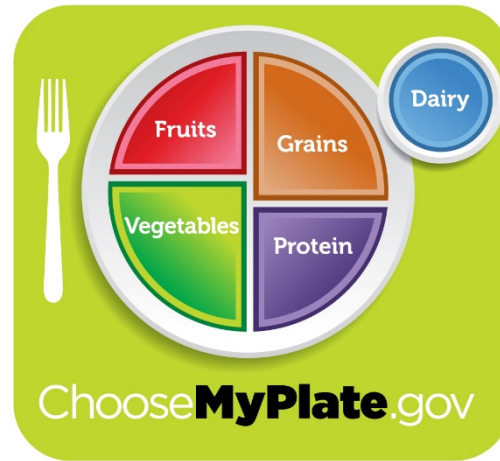


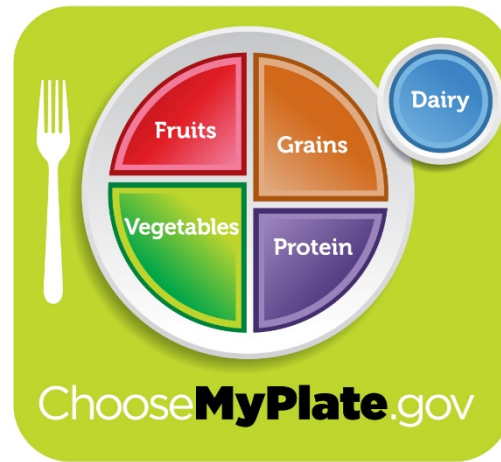


United States Department of Agriculture



Start simple
with **MyPlate**

**Cooperative Extension Webinar
Planning for MyPlate Communications
for the 2020-2025 Dietary Guidelines Launch
December 2, 2020**



Start simple
with **MyPlate**

Stephenie Fu,
Senior Policy Advisor
USDA/FNS Center for Nutrition Policy and Promotion

Welcome!

**Thank
You!**





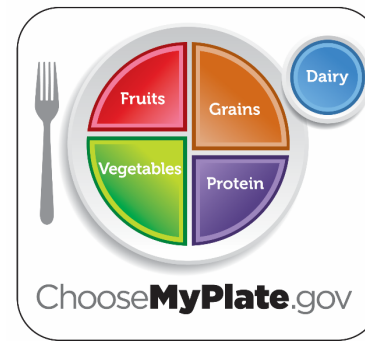
Today

- 1. 2020-2025 DGA Call to Action**
- 2. Moving to MyPlate Call to Action**
- 3. Getting Ready to Talk to Consumers**
- 4. Key MyPlate Resources**

Call to Action



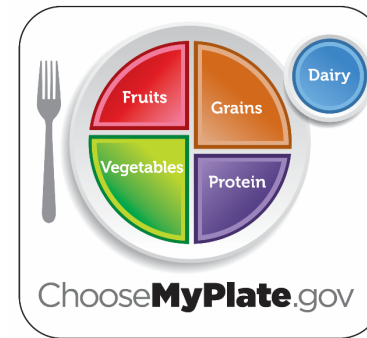
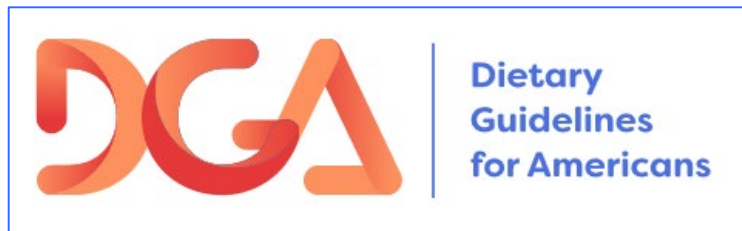
2020-2025 DGA call to action



