



# MyPyramid Making it Work for You

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**USDA's Center for Nutrition Policy and Promotion**

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United States Department of Agriculture  
Center for Nutrition Policy and Promotion





# Stages in Development

## **Science base developed—2001 to 2004**

- Technical analysis process to establish the food intake patterns—“what and how much to eat”
- Completed in concert with development of the 2005 Dietary Guidelines

## **Consumer presentation developed—2004 to 2005**

- Food guidance system includes motivational and educational tools
- Messages and materials for consumers and professionals





# Systems Approach for Communications

## To Include

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





# 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





# Final Graphic Design

Variety

Activity

Moderation

Personalization

Proportionality

Gradual  
Improvement



**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU



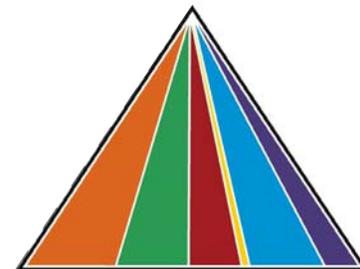
## Message: *Variety*

### **In the Dietary Guidelines:**

- Consume a variety of nutrient-dense foods and beverages within and among the basic food groups.

### **In MyPyramid graphic:**

- Color bands represent that all food groups are needed each day for health.





# Food Groups are Color Coded



**Grain Group**  
Make half your grains whole



**Vegetable Group**  
Vary your veggies



**Meat & Bean Group**  
Go lean with protein



**Fruit Group**  
Focus on fruits



**Milk Group**  
Get your calcium-rich foods



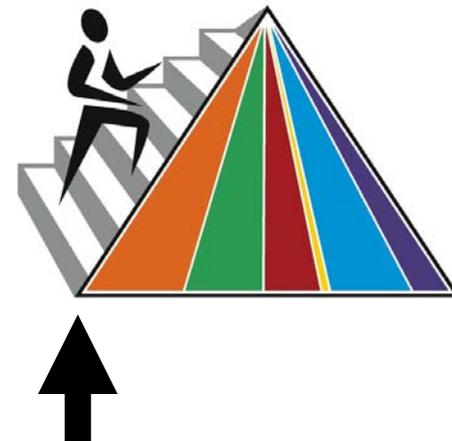
# Message: *Proportionality*

## In the Dietary Guidelines:

- Adopt a balanced eating pattern.
  - Sufficient amount of fruits and vegetables,
  - 3 or more ounce equivalents of whole-grain products per day
  - 3 cup equivalents per day of fat-free or low-fat milk or milk products.

## In MyPyramid graphic:

- Differing widths of the color bands suggest about how much food should be eaten from each group.





# Message: *Moderation*

## In the Dietary Guidelines:

- Limit intake of saturated and *trans* fats, and choose products low in these fats.
- Make choices of meat, poultry, dry beans, and milk products that are lean, low-fat, or fat-free.
- Choose and prepare foods and beverages with little added sugars or calorie sweeteners.

## In MyPyramid graphic:

- Food group bands narrow from bottom to top suggesting to eat nutrient-dense forms of foods.







# Additional Messages in the MyPyramid Graphic

*To foster implementation*

## Personalization:

- The name “MyPyramid” suggests an individual approach.
- The person climbing the steps mentally links each viewer to the image.



## Gradual Improvement:

- The slogan “Steps to a Healthier You” suggests that improvement should happen in stages, over time.



