Helping Americans “Build A Healthy Plate”

ChooseMyPlate.gov

USDA
DGAs and Communications
Program Overview

Robert C. Post, Ph.D., MEd., MSc.
Acting Executive Director
USDA’s Center for Nutrition Policy and Promotion
# Dietary Guidelines for Americans (DGA)

## Policy

- **Dietary Guidelines for Americans 2010**
- **Nutrition Facts**
- **SuperTracker**
- **Nutrition Facts**
- **FNCS Recipe Box**
- **Menu Labeling**
- **Curriculum**

## Translated into

### Actionable Initiatives

- **School Meal Patterns**
- **Smart Snacks in Schools**
- **Social Media:**
  - PHA Pinterest Page
- **Initiatives:**
  - Let’s Move!
  - FOP Labeling

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**Photos:**
- Healthy foods like fruits, vegetables, and lean proteins.
- Children using a meal planning tool.
- A menu label showing nutritional information.
- Social media platform with various healthy recipes.
- Teachers and students engaged in meal planning and preparation.
2010 Dietary Guidelines

3 Major Themes

1. Balance calories to maintain weight
2. Foods & food components to reduce
3. Foods and nutrients to increase
Consumers tend to rate their own diet as a full grade better than the average American’s.

- Overall, how would you grade your diet in terms of healthfulness?
- All things considered, how would you grade the healthfulness of the average American’s diet? ("A" is the highest grade and "F" is the lowest)

### Average American’s Diet

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>4%</td>
</tr>
<tr>
<td>A-</td>
<td>8%</td>
</tr>
<tr>
<td>B+</td>
<td>18%</td>
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<tr>
<td>B</td>
<td>21%</td>
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<tr>
<td>B-</td>
<td>17%</td>
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<tr>
<td>C+</td>
<td>13%</td>
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<tr>
<td>C</td>
<td>8%</td>
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<tr>
<td>C-</td>
<td>6%</td>
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<tr>
<td>D+</td>
<td>3%</td>
</tr>
<tr>
<td>D</td>
<td>1%</td>
</tr>
<tr>
<td>D-</td>
<td>1%</td>
</tr>
<tr>
<td>F</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Your Diet

- Average Grade: **B-**

2013 All (n=1,006)
How Do Typical American Diets Compare to Recommended Intake Levels or Limits?

Eat more of these:

- Whole Grains: 15% (Goal: 50%)
- Vegetables: 59% (Goal: 75%)
- Fruits: 42% (Goal: 50%)
- Dairy: 52% (Goal: 100%)
- Seafood: 44% (Goal: 150%)
- Oils: 61% (Goal: 200%)
- Fiber: 40% (Goal: 75%)
- Potassium: 56% (Goal: 150%)
- Vitamin D: 28% (Goal: 100%)
- Calcium: 75% (Goal: 100%)

Eat less of these:

- Calories from SoFAS*: 280% (Limit: 250%)
- Refined grains: 200% (Limit: 150%)
- Sodium: 149% (Limit: 150%)
- Saturated fat: 110% (Limit: 150%)

*Solid fats and added sugars
Half believe it is easier to do their own taxes than to figure out how to eat healthfully.

Those most in need of learning how to eat healthfully—those with high BMI, heart disease or cholesterol issues, or high blood pressure—are more apt to find it difficult.

<table>
<thead>
<tr>
<th>Groups more likely to say figuring out what to eat is harder</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BMI in the Obese or Overweight range</strong></td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>48%</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>55%</td>
</tr>
<tr>
<td><strong>Low BMI</strong></td>
</tr>
<tr>
<td>College Grads</td>
</tr>
<tr>
<td>40%</td>
</tr>
<tr>
<td>No College Degree</td>
</tr>
<tr>
<td>56%</td>
</tr>
</tbody>
</table>

Which do you think is harder to do well?

