From Dietary Guidance to Public Practice: Implementing the 2005 *DietaryGuidelines for Americans* and *MyPyramid*

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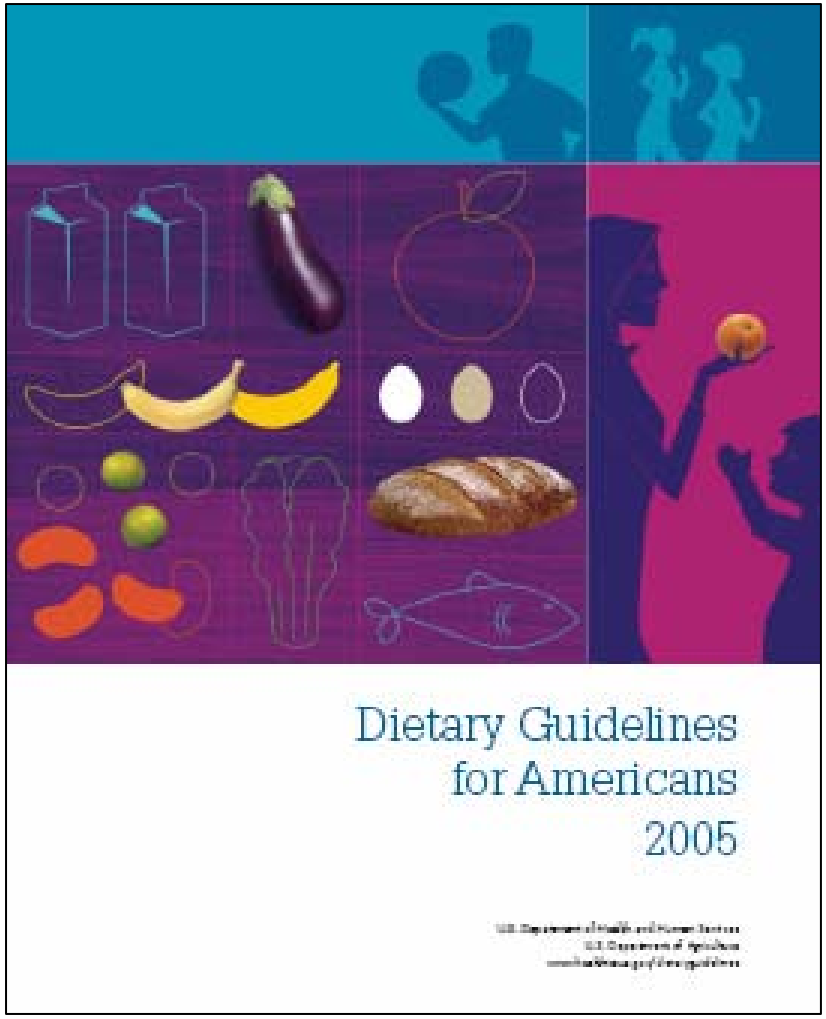
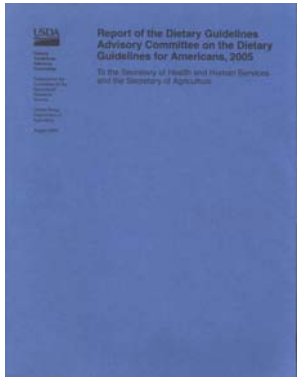
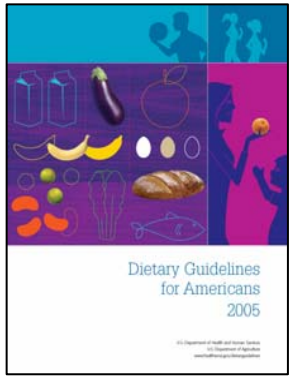
Center for Nutrition Policy & Promotion

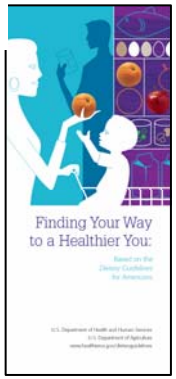
2005 Dietary Guidelines

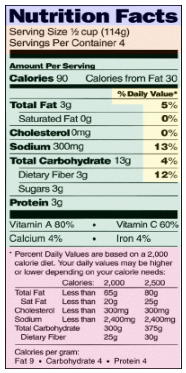


MyPyramid Relationship to Dietary Guidelines









Nutrition Facts

Serving Size ½ cup (114g)
Servings Per Container 4

Amount Per Serving	
Calories 90	Calories from Fat 30
	% Daily Value*
Total Fat 3g	**5%**
Saturated Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 300mg	**13%**
Total Carbohydrate 13g	**4%**
Dietary Fiber 3g	**12%**
Sugars 3g	
Protein 3g	