MyPlate call to action



Call to Action



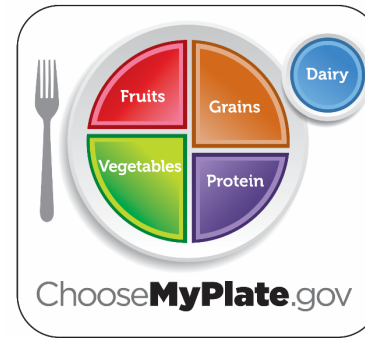
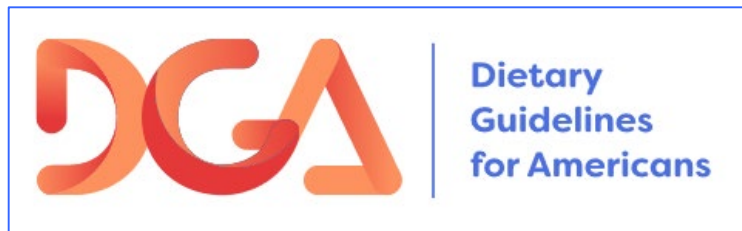
2020-2025 DGA call to action (“what”)

MyPlate call to action (“how”)

Make every bite count with the Dietary Guidelines

Start simple with MyPlate

MyPlate Consumer Messaging



2020-2025 DGA call to action (“what”)



MyPlate call to action (“how”)

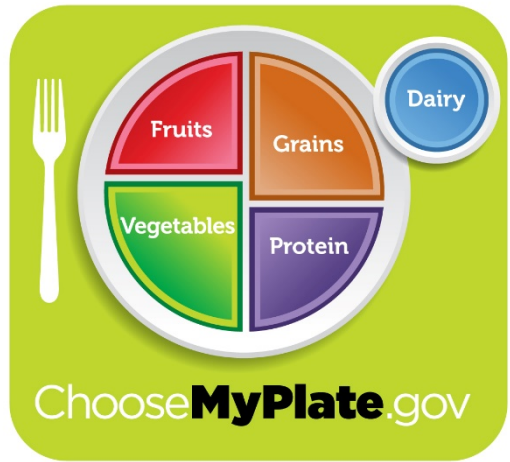
Make every bite count with the Dietary Guidelines

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
with **MyPlate**

Jackie Haven, MS, RD
Deputy Administrator
USDA/FNS Center for Nutrition Policy and Promotion

Getting Ready to Talk to Consumers



The 2020-2025 Dietary Guidelines for Americans will be released soon, and anticipation is building around this important roadmap for healthy eating. As a health professional and Cooperative Extension Educator, you play an important role in helping us disseminate key consumer messages grounded in the Dietary Guidelines.

While the content of the latest Dietary Guidelines is being finalized, we can share key consumer messaging with you and offer suggestions for getting promotional materials ready.

MyPlate Consumer Messaging

- A healthy eating routine is important at every stage of life and can have positive effects that add up over time.
- It's important to eat a variety of fruits, vegetables, grains, dairy or fortified soy alternatives, and protein foods. To learn what the right amounts are for you, try the personalized [MyPlate Plan](#).
- When deciding what to eat and drink, choose options that are full of nutrients. Make every bite count.
- The benefits of healthy eating add up over time, bite by bite.
- Small changes matter. Start Simple with MyPlate.



Start simple
with **MyPlate**

Key MyPlate Tools & Resources

New



MyPlate.gov

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

New



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



Start Simple with MyPlate app – (www.myplate.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.



Personalized MyPlate Plans

Find personal food group targets with the MyPlate Plan.