<table>
<thead>
<tr>
<th>Figuring out how to do your own taxes</th>
<th>48%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figuring out what you should and shouldn’t eat to be healthier</td>
<td>52%</td>
</tr>
</tbody>
</table>

All (n=1,057)
Comprehensive Communications Initiative

- Coordinated Messaging Focuses on “How-tos”
- National Strategic and Community Partnerships
- Social Media Engagement
- Interactive/Personalized Tools
2010 Dietary Guidelines Communications: MyPlate Campaign Launched on June 2, 2011
The Media on MyPlate

9/14/11 - Nutrient-dense proteins, beans, grains fill up a healthy plate

9/14/11 - Plate icon to guide Americans to healthier eating

7/13/11 - White House chef: 'MyPlate' is an easy guide. Easy-to-follow strategy replaces food pyramid
MyPlate is #2 Top News Story in 2011: Survey of 1,000 Americans

#2 FOOD STORY
OF THE YEAR:
First Lady Michelle Obama with USDA Unveils MyPlate, Replaces Food Pyramid

TOP 10 FOOD STORIES OF THE YEAR

1. Twenty-Nine Deaths Caused by Cantaloupe Listeria Outbreak
2. First Lady Michelle Obama with USDA Unveils MyPlate, Replaces Food Pyramid
3. Global Food Prices Reach Record High
4. Millions of Pounds of Ground Turkey Recalled
5. Restaurant Menu Labeling to Become Law in 2012
6. Food Safety Bill Passes
7. Nutrition Labels Move to Front of Food Packages
8. Doctors Argue That Government Can Put Obese Children in Foster Care
9. General Mills Sued For Marketing Fruit Snacks As “Healthy”
10. USDA Lowers Pork Cooking Temperatures

Hunter Public Relations, 2011
# Coordinated Communications

## Campaign Tagline

**Build a Healthy Plate**

<table>
<thead>
<tr>
<th>Promotion Period</th>
<th>Call-to-Action</th>
<th>Behavior-Specific Messages</th>
</tr>
</thead>
</table>
| January to June    | How Can You Build a Healthier Plate?                | • Make half your plate fruits and vegetables.  
                           • Switch to fat-free or low-fat (1%) milk (dairy).  
                           • Make at least half your grains whole.  
                           • Compare sodium, sugars, and saturated fats in foods and choose the foods with lower numbers. |
| July to December   | What’s the Right Amount of Calories For You?        | • Enjoy your food, but eat less.  
                           • Avoid oversized portions.  
                           • Be active your way.  
                           • Drink water instead of sugary drinks. |
Help Consumers Where They Make Food Decisions

- Preparing Food
- Planning
- Purchasing
- Ordering/Eating Out
- Getting Fit
- In Transit
- At Play
- Schools
- Mobile
Nutrition Communicators Network: Community and National Partners

- Everyone has a role in changing the food environment to help consumers implement the *Dietary Guidelines*!
  - Sectors networking
  - Unified voice
  - Implementing “HOW TOs”
### Nutrition Communicator’s Network – Influencers in Each Sector

<table>
<thead>
<tr>
<th>Health &amp; Professional Organizations</th>
<th>Entertainment &amp; Media</th>
<th>Food Retail</th>
<th>Food Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMA, American Medical Association, American Cancer Society, eat right.</td>
<td>Disney, Veraliving, WebMD, Sports Illustrated Kids</td>
<td>ALDI, Safeway, BIRD'S EYE, Del Monte, Sodexo</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weight Loss</th>
<th>Community-Based</th>
<th>Food Assistance Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight Watchers, Lose It!</td>
<td></td>
<td>SNAP, WIC</td>
</tr>
</tbody>
</table>
## Our National Strategic Partners