# Using MyPyramid Consumer Materials





# Consumer materials

Graphic image and slogan

Poster

Miniposter

Website

MyPyramid Plan

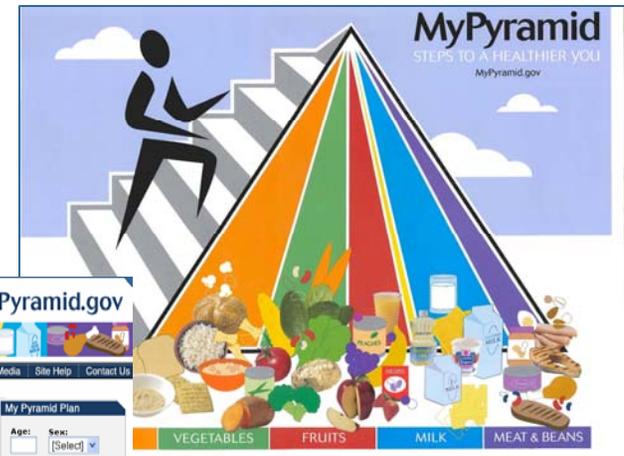
MyPyramid Tracker

Inside MyPyramid

**In development:**

Kids materials

Spanish version



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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**

**Your 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: [input] 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.

[Select] [SUBMIT]

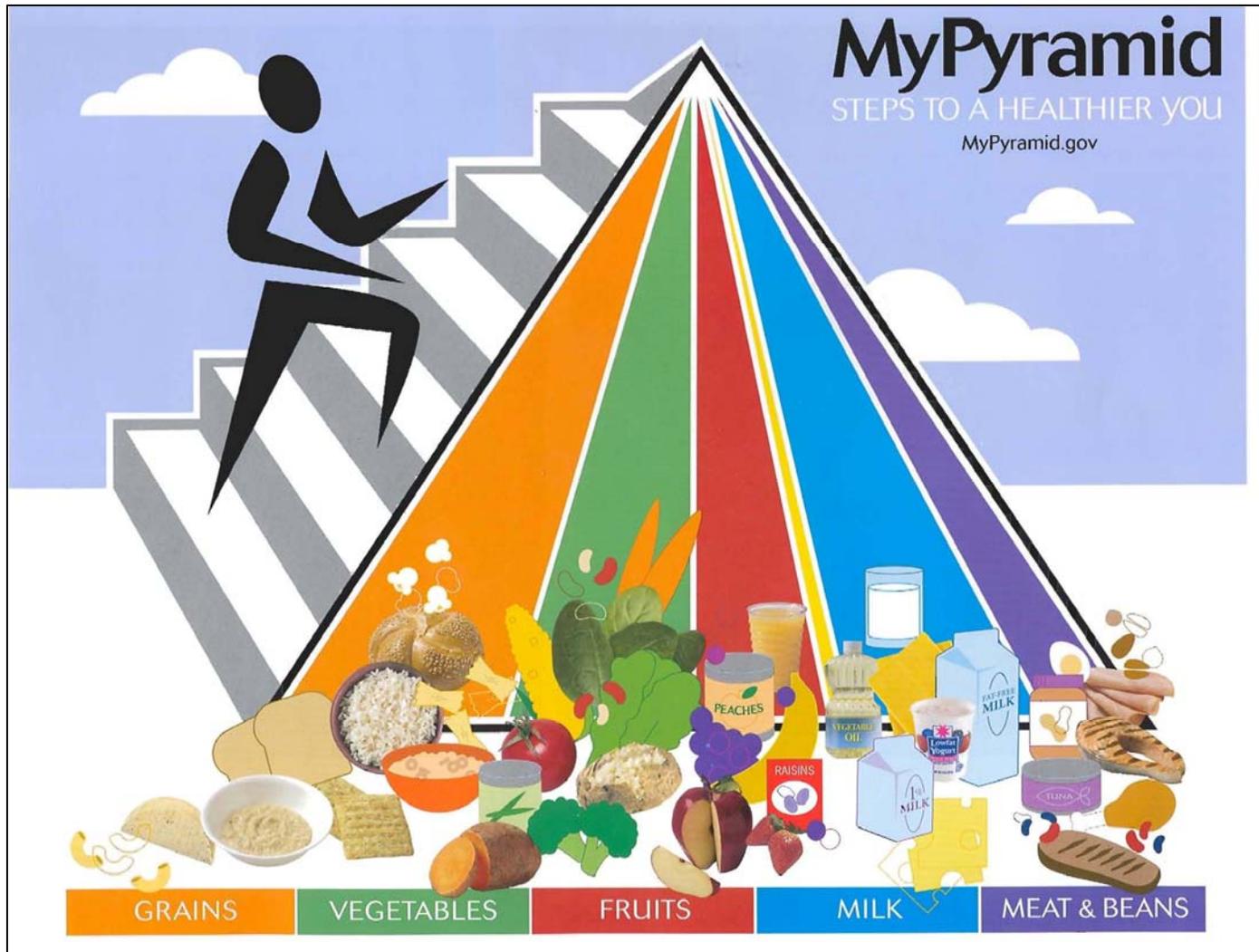
**My Pyramid Tracker**  
Go here for an in-depth assessment of your diet quality and physical activity status.

