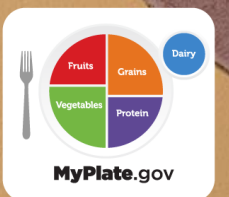


**TAKE A TOUR WITH THE
MYPLATE TEAM:** WALK THROUGH
THE NEW PERSONALIZED DIGITAL
TOOLS AND RESOURCES

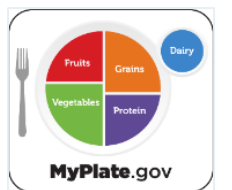
Connect Extension Webinar

March 4, 2021



Agenda

- Welcome
- Make Every Bite Count with the Dietary Guidelines:
Start Simple with MyPlate
- Live Virtual Tour of MyPlate.gov
- Start Simple with MyPlate App and MyPlate Kitchen
- Questions

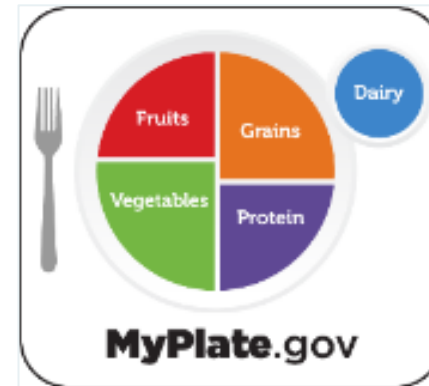
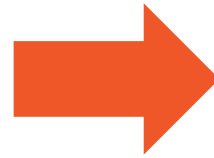


MyPlate Consumer Messaging

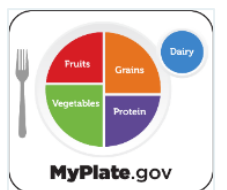
Implementation of the Dietary Guidelines Through MyPlate



Dietary
Guidelines
for Americans



MyPlate helps individuals and families put the Dietary Guidelines into action with digital tools and resources. We encourage consumers to Start Simple with MyPlate and offer a variety of free, personalized resources based on your eating needs and habits.



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

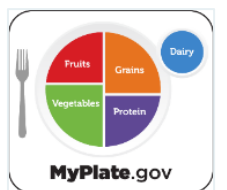
Key Consumer Messages

- 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, protein foods, and dairy and fortified soy alternatives.
- When deciding what to eat or drink, choose options that are full of nutrients. Make every bite count.

Healthy eating is important at every stage of life.



The benefits add up over time, bite by bite.



Key MyPlate Tools & Resources

Now Available in Spanish

Key MyPlate Tools & Resources



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.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.

Live Tour MyPlate.gov

 An official website of the United States government [Here's how you know](#) ▾

 MyPlate
U.S. DEPARTMENT OF AGRICULTURE

MENU

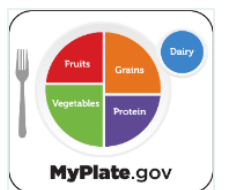
Click for information on food planning during the coronavirus pandemic.

What's on your plate?

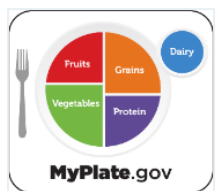
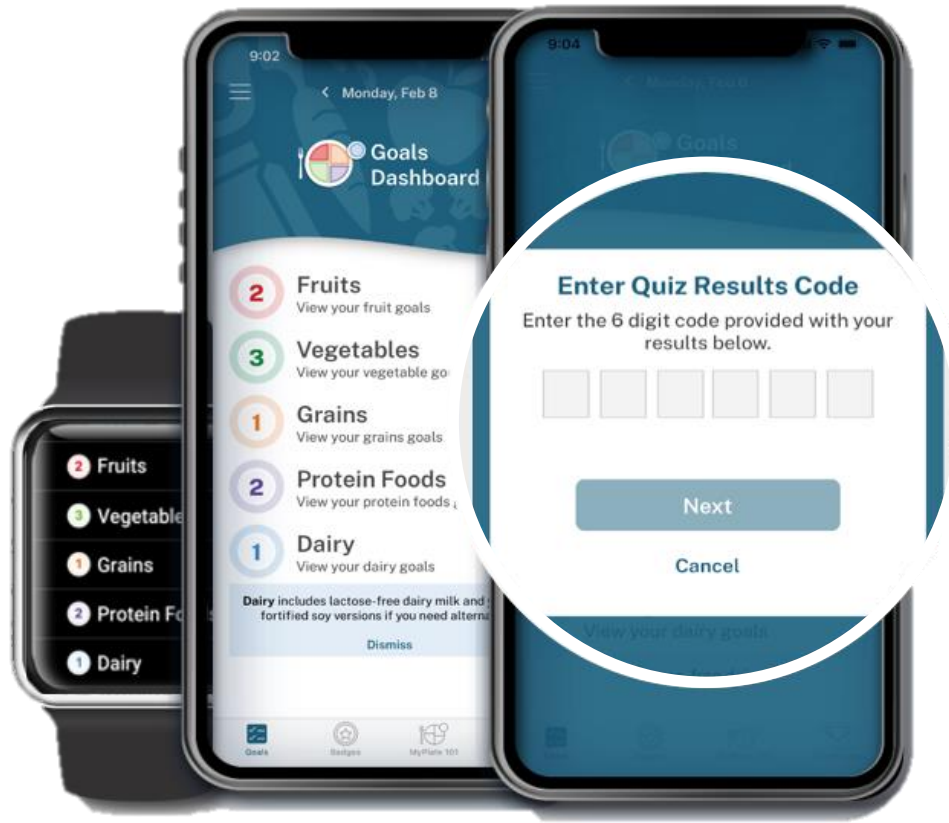
Are you making every bite count? Take the quiz to find out and get personalized resources to *Start Simple with MyPlate*.

