Dietary Guidelines for Americans

Hey, Doc! What Am I Supposed to Eat?

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CENTER FOR NUTRITION POLICY & PROMOTION
TODAY’S TOPICS

2015-2020 DIETARY GUIDELINES FOR AMERICANS

Implementation of the Guidelines to MyPlate

Influences on Food, Beverages and Physical Activity Choices
To improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers.
Nutrition and Health Are Closely Related

“About half of all American adults—117 million individuals—have one or more preventable chronic diseases, many of which are related to poor eating and physical activity patterns.”
Adherence to the 2010 Dietary Guidelines
Measured by Average Total Healthy Eating Index-2010 (HEI-2010) Scores of the U.S. Population Ages 2 Years and Older (Figure I-1)

Data Source: Analyses of What We Eat in America, National Health and Nutrition Examination Survey (NHANES) data from 1999-2000 through 2009-2010.

Note: HEI-2010 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.
Adherence to the 2010 Dietary Guidelines Measured by Average Total Healthy Eating Index-2010 (HEI-2010) Scores of the U.S. Population Across Age Groups

Data Source: Analyses of What We Eat in America, National Health and Nutrition Examination Survey (NHANES) data from 1999-2000 through 2009-2010.

Note: HEI-2010 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.
Current Eating Patterns in the United States

Percent of the U.S. Population Ages 1 Year and Older Who are Below, At, or Above Each Dietary Goal or Limit (Figure 2-1)

Note: The center (0) line is the goal or limit. For most, those represented by the blue sections of the bars, shifting toward the center line will improve their eating pattern.

Data Source: What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group. Healthy U.S.-Style Food Patterns, which vary based on age, sex, and activity level, for recommended intakes and limits.
Purpose of the Dietary Guidelines for Americans

- Produced every 5 years by USDA and HHS as mandated by legislation
- Provide evidence-based recommendations to support a healthy and nutritionally adequate diet for Americans ages 2 and older
- Focus on disease prevention rather than disease treatment
- Aimed at policymakers, nutrition educators, and health professionals
2015-2020 DIETARY GUIDELINES FOR AMERICANS

1. Follow a healthy eating pattern across the lifespan

2. Focus on variety, nutrient density, and amount

3. Limit calories from added sugars and saturated fats and reduce sodium intake

4. Shift to healthier food and beverage choices

5. Support healthy eating patterns for all
KEY RECOMMENDATIONS

A Healthy Eating Pattern

Consume a healthy eating pattern that accounts for all food 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 and trans fats, added sugars, and sodium
Quantitative recommendations are provided for components of the diet that should be limited. These components are of particular public health concern, and the specified limits can help individuals achieve healthy eating patterns within calorie limits:

• Consume less than 10% of calories per day from ADDED SUGARS
• Consume less than 10% of calories per day from SATURATED FATS
• Consume less than 2,300 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
In addition to diet, physical activity is important to promote health and reduce the risk of chronic disease. **Diet and physical activity are the two parts of the calorie balance equation to help manage body weight.**

To help individuals maintain and achieve a healthy body weight, the **Dietary Guidelines** includes a key recommendation...
PREGNANCY AND BIRTH TO 24 MONTHS PROJECT

- Agricultural Act of 2014
- Preliminary work underway
- 2020-2025 Dietary Guidelines for Americans

http://www.cnpp.usda.gov/birthto24months
FROM THE DIETARY GUIDELINES TO MYPLATE
Reaching Consumers
GROWING AWARENESS

1 in 2

Americans recognize the MyPlate symbol

USDA CNPP CONSUMER SURVEY, 2015
91% of consumers think about the healthfulness of foods and beverages they consume.
80% of dietitians say that small changes resonate with consumers and help them achieve their dietary goals.

2015 WHAT’S TRENDING IN NUTRITION SURVEY
POLLOCK COMMUNICATIONS & TODAY’S DIETITIAN
CONNECTING WITH OTHERS IS KEY

#1

Consumers cite support from family and friends as the #1 tool they’ve used for healthy eating.

2015 FOOD & HEALTH SURVEY
Consumers are now more interested in lasting changes and lifelong healthy eating than crash dieting.
Introducing...

MyPlate, MyWins
Healthy Eating Solutions for Everyday Life
ChooseMyPlate.gov/MyWins
Objective: Help consumers eat healthy eating patterns

Audience: Families with young children at home

Goals:

Knowledge: Increase awareness and how to use MyPlate

Attitudes: Provide solutions to barriers

Behavior: Make better food and beverage
A NEW APPROACH...

