Guidelines

- About the Dietary Guidelines +
- 2015 Dietary Guidelines -
- Dietary Guidelines
- Tools & Resources**
- Q&A
- Advisory Report +
- Advisory Committee +
- Previous Dietary Guidelines +
- Dietary Reference Intakes (DRI) +

Get email updates

Sign up for emails about food and nutrition

Tools & Resources

Use these tools and resources to learn messages with patients, clients, profes

Companion Materials

Learn more about what's inside the 20

- [Executive Summary](#) [PDF - 1 MB] Spanish: [Resumen Ejecutivo](#) [PDF]
- [Recommendations At-A-Glance](#) [PDF] Guidelines and 6 Key Recommendations Spanish: [Para Profesionales: Breve](#)

Toolkit for Professionals

Find tips, messages, and materials that you can use with your patients, clients, and peers.

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