Take the Quiz

Feedback

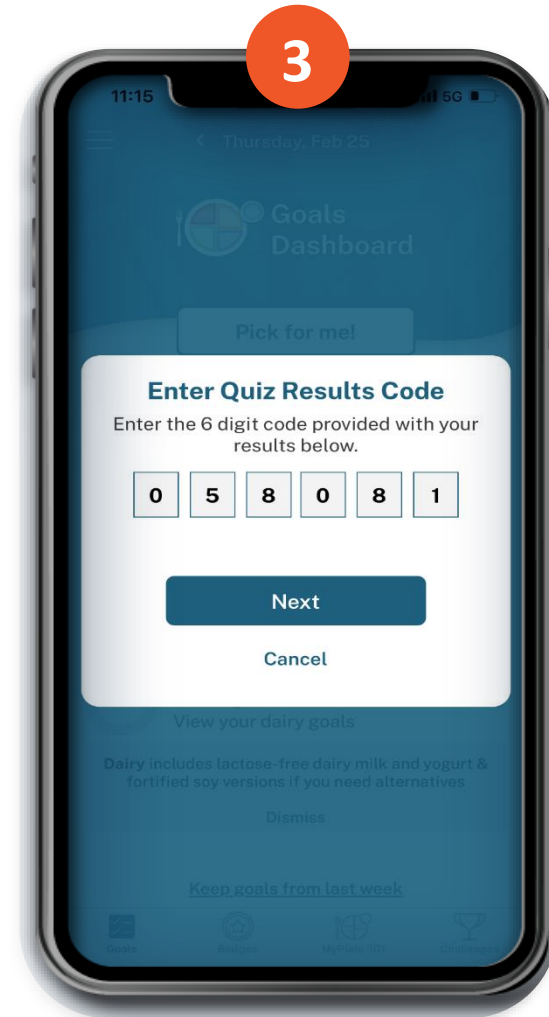
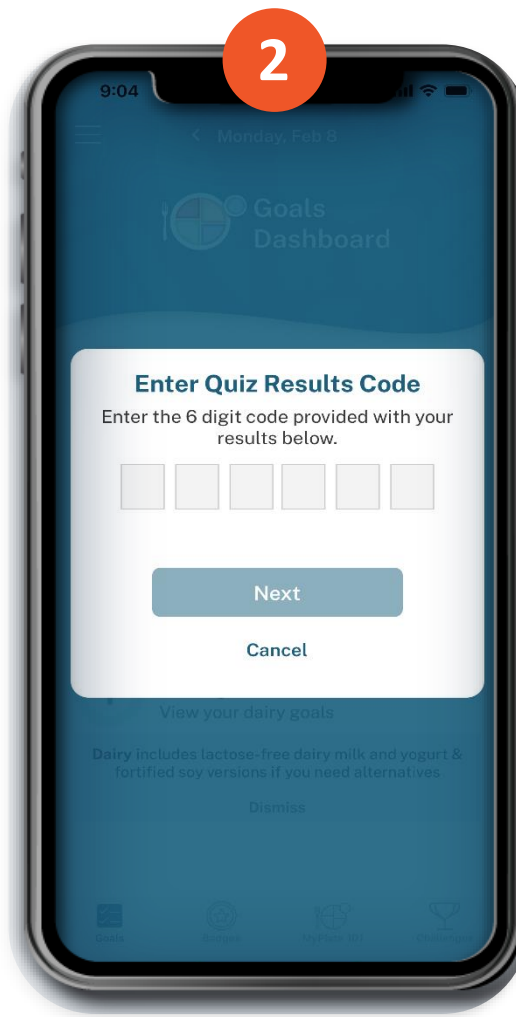
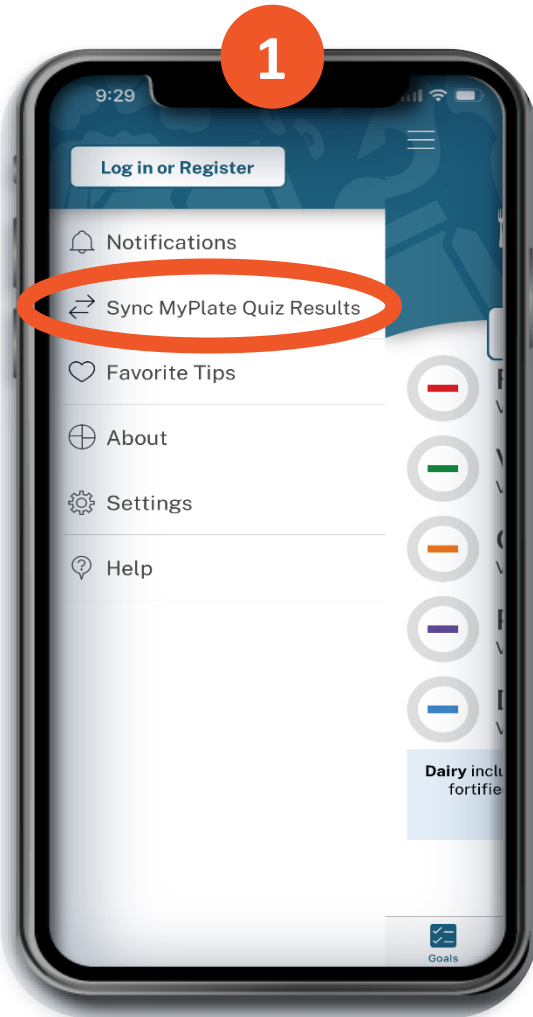


Sync with the MyPlate App



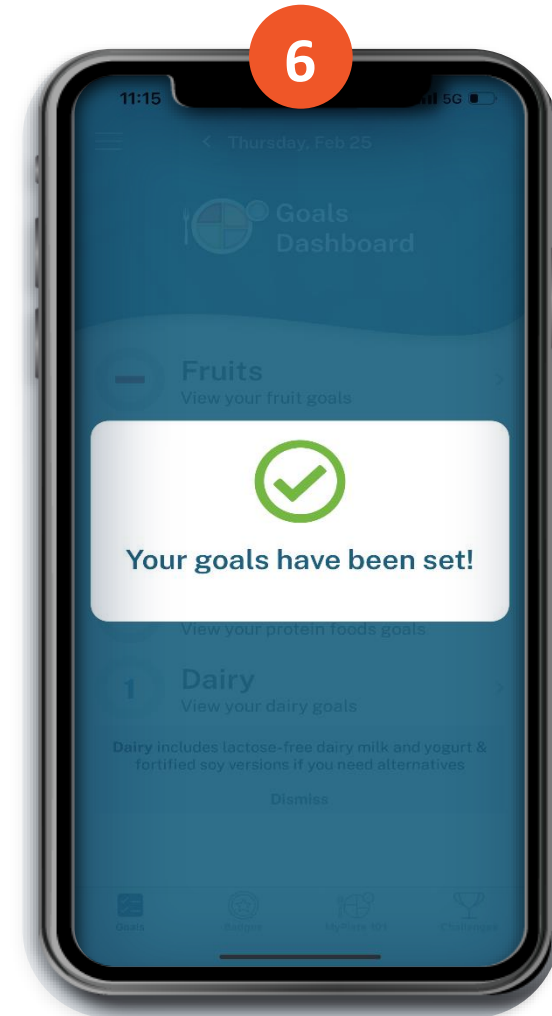
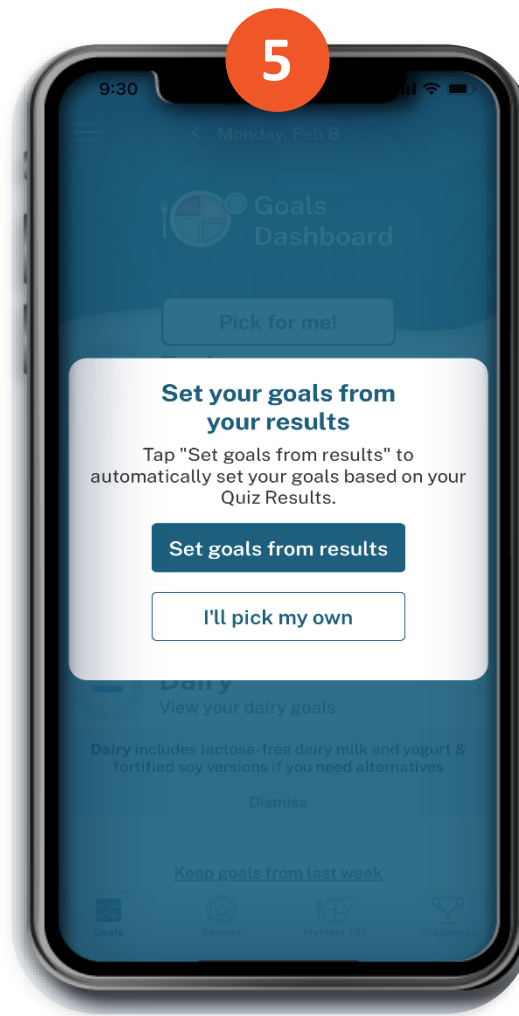
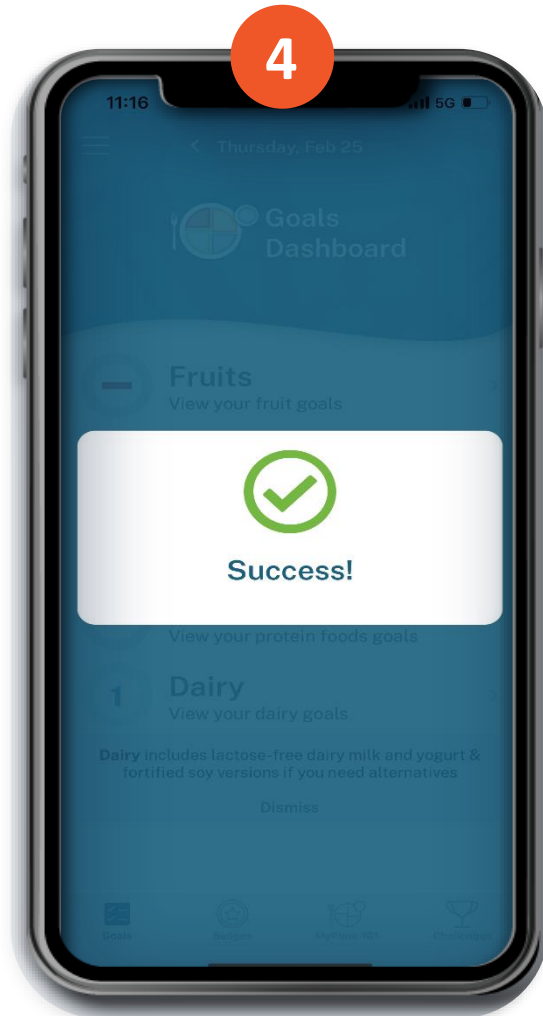
Start Simple with MyPlate App

