



United States Department of Agriculture

MYPLATE On Campus



MyPlate On Campus Ambassador Training Module

Ambassador Training Module Outline

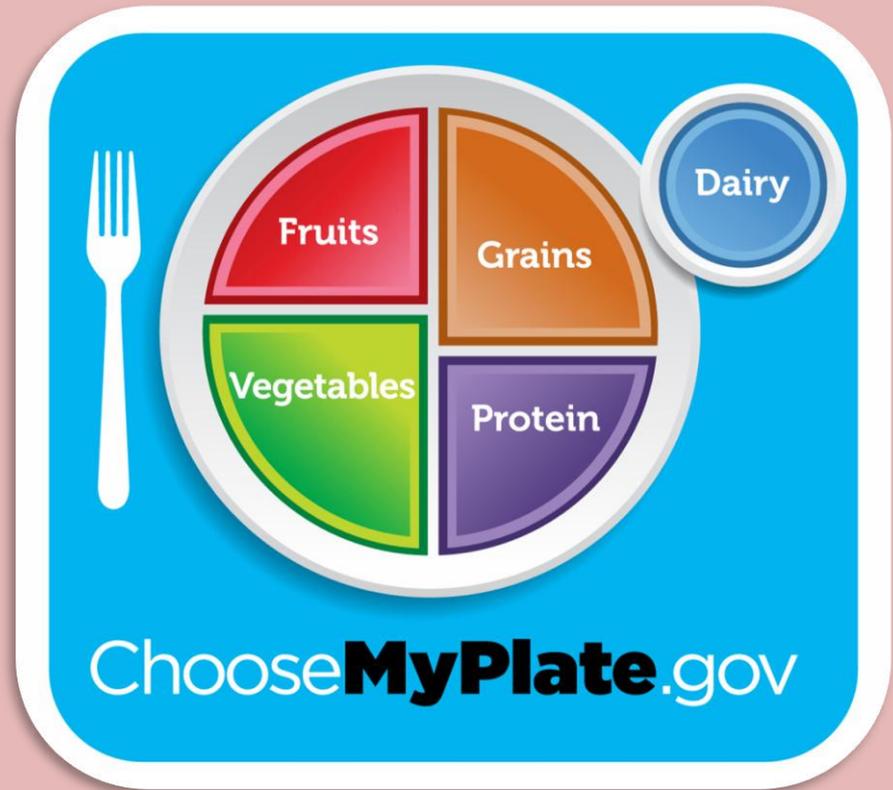
Section 1: The MyPlate Communications Initiative

Section 2: Campus Health

Section 3: SuperTracker

Section 4: Ambassador Competencies

Section 1: MyPlate



Introduction to MyPlate



- MyPlate is part of a large communication initiative to help consumers make better food choices according to the *Dietary Guidelines for Americans*.



- MyPlate is designed to *remind* Americans to eat healthfully and points to ChooseMyPlate.gov to get comprehensive information for consumers and professionals.

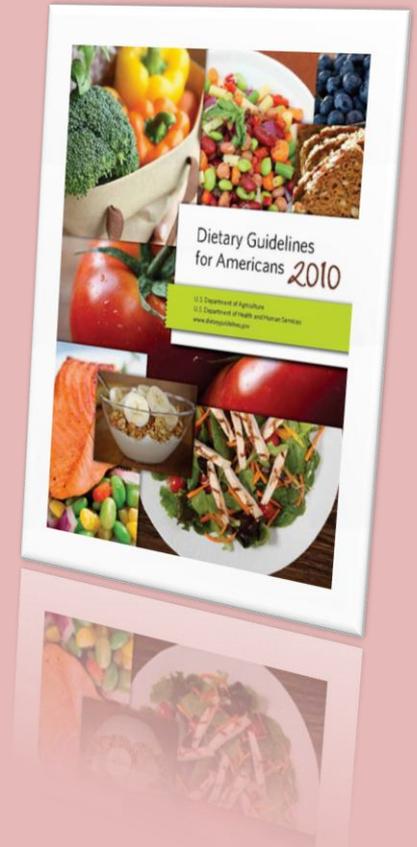


- MyPlate illustrates the five food groups using a familiar mealtime visual, a place setting.