Vitamin A 80%	Vitamin C 60%
Calcium 4%	Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Professional Resources

- Dietary Guidelines for Americans, 2005
- Science Base: Report of the 2005 Dietary Guidelines Advisory Committee, Aug 2004
- Additional resources
  - Dietary Guidelines Toolkit
  - Power Point Presentation

2005 Dietary Guidelines
Actionable implementation challenge

- 9 topic areas
- 23 specific recommendations for the general public
- 18 additional recommendations for specific population groups

MyPyramid
“Systems Approach”

The System Includes:

- Graphic symbol and slogan
- Consumer messages
- Interactive guidance tools—personalized
- Traditional print materials
- Materials for professionals
  - Food intake patterns
  - Educational framework

Sound-science foundation,
Consumer research implementation

Final Graphic Design

Activity

Moderation

Personalization

Proportionality

Variety

Gradual Improvement

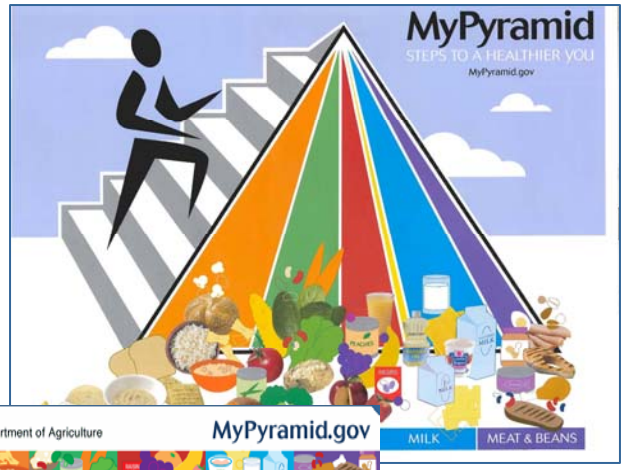
Purpose of Symbol & Slogan

Deliberately simple—intended to be motivational

- Remind consumers to eat healthy and exercise
- Encourage them to go to the website for more information

Consumer materials:

- Graphic image & slogan
- Poster
- Miniposter
- Website
    - MyPyramid Plan
    - MyPyramid Tracker
    - Inside MyPyramid
- Adaptations
    - MyPyramid for kids
    - MyPyramid in Spanish



Internet Access

- 75% (204.3 million Americans) of U.S. households have Internet access at home.
  (February 2004 Nielsen//NetRatings Survey)
- 99 % of public schools in the U.S. had access to the Internet in 2002.
  (Department of Education's National Center for Education Statistics)
- 95% of public libraries provide access to the Internet. (American Library Association)

2 Online Interactive Tools

MyPyramid Plan

- Easy introduction to MyPyramid for an estimate of one's food needs

MyPyramid Tracker

- Advanced tool for a more sophisticated analysis of one's food intake and physical activity

USDA United States Department of Agriculture

MyPyramid.gov

Home | About Us | News & Media | Site Help | Contact Us

Search MyPyramid.gov

Go

Subjects

- My Pyramid Plan
- Inside the Pyramid
- Tips & Resources
- Dietary Guidelines
- For Professionals
- Related Links
- My Pyramid Tracker

Steps to a Healthier You

One size doesn't fit all. MyPyramid Plan can help you choose the foods and amounts that are right for you. For a quick estimate of what and how much you need to eat, enter your age, sex, and activity level in the MyPyramid Plan box.

For a detailed assessment of your food intake and physical activity level, click on MyPyramid Tracker.

Use the advice "Inside MyPyramid" to help you

- Make smart choices from every food group,
- Find your balance between food and physical activity, and
- Get the most nutrition out of your calories.

Spotlights

Tour MyPyramid
Take a tour of the new pyramid in this animated feature.