SYNC MYPLATE QUIZ RESULTS



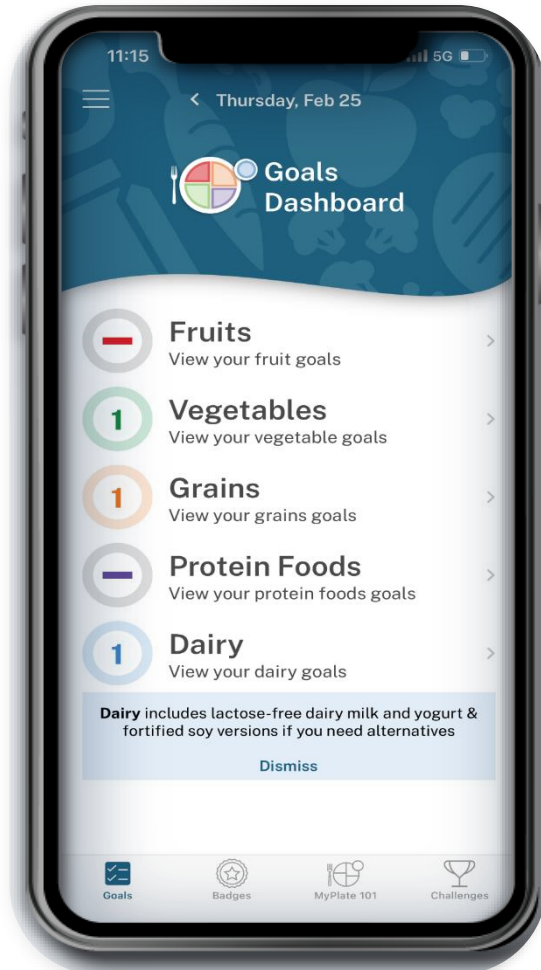
Start Simple with MyPlate App

SYNC MYPLATE QUIZ RESULTS



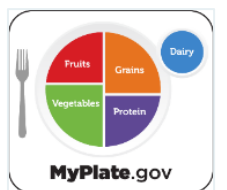
Start Simple with MyPlate App

SYNC MYPLATE QUIZ RESULTS

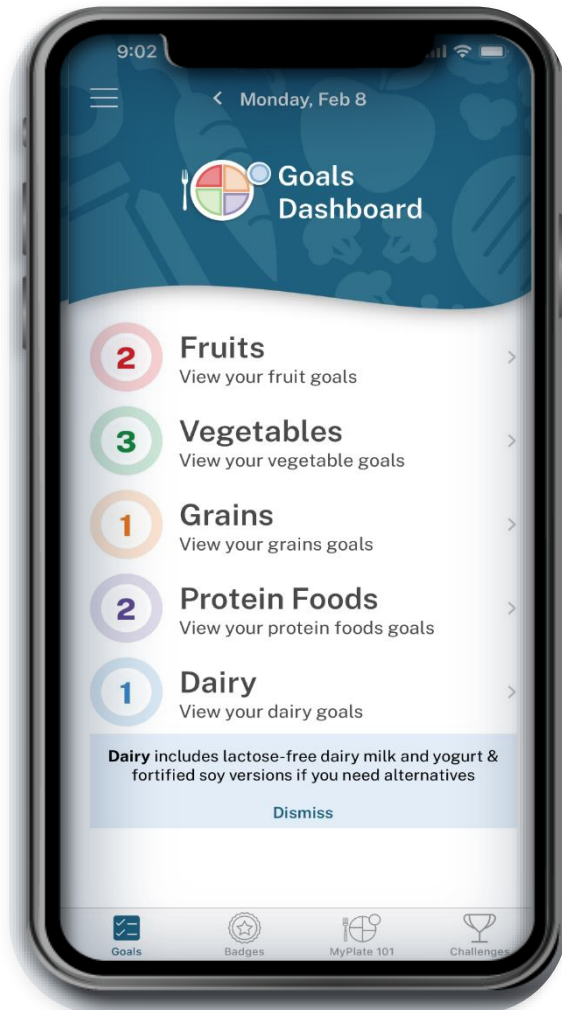


Once you set goals from your MyPlate Quiz results, **one goal from each recommended food group will be added to your daily goals**

Note: Goals reset weekly (Monday morning), you can select to 'Keep goals from last week' if you would like to continue to work on them.