- Academy of Nutrition and Dietetics
- Action for Healthy Kids
- ALDI, Inc.
- Alliance for Potato Research and Education
- American Association of Family and Consumer Sciences
- American Bakers Association
- American Cancer Society, Inc.
- American Diabetes Association
- American Diabetes Association - School Walk for Diabetes
- American Frozen Food Institute
- American Medical Association
- American Society for Nutrition
- Birds Eye
- Boston Market Corporation
- California Avocado Commission
- California Dried Plum Board
- Canned Food Alliance
- Center for Science in the Public Interest
- Chiquita Brands
- ChopChop Kids
- CommuniCard LLC
- Compass Group North America/Chartwells School Dining
- Cranberry Marketing Committee
- Crunch Pak, LLC
- Defense Commissary Agency
- Del Monte Foods
- Del Monte Fresh Produce, NA, Inc.
- Dole Food Company
- Duda Farm Fresh Foods, Inc.
- Egg Nutrition Center
- Feeding America
- Fit Now Inc. (Lose It!)
- Food and Health Communications
- Food Marketing Institute
- FremantleMedia Enterprises
- Fresh Baby
- Frito-Lay Inc.
- General Electric
- General Mills
- Goya Foods, Inc.
- Grain Foods Foundation
- Healthy Lifestyle Choices
- HOPSports, Inc.
- IGA, USA
- Institute of Food Technologists
- International Food Information Council Foundation
- Ketchum
- Learning Seed
- Learning ZoneXpress, Inc.
- Mall of America
- Mann Packing Co., Inc.
- McCormick & Company
- Mexican Hass Avocado Importers Association
- Mushroom Council
- Nasco
- National Cattlemen’s Beef Association
- National Dairy Council
- National Hispanic Christian Leadership Conference
- National Job Corps Association
- National Pasta Association
- National Restaurant Association
- National Turkey Federation
- NCES, Inc.
- NEA Health Information Network
- Nestlé USA, Inc
- Nestlé Nutrition/Gerber
- Nestle Professional
- North Bay Produce, Inc.
- Nutritionix
- Onlife Health, Inc.
- Pear Bureau Northwest
- Pollock Communications
- Positive Promotions, Inc.
- Produce for Better Health Foundation
- Produce Marketing Association
- Safeway, Inc.
- School Nutrition Association
- Seneca Foods Corporation
- Share Our Strength
- Slim Goodbody Corp
- Society for Nutrition Education and Behavior
- Sodexo
- Solae
- Solutran
- Stemilt Growers, LLC
- Sunkist Growers
- SUPERMARKET SAVVY
- The Kellogg Company
- The Peanut Institute
- The Walt Disney Company
- TIME For Kids/Sports Illustrated Kids
- United Fresh Produce Association
- USA Rice Federation
- Veria Living TV
- Vestcom
- WebMD
- Weight Watchers International
- Welch Foods Inc.
- Wheat Foods Council
- WhiteWave Foods
Partner Activities: MyPlate

TIME for Kids

Disney

Goya

Arlington, VA County Fair
Partner Activities: “Make half your plate fruits and vegetables.”

Nestle “Balance Your Plate”

Produce for Better Health Foundation MyPlate Makeover Challenge

Harris Teeter Ad

Zero points for fruits & vegetables!
Partner Activities: “Enjoy your food, but eat less.”

**Sunkist MyPlate Makeover Meals**

**Alliance for Potato Research & Education**
**Mini-poster**

**AND National Nutrition Month Theme**
Partner Activities: “Drink water instead of sugary drinks.”
Partner Activities: “Make half your grains whole grains”

IFIC Foundation Chat 24 hour results:
- #FoodInsight Trending
- 1,047 tweets
- 8,992,668 impressions reaching 1,610,976 followers

General Mills LinkedIn Chat:
14,458 highly targeted impressions

The “Grain Chain” Whole Grains How To Videos
- USA Rice Federation
- American Bakers Association
- Grain Foods Foundation
- Wheat Foods Council
- National Pasta Association
- General Mills
- Kellogg’s
MyPlate Art
Social Media
People influence people.

Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising.

— Mark Zuckerberg, Facebook
Willingness to believe food/health information is most influenced by one’s own research, hearing it from friends/family, repetition across multiple sources, and hearing it from someone with an advanced degree.

