



Project M.O.M. Initiatives

Mothers & Others & MyPyramid

MyPyramid.gov

USDA Center for Nutrition Policy and Promotion (CNPP)

1 MyPyramid Menu Planner

For release March 11, 2008



Finally, a menu planner that's fast, fun, great for the family, and easy to use! Go to MyPyramid.gov and check out the new MyPyramid Menu Planner. It can help you plan food choices to meet your personal MyPyramid recommendations. Using the Menu Planner, you can:

- Make food choices for a day, or up to a week, and get immediate visual feedback that compares these choices to MyPyramid goals and limits.
- Add up to 6 additional family members and create up to 7 days of menus for each person.
- Copy food choices for a meal from day to day or from person to person, to make entry more efficient.
- Select and print daily, weekly, or family reports that summarize how your food choices compare to your goals.
- Use the My Next Steps report to plan and track changes you select to improve your food choices.

“The MyPyramid Menu Planner helps put sensible and realistic nutrition advice into practice,” says Dr. Brian Wansink, Executive Director of USDA’s Center for Nutrition Policy and Promotion, whose staff designed this new tool.

2 MyPyramid for Pregnancy and Breastfeeding

For release May 6, 2008



Baby on board? “Eating well is especially important when you are pregnant or breastfeeding. New interactive tools and information on the MyPyramid.gov website can help you choose the right foods and make better decisions for your own health and your baby’s,” according to Dr. Brian Wansink, Executive Director of USDA’s Center for Nutrition Policy and Promotion.

On this website, you can create a personalized “MyPyramid Plan for Moms” that shows what and how much to eat from each food group during each trimester of pregnancy or breastfeeding stage. The personalized plan can be viewed on-screen or downloaded as a full-color printout.

Plans are based on information entered by users, including age, height, pre-pregnancy weight, physical activity level, and due date for pregnant users. A breastfeeding woman enters similar information and the baby’s birth date. Breastfeeding women will also select if they are feeding their baby breast milk only or are supplementing with formula. The site also provides additional information on:

- Nutritional needs during pregnancy and breastfeeding
- Weight gain during pregnancy and weight loss during breastfeeding
- Dietary supplements
- Food safety
- Special health needs
- Links to reliable information on HHS and USDA websites



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3 MyPyramid for Preschoolers

For release September 23, 2008



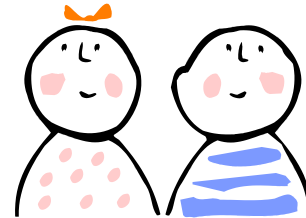
Feeding a preschooler? It's a challenge to know what to do when faced with eating jags, picky eaters, and conflicting advice from well-meaning relatives. Now, a new section of MyPyramid.gov can help sort it all out. The information provided is based on advice from leading experts in nutrition for preschoolers, written in parent-friendly terms. Topics covered include:

- MyPyramid food intake patterns for preschool-aged children (ages 2 to 5).
- Growth patterns of preschoolers—normal rates of growth, issues of over- and underweight, and what to do if concerned.
- Setting reasonable expectations for food-related behavior at each age (2 through 5) and behavioral eating issues.
- Food safety concerns for preschoolers.
- Sources for more information on these and related topics.

“With two young children of my own, I know how important this advice can be for parents, and I’m so pleased that USDA has developed this important resource,” said Dr. Brian Wansink, Executive Director of USDA’s Center for Nutrition Policy and Promotion, whose staff designed this new site.

4 Cost of Raising a Child Calculator

For release January 13, 2009



Yes, kids can be expensive...but how much does raising a child really cost?

Since 1960, USDA has been providing estimates of how much it costs to raise children from birth through age 17. These estimates include each major part of the budget—housing, food, transportation, clothing, health care, child care/education, and miscellaneous expenses. Now, USDA’s Center for Nutrition Policy and Promotion is developing an interactive tool on its website to bring this information directly to parents.

The new tool, the “Child Cost Calculator,” will let parents estimate how much a child will cost them, based on the age of the child, their household income, and the region of the country where they live. It will also let parents estimate expected college costs. “Using this new tool, parents will be able to plan for their future child-rearing costs, and also see how their expenses compare to the average,” noted Dr. Brian Wansink, Executive Director of USDA’s Center for Nutrition Policy and Promotion, whose staff is designing this new site. Go to www.cnpp.usda.gov to check it out.

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