Dietary Guidelines for Americans

The [*Dietary Guidelines for Americans*](#) (DGA) is released by the Secretaries of the United States Department of Agriculture (USDA) and Department of Health and Human Services (HHS) every five years. It provides:

- Advice for making food choices that promote good health, a healthy weight, and help prevent the risk of disease for healthy Americans ages 2 and over.
- The basis of Federal nutrition policy, dietary guidance, education, outreach, and food assistance programs.



Dietary Guidelines for Americans

Key Points

Maintain calorie balance over time to achieve and sustain a healthy weight.

- Consume only enough calories from foods in the five food groups to meet calorie needs.
- Be physically active.

Focus on consuming nutrient-dense foods and beverages.

- Reduce intake of sodium, and calories from solid fats, added sugars, and refined grains.
 - Choose more nutrient-dense foods and beverages—vegetables, fruits, whole grains, fat-free or low-fat dairy, lean protein.
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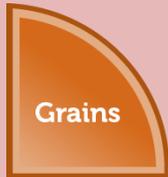
The 5 Food Groups



- **Fruits**: Any fruit or 100% fruit juice counts as part of the fruit group. Fruits may be fresh, canned, frozen, or dried.



- **Vegetables**: Any vegetable or 100% vegetable juice counts as a member of the vegetable group. Vegetables may be raw or cooked, fresh, frozen, canned, or dried.



- **Grains**: Any food made from wheat, rice, oats, cornmeal, barley or another cereal grain is a grain product. Grains are divided into 2 subgroups, whole grains and refined grains. It is recommended to consume at least $\frac{1}{2}$ your grains from *whole* grains.



- **Dairy**: All fluid milk products and many foods made from milk are considered dairy foods. Most dairy choices should be fat-free or low-fat. Foods made from milk that have little to no calcium, such as cream cheese, cream, and butter, are not part of this food group.



- **Protein**: All foods made from meat, poultry, seafood, beans and peas, eggs, processed soy products, nuts, and seeds are considered part of the protein food group.
-

Empty Calories

Currently, many foods and beverages that Americans eat and drink contain **empty calories**. These are calories from solid fats and/or added sugars that contain few or no nutrients.

- ❑ **Solid fats (or saturated fats)** are fats that are solid at room temperature, like butter, beef fat, and shortening. Some solid fats are found naturally in foods but can also be added when foods are processed or prepared.
- ❑ **Added sugars** are sugars and syrups that are added when foods or beverages are processed or prepared.
- ❑ Don't forget that some **alcoholic beverages** provide a lot of empty calories. If you drink, limit alcohol to no more than 1 drink per day for women and 2 drinks per day for men.



Test Your Knowledge

Which is not a recommendation from the *2010 Dietary Guidelines for America*?

- A. Reduce intake of saturated fat, added sugars and sodium
 - B. Maintain a healthy weight
 - C. Eat nutrient dense foods from all food groups
 - D. Avoid all foods that contain carbohydrates
-

Test Your Knowledge

Which is not a recommendation from the *2010 Dietary Guidelines for America*?

- A. Reduce intake of saturated fat, added sugars and sodium
- B. Maintain a healthy weight
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- D. Avoid all foods that contain carbohydrates

****Some complex carbs are good sources of fiber.**

Consumer Messages Supporting MyPlate

Use these [messages](#) to promote healthy behaviors on your campus.

Eat the Right Amount of Calories

- Enjoy your food, but eat less.
- Avoid oversized portions.

Foods to Increase

- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Switch to fat-free or low-fat (1%) milk.



Foods to Reduce

- Compare sodium in foods like soup, bread, and frozen meals – and choose the foods with lower numbers.
- Drink water instead of sugary drinks.

Be Physically Active

Physical Activity Recommendations

People who are physically active are healthier and less likely to develop many chronic diseases; however, most people do not engage in enough physical activity...even college students.

[Physical activity recommendations](#) for adults include:

- Participate in both moderate- and vigorous-intensity aerobic activities, with vigorous-intensity activity being at least 3 days a week.
- Aim for at least 150-minutes a week of moderate activity, 75-minutes of vigorous activity, or a combination of both.
- Add up short bursts of activity (of at least 10-minute intervals) throughout the day to meet your physical activity needs.
- Muscle-strengthening (climbing) and bone-strengthening (jumping) activities should be performed at least 3 days per week.



Portion Distortion

Portion sizes have increased dramatically over the past 20 years and, in some cases, are continuing to grow. This is causing people to eat more than they need, contributing to the ongoing epidemic of overweight and obesity.