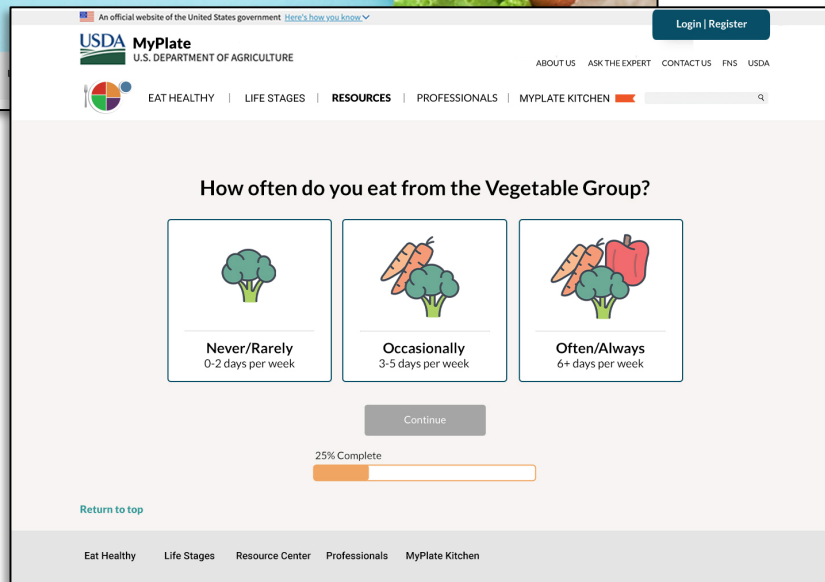
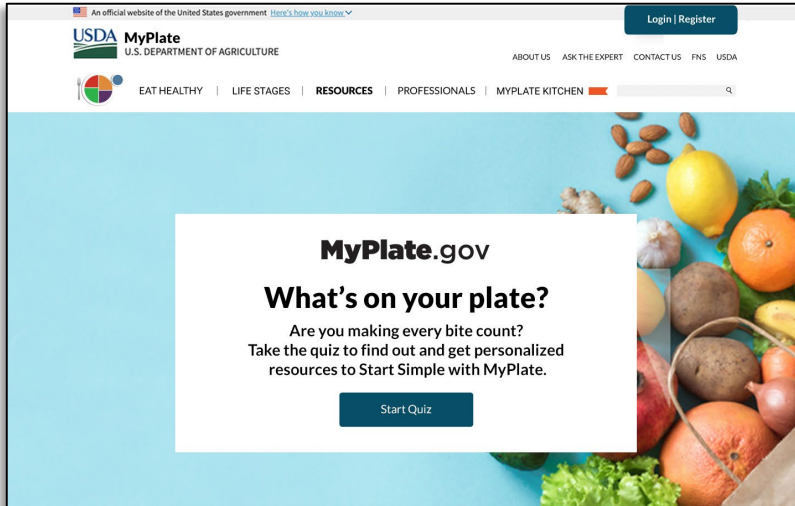
New