<table>
<thead>
<tr>
<th>Impact Description</th>
<th>Major Impact</th>
<th>Minor Impact</th>
<th>Total Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having done my own research</td>
<td>59%</td>
<td>32%</td>
<td>91%</td>
</tr>
<tr>
<td>Hearing the info from a trusted friend or family member</td>
<td>35%</td>
<td>52%</td>
<td>87%</td>
</tr>
<tr>
<td>Hearing the same info from many different sources</td>
<td>41%</td>
<td>45%</td>
<td>86%</td>
</tr>
<tr>
<td>Hearing the info from someone who has an advanced degree in health or nutrition</td>
<td>40%</td>
<td>44%</td>
<td>84%</td>
</tr>
<tr>
<td>Hearing the info in the news, whether on TV, radio, internet, news site, or newspaper</td>
<td>15%</td>
<td>55%</td>
<td>70%</td>
</tr>
<tr>
<td>Having it just seem true to me</td>
<td>20%</td>
<td>44%</td>
<td>64%</td>
</tr>
<tr>
<td>Hearing the info multiple times from the same source</td>
<td>12%</td>
<td>50%</td>
<td>62%</td>
</tr>
<tr>
<td>Hearing or seeing the info on social media (Facebook, Twitter)</td>
<td>4%</td>
<td>26%</td>
<td>30%</td>
</tr>
</tbody>
</table>
Social Media Strategy

- Cross platform integration
- Consistent brand image and consistent messaging
- Increased digital profile = increased influence
- Engage the public
- Extend the reach of our messages
- Drive traffic to ChooseMyPlate.gov
# Digital Influence

**Klout: measure of digital influence**

<table>
<thead>
<tr>
<th>Top Nutrition Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole Foods M...</td>
</tr>
<tr>
<td>Dr. Mehmet Oz</td>
</tr>
<tr>
<td>Andrew Weil, M.D.</td>
</tr>
<tr>
<td>Nutrition News</td>
</tr>
</tbody>
</table>

**Klout Scores:**
- Whole Foods M...: 87
- Eat This Not That: 71
- Men's Health: 84
- Dr. Mehmet Oz: 83
- Women's Health: 82
- Health Magazine: 74
- Andrew Weil, M.D.: 74
- Marion Nestle: 82
- Jamie Oliver: 87
- Nutrition News: 59
- ChooseMyPlate...: 66
- team nutrition: 52
What has worked?

- Partnerships
- Campaigns
- Twitter Chats
- Images
- Recipes

Large spike in Viral Reach during the 1st week in June.
What we’re trying…

• Infographics
• Sports themed posts
• Main stream media

#SharkWeek
SuperTracker

- Diet and activity tracking tool assists Americans in building a healthier plate

**Food-A-Pedia:** Look up nutrition info for over 8,000 foods and compare foods side-by-side.

**Food Tracker:** Track the foods you eat and compare to your nutrition targets.

**Physical Activity Tracker:** Enter your activities and track progress as you move.

**My Weight Manager:** Get weight management guidance; enter your weight and track progress over time.

**My Top 5 Goals:** Choose up to 5 personal goals; sign up for tips and support from your virtual coach.

**My Reports:** Use reports to see how you are meeting goals and view your trends over time.
Measuring Impact Over Time

Implementation Mechanisms

Baseline Consumer Markers (awareness, understanding, receptiveness, etc.)

Consumer intention and self-report data on behaviors

Survey data on food patterns
Focus on MyPlate

Jackie Haven, MS, RD
Director, Nutrition Marketing and Communication Division
USDA’s Center for Nutrition Policy and Promotion
A Look into the Past…

1940’s: Guide to Good Eating: Basic 7

1956 to 1970’s: Food for Fitness, A Daily Food Guide (Basic 4)

1979: Hassle-Free Daily Food Guide
A Look into the Past...

1984: Food Wheel: A Pattern for Daily Choices

1992: Food Guide Pyramid

2005: MyPyramid
Simple is Better

- Powerful visual cue – reminds consumers to make healthful food choices from all food groups
- A plate – a familiar mealtime symbol
- Message simplicity – “Make half your plate fruits and vegetables”
- Pointer to DGA implementation resources at ChooseMyPlate.gov
The MyPlate graphic is effective in conveying the desired messages.

