



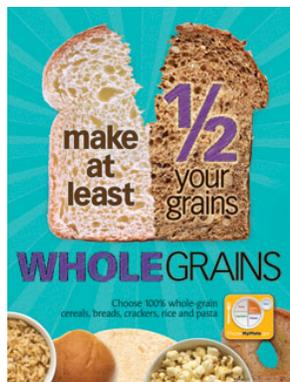
MyPlate Strategic Partner Outreach Report September - December 2012

Executive Summary

The USDA Center for Nutrition Policy and Promotion's Nutrition Communicators Network works to simplify the *2010 Dietary Guidelines for Americans* through easy-to-follow messages. As of December 2012, the network consisted of 101 National Strategic Partners and more than 7,000 Community Partners. These partners work independently as well as collaboratively to promote MyPlate and *Guidelines* consumer messages. A messaging calendar helps partners coordinate efforts and broaden consumer reach. The key message, "make at least half your grains whole grains" was communicated from September through December 2012. The Grain Foods Foundation (GFF), a MyPlate National Strategic Partner, conducted a survey after the message period concluded to summarize the exposure and reach of the National Strategic Partners' efforts.

Introduction

Media monitoring data collected by the Meltwater Group recorded more than 14.2 million media impressions of the message "make at least half your grains whole grains" during the second half of 2012 (Q3 and Q4). Additionally, data collected by GFF indicated substantial influencer and consumer reach by the 30 National Strategic Partners who completed the survey. A total of 25.5 million consumer



influencers including health professionals, industry members, consumer media, policy makers, and educators, were reached with MyPlate and this specific message between September and December 2012. In addition, 163 million consumers were reached directly through presentations, print materials, websites, newsletters, and social media. Results from the GFF survey indicated social media (e-newsletters, Facebook, Twitter, YouTube, etc.) as the most popular form of

outreach targeting consumers, making up for 94% of the total consumers reached. Another 8.9 million consumers were reached through print materials.

Statistics on
Guidelines Message

**"Make at least half
your grains whole
grains"**

101

National Strategic Partners

7,000+

Community Partners

18.5 Million

Media Impressions

163 Million

Consumers reached

25.5 Million

Consumer Influencers reached

18.5 Million

Total Reach via Print Materials
(Consumers & Influencers)

94% of Consumers

Reached through social media
(e-newsletters, Facebook, Twitter, etc.)

Sources: GFF Survey, Meltwater Group



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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 is dedicated to recognizing the activities implemented, by the partners, in support of MyPlate and the supporting message. These activities could be used as ideas for future outreach by other organizations.

Along with conducting a survey of Partner impact on this message, the [Grains Foods Foundation](#) led the development of the “make at least half your grains whole grains” video series, coordinating calls and supervising video production. They also promoted these videos across social media channels and showed the videos at conferences throughout the fall. The following organizations Partnered with GFF on development and promotion of these videos: [USA Rice Federation](#), [American Bakers Association](#), [Grain Foods Foundation](#), [Wheat Foods Council](#), [National Pasta Association](#), [General Mills](#), and [Kellogg](#). The videos have been viewed over 35,000 times on YouTube.

At least once a week, [The Academy of Nutrition and Dietetics](#) included a MyPlate message in the Eat Right Minute Message on WBBM radio to 2 million listeners.

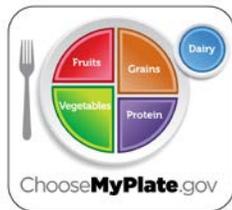
[Food and Health Communications](#) updated its Health Calendar with all the MyPlate messages as well as continued to use social media to blog messages weekly. It used paid publications to incorporate MyPlate and supporting messages to thousands of health professionals.

[Fuel Up to Play 60 \(FUTP60\)](#), a program founded by [The National Dairy Council](#) and NFL, promoted a MyPlate digital badge. These badges were awarded to students who tracked the recommended daily amounts of each food group and met the daily physical activity requirements. In 2012, a total of 746 badges were earned.