New Toolkits for Partners and Professionals

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

MyPlate Quiz



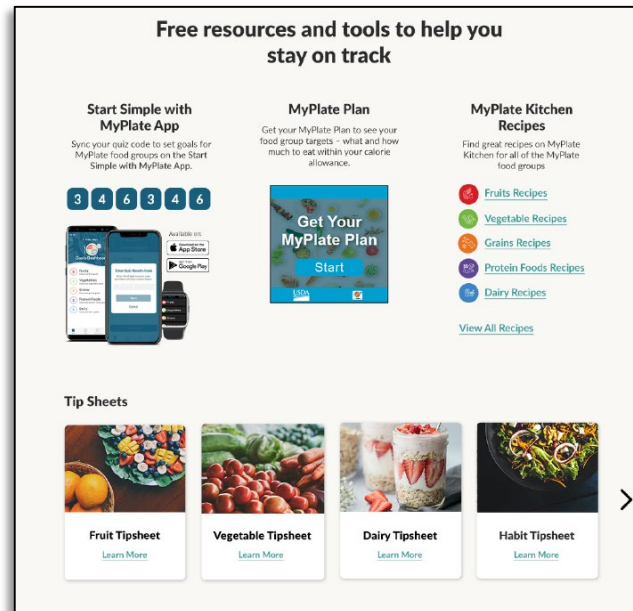
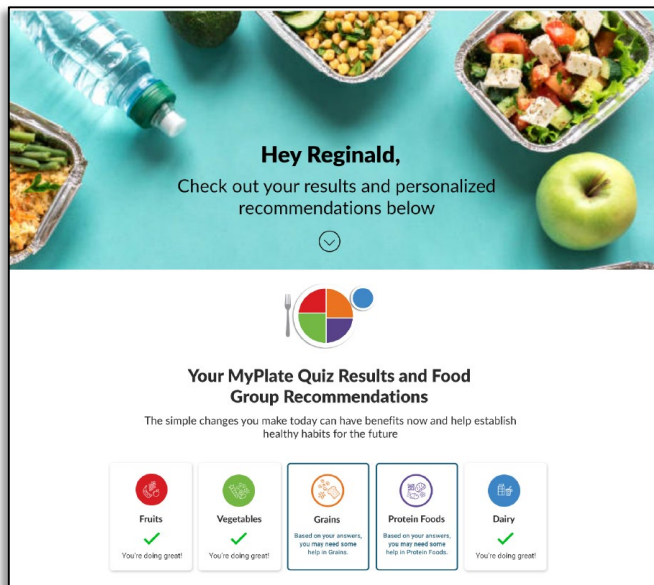
- An interactive online tool that consumers can use to assess their nutrition knowledge and eating behaviors
- Users answer a series of 20 questions about the MyPlate food groups and their healthy eating interests