**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.



# Print materials: Miniposter





# Print materials: Miniposter

<b>GRAINS</b> Make half your grains whole	<b>VEGETABLES</b> Vary your veggies	<b>FRUITS</b> Focus on fruits	<b>MILK</b> Get your calcium-rich foods	<b>MEAT &amp; BEANS</b> Go lean with protein										
<p>Eat at least 3 oz. of whole-grain cereals, breads, crackers, rice, or pasta every day</p> <p>1 oz. is about 1 slice of bread, about 1 cup of breakfast cereal, or 1/2 cup of cooked rice, cereal, or pasta</p>	<p>Eat more dark-green veggies like broccoli, spinach, and other dark leafy greens</p> <p>Eat more orange vegetables like carrots and sweetpotatoes</p> <p>Eat more dry beans and peas like pinto beans, kidney beans, and lentils</p>	<p>Eat a variety of fruit</p> <p>Choose fresh, frozen, canned, or dried fruit</p> <p>Go easy on fruit juices</p>	<p>Go low-fat or fat-free when you choose milk, yogurt, and other milk products</p> <p>If you don't or can't consume milk, choose lactose-free products or other calcium sources such as fortified foods and beverages</p>	<p>Choose low-fat or lean meats and poultry</p> <p>Bake it, broil it, or grill it</p> <p>Vary your protein routine – choose more fish, beans, peas, nuts, and seeds</p>										
<p>For a 2,000-calorie diet, you need the amounts below from each food group. To find the amounts that are right for you, go to <a href="http://MyPyramid.gov">MyPyramid.gov</a>.</p>					<p>Eat 6 oz. every day</p>	<p>Eat 2 1/2 cups every day</p>	<p>Eat 2 cups every day</p>	<p>Get 3 cups every day; for kids aged 2 to 8, it's 2</p>	<p>Eat 5 1/2 oz. every day</p>	<p><b>Find your balance between food and physical activity</b></p> <ul style="list-style-type: none"> <li>Be sure to stay within your daily calorie needs.</li> <li>Be physically active for at least 30 minutes most days of the week.</li> <li>About 60 minutes a day of physical activity may be needed to prevent weight gain.</li> <li>For sustaining weight loss, at least 60 to 90 minutes a day of physical activity may be required.</li> <li>Children and teenagers should be physically active for 60 minutes every day, or most days.</li> </ul>		<p><b>Know the limits on fats, sugars, and salt (sodium)</b></p> <ul style="list-style-type: none"> <li>Make most of your fat sources from fish, nuts, and vegetable oils.</li> <li>Limit solid fats like butter, stick margarine, shortening, and lard, as well as foods that contain these.</li> <li>Check the Nutrition Facts label to keep saturated fats, <i>trans</i> fats, and sodium low.</li> <li>Choose food and beverages low in added sugars. Added sugars contribute calories with few, if any, nutrients.</li> </ul>		
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**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

U.S. Department of Agriculture  
Center for Nutrition Policy and Promotion  
April 2005  
CNPP-15

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# MyPyramid.gov Website





# MyPyramid for Kids Materials for Schools

- Graphic
- Slogan
- Messages
- Posters
- Anatomy
- Lesson Plans
- Parent handout
- Interactive Game







# Wall Poster

## Double-sided

- Children's graphic with messages on front
- Simplified graphic without messages on reverse side





# Anatomy for Kids

## Anatomy of MyPyramid

**One size doesn't fit all**

USDA's new MyPyramid symbolizes a healthy eating and physical activity lifestyle. The symbol has been designed to help consumers make healthy food choices and to be active. The different parts of the symbol are described below.