Mini-Poster Download
View and download the MyPyramid mini-poster to learn the basics about eating healthy and physical activity.
[PDF - You will need the free Adobe Acrobat Reader plug-in to view and print the above PDF file.]

Inside The Pyramid
Explore the pyramid to learn about the food groups and to see how much physical activity you should be getting.

Tips & Resources
Learn how to make MyPyramid work for you. Find a wealth of ideas that can help you get started toward a healthy diet. There are tips for each food group, physical activity, eating out, a sample menu, and more...

My Pyramid Plan

Age: **Sex:** [Select]

Physical Activity:
Amount of moderate or vigorous activity (such as brisk walking, jogging, biking, aerobics, or yard work) you do in addition to your normal daily routine, most days.

SUBMIT

My Pyramid Tracker

Go here for an in-depth assessment of your diet quality and physical activity status.

Tip of the Week

Father's Day is around the corner. Keep the meat you grill lean by choosing such things as round steaks, pork tenderloin, extra lean ground beef for hamburgers, and skinless chicken parts.

For Professionals

Resources and information for use in developing education materials and to assist in understanding Federal food guidance.

USDA.gov | FOIA | Accessibility Statement | Privacy Policy | Non-Discrimination Statement | Information Quality | FirstGov | White House

Search MyPyramid.gov

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My Pyramid Plan

Based on the information you provided and the average needs for your age, gender and physical activity [Age: 54, Sex: male, Physical Activity: More than 60 minutes] your results indicate that you should eat these amounts from the following food groups daily.

Your results are based on a 2800 calorie pattern*.

Grains *	10 ounces	tips
Vegetables **	3.5 cups	tips
Fruits	2.5 cups	tips
Milk	3 cups	tips
Meat & Beans	7 ounces	tips

Click the food groups above to learn more.

*** Make Half Your Grains Whole**

Aim for at least 5 whole grains a day

**** Vary Your Vegetables**

Aim for this much every week:

Dark Green Vegetables = 3 cups weekly
Orange Vegetables = 2 1/2 cups weekly
Dry Beans & Peas = 3 1/2 cups weekly
Starchy Vegetables = 7 cups weekly
Other Vegetables = 8 1/2 cups weekly

Oils & Discretionary Calories

Aim for 8 teaspoons of oils a day

Limit your extras (extra fats & sugars) to 374 Calories

View, Print & Learn More:

- Click here to view and print a PDF version of **your results**.
- Click here to view and print a PDF of a helpful **Meal Tracking Worksheet**.
- For a more detailed assessment of your diet quality and physical activity go to the **My Pyramid Tracker**.

You will need the free Adobe Acrobat Reader plug-in to view and print the above PDF files.

*This calorie level is only an estimate of your needs. Monitor you body weight to see if you need to adjust your calorie intake.

Login

Personal Profile

If necessary, update your age, gender, weight, and height. This information is used to give you accurate results about your diet and physical activity status. You will need to change the date if the day of entry is other than the date that is displayed. If you would prefer to enter your height in centimeters or weight in kilograms, please use the links labeled "centimeters" and "kilograms" to the right of their respective fields. Once you have entered all information, click "Save Today's Changes." The information you enter will automatically be recalled the next time you visit this site using your User ID and IHEI password. Click here to see how your personal information is stored.