Which of the following messages, if any, are conveyed by the [My Plate] graphic you saw on the previous screen? All (n=1,057)

- People should eat a variety of food groups for a balanced diet: 95% Yes, 2% No
- People should eat a healthful diet: 91% Yes, 5% No
- Healthful foods are found in each of the five food groups: 82% Yes, 11% No
- People should have dairy with their meals: 78% Yes, 11% No
- People should make half their meals fruits and vegetables: 75% Yes, 16% No
- For more information, people can visit www.ChooseMyPlate.gov: 74% Yes, 9% No
- Another message: 4%
CJ’s Story

CJ: An IT professional

It’s so simple. I can show this to my son and we’ll both know exactly what to do.

CJ is a father of two and, like many people, feels challenged in the area of providing healthy meals for his family that will appeal to everyone’s taste and interest. MyPlate provides a clear visual representation of what he should strive to put on the table at dinner time—healthy choices from the various food groups.
Annette’s Story
Annette: A participant in Share Our Strength’s Cooking Matters Program

“Remember the plate!” Annette’s 10-year-old daughter tells her as they travel through the grocery store. Thinking about “My Plate” wasn’t always part of Annette’s shopping experience. But since she took a class with Cooking Matters, she and her children have been working as a team to make healthier choices.

I’m trying to make small changes so the kids can eat healthier and I can eat healthier as well. It’s too hard to make two meals and I’m not going to stick with it. It’s much easier to do as a family.
MyPlate Metrics

5.4 Billion
media impressions from January through June 2013
Top Diet Trends for 2013: Nation’s Leading Nutrition Experts Weigh-In

MyPlate IS Our Plate

- Even more dietitians (76%) are using MyPlate to counsel patients compared to 2012 (69%)
- RDs are finding ways to incorporate MyPlate into their practice and finding that it's a great tool for counseling individuals on their diet

Once again, our survey shows that MyPlate is a popular teaching aid for dietitians, and growing in popularity.

— President, Pollock Communications
Pollock Communications, 2013
Most Americans have seen the *MyPlate* graphic, and most of these—amounting to four out of ten Americans overall—feel they know at least a fair amount about it.

**How familiar are you, if at all, with the following graphic?**

- **8%** I have seen it and know a lot about it
- **32%** I have seen it and know a fair amount about it
- **36%** I have never seen it before
- **3%** Not Sure
- **21%** I have see it, but know very little about it

**61%** have seen the *MyPlate* graphic.

*Who is most likely to say they have not seen the *MyPlate* graphic?*

- Younger consumers
- Men
Bringing MyPlate to the Public

ChooseMyPlate.gov features resources for every lifestyle
MyPlate Resources

- 10 Tips Nutrition Education Series
- Daily Food Plans
- Consumer Brochures
- Posters
- Sample Menus & Recipes
- Videos
- MyPlate Community Toolkit
- MyPlate Kids Place
- MyPlate On Campus
- Spanish editions

NEW!
MyPlate Kids Place

- Games
- Activity Sheets
- Videos and Songs
- Recipes
- Resources for Parents and Educators
- And much more!
MyPlate On Campus

- Initiative aiming to promote the Dietary Guidelines messages that support MyPlate
- Opportunity to sign up as a MyPlate On Campus Ambassador
  - Become a role model & educator to their peers
ChooseMyPlate.gov Metrics

- 109 million page views
- 40 million downloads
MyPlate Social Media

MyPlate Facebook
- Launched March 2013
- Over 11,000 Fans
- Weekly Reach: Up to 318,000
- Engagement with questions and polls

Pinterest: MyPlate Recipes
- In collaboration with Partnership for a Healthier America (PHA) and Let’s Move!
- Launched in February 2013
- Over 100,000 Followers
- More than 3,600 Recipes

@MyPlate Twitter
- Launched June 2011
- Over 48,000 Followers
- Twitter Chats with Federal and private partners. Examples: Kids.gov and Feeding America

GovDelivery Email
- 147,000 Subscribers
- Most popular topics: Recipes/Menus, 10 Tips Nutrition Education Series, and Tip of the Day
MyPlate Social Media

Consumer feedback:

• I love the info! Good lessons and very educational.

