



# 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

The 2020-2025 Dietary Guidelines for Americans will be released soon, and anticipation is building around this important roadmap for healthy eating. You can 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.

**Make Every Bite Count with the Dietary Guidelines** – This call to action encourages consumers to choose foods and meals that are full of nutrients.

**Start Simple with MyPlate** – The Start Simple with MyPlate campaign provides inspiration and ideas that people can easily incorporate into their busy lives to help them improve their health and well-being over time.

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### Here are some of the key tools and resources to help consumers incorporate MyPlate and fit their needs.



#### **MyPlate.gov**

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



#### **Personalized MyPlate Plans**

Find personal food group targets with the MyPlate Plan.



#### **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 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.myplate.gov/startsimpleapp](http://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.

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## Start now and get ready for the release of the 2020-2025 Dietary Guidelines

- 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. Consider snapping a photo of a bite of food or someone eating a bite of food to share on social media on launch day.
  - 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](http://www.myplate.gov/myplatekitchen)) to feature in promotions and communications. Note: We're moving to [www.myplate.gov](http://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.

### Questions?

Contact: [SM.FN.CNPPSupport@usda.gov](mailto:SM.FN.CNPPSupport@usda.gov)

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