Age: 35

Gender: Male

Entry Date Month/Day/Year: 3/26/2005 calendar

Height: 6 feet 1 inches centimeters

Weight: 215 pounds kilograms

Email (optional): healthpromotion@cnpp.usda

Save Today's Changes

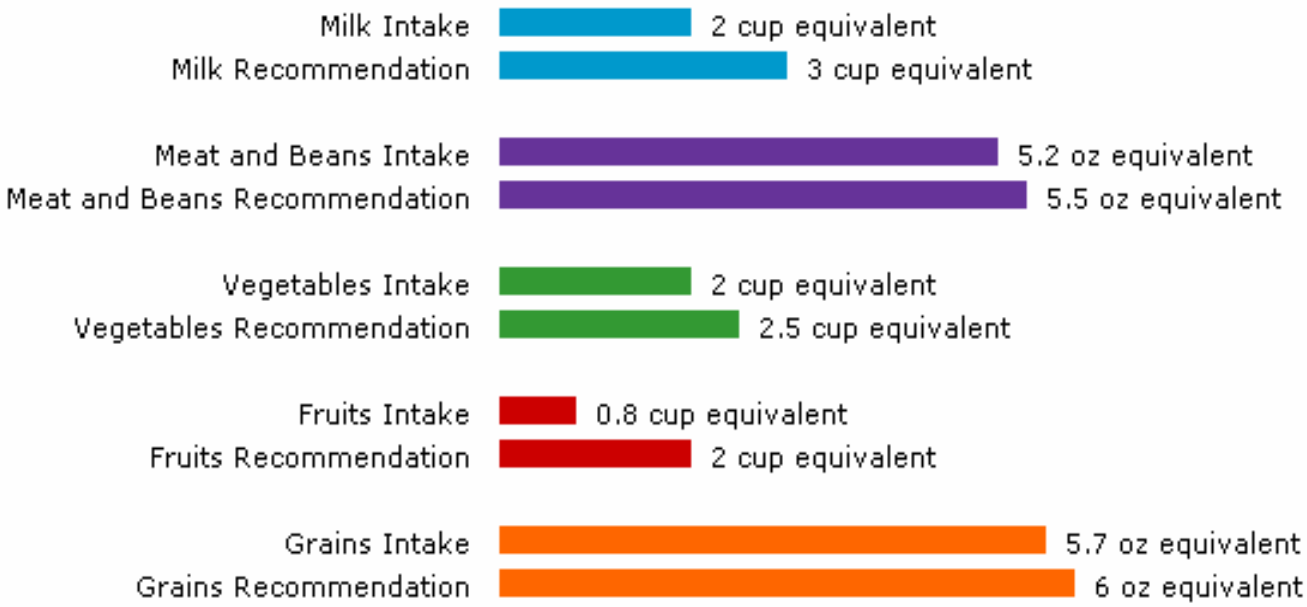
Proceed to Food Intake

Proceed to Physical Activity

Note: A red asterisk (*) will automatically appear next to fields containing invalid input. For more detailed error information, press one of the buttons above when one or more fields are marked.

Comparison of Your Intake with MyPyramid Recommendations for JohnDoe

Your Pyramid Stats



Physical Activity Results for tracker on 3/25/2005

You chose the condensed physical activity entry option and added one or more physical activities. These activities have been analyzed, but your physical activity assessment results may not be completely accurate.

Activity Type	Activity Description	Activity Category	METs	Intensity Classification	Duration in Minutes	Calories Expended
DANCING	AEROBIC, HIGH IMPACT	LEISURE	7	VIGOROUS	60	677

* No score is allocated for activities of light intensity. See the Activity Help document for more information.

Result Summary

Click directly on the numbers or word in the table for more detailed physical activity information.

Credited Minutes	60
Total Calories Expended from Physical Activity	677
Physical Activity Score (Out of 100)	100
Physical Activity Assessment	Good

Back Calculate Physical Activity History

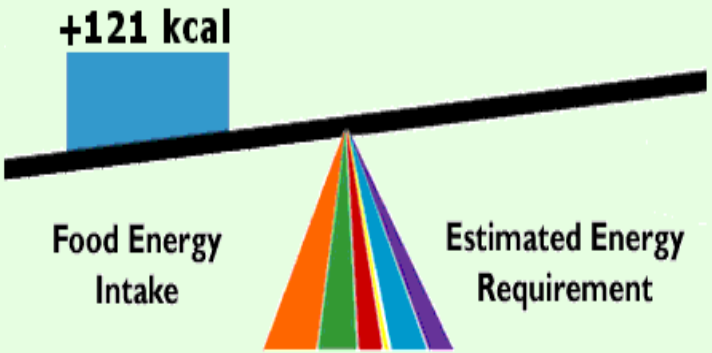
Caloric Intake and Expenditure Summary

Click directly on the numbers in the table for more detailed information.

Total Food Energy Intake	2376
Percent of Estimated Energy Requirement	105%

Estimated Energy Requirement (EER)	2255
Percent of Calories Expended from Physical Activity	10%

Your reported food energy intake is higher than your Estimated Energy Requirement for the day. An increase of 100 to 200 calories per day over time may result in some gradual weight gain.
**If you consume 100 calories more a day than you need, you could gain about 10 pounds per year. At 200 calories more a day, this will double the weight gained to 20 pounds per year.



