Make Every Bite Count
with the *Dietary Guidelines, 2020-2025:*
Start Simple with MyPlate!

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Make Every Bite Count With the Dietary Guidelines

DGA
Dietary Guidelines for Americans

2020 - 2025

DietaryGuidelines.gov
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.

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

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

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

4. Dietary Guidelines for Americans
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.

1,000,000+ Website Views
7 Meetings
106,000+ Public Comments

- Selection criteria for the Advisory Committee
- Scientific topics and questions
- Protocols used to answer each scientific question
- 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:
- Scientific Topics and Questions
- Nominations for the Committee
- Scientific Review
- Committee's Report

* = New or expanded process
Process to Develop the *Dietary Guidelines*

**Stage 1:** IDENTIFY Topics and Supporting Scientific Questions

**Stage 2:** APPOINT a Dietary Guidelines Advisory Committee to Review Evidence

**Stage 3:** DEVELOP the Dietary Guidelines

**Stage 4:** IMPLEMENT 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.

<table>
<thead>
<tr>
<th>Typical Burrito Bowl</th>
<th>Nutrient-Dense Burrito Bowl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Calories = 1,120</td>
<td>Total Calories = 715</td>
</tr>
<tr>
<td>White rice (1½ cups)</td>
<td>Brown rice (1 cup) + Romaine lettuce (½ cup)</td>
</tr>
<tr>
<td>Black beans (½ cup)</td>
<td>Black beans, reduced sodium (½ cup)</td>
</tr>
<tr>
<td>Chicken cooked with sauce (2 ounces)</td>
<td>Grilled chicken with spice rub (2 ounces)</td>
</tr>
<tr>
<td>No grilled vegetables</td>
<td>Added grilled vegetables (½ cup)</td>
</tr>
<tr>
<td>Guacamole (¼ cup)</td>
<td>Sliced avocado (5 slices)</td>
</tr>
<tr>
<td>Jarred salsa (¼ cup)</td>
<td>Fresh salsa/pico de gallo (¼ cup)</td>
</tr>
<tr>
<td>Sour cream (¼ cup)</td>
<td>No sour cream</td>
</tr>
<tr>
<td>Cheese (½ cup)</td>
<td>Reduced-fat cheese (½ cup)</td>
</tr>
<tr>
<td>Jalapeño (5 slices)</td>
<td>Jalapeño (5 slices)</td>
</tr>
<tr>
<td>Iced tea with sugar (16 ounces)</td>
<td>Iced tea, no sugar (16 ounces)</td>
</tr>
</tbody>
</table>
For lifelong good health, make every bite count with the *Dietary Guidelines for Americans*
Assess the New Edition

• Visit DietaryGuidelines.gov to access the new edition and online-only supporting materials.

• Sign up to receive email updates about additional materials coming soon.
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")

Make every bite count with the Dietary Guidelines
Encourages people to choose foods, beverages, meals that are full of important nutrients

MyPlate call to action ("how")

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.

**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.

**Personalized MyPlate Plans**
Find personal food group targets with the MyPlate Plan.

**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)
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

Visit 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
  o Participate in challenges
  o 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.
• 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
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