Start Simple with MyPlate App



Pick Goals

- Choose your daily food group goals
- Samples: *Snack on vegetables* or *Start your day with dairy*

See Real-Time Progress

- View daily progress on the Goals Dashboard screen as food group goals are completed

Earn Badges and Celebrate Success

- Earn a variety of badges as goals are completed
- Share badges on social media

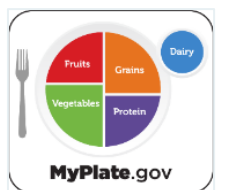
Take it to the Next Level

- Join challenges to stay motivated and try new goals

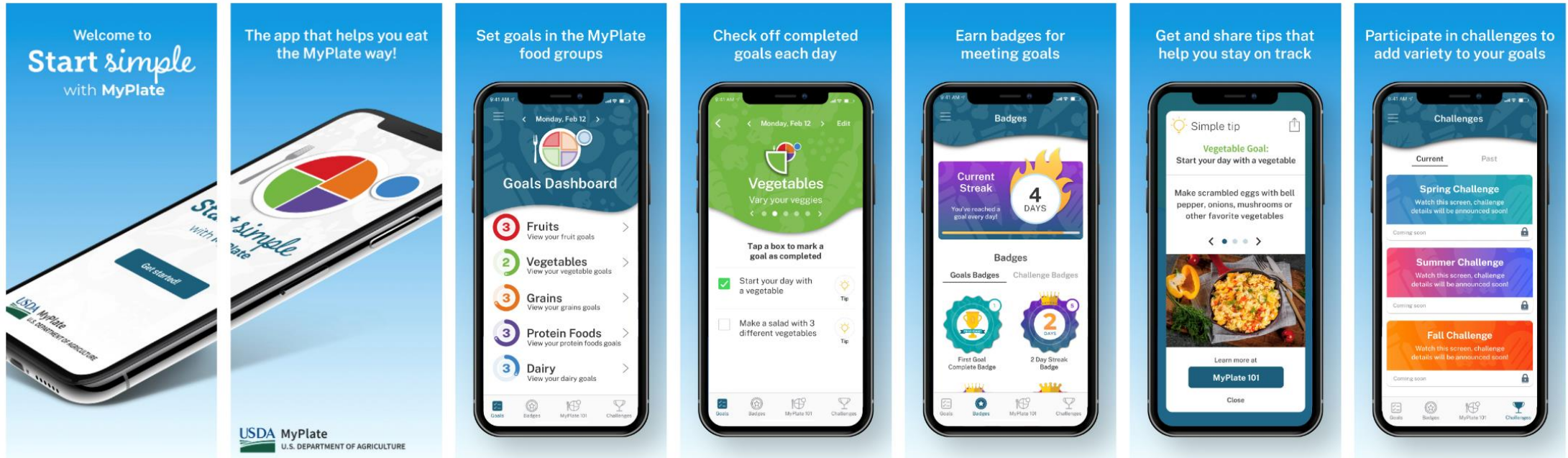


Features

- Create an e-Auth account
- Save your favorite food group tips
- Sync MyPlate Quiz results to set goals in the App

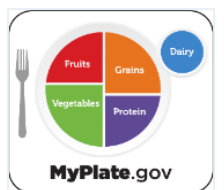


Start Simple with MyPlate App



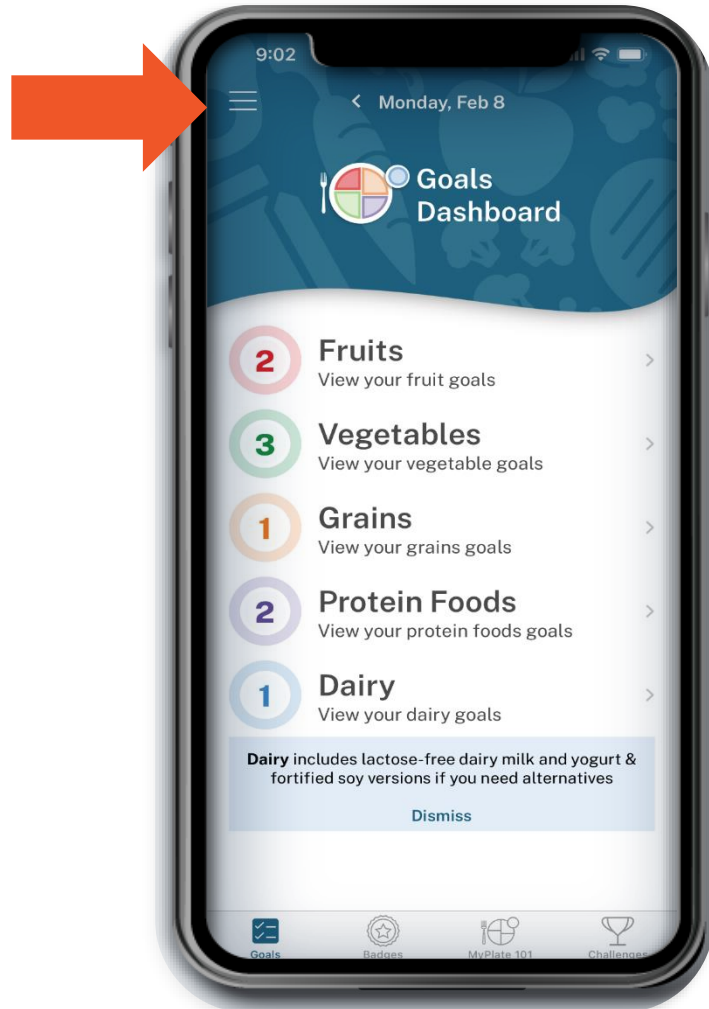
For more information and a video tutorial, visit:

[MyPlate.gov/StartSimpleApp](https://www.MyPlate.gov/StartSimpleApp)



Start Simple with MyPlate App

CREATE AN E-AUTH ACCOUNT

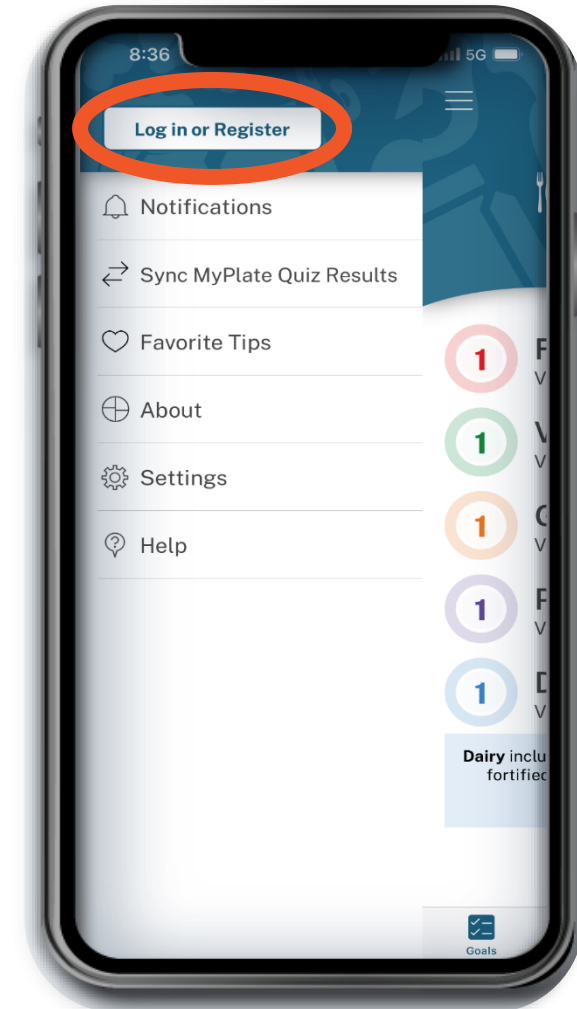


Create an Account

- Tap on the menu and select the 'Log in or Register' button
- Create an e-Auth account so that you can see your progress on different devices