View Nutrient Intake Results View Physical Activity Results

Back

MyPyramid
Introduction Status

USDA's new Food Guidance System — April 19, 2005

MyPyramid.gov
STEPS TO A HEALTHIER YOU

MyPyramid.gov Popularity

(Timeframe: first 4 months)

- Over 770 million hits on website
- 3,461,000 individuals registered on Tracker
- Most used ".gov" website in history (excluding IRS)

Des Moines Register, April 21, 2005

Opinion Dynamics Survey

May 20, 2005

- 40% of Americans report they have seen the new food pyramid.

Of those that have seen the new design:

- 28% believe it is more useful
- 46% believe it is equally useful
- 14% believe it is less useful
- The rest are unsure

WebMD Poll

April 21, 2005

How likely are you to make changes to your diet based on the new food pyramid?

Very likely	26%
Somewhat likely	35%
Not likely at all	39%

Total likely to change = 61%

Feedback to USDA

7,500 comments (Timeframe: first 4 months)

- Positive comments
- Suggestions for improvement; criticisms
- Technical problems (especially in first few days)
- Nutrition related issues-More information
- Request for materials and additional educational tools

"I am using [MyPyramid] daily to manage my diet and monitor my nutrition."

"Create a downloadable Pyramid Tracker for my palm (pocket pc, etc.)."

"I've printed the worksheets and plan on printing them daily to serve as my food diary!"

"[My 12-year-old daughter and I] have made a pact to get into shape together and we think your website is terrific. We each got our own pyramid and weight loss tips."

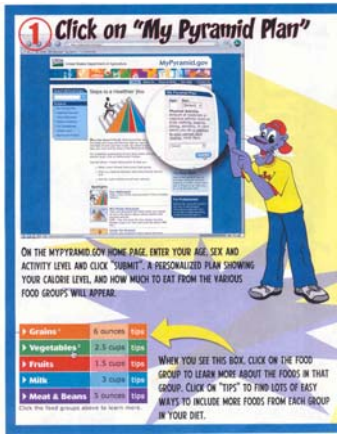
Challenges

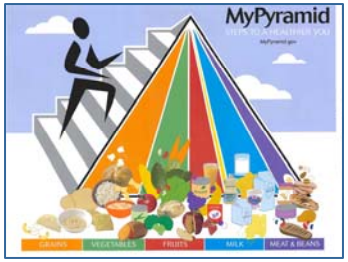
- Customer support
- Program evaluation
  - Communications strategy
  - Website
  - Interactive tools

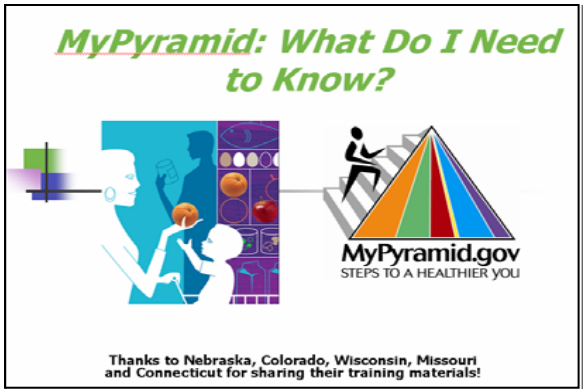
Future Plans

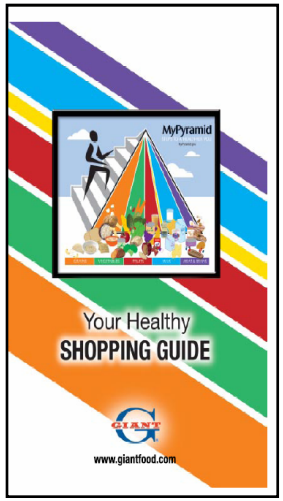
- Customer satisfaction survey
- Interactive enhancements
- Database updates
- Partnerships