20 Years Ago	Today
Coffee (with whole milk and sugar) 8 ounces, 45 calories	Mocha Coffee (with steamed whole milk and mocha syrup) 16 ounces, 350 calories
2 Pepperoni Pizza Slices 500 calories	2 Large Pepperoni Pizza Slices 850 calories
Chicken Caesar Salad 1½ cups, 390 calories	Chicken Caesar Salad 3 cups, 790 calories

Portion Distortion

Super Size Me! Now a familiar saying...not only are drinks and fries getting larger but so are Americans' waistlines.



Explore how today's portions have grown in 20 years. Test your knowledge with the following quizzes from the United States Department of Health and Human Services (HHS) and the National Institutes of Health (NIH):

- [Portion Distortion I \(2003\)](#)
- [Portion Distortion II \(2004\)](#)

BONUS – *You will learn the amount of physical activity required to burn off the extra calories provided by today's portions!*

DEPARTMENT OF HEALTH AND HUMAN SERVICES • NATIONAL INSTITUTES OF HEALTH
National Heart Lung and Blood Institute

Portion Distortion Interactive Quiz

Healthy Weight Home • BMI Calculator • Menu Planner • WeCan! • GO Home

Previous Question • Back to Questions • Next Question

Bagel

20 Years Ago	Today
	
3-inch diameter 140 calories	??? calories

A bagel 20 years ago was 3 inches in diameter and had 140 calories. How many calories do you think are in today's bagel?

350 250 150

[Link Your Answer!](#)

Healthy Weight Home • BMI Calculator • Menu Planner • WeCan!
GDI Home Page • Small Home • NIH Home
Search the NIH • Accessibility

Department of Health and Human Services • National Institutes of Health • National Heart Lung and Blood Institute

Nutrition Label Reading Basics

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container about 2

Amount Per Serving
Calories 250 Calories From Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
<i>Trans</i> Fat	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Proteins 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
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
Saturated 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

1 **Serving Size**

2 **Amount of Calories**

3 **Limit these Nutrients**

4 **Get Enough of these Nutrients**

5 **Percent (%) Daily Value**

6 **Footnote with Daily Values (DVs)**

- 1. Serving Size** - influences the number of calories and all the nutrient amounts listed on the top part of the label
- 2. Amount of Calories** - a measure of how much energy you get from a serving of this food
- 3. Limit these nutrients** - Saturated Fat, Trans Fat, Cholesterol, Sodium
- 4. Get enough of these nutrients** - Dietary Fiber, Vitamin A, Vitamin C, Calcium, Iron
- 5. Percent (%) Daily Value** - helps you determine if a serving of food is high or low in a nutrient (based on a 2,000 calorie diet)
- 6. Footnote with Daily Values (DVs)** - recommendations for key nutrients for a 2,000 calorie daily diet

View the [U.S. Food and Drug Administration's \(FDA\)](#) label reading guidelines for additional information.

Test Your Knowledge

What are empty calories?

- A. Calories over the 2,000 calorie daily recommendation
 - B. Calories from all fats
 - C. Calories from solid fats and added sugars
 - D. Calories that don't add to your daily calorie intake
-

Test Your Knowledge

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****These calories come with few nutrients for the calories consumed.**

Section 2: Campus Health



Staying Healthy on Campus

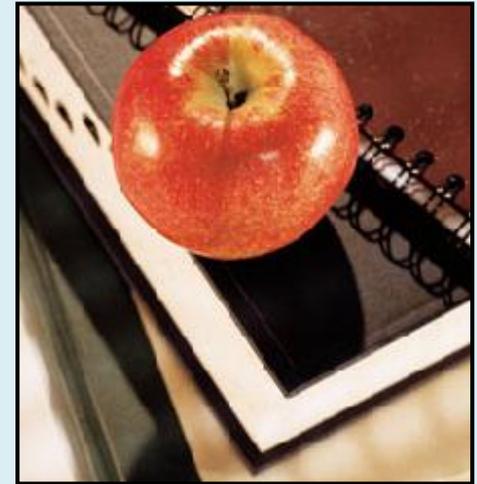
It can be difficult to balance the responsibilities and stresses of daily life as a college student while striving to meet the demands of health and fitness.

It is important to support and create a campus environment that promotes healthy eating and encourages a healthy lifestyle that students can maintain.