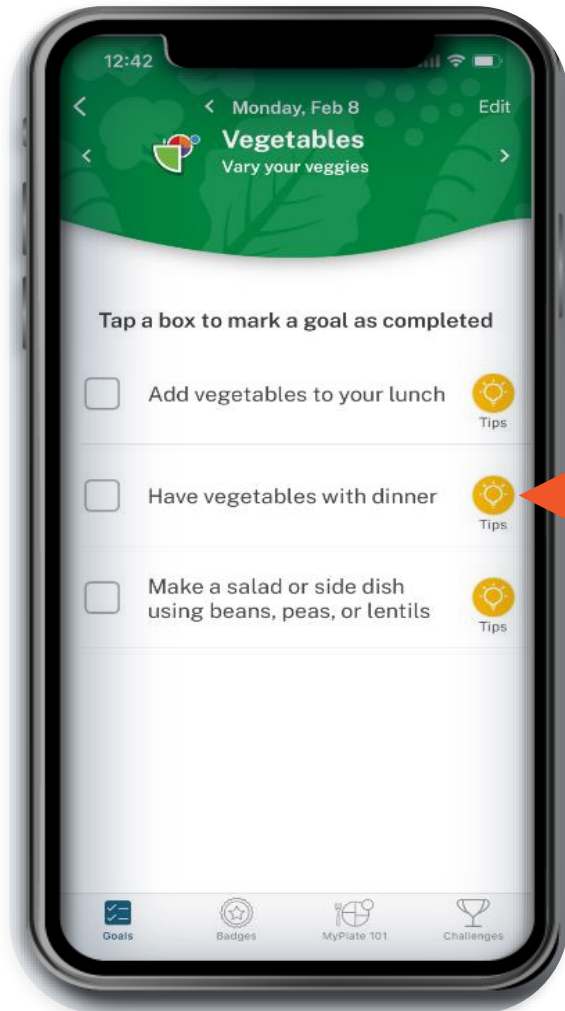
What is e-Auth?

- A USDA e-Authentication account gives you access to USDA websites and services like saving information you want to come back to

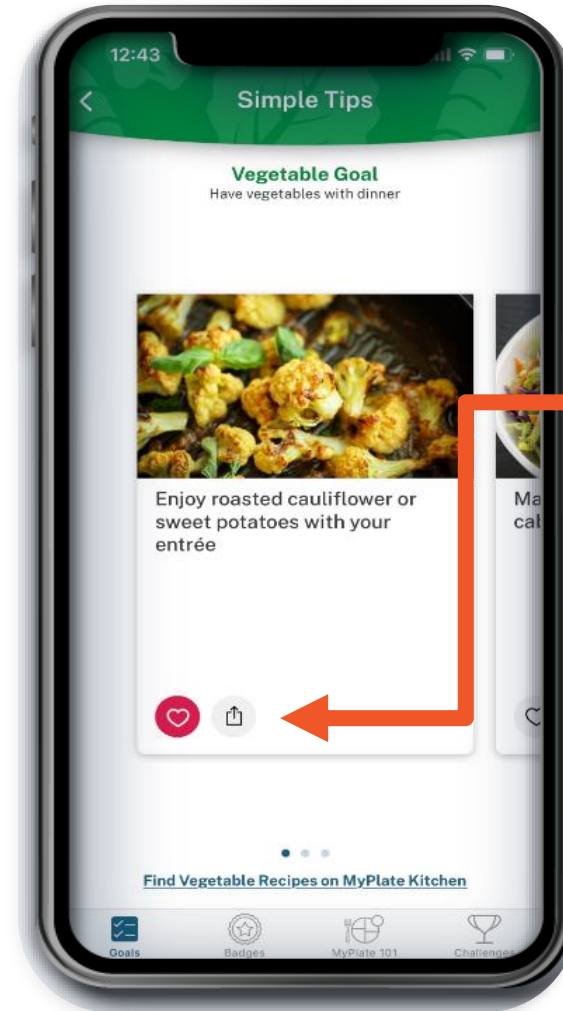


Start Simple with MyPlate App

SAVE FAVORITE FOOD GROUP TIPS



Once your food group goals are set, select the lightbulb icon next to the goal to view tips