[General Mills](#) held a whole grains media briefing and impact session at the Academy of Nutrition and Dietetics Food and Nutrition Conference and Expo targeting influencers. Additionally, it developed and promoted an online interactive continuing medical education program, 28 expert videos, e-newsletters, and whole grain resources utilizing white board technology. It also leveraged social media channels and pushed out whole grain communications on Twitter and through blogs.

[Gerber](#) launched a new line called GRADUATES® 2+ Kid Selects, the packaging on this product is color-coded to the MyPlate sections of the plate for those containing protein foods, fruits, vegetables, or grains. [Gerber](#) has also added the MyPlate logo on the back panel of certain Kids Selects product packages.

[IFIC Foundation](#) hosted a Twitter Chat with @MyPlate as the featured guest and another twitter chat with prominent RD bloggers as featured guests.



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[National Restaurant Association](#) utilized its daily e-newsletter, Twitter handle, Facebook page, blogs, and Ask the Nutritionist videos to target restaurant operators, staff of restaurants, and consumers with whole grain messages.

[Produce for Better Health \(PBH\)](#) worked with 32 sponsors to develop 40 total 'real food' plate visuals which were heavily promoted showing whole grains. The [Mushroom Council](#) worked with PBH to complete a MyPlate recipe collection including 6 recipes. These were featured on [PBHFoundation.org](#), on Facebook [FruitsAndVeggiesMoreMatters.org](#), and in other sponsor activities. The plates have been incorporated into cookbooks. They were also featured in the 2012 PBH Nutrition Education Catalog as well as used in the development of downloadables and a PowerPoint presentation for influencers/consumers.

[USA Rice](#) featured "make at least half your grains whole grains" on their point-of-sale materials during the month of September (National Rice Month), displayed in thousands of stores nationwide. [USA Rice's](#) foodservice program promoted the message in their K-12 Healthy Rice Bowl contest and prominently featured whole grains on their foodservice website ([MenuRice.com](#)) and e-newsletter. It also has a website dedicated to MyPlate that is updated regularly with *Dietary Guidelines* messages.

Other National Strategic Partners who completed the survey anonymously developed posters and other teaching materials with the MyPlate image and messages to influencers and consumers; dedicated monthly nutrition newsletters to the whole grains message; promoted message to internal employees through signage, print materials, and mail; and used social media such as blogs, Twitter chats and Pinterest to implement boards with images recipes and tips on the health benefits of whole grains.



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Appendix A: Participating Strategic Partners Named in Message Survey

Academy of Nutrition and Dietetics

Alliance for Potato Research and Education

Food and Health Communications

General Mills

Gerber

Grain Foods Foundation

IFIC Foundation

Mushroom Council

National Dairy Council

National Restaurant Association

Produce for Better Health Foundation

USA Rice Federation



MyPlate Strategic Partner Outreach Report September - December 2012

Appendix B: Dashboard Report



Strategic Partner MyPlate KEY MESSAGE Dashboard Report



Key Message Summary
Strategic Partners Reporting: 30 of 101 (29.7% response rate)
Total Reach: 188,614,847
Influencers Reached: 25,526,671
Consumers Reached: 163,088,176

MyPlate Key Message Performance Metrics: Make Half Your Grains Whole Grains		
Metric	Results	Notes
# Influencers reached through presentations	502,770	Top venues: FNCE (15); APHA (2); AADE (1); SNA (3); SNEB (3); Whole Grains Council (2); AAP (1); AAFP (1); Produce Marketing Association Fresh Summit Convention & Exposition (1); National Association of College & University Foodservice (1)
# Influencers reached through trade shows, ads, sponsorships	567,445	
# Influencers reached via print	9,660,393	
# Influencers reached electronically	14,796,063	
TOTAL INFLUENCERS REACHED	25,526,671	
#Consumers reached through presentations	285,050	
# Consumers reached via print	8,913,486	
Total website traffic during message period	106,102,848	
Total partner e-newsletter recipients during message period	1,731,916	
Total partner Facebook impressions during message period	44,431,792	
Total partner Twitter impressions during message period	749,064	
Total partner Pinterest impressions during message period	48,972	
Total partner YouTube impressions through message period	825,048	
TOTAL CONSUMERS REACHED	163,088,176	