Health Topics that are Important for College Students

- Eating balanced meals using a variety of food groups
- Finding healthy dining options on campus
- Avoiding having to skip meals
- Understanding portion control
- Combating overweight and obesity
- Understanding diet fads that lack science
- Staying physically active
- Discovering quick, healthy snacks you can keep in your dorm room



Showing How to Eat Healthy on Campus

Dining Halls

- Provide students with knowledge and tools on how to make the most out of what foods are offered in the dining hall.
- Teach students how to select and build healthy meals using all the food groups.

Dorm Room/Apartment Cooking and Eating

- Teach ways to prepare healthy meals with as little as a microwave and mini-fridge.
- Provide information on setting up your first kitchen and demonstrate beginner cooking skills.

Eating Out

- Equip students with tips for making healthy decisions anywhere they eat, whether it be at a fast food restaurant or a sporting events.



Encouraging Physical Activity on Campus

It is important to realize that there are many ways to stay active on campus, while still juggling a busy schedule.

It's not just about going to the fitness center.



Some easy ways to stay active on campus include:

- Commuting to class in an active way (biking, walking)
- Taking study breaks to do quick easy exercises (push-ups, jumping jacks)
- Joining exercise classes or an intramural team (flag football)
- Being active with your friends while hanging out (going for a hike)



Test Your Knowledge

Which of the following is a way that students can remain physically active on campus without hitting the gym every day?



- A. Taking study breaks to do quick and easy exercises
- B. Joining a sports club or an intramural team
- C. Being active with your friends while hanging out
- D. Commuting to class in an active way
- E. All of the above



Test Your Knowledge

Which of the following is a way that students can remain physically active on campus without hitting the gym every day?



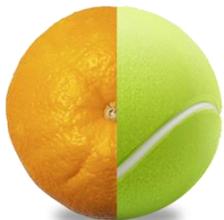
- A. Taking study breaks to do quick and easy exercises
- B. Joining a sports club or an intramural team
- C. Being active with your friends while hanging out
- D. Commuting to class in an active way
- E. All of the above





Section 3: SuperTracker

www.SuperTracker.usda.gov

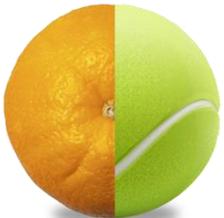


SuperTracker Overview

The [SuperTracker](#) is a **free, online dietary analysis and weight management tool** that students can use!

With SuperTracker students can:

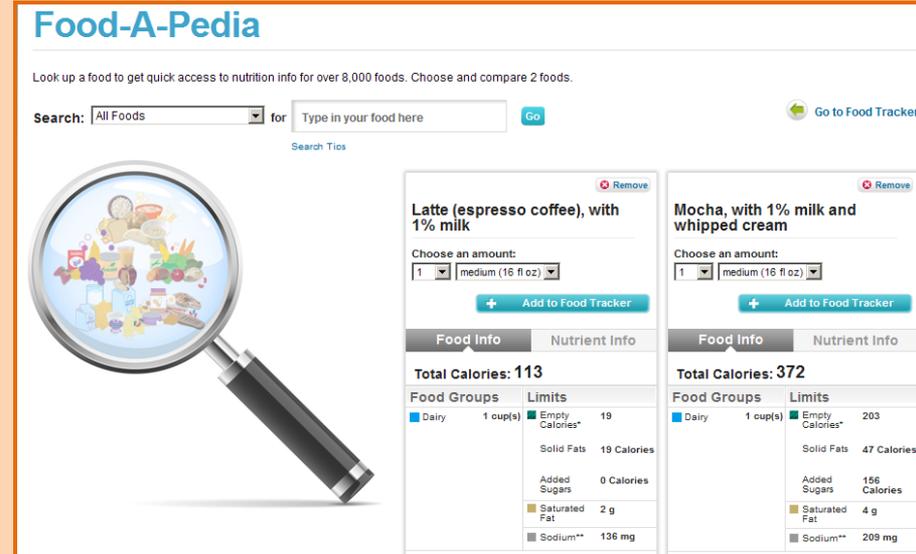
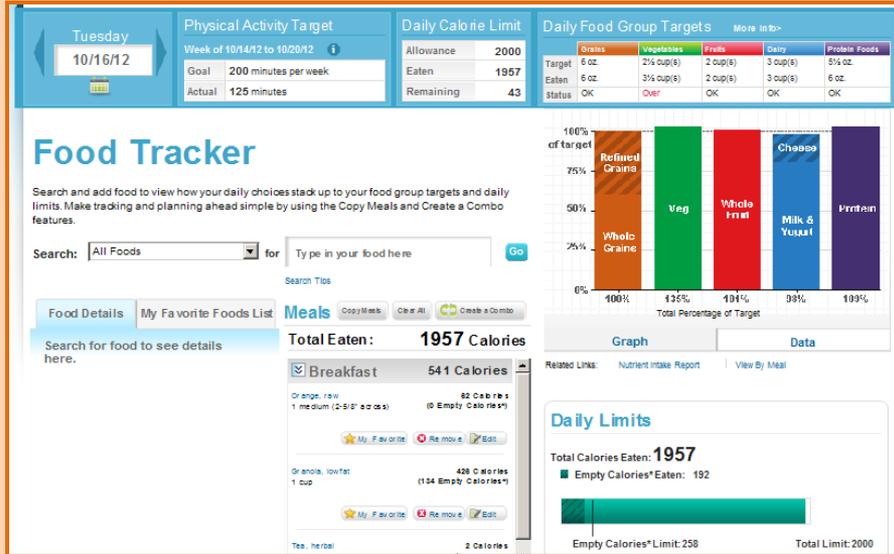
- Look up individual foods to see or compare their nutritional value.
- Find recommendations on what and how much you should eat.
- Compare your food choices to these recommendations and to your nutrient needs.
- Assess your physical activity and identify ways to improve.



