



MyPlate Strategic Partner Outreach Report January - April 2012

Executive Summary

As of April 2012, the USDA Center for Nutrition Policy and Promotion's Nutrition Communicators Network consisted of 90 National Strategic Partners and more than 6,000 Community Partners. These partners work independently as well as collaboratively to promote MyPlate and 2010 Dietary Guidelines for Americans consumer messages. A messaging calendar helps partners coordinate efforts and broaden consumer reach. The first key message, "Make half your plate fruits and vegetables," was communicated from September through December 2011. The second message, "Enjoy your food, but eat less," was promoted from January through April 2012. The Academy of Nutrition and Dietetics (AND), a MyPlate National Strategic Partner, conducted a survey after the conclusion of the second message to summarize the exposure and reach of the National Strategic Partners' efforts during the second message period.

Introduction

Media monitoring data collected by the Meltwater Group recorded over 221 million media impressions of the message "Enjoy your food, but eat less" during the first half of 2012 (Q1 and Q2). Additionally, data collected by AND indicated substantial influencer and consumer reach by the 30 National Strategic Partners who completed the survey. A total of 21.7 million consumer influencers including health professionals, industry members, consumer media, policy makers, and educators, were reached with MyPlate and this specific message. In addition, 9.5 million consumers were reached directly through presentations, print materials, websites,

websites, newsletters, and social media. The AND survey revealed that over 3.2 million consumers were reached through print materials (educational pamphlets, flyers, and handouts) however social media was the most popular form of outreach among responding partner organizations with 97 percent using blogs, e-newsletters, Facebook, and Twitter. The



2012 Food and Health Survey conducted by another National Partner, IFIC Foundation, found that 73% of Americans are making an effort to consume smaller portions. Of the 73%, women and older Americans (age 65-80) are significantly more likely to report making an effort to consume smaller portions.

Statistics on
Guidelines Message

**"Enjoy your food,
but eat less"**

90

National Strategic Partners

6,000+

Community Partners

221 Million

Media Impressions

9.5 Million

Consumers reached

21.7 Million

Consumer Influencers reached

3.2 Million

Consumers reached via Print
Materials

**73% of
Americans**
Are making an effort to
consume smaller portions

Sources: AND Survey, Meltwater Group,
2012 Food and Health Survey



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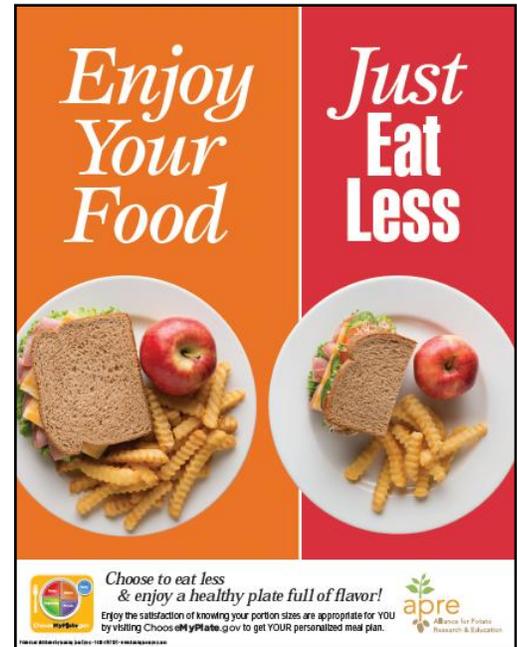
National Strategic Partner Highlights

Key efforts were displayed by a number of strategic partner organizations, each listed in Appendix A. This summary represents the 16 organizations that responded to the qualitative section of AND's survey. These activities and efforts could potentially be utilized by other organizations for future outreach.

The Alliance for Potato Research and Education (APRE) developed a mini-poster highlighting appropriate portion sizes of baked potato fries in the context of a balanced meal (see photo to the right). **IGA**, in partnership with **Nestle USA**, created a "Fun & Healthy Activity Book" for shoppers. Other partners that utilized posters, handouts, and mailings to promote the message included **LearningZoneXpress**, **Nestle Nutrition**, and the **Compass Group**.