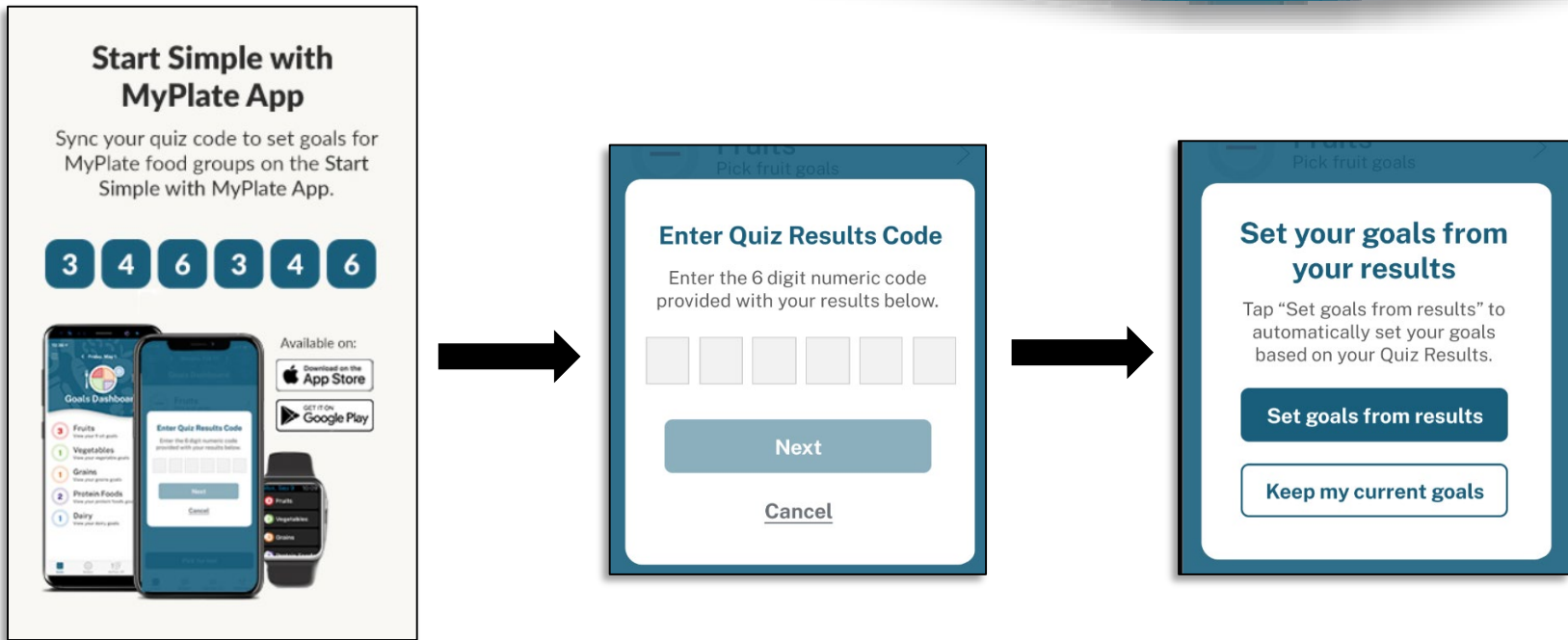
Start simple
with MyPlate

MyPlate Quiz

- Consumers receive a snapshot of how they're doing on the MyPlate food groups
- The results page also provides the users with a list of personalized resources based on their quiz results



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

MyPlate Quiz – App Integration

Start Simple with MyPlate App

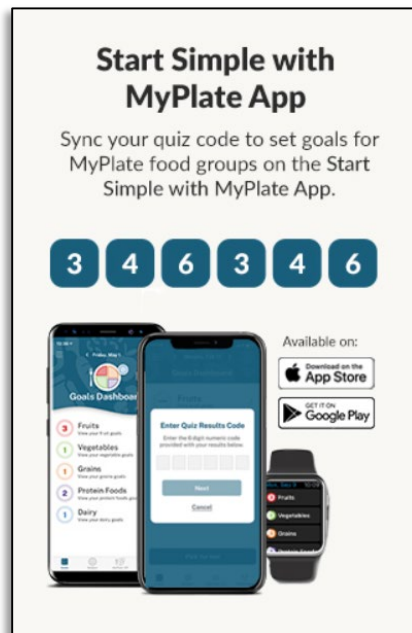
Sync your quiz code to set goals for MyPlate food groups on the Start Simple with MyPlate App.

3 4 6 3 4 6

Available on:

Download on the App Store

GET IT ON Google Play



- Take the MyPlate Quiz on desktop or mobile
- Use results to set goals in the *Start Simple with MyPlate* app