• It has taken me a long time to learn this, but I'm thankful that I now know and can teach my 2 young children this VERY important information.

• This 10 Tips series makes great educational handouts to compliment basic nutrition classes!

• This new icon is the real dish! You will be empowered once you understand what to put on your plate... Thanks ChooseMyPlate.gov

• This is why I love MyPlate—I have your pamphlets stacked on my desk!!!
Partner Reach By Message 2012

"Make half your plate fruits and vegetables"
- 2.633 billion media impressions
- 65 million consumers reached
- 6.5 million consumer influencers reached

"Drink water instead of sugary drinks"
- 187 million media impressions
- 91.1 million consumers reached
- 4.4 million consumer influencers reached

"Enjoy your food, but eat less"
- 243 million media impressions
- 9.5 million consumers reached
- 21.7 million consumer influencers reached

"Make half your grains whole grains"
- 14 million media impressions
- 163 million consumers reached
- 26 million consumer influencers reached
SuperTracker
supertracker.usda.gov

Ken Buraker
SVP, Group Creative Director
Ketchum Digital
Challenge:

Many Americans are conscious about the importance of eating a balanced diet and getting the proper exercise—but it’s tough to keep track of how well they’re doing.
Opportunity:

Create a best-in-class website application for educating Americans about how the MyPlate icon and the 2010 Dietary Guidelines for Americans translated to their daily lives in meeting food group, nutrient, and physical activity goals.
The Approach

• Provide consumers with the practical application and “how-tos” to empower them to make healthy food and activity choices.

• Develop an online, interactive tool as the public interface of MyPlate, the Dietary Guidelines for Americans and the HHS Physical Activity Guidelines to help Americans identify how their own diet and activity compare.

• Engage users to register and use the SuperTracker on a continual basis.
Insights

- USDA had deep insights and user feedback from its previous interactive tools around meal planning and tracking, including MyPyramid Menu Planner and MyPyramid Tracker.

- These were overwhelmingly popular with more than 4 million registered users. Advances in technology, updated dietary guidance, and increased functionality based on user feedback were the main reasons to update the existing tools and combine their functionality into one “super” tool.

- Americans were increasingly interested in using online tools such as BMI trackers, calorie counters and calculators, videos that demonstrate exercises, and fitness planners.
Nearly six in ten Americans believe that online and mobile tools can help them live healthier lifestyles.

Even though younger consumers are most receptive to these tools (64% of those ages 18-49), about half of those who are 50+ are as well (49%). African Americans are particularly likely to feel these technology tools would be helpful (66%).

To what extent do you agree or disagree with the following statement? Online tools and mobile apps can help me improve my diet and physical activity.

- **10%** Strongly Agree
- **12%** Strongly Disagree
- **47%** Somewhat Agree
- **18%** Somewhat Disagree
- **3%** Not Sure

**57%** strongly or somewhat agree that online tools and mobile apps can help them improve their lifestyles.
Nine out of ten Americans who think about calories would find it helpful if calorie counts were shown on menus, packaging, or recipes. About six in ten would find website tools or smartphone apps helpful.

How helpful, if at all, would the following be in your efforts to keep track of how many calories you consume?

<table>
<thead>
<tr>
<th>How helpful</th>
<th>Very Helpful</th>
<th>Somewhat Helpful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showing the number of calories on menus</td>
<td>56%</td>
<td>33%</td>
</tr>
<tr>
<td>Calories listed on the Nutrition Facts panel on the back of a food/beverage package</td>
<td>50%</td>
<td>39%</td>
</tr>
<tr>
<td>Showing the number of calories on the front of a food/beverage package</td>
<td>51%</td>
<td>37%</td>
</tr>
<tr>
<td>Showing the number of calories contained in recipes</td>
<td>50%</td>
<td>36%</td>
</tr>
<tr>
<td>Websites with tools that provide calorie estimates and tally up calories consumed over a day</td>
<td>26%</td>
<td>40%</td>
</tr>
<tr>
<td>Smartphone apps that provide calorie estimates and tally up calories consumed over a day</td>
<td>27%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Women and consumers under 65 years old are more likely to think that website tools would be helpful. Support for smartphone apps declines sharply with age, and is greater among those with higher household income and those with kids.