Share Our Strength incorporated MyPlate messaging into its curriculum, cooking-demos, and educational activities. Over 4,500 families participated in its 6-week courses during the message timeframe.

The Academy of Nutrition and Dietetics (AND) selected "Get Your Plate in Shape" as the theme for National Nutrition Month 2012 (see graphic on page 1 of this report). During March, the theme and graphic appeared in Times Square, on signs in Chicago public buses, and on local community billboards. Numerous promotional items and nutrition education materials were disseminated during the campaign in addition to radio PSAs in English and Spanish.



Typical Breakfast at Home
500 Calories

- 2 Waffles
- 1/4 cup Pancake Syrup
- 1 tablespoon Butter
- 12 oz. Coffee

Calories = 500
Saturated Fat = 9 grams
Sodium = 580 milligrams
Dietary Fiber = 1 gram
Potassium = 240 milligrams

Sunkist MyPlate Makeover Breakfast
370 Calories

Orange Waffle with Sunkist Citrus Syrup

- 8 oz. Lowfat (1%) Milk
- 1/2 Sunkist Grapefruit
- 12 oz. Coffee

Calories = 370
Saturated Fat = 3 grams
Sodium = 320 milligrams
Dietary Fiber = 6 grams
Potassium = 1075 milligrams

Sunkist launched several initiatives in support of MyPlate, including the *Sunkist MyPlate Makeover Meals* (shown in the photo to the left). The *Makeover Meals* show consumers how small changes can make a big difference- less calories, fat, and sodium.

Produce for Better Health Foundation (PBH) and the **Mushroom Council** both promoted the message through healthy recipes made available online, through social media, and at professional meetings. Real food photography was used to inspire consumers to try the recipes at home.

Other partners that reported using social media (Facebook, Twitter, Pinterest, and blogs) to promote the message 'Enjoy your food but eat less' included **Stemilt**, **Food and Health Communications**, and **NCES, Inc.** Additionally, the **Institute of Food Technologists** utilized Food Technology magazine to promote MyPlate.



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Appendix A: Participating Strategic Partners in 'Enjoy your food, but eat less' Message Survey

Academy of Nutrition and Dietetics	Learning ZoneXpress
Advancing America Foundation	Mushroom Council
Alliance for Potato Research and Education	National Dairy Council
Center for Science in the Public Interest	NCES, Inc
Compass Group	Nestlé / Gerber
Dean Foods	Nestle USA/Nestle Waters
Defense Commissary Agency	Produce for Better Health Foundation
Egg Nutrition Center	Seneca Foods
Food and Health Communications, Inc	Share Our Strength
Foundation	Society for Nutrition Education and Behavior
General Mills	Stemilt
IGA	Sunkist Growers
Institute of Food Technologists	SUPERMARKET SAVVY
International Food Information Council	Wheat Foods Council



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Appendix B: Dashboard Report



Strategic Partner MyPlate KEY MESSAGE Dashboard Report



MyPlate Key Message Performance Metrics: Enjoy your food, but eat less		
Metric	Results	Notes
# Influencers reached through presentations	19,614	Influencers were reached through 22 meetings including WIC, Head Start, nurse practitioners, food service, health and nutrition organizations.
# Influencers reached through trade shows, ads, sponsorships	103,180	
# Influencers reached via print	8,634,582	
# Influencers reached electronically	12,935,872	
TOTAL INFLUENCERS REACHED	21,693,248	
#Consumers reached through presentations	60,100	A majority of the 29 Partners reported reaching consumers via weekly and/or monthly blogs, e-newsletters, Facebook and Twitter. 11 of 29 (44%) reported using their website as a venue for MyPlate messages.
# Consumers reached via print	3,274,288	
Partner average monthly website visits	1,346,324	
Total partner e-newsletter recipients at end of 2011	1,121,979	
Total partner Facebook 'fans' at end of 2011	3,581,681	
Total partner Twitter followers at end of 2011	157,981	
TOTAL CONSUMERS REACHED	9,542,353	