Track and Compare Your Food

[Food Tracker](#): Track the foods you eat and compare them to your nutrition targets.

[Food-A-Pedia](#): Look up nutrition info for over 8,000 foods and compare foods side-by-side.



Track Your Physical Activity

[Physical Activity Tracker](#): Enter your activities and track your progress.

Physical Activity Tracker

Search and add physical activities to view how your activities stack up against your targets.

Search: for

Search Tips

Activities for Week of
10/07/12 - 10/13/12

	Intensity	Estimated Calories Burned*	Duration Minutes	MIE Minutes**
Weekly Total:			120	240
<input checked="" type="checkbox"/> Sun 10/07/2012			60	120
Walking or hiking, vigorous backpacking				
701 60 120				
<input type="button" value="My Favorite"/> <input type="button" value="Remove"/> <input type="button" value="Edit"/>				
<input checked="" type="checkbox"/> Mon 10/08/2012			20	40
Walking/jogging combination (jogging <10 min)				
180 20 40				
<input type="button" value="My Favorite"/> <input type="button" value="Remove"/> <input type="button" value="Edit"/>				
<input checked="" type="checkbox"/> Tue 10/09/2012			0	0
EMPTY				

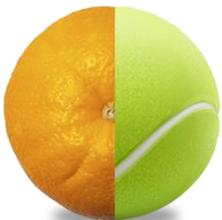
Weekly Total
Moderate Intensity Equivalent (MIE**) Minutes

Your Goal
240 minutes

- 150-240 Minutes: Get health benefits & maintain weight
- 300+ Minutes: Get extensive health benefits, lose weight & keep weight off

Weekly Targets
Total Muscle-Strengthening Days: 4
Target: 2 Days minimum

1 2 3 4 5 6 7



Track Your Progress

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

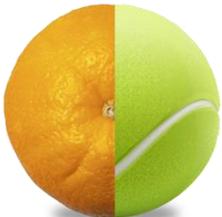
My Weight Manager: Get weight management guidance; enter your weight and track progress over time.

The screenshot shows the 'My Top 5 Goals' interface. At the top, it says 'Set personal goals that you want to achieve. You can choose and track up to 5 areas. Sign up in My Coach Center to receive tips and support as you work toward your goals.' Below this is a 'Select a goal:' section with icons for Weight Management, Physical Activity, Calories, Food Groups, and Nutrients. The 'Choose One:' section has two radio buttons: 'Maintain Current Weight' and 'Move toward a Goal Weight'. The 'Move toward a Goal Weight' option is selected, showing a 'Current Weight' of 149 lbs. and a 'Goal Weight' of 140 lbs. There is an '+ Add' button. To the right is the 'My Coach Center' with a list of tips, such as 'Check the Nutrition Facts label and choose foods with little or no saturated fat and no trans fat to cut back on your Empty Calories.' At the bottom, there is a 'Goals' section with a progress bar for 'Move Toward Goal Weight: 140 lbs (last set on 10/15/12)'.