RAISIN
FAT FREE MILK

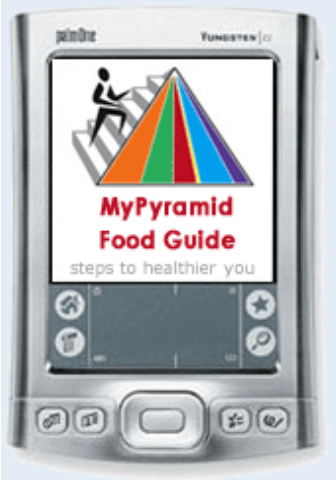

1 Click on "My Pyramid Plan"
ON THE MYPYRAMID.GOV HOME PAGE, ENTER YOUR AGE, SEX AND ACTIVITY LEVEL AND CLICK "SUBMIT". A PERSONALIZED PLAN SHOWING YOUR CALORIE LEVEL, AND HOW MUCH TO EAT FROM THE VARIOUS FOOD GROUPS WILL APPEAR.
Grains 6 ounces tips
Vegetables 2.5 cups tips
Fruits 1.5 cups tips
Milk 3 cups tips
Meat & Beans 5 ounces tips
WHEN YOU SEE THIS BOX, CLICK ON THE FOOD GROUP TO LEARN MORE ABOUT THE FOODS IN THAT GROUP. CLICK ON "TIPS" TO FIND LOTS OF EASY WAYS TO INCLUDE MORE FOODS FROM EACH GROUP IN YOUR DIET.


MyPyramid
GRAINS
VEGETABLES
FRUITS
MILK
MEAT & BEANS


MyPyramid: What Do I Need to Know?
MyPyramid.gov
STEPS TO A HEALTHIER YOU
Thanks to Nebraska, Colorado, Wisconsin, Missouri and Connecticut for sharing their training materials!


MyPyramid
Your Healthy
SHOPPING GUIDE
GIANT
www.giantfood.com

General Mills
BONUS BOX TOP CLIP HERE
Cheerios
Toasted Whole Grain Oat Cereal
New Pyramid Recommends More WHOLE GRAIN!
Whole Grain
NET WT 15 OZ (425g)


palm
TUNGSTEN
MyPyramid
Food Guide
steps to healthier you

SPORTLINE 345
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STEP
DIST
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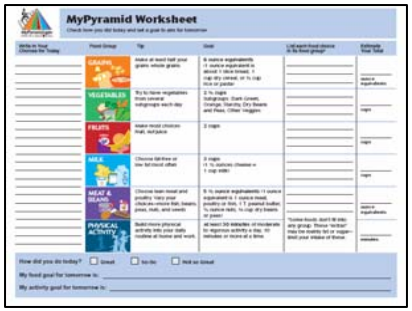
CLOCK
RESET
SET
MODE


MyPyramid Worksheet
GRAINS
VEGETABLES
FRUITS
MILK
MEAT & BEANS
PHYSICAL ACTIVITY

Putting the Guidelines into Operation

- Interpreting the science
- Communicating nutritional guidance
- Educating
- Translating

Operational Aspects of Guidelines

- Educational programs and materials professionals and information multipliers, consumers
- Federal nutrition assistance programs
- Partnering to create a positive environment for consumers

Feedback—Behavioral changes

"I am using [MyPyramid] daily to manage my diet and monitor my nutrition."

"I am trying to eat better and exercise more. Your tips are helping me."

"I've been using MyPyramid for 2 weeks now and have already lost 3 pounds."

Feedback—Behavioral intentions

"I've printed the worksheets and plan on printing them daily to serve as my food diary!"

"[My 12-year-old daughter and I] have made a pact to get into shape together and we think your website is terrific. We each got our own pyramid and weight loss tips."

"…the exercise tracker is very motivational. I just put my walking shoes next to the front door & plan to trot out tonight after work."

Nutrition-Related Questions

"I eat almost 100% grains as whole grains. Do I 'need' to eat fortified grains for any reason?"

"Can I get the same good fats from plant sources if I don't eat fish?"

"Does one serving of Beans and Peas count as both a serving of Meats and Beans Food Group and the Vegetables Food Group in MyPyramid?"

Suggestions for improvement

"Create PowerPoint presentation for educators."

"Publish all of the website information in a booklet."

"Create a downloadable Pyramid Tracker for my palm (pocket pc, etc.)."

The Dietary Guidelines for Americans

Play a critical role in providing:

- Dietary advice for consumers
- Blueprints for developing policy
- Overarching goals for national health objectives, nutrition monitoring, and research
- The framework for standards