Helping consumers develop their own "healthy eating style" with the support of MyPlate.
WHAT IS A “MyWin”? 

- Healthy eating solutions for everyday life
- Make small changes - they all add up!
- MyPlate can help consumers find solutions that work for them
- Celebrate successes
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**
- **Interactive challenges**
- **MyPlate educational materials and tools**
- Opportunities to **share successes** with others
INSPIRING CONSUMERS TO “WIN”

By Making Small, Attainable Shifts

High Calorie Snacks → Nutrient-Dense Snacks
INSPIRING CONSUMERS TO “WIN”
INSPIRING CONSUMERS TO "WIN"

White to Whole-Grain
INSPIRING CONSUMERS TO “WIN”

Solid (saturated fat) to Oils

[Image of a comparison between solid fat and liquid oils]
INSPIRING CONSUMERS TO “WIN”

Sugar-sweetened

Unsweetened and Water
MyPlate, MyWins VIDEO SERIES

SHELLEY

DORMAN FAMILY

MCEVOY FAMILY
Find Your Healthy Eating Style & Maintain It for a Lifetime
Start with small changes to make healthier choices you can enjoy.

Follow the MyPlate building blocks below to create your own healthy eating solutions—MyWins. Choose foods and beverages from each food group—making sure that your choices are limited in sodium, saturated fat, and added sugars.

- Make half your plate fruits and vegetables every meal.
- Choose whole grains, lean meats, seafood, low-fat dairy, and beans.
- Drink less sugar-sweetened beverages, limit solid fats, and avoid foods high in calories, sugars, and sodium.
- Limit salt and salt-free snacks or yogurt.
- Choose lean meats and fish, eggs, and beans with low-fat yogurt, milk, and cheese.

Make half your plate fruits and vegetables every meal.

Make half your plate grains, lean meats, seafood, produce, and beans.

Limit your protein intake.

Drinking too much alcohol can be unhealthy for you. If you choose to have it, limit it to moderate amounts.

MyWins Everything you eat and drink matters. The right mix can help you be healthier now and into the future. Find your MyWins.

Visit ChooseMyPlate.gov to learn more.
MyPlate, MyWins: Make it yours

Find your healthy eating style. Everything you eat and drink over time matters and can help you be healthier now and in the future.

- **Fruits**: Focus on whole fruits.
- **Vegetables**: Vary your veggies.
- **Grains**: Make half your grains whole grains.
- **Protein**: Vary your protein routine.
- **Dairy**: Move to low-fat or fat-free milk or yogurt.

**Limit the extras.**
Drink and eat beverages and food with less sodium, saturated fat, and added sugars.

**MyWins**
Create 'MyWins' that fit your healthy eating style.
Start with small changes that you can enjoy, like having an extra piece of fruit today.
The campaign invites the public to share their MyWins on social media.

#MYPLATEMYWINS
RESOURCES FOR PROFESSIONALS

- Graphics and MyPlate Style Guide at: www.choosemyplate.gov/graphics
- Buttons for each food group
- Button for limiting sodium, saturated fats, and added sugars
- MyWins graphic
- Dietary Guidelines
• Interactive food & activity tracking tool
• Updated with the 2015-2020 Dietary Guidelines for Americans
• Personalized recommendations for healthy eating and physical activity
MORE FROM CHOOSEMYPPLATE.GOV

- Posters and other print materials
- Toolkits
- Spanish language resources
- Audience-specific resources
  - Pregnancy and breastfeeding
  - Preschoolers
  - Kids
  - Older Adults

MORE FROM CHOOSEMYPPLATE.GOV
WHAT’S COOKING USDA MIXING BOWL

- Large database of healthy recipes
- Extensive search filters to refine results
- Create a cookbook or choose from ready-made cookbooks
- Rate or comment on recipes
- Share on social media
CONNECT WITH MyPlate
Social Media

Like MyPlate at www.facebook.com/MyPlate
Follow @MyPlate on Twitter
INTERACTIVE ONLINE TOOLS

- MyPlate Plan Calculator and Daily Checklist
- MyPlate Quizzes
- SuperTracker
- What’s Cooking? USDA Mixing Bowl
ChooseMyPlate.gov/MyPlate-Daily-Checklist
The Social-Ecological Model - Meeting People Where They Are

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= HEALTH OUTCOMES
THANK YOU!
USDA Center for Nutrition Policy and Promotion

www.cnpp.usda.gov
www.DietaryGuidelines.gov
www.ChooseMyPlate.gov
www.SuperTracker.usda.gov

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