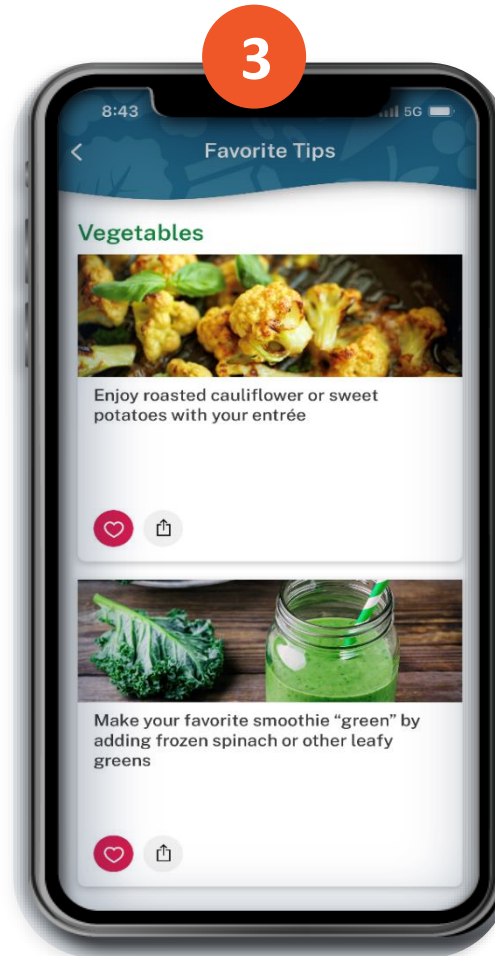
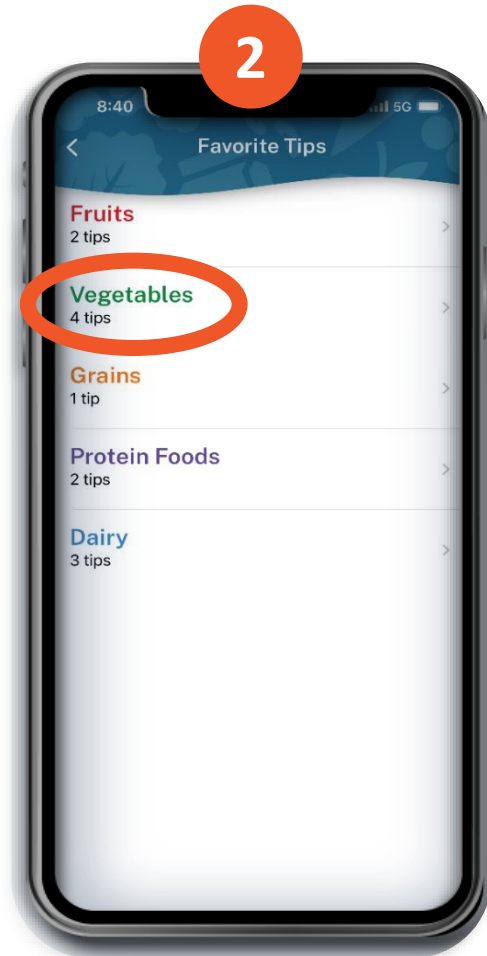
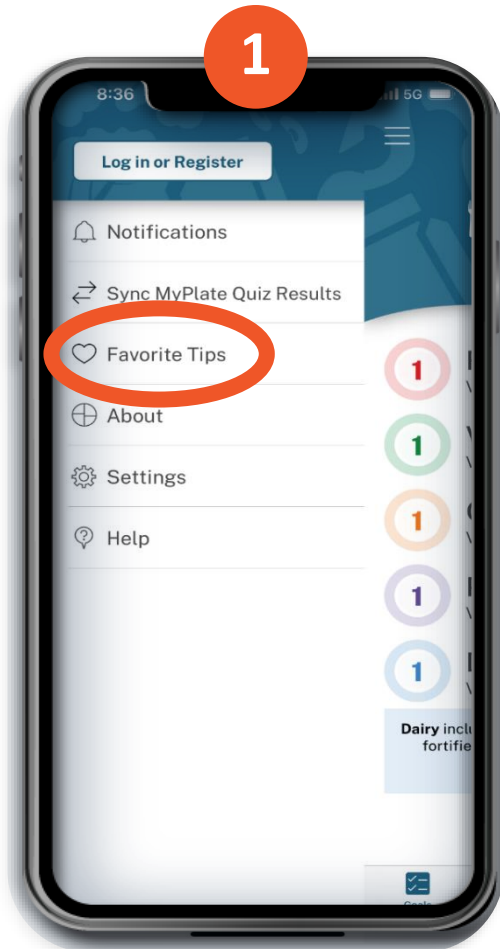
On the Tip Screen, scroll to view tips

Select the heart icon to save a favorite tip

Share tips from this screen and visit recipes on MyPlate Kitchen

Start Simple with MyPlate App

SAVE FAVORITE FOOD GROUP TIPS

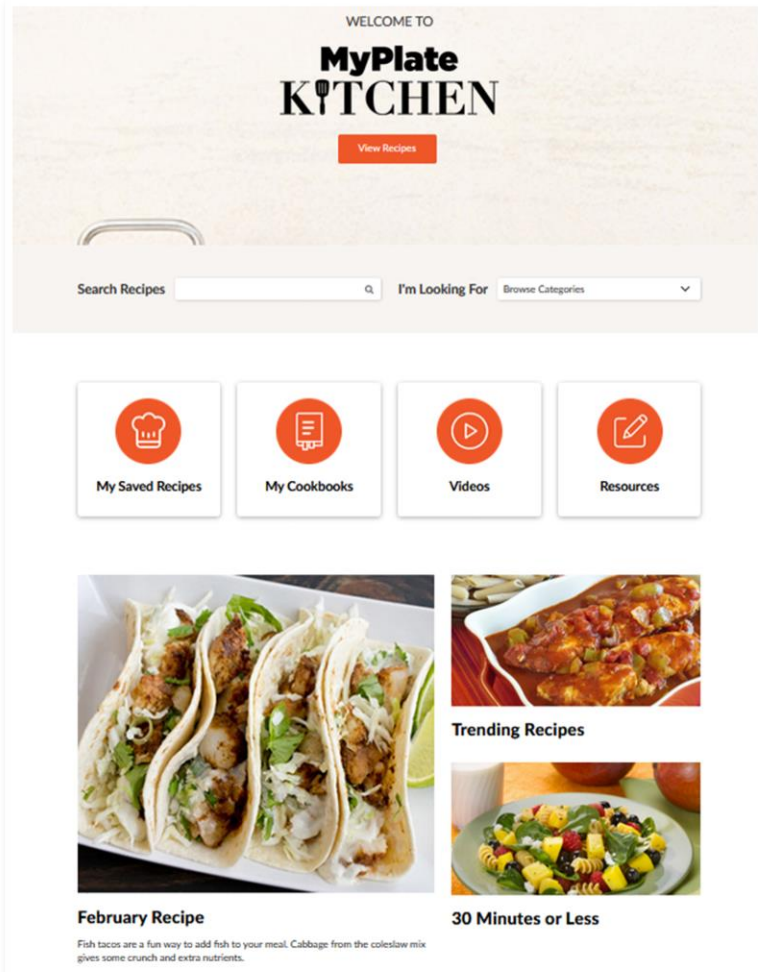


To view all your favorite tips, click on the **'Favorite Tips'** option from the menu. Tips are organized by food group.

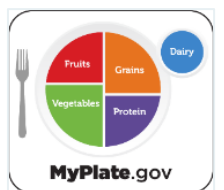
Welcome to MyPlate Kitchen



MyPlate Kitchen Overview



- Approximately 1000 “MyPlate-inspired” recipes and resources to support building healthy and budget-friendly meals
- MyPlate Kitchen includes recipes from the USDA Food and Nutrition Service (FNS) Center for Nutrition Policy and Promotion (CNPP) and the Supplemental Nutrition Assistance Program (SNAP)
- Recipes are budget-friendly and include commonly available ingredients
- Homepage features: Recipe of the Month along with Trending, Seasonal, and recipes that take 30 minutes or less to make





Closer Look: MyPlate Kitchen Features

- Comprehensive search filters such as program area, cooking equipment, cuisine as well as nutrition-related messages to help users find recipes according to personal interest
- Browse recipes by Total Cost ranges (\$, \$\$, \$\$\$, \$\$\$\$)
- Save your favorite recipes with an e-Auth account or add them to a personal online cookbook
- Recipes available in Spanish

The screenshot displays the MyPlate Kitchen website interface. At the top, it features the USDA MyPlate logo and navigation links for HOME, EAT HEALTHY, LIFE STAGES, RESOURCES, PROFESSIONALS, and MYPLATE KITCHEN. A search bar is located on the right side of the navigation bar. Below the navigation bar, there are tabs for Recipes, My Saved Recipes, My Cookbooks, Recipe Videos, and Recipe Resources. The main content area is divided into a left sidebar for refining search and a main content area for search results. The sidebar includes filters for Program, Course, Nutrition Focus - Food Groups, Nutrition Focus - Nutrients, Food Groups, Cooking Equipment, Cuisine, and Total Cost. The main content area shows search results for "20-Minute Chicken Creole", "2-Step Chicken", and "3-Can Chili". Each recipe card includes a thumbnail image, a title, a brief description, a star rating, and a cost indicator.