**Activity**

Activity is represented by the person climbing the stairs, symbolizing the importance of daily physical activity.

**Moderation**

Moderation is represented by the width of each food group from the base to the top. The wider base stands for foods with little or no solid fats or added sugars. These should be selected more often. The narrower top area stands for foods containing more added sugars and fats. The more active you are, the more of these foods can fit into your diet.

**Personalization**

Personalization is shown by the person on the steps, the slogan, and the URL. Find the kinds and amounts of food to eat each day at MyPyramid.gov.

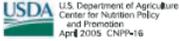
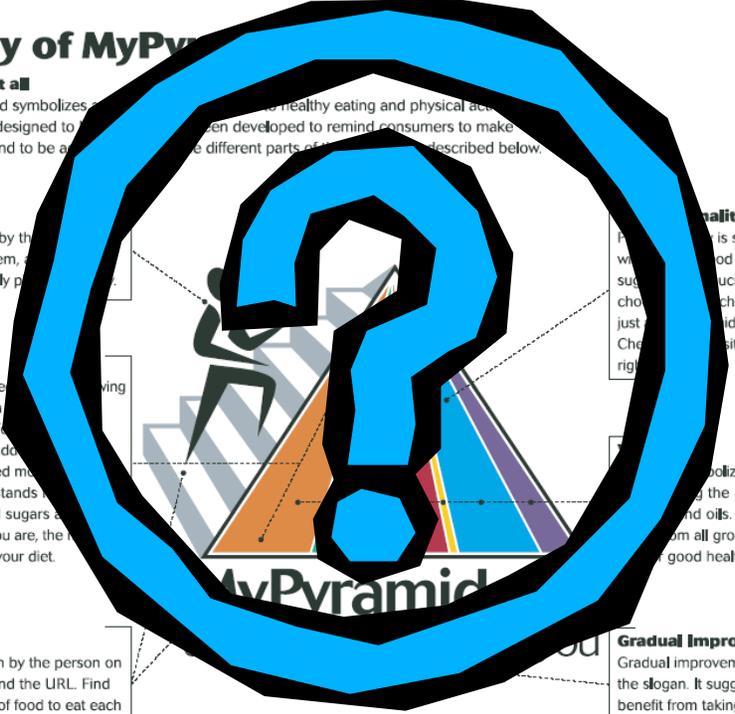
**Quality**

Quality is shown by the different widths of the food group bands. The widths suggest how much food a person should choose from each group. The widths are just a guide, not exact proportions. Check the USDA website for how much is right.

Quality is symbolized by the 6 color bands representing the 5 food groups of the MyPyramid and oils. This illustrates that foods from all groups are needed each day for good health.

**Gradual Improvement**

Gradual improvement is encouraged by the slogan. It suggests that individuals can benefit from taking small steps to improve their diet and lifestyle each day.



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# Lesson Plans

- Introduces students to MyPyramid principles
- Designed with teachers in mind
- Developed for 3 levels
  - Level 1, grades 1, 2
  - Level 2, grades 3, 4
  - Level 3, grades 5, 6





# Flyer for Parents

- Post on home refrigerator
- MyPyramid for Kids graphic
- Healthy eating and physical activity messages
- Include tips into family routine





# Interactive Game





# Game

- Designed for kids 6 to 11 years old
- Introduces DGAs and MyPyramid principles
- Visually appealing and challenging





# Availability

- [MyPyramid.gov](http://MyPyramid.gov)
- [teamnutrition.usda.gov](http://teamnutrition.usda.gov)





# MyPyramid.gov Website





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- ▶ 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.