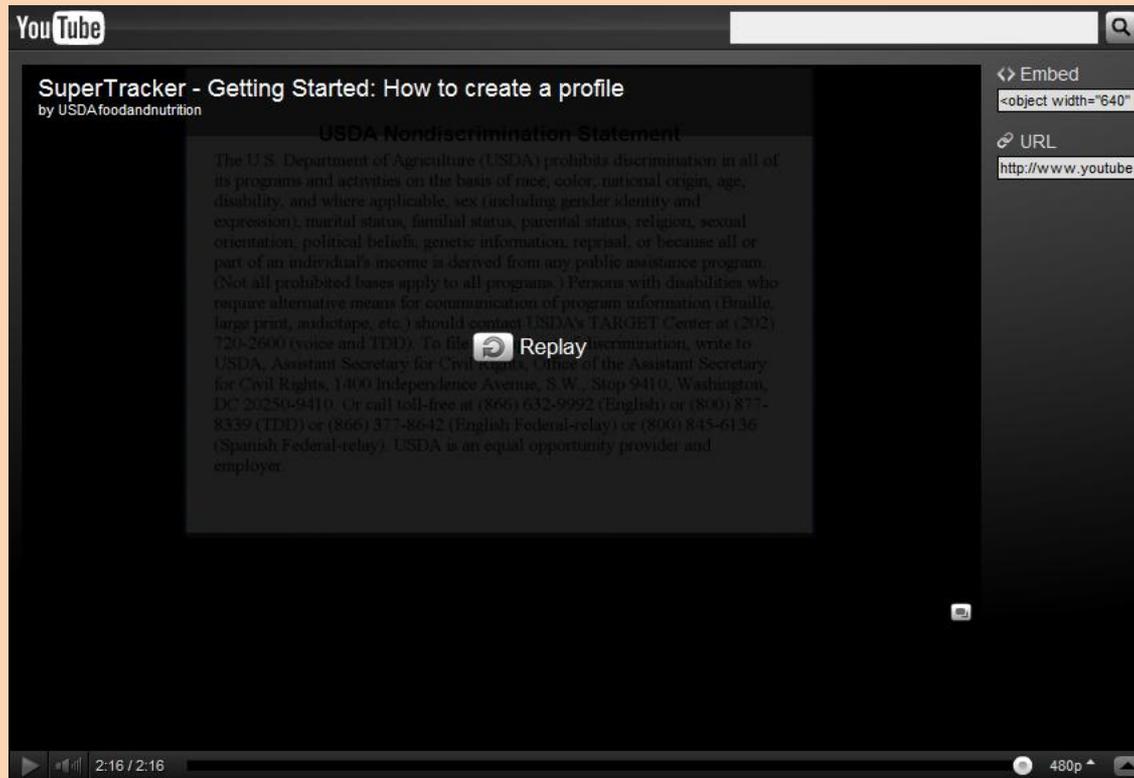
The screenshot shows the 'My Weight Manager' interface. At the top, it displays 'Weight: 146 lbs.' and 'Goal Weight: 140 lbs.' with 'Update' and 'Cancel' buttons. Below this is a table of weight history:

Date	Weight	Action
11/05/12	146	edit
11/01/12	145	edit
10/17/12	149	edit
10/15/12	150	edit
10/13/12	147	edit

Below the table is a line chart titled 'Weight History' showing 'Weight in Pounds' on the y-axis (130 to 150) and 'Date' on the x-axis (10/25/12 to 11/05/12). The chart shows a blue line for 'Weight', a green horizontal line for 'Goal' at 140 lbs, and a purple line for 'Trend'. Below the chart are sections for 'Calorie History' and 'Physical Activity History'.



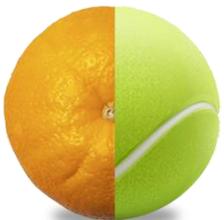
SuperTracker – Getting Started



Go directly to www.supertracker.usda.gov to get started!

Test Your Knowledge

True or False? The Food-A-Pedia tool on SuperTracker allows you to compare the number of calories per portion in two different foods side-by-side.