USDA MyPlate
U.S. DEPARTMENT OF AGRICULTURE

Log in | Register

ABOUT US ASK USDA CONTACT US FNS USDA.GOV

HOME EAT HEALTHY LIFE STAGES RESOURCES PROFESSIONALS MYPLATE KITCHEN

Recipes My Saved Recipes My Cookbooks Recipe Videos Recipe Resources

Refine your search

Search

Items per page Sort by

20 Recipe Title (A to Z)

Displaying 1 - 20 of 1001 [En Español](#)

20-Minute Chicken Creole
This Creole-inspired dish uses chili sauce and cayenne pepper to spice it up. Tomatoes, green pepper, ...
★★★★★
\$\$\$\$

2-Step Chicken
The ultimate in simplicity, this recipe calls for chicken and cream of chicken soup. Pair it ...
★★★★★
\$\$\$\$

3-Can Chili
With almost no cooking required to prepare this chili, just open cans of beans, corn, and ...
★★★★★
\$\$\$\$




Closer Look: MyPlate Kitchen Recipes

[Back to Search](#) [En Español](#)

Grilled Cheese with Peaches

★★★★★ 182 Ratings



Makes: 4 Servings **Total Cost:** \$\$\$

Cook Time: 10 minutes **Preparation Time:** 3 minutes

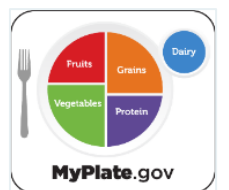
This grilled cheese packs an unexpected twist with the sweetness of canned peaches! Not only is this sandwich a quick and easy lunch, but also a fun way to add more fruit and veggies to your day.

Ingredients

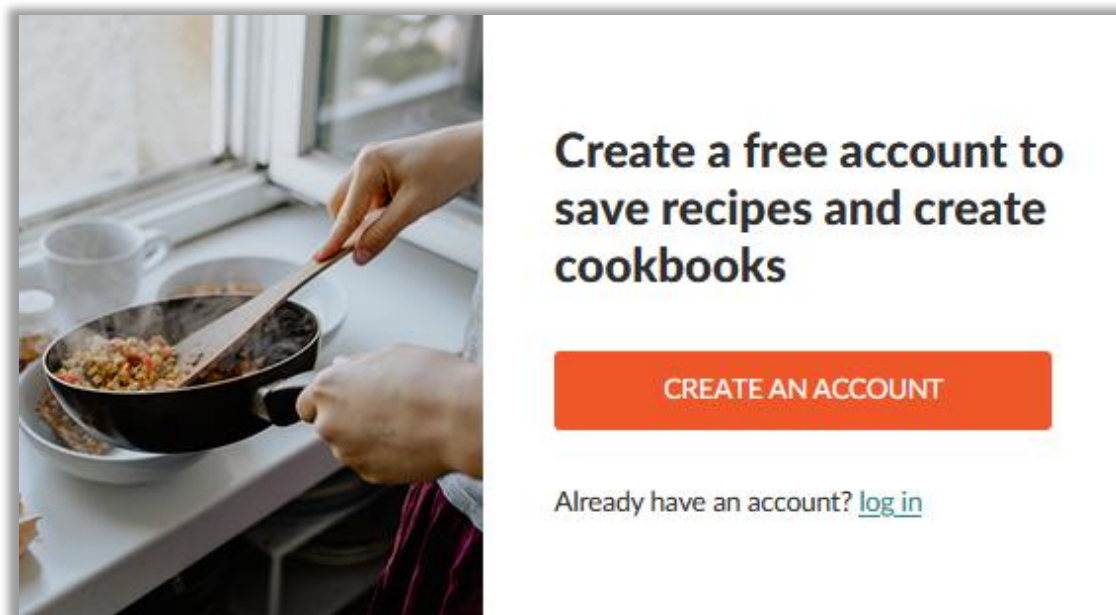
- 8 slices whole grain bread
- 1 15-oz can of peaches, drained
- 8 slices low-fat cheddar cheese
- 7 1/2 cups spinach
- 4 teaspoons vegetable oil

Recipes include:

- Serving size, total cost range, prep and cook time (if available)
- Detailed nutrition analysis
- MyPlate food group amounts
- View and add your own star rating
- Share recipe on social media
- View similar recipes recommended for you



My Saved Recipes



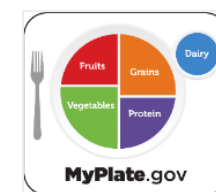
Step 1:

Create an account or log into your e-Auth account



Step 2:

Click the '+' on the Recipe photo and select 'My Saved Recipes'



My Saved Recipes

An official website of the United States government [Here's how you know](#) Welcome, ▾

USDA MyPlate
U.S. DEPARTMENT OF AGRICULTURE

ABOUT US ASK USDA CONTACT US FNS USDA.GOV

HOME EAT HEALTHY LIFE STAGES RESOURCES PROFESSIONALS **MYPLATE KITCHEN**


Recipes **My Saved Recipes** My Cookbooks Recipe Videos Recipe Resources

My Saved Recipes


25 RECIPES

Search Per Page Sort by

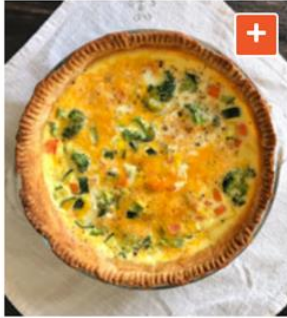
12 ▾ Recipe Title (A to Z) ▾ [En Español](#)



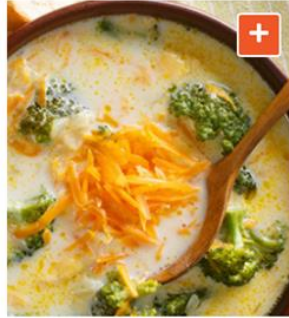
[Any Days a Picnic Chicken Salad](#)
★★★★★
\$\$\$\$



[Apple Cinnamon Bars](#)
★★★★★
\$\$\$\$



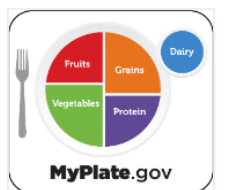
[Basic Quiche](#)
★★★★★
\$\$\$\$



[Broccoli Potato Soup](#)
★★★★★
\$\$\$\$

Step 3:

View saved recipes under the 'My Saved Recipes' tab. You can search through and sort your favorite recipes.



My Cookbooks



Step 1:

Once logged in, click on the 'My Cookbook' tab. Choose a cookbook cover, name and description and select 'Create Cookbook'

Step 2:

Click the '+' on the Recipe photo and select which Cookbook you would like to add the recipe to. You can add the recipe to multiple cookbooks at a time. Similar to 'My Saved Recipes', you can search and sort.