Base: Thinks about the number of calories they consume 2013 (n=906)
Make It About Them
(all 300 million!)
Plan & Personalize
Easily identify personal recommendations for what and how much to eat, and physical activity.
Find and track foods and activities; save favorites and build combos for easy entry.
Compare two food choices and choose which one is the healthier option.
Assess personal physical activities based on the 2008 Physical Activity Guidelines for Americans.
My Top 5 Goals:
Choose personal goals; sign up for tips and support from your virtual coach.
My Weight Manager: Get weight management pointers; enter weight and track progress over time; compare weight history to trends in Calorie intake and physical activity.
My Journal: Quickly jot down notes and track factors of personal importance, such as meal location and mood.
Measure progress choosing from six reports that range from a simple meal summary to in-depth analysis of food group and nutrient intakes over time.
Tap into social media as a motivator for health behavior change.

Users can share success and helpful tips with their existing social networks.
Measures of Reach, Awareness, and Use

Robert C. Post, Ph.D., MEd., MSc.
Acting Executive Director
USDA’s Center for Nutrition Policy and Promotion
User Success Stories

- Feedback from users has been overwhelmingly positive

- Users report:
  - Weight loss
  - Increased awareness of personal eating and activity patterns
  - Improved motivation for a healthy lifestyle

"I have lost five pounds and it was EASY!"

"I set up a profile in SuperTracker and am motivated like I haven't been in a long time!"

"My attention to & selection of fruits and vegetables has improved in a very short time. I also appreciate the ability to identify where my key sources of empty calories are each day."

"I just wanted to say thank you for providing SuperTracker for free. It is better than any of the other online calorie counters I have used."
As of August 2013, the SuperTracker has

2.6+ Million registered users

190+ Million page views

Adds between 2,000-11,000 registered users per day
Awards

• Named one of the top 10 government IT projects of 2012 by Government Computer News

• Awarded a 2013 Excellence.gov award in the category of “Excellence in Enhancing the Customer Experience” by the Council for Technology and Industry Advisory Council's (ACT-IAC)

• 2012 USDA Secretary’s Honor Award

• 2013 Government Customer Contact Services Excellence Award Winner
SuperTracker is a dynamic resource. Since launch, a variety of enhancements have been developed based on user feedback, including:

- **Personal Calorie Goal**: Users can tailor their SuperTracker plan based on a personal calorie goal
- **My Foods**: Lets users customize nutrition information for foods in the SuperTracker database
- **Enhanced Weight Tracking**: Users can enter weights for days in the past and edit weight history
- **My Recipe (Coming Soon!)**: Allows users to build, track and analyze personal recipes
MyPlate 2.0:
Taking what works to the next level
What Works?

**Message Calendar**
- Coordinated message delivery
- Specific “How Tos”

**National & Community Partnerships**
- Engaging and empowering partners to put the DGAs into action
- Reaching consumers where they make food decisions

**Social Media**
- Delivering messages via multiple social media networks
- Sharing tools and resources to new/untapped audiences

**Technology**
- Motivation for change is self-driven
- Visual, interactive, and personalized feedback is most impactful
The Next Level…

- **Message Calendar**
  - Target new age groups
  - Craft “how tos” addressing environment/where they make decisions
  - Monitor trends for emerging opportunities

- **National & Community Partnerships**
  - Expand to additional sectors (healthcare, IT, fitness, etc.)
  - Establish measures of consumer behavior change
  - Consider non-traditional “consumer influencers”

- **Social Media**
  - Utilize analytics to monitor effectiveness and room for improvement
  - Expand to additional social media sites as they become relevant

- **Technology**
  - Develop mobile tools
  - Provide disease-specific information & guidance
  - Add more “how-to” enhancements (menu building, shopping lists)
Questions?