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### Spotlights



#### Tour MyPyramid

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



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[PDF - You will need the free [Adobe Acrobat Reader plug-in](#) to view and print the above PDF file.]



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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

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



### 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 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.



# MyPyramid Worksheet

Check how you did today and set a goal to aim for tomorrow

Write In Your Choices for Today	Food Group	Tip	Goal	List each food choice in its food group*	Estimate Your Total
_____	<b>GRAINS</b> 	Make at least half your grains whole grains	6 ounce equivalents (1 ounce equivalent is about 1 slice bread, 1 cup dry cereal, or ½ cup rice or pasta)	_____	_____ ounce equivalents
_____	<b>VEGETABLES</b> 	Try to have vegetables from several subgroups each day	2 ½ cups Subgroups: Dark Green, Orange, Starchy, Dry Beans and Peas, Other Veggies	_____	_____ cups
_____	<b>FRUITS</b> 	Make most choices fruit, not juice	2 cups	_____	_____ cups
_____	<b>MILK</b> 	Choose fat-free or low fat most often	3 cups (1 ½ ounces cheese = 1 cup milk)	_____	_____ cups
_____	<b>MEAT &amp; BEANS</b> 	Choose lean meat and poultry. Vary your choices—more fish, beans, peas, nuts, and seeds	5 ½ ounce equivalents (1 ounce equivalent is 1 ounce meat, poultry or fish, 1 T. peanut butter, ½ ounce nuts, ¼ cup dry beans or peas)	_____	_____ ounce equivalents
_____	<b>PHYSICAL ACTIVITY</b> 	Build more physical activity into your daily routine at home and work.	At least 30 minutes of moderate to vigorous activity a day, 10 minutes or more at a time.	*Some foods don't fit into any group. These "extras" may be mainly fat or sugar—limit your intake of these.	_____ minutes

How did you do today?  Great  So-So  Not so Great

My food goal for tomorrow is: \_\_\_\_\_

My activity goal for tomorrow is: \_\_\_\_\_



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## Inside the Pyramid

### Grains

**Make half your grains whole**



- Eat at least 3 ounces of whole grain bread, cereal, crackers, rice, or pasta every day.
- Look for "whole" before the grain name on the list of ingredients.

[Learn more >>](#)

### Related Topics

- [Grains](#)
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- [Fruits](#)
- [Milk](#)
- [Meat & Beans](#)
- [Oils](#)
- [Discretionary Calories](#)
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## For Professionals

The MyPyramid Web site provides information specifically for professionals, in addition to the content for consumers.

### Related Topics

- [Graphics Resources](#)



### Getting Started

USDA has released the MyPyramid food guidance system. Along with the new MyPyramid symbol, the system provides many options to help Americans make healthy food choices and to be active every day. This guide will help you navigate through the new MyPyramid system to educate consumers. [PDF]



**Anatomy of MyPyramid** describes how the symbol can be used to teach MyPyramid's key concepts. [PDF] [TEXT]

**Education framework** that provides key concepts of the MyPyramid food guidance system. These key concepts are not intended as direct consumer messages, but rather as a framework of ideas from which professionals can develop consumer messages and materials. [PDF] [TEXT]

**MyPyramid Food Intake Patterns** that identify what and how much food an individual should eat for health. The amounts to eat are based on a person's age, sex, and activity level. [PDF] [TEXT]

**Food Intake Pattern Calorie Levels** that identify the calorie level assigned to an individual in the MyPyramid Plan, based on their sex, age, and activity level. [PDF] [TEXT]

**Sample menu at 2000 calorie level** that gives one example of how all of the recommendations for food group and nutrient intake can be integrated into a weekly menu. [PDF]



### Downloadable print materials for consumers

- [Mini Poster](#) [PDF]
- [MyPyramid Results Downloads](#)
- [Food Tracking Worksheet](#)

You will need the free [Adobe Acrobat Reader](#) plug-in to view and print the above PDF files.



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