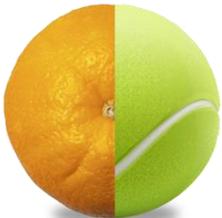
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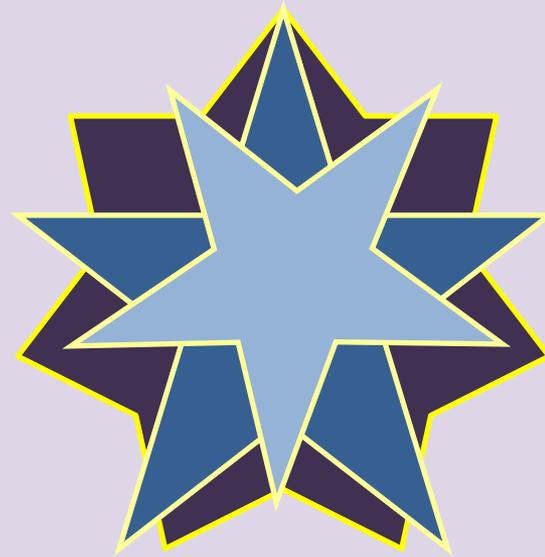
True. Food-A-Pedia allows you to look up nutrition info for over 8,000 foods and compare foods side-by-side, including their calories and food group amounts. Now you can always choose the food that is better for you.

The screenshot shows two side-by-side panels for food comparison. The left panel is for a 'Latte (espresso coffee), with 1% milk' and the right panel is for a 'Mocha, with 1% milk and whipped cream'. Both panels show a 'Choose an amount' dropdown set to '1 medium (16 fl oz)' and an 'Add to Food Tracker' button. Below the food name, there are tabs for 'Food Info' and 'Nutrient Info'. The 'Food Info' tab is active, showing 'Total Calories' and a table of 'Food Groups' and 'Limits'.

Latte (espresso coffee), with 1% milk		Mocha, with 1% milk and whipped cream	
Food Groups	Limits	Food Groups	Limits
Dairy	1 cup(s)	Dairy	1 cup(s)
Empty Calories*	19	Empty Calories*	203
Solid Fats	19 Calories	Solid Fats	47 Calories
Added Sugars	0 Calories	Added Sugars	156 Calories
Saturated Fat	2 g	Saturated Fat	4 g
Sodium**	136 mg	Sodium**	209 mg



Section 4: Ambassador Competencies



Your Role as a MyPlate Ambassador

- A MyPlate On Campus Ambassador supports the mission of the MyPlate On Campus initiative, to improve the nutrition and health of the students, faculty, and staff on college and university campuses.
- All MyPlate On Campus Ambassadors must complete a basic training and demonstrate understanding of key nutrition concepts.
- As a MyPlate On Campus Ambassador you can influence your campus community by modeling healthy eating and physical activity habits.
- MyPlate On Campus Ambassadors promote the messages supporting MyPlate through organized events, classes, competitions, and more.
- MyPlate On Campus Ambassadors are members of the USDA/CNPP Nutrition Communicators Network.



Ambassador Competencies

Be a role model.

- Choose a lifestyle that supports healthy eating and physical activity.
- Motivate others to think about, talk about, and adopt healthy habits.

Be an educator.

- Provide practical tips and strategies to support healthy choices and small steps.
- Strengthen the health and wellness culture across your campus.



Examples of Campus Ambassador Activities

- Display MyPlate posters in your campus' dining halls, food courts, and markets.
- Host weekly exercise activities for a campus organization (sorority, club).
- Hand out healthy recipes at your campus farmer's market.
- Organize a healthy recipe exchange.
- Develop a MyPlate video or picture challenge among students.
- Grow healthy food for your community by starting a campus garden.
- Create a healthy book club with weekly discussions and nutrition tips.
- Other creative ways to promote the [Dietary Guidelines for Americans](#).



Ambassadors always coordinate with campus administrators, facilities, and programs as appropriate and adhere to campus rules, policies, and regulations.



Test Your Knowledge

What are some places or events on campus where you could promote the messages supporting MyPlate and/or host MyPlate activities?



Test Your Knowledge

What are some places or events on campus where you could promote MyPlate and/or host MyPlate activities?

Examples:

- Dining halls
- Food courts
- Markets
- Dorm rooms
- Bulletin boards
- Health centers
- Sorority/fraternity houses
- Sports events
- Campus spiritual life centers/events



Thank you for completing the
training to become a
**MyPlate On Campus
Ambassador!**