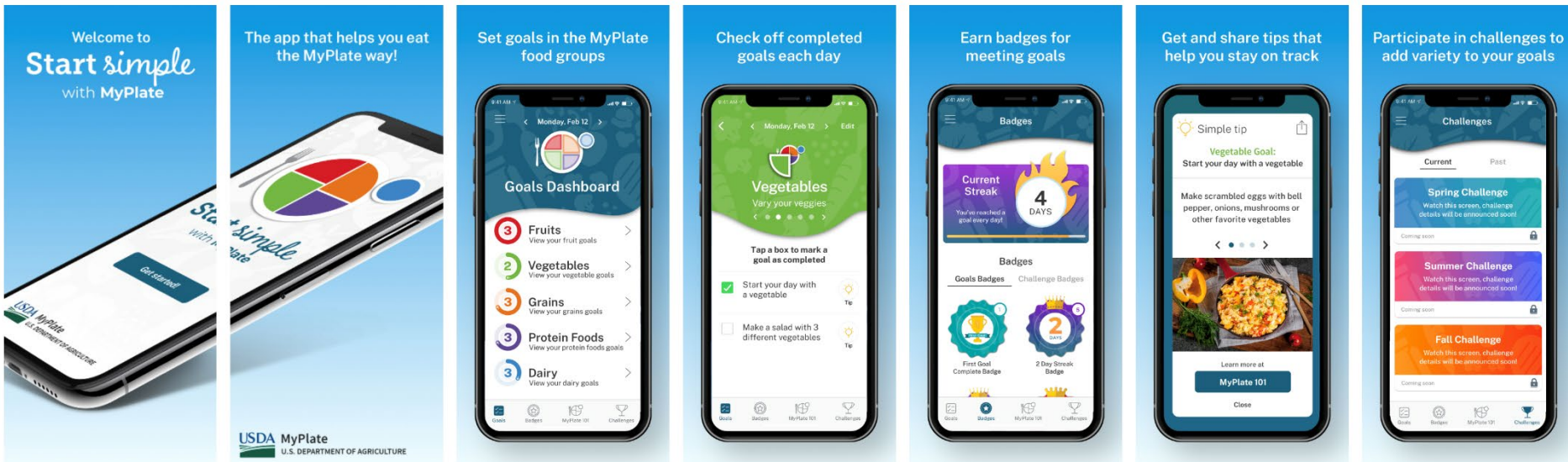
Key App Features

As a reminder... if you have not downloaded the Start Simple with MyPlate app, you'll want to do it now!



- 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

Start Simple with MyPlate App



Download the Start Simple with MyPlate app!



Visit ChooseMyPlate.gov/StartSimpleApp for more information



Start simple
with MyPlate

Key MyPlate Tools & Resources

**New for
2021!**

There's More!!



Start simple
with MyPlate

MyPlate Kitchen

Homepage

The homepage features a top navigation bar with the USDA MyPlate logo and links for 'Log In | Register', 'ABOUT US', 'ASK USDA', 'CONTACT US', 'FNS', and 'USDA.GOV'. Below this is a secondary navigation bar with 'HOME', 'EAT HEALTHY', 'BROWSE BY AUDIENCE', 'RESOURCES', and 'MYPLATE KITCHEN'. The main content area has a large hero image of a kitchen with a 'WELCOME TO MyPlate KITCHEN' message and a 'View Recipes' button. A search bar is located below the hero image. Further down, there are four category buttons: 'Recipes', 'My Cookbooks', 'Videos', and 'Resources'. The bottom section includes a 'Trending' recipe card with a placeholder image and text, and an 'October Recipe' section with a placeholder image and text.

Search Page

The search page features a top navigation bar with the USDA MyPlate logo and links for 'Log In | Register', 'ABOUT US', 'ASK USDA', 'CONTACT US', 'FNS', and 'USDA.GOV'. Below this is a secondary navigation bar with 'HOME', 'EAT HEALTHY', 'BROWSE BY AUDIENCE', 'RESOURCES', and 'MYPLATE KITCHEN'. The main content area has a search bar and a 'Search' button. Below the search bar, there are filters for 'Program', 'Course', 'Nutrition Focus - Food Groups', 'Nutrition Focus - Nutrients', 'Food Groups', 'Cooking Equipment', 'Cuisine', and 'Total Cost'. The search results are displayed in a grid format, showing recipe cards for 'Apple Banana Salad with Peanuts' and 'Apple & Chicken Salad'. Each recipe card includes a placeholder image, a title, a description, a star rating, and a cost indicator.

What Can You Do Now?

- Highlight the new **MyPlate** resources.
- Look back at your previous **MyPlate** materials and campaigns that were well-received; line up editable versions for quick updating and incorporation of new guidance.
- Map out messaging for your communications and social media platforms.
 - Hashtags to incorporate include:
 - #StartSimplewithMyPlate**
 - #DietaryGuidelines**
 - #MyPlate**
- Insert **MyPlate** messaging placeholders into ongoing and upcoming campaigns and calendars.
- Select **MyPlate Kitchen** recipes (www.myplate.gov/myplatekitchen) to feature in promotions and communications. Note: We're moving to www.myplate.gov as the new URL after the launch.
- Check out the **Start Simple with MyPlate** app on the App Store and Google Play for planning upcoming food group-based promotions. Also, check out the app video for a quick tutorial.

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](#)



What Can You Do Now?

Questions?



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**Thank you for being a valued
MyPlate
Health Professional!**



Start simple
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