MyPlate Resources Coming Soon

USDA
Food and Nutrition Service
United States Department of Agriculture



Start simple with MyPlate Plan

The benefits of healthy eating add up over time, bite by bite. Small changes matter. Start Simple with MyPlate.

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, protein foods, and dairy or fortified soy alternatives. When deciding what to eat or drink, choose options that are full of nutrients. Make every bite count.

Food Group Amounts for 2,000 Calories a Day for Ages 14+ Years

Fruits	Vegetables	Grains	Protein	Dairy
2 cups	2½ cups	6 ounces	5½ ounces	3 cups
Focus on whole fruits	Vary your veggies	Make half your grains whole grains	Vary your protein routine	Move to low-fat or fat-free
Focus on whole fruits that are fresh, frozen, canned, or dried.	Choose a variety of colorful fresh, frozen, and canned vegetables—make sure to include dark green, red, and orange choices.	Find whole-grain foods by reading the Nutrition Facts label and ingredients list.	Mix up your protein routine. Include seafood and lentils, unseasoned nuts, seeds, soy protein, and lean meat.	
Limit: <ul style="list-style-type: none">Added sugars to <50 grams a day.Saturated fat to <22 grams a day.Sodium to <2,300 milligrams a day.	Activity: Be active. Children should aim for 60 minutes of physical activity each day.			

Start simple.
Start simple and take healthy eating one step at a time.

- Focus on whole fruits**
Include fruit at breakfast. Top whole-grain cereal with your favorite fruit, add berries to pancakes, or mix dried fruit into oat cereal.
- Vary your veggies**
Cook a variety of colorful veggies. Mix in extra vegetables and save some for later. Use them for a stew, soup, or a pasta dish.
- Vary your protein routine**
Rotate food night, try adding a new protein, like shrimp, beans, chicken, or beef.
- Make half your grains whole grains**
Add brown rice to your family dishes. Combine your favorite veggies and protein foods for a nutritious meal.
- Move to low-fat or fat-free milk or yogurt**
Enjoy a low-fat yogurt parfait for breakfast. Top with fruit and nuts to eat in two more food groups.
- Drink and eat less sodium, saturated fat, and added sugars**
Cook at home and read the ingredients to compare foods.

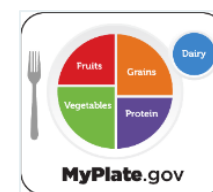
DGA
Go to MyPlate.gov for more information.
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New Print Materials

- The 29 new tip sheets in PDF
- The MyPlate Plan for each calorie level in PDF
- New PDFs will be available in English and Spanish
- Start Simple with MyPlate tip sheet available in multiple languages

Graphics

- Expanded Food Group gallery images
- See images of foods in cup/ounce equivalents



MyPlate for National Nutrition Month®

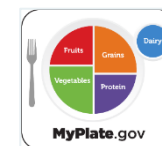
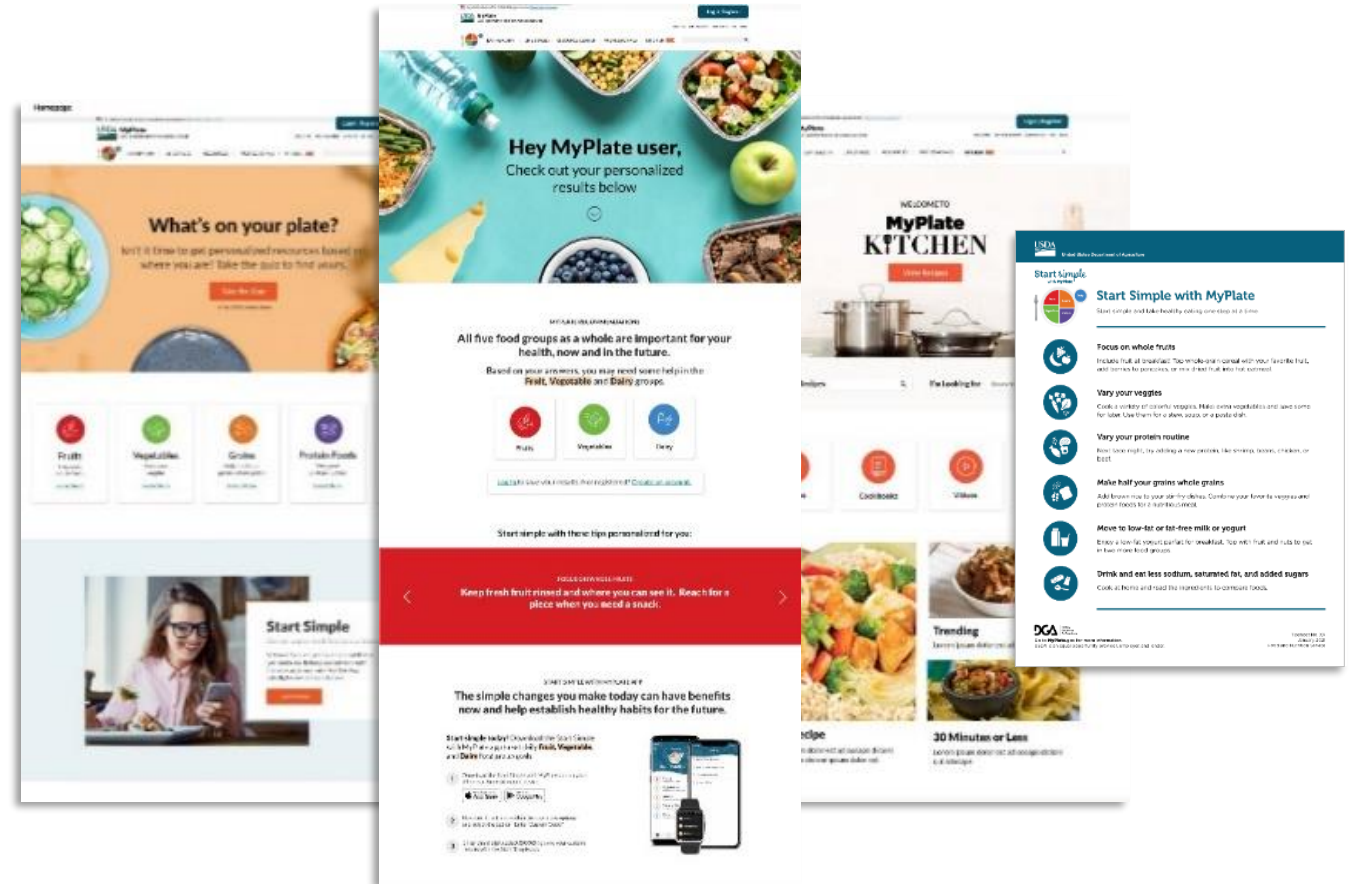
With a 2021 theme of “Personalize Your Plate,” this year’s Academy of Nutrition and Dietetics’ National Nutrition Month® is the perfect anchor for MyPlate messaging.

In honor of National Nutrition Month®, we’re offering additional tips to help you incorporate MyPlate messaging into your nutrition education and communications.

Playbook contains sections with activities for various audiences. Links to specific resources for the ideas.



Questions?



Thank You

