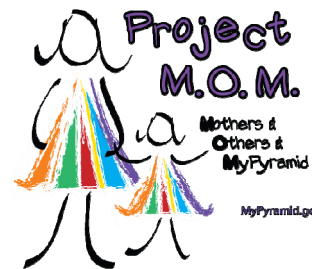


Project M.O.M.*

*Mothers & Others & MyPyramid



Partnering with MyPyramid: Corporate Challenge Message Guide

CRITERIA

In order for CNPP to sign a Partnering with MyPyramid MOI, the proposal must be consistent with the *2005 Dietary Guidelines for Americans*. The criteria for consumer communications and content in a Project M.O.M. Corporate Challenge project are as follows:

- Consumer communications, content, and initiatives must be consistent with MyPyramid’s overarching themes and key messages and with the *2005 Dietary Guidelines for Americans*.
- No consumer communications or content used in conjunction with the project may be in conflict with any recommendations from the *2005 Dietary Guidelines for Americans*.
- All project messaging must be consistent with prevailing USDA and FDA regulatory requirements.

BACKGROUND and EXPLANATION

The *2005 Dietary Guidelines for Americans* are the basis for Federal nutrition policy. The MyPyramid Food Guidance System provides food-based guidance to help implement the recommendations of the *Guidelines*. MyPyramid translates the *Guidelines* into a **total diet** that meets nutrient needs from food sources and aims to moderate or limit dietary components often consumed in excess.

MyPyramid’s **overarching themes** are:

- **Variety**—Eat foods from all food groups and subgroups.
- **Proportionality**—Eat more of some foods (fruits, vegetables, whole grains, fat-free or low-fat milk products), and less of others (foods high in saturated or *trans* fats, added sugars, cholesterol salt, and alcohol.).
- **Moderation**—Choose forms of foods that limit intake of saturated or *trans* fats, added sugars, cholesterol, salt, and alcohol.
- **Activity**—Be physically active every day.

MyPyramid’s **key messages** and the *2005 Dietary Guidelines for Americans* **recommendations** that form the basis for these messages are listed in the attached table.

MyPyramid’s key messages were designed in language suitable for consumers. One or more of these messages may be used as written for consumer communications in a Corporate Challenge project. Consumer tips from the MyPyramid.gov website may also be used for Project messages. These tips are listed in the document “Tips from MyPyramid.gov.”

If new content and/or messages are developed for the Corporate Challenge project, they must be consistent with *2005 Dietary Guidelines for Americans* recommendations. These recommendations are not intended to be used as direct consumer messages, but rather as a framework from which consumer messages and materials can be developed. The full text of the *Dietary Guidelines* can be found at <http://www.health.gov/dietaryguidelines/dga2005/document/default.htm>.

In determining whether project messaging is consistent with MyPyramid and the *Dietary Guidelines*, a company should consider the placement of messages and any graphic images on specific products in addition to the content of messages. Additionally, projects must be consistent with prevailing USDA and FDA regulatory requirements.

Proposals that are consistent with the criteria will be signed, dated, and returned. At a later date—prior to the annual symposium—CNPP will contact companies to learn about their progress and success.

Examples of consumer messaging that meet or do not meet these criteria are:

Meets Criteria: Include apple juice in your fruit choices—enjoy a variety of fruits every day.

Does Not Meet Criteria: Drink 2 cups of apple juice daily to meet your fruit group needs.

Meets Criteria: Bread can be an important part of your diet—be sure to make half your grains whole.

Does Not Meet Criteria: Bread can be an important part of your diet—MyPyramid recommends eating more bread.

Meets Criteria: The Dietary Guidelines recommends 3 cups of low fat or fat-free milk or equivalent milk products a day.

Does Not Meet Criteria: To build strong bodies, the Dietary Guidelines recommends drinking 3 servings of milk a day.

TABLE

MyPyramid Key Messages and 2005 Dietary Guidelines for Americans Recommendations

All consumer content developed for and used in the Partnering with MyPyramid Corporate Challenge must be consistent with the key messages and recommendations provided on this table.

<p>MyPyramid</p> <p>Key Messages for Consumers</p>	<p><i>2005 Dietary Guidelines for Americans Recommendations</i></p> <p>Selected recommendations* most closely related to MyPyramid messages</p>
<p>CALORIES: Find your balance between food and physical activity.</p> <p>Be sure to stay within your daily calorie needs.</p>	<p>To maintain body weight in a healthy range, balance calorie intake from foods and beverages with calories expended.</p> <p>Meet recommended intakes within energy needs by adopting a balanced eating pattern, such as the USDA Food Guide or the DASH Eating Plan.</p> <p>To prevent gradual weight gain over time, make small decreases in food and beverage calories and increase physical activity.</p>
<p>PHYSICAL ACTIVITY: Find your balance between food and physical activity.</p> <p><u>Adults</u> Be physically active for at least 30 minutes most days of the week.</p> <p><u>Children and adolescents</u> Be physically active for at least 60 minutes every day, or most days.</p>	<p>Engage in regular physical activity and reduce sedentary activities to promote health, psychological well-being, and a healthy body weight.</p> <p><u>Adults</u> To reduce the risk of chronic disease in adulthood, engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.</p> <p><u>Children and adolescents</u> Engage in at least 60 minutes of physical activity on most, preferably all, days of the week.</p>
<p>GRAINS: Make half your grains whole.</p> <p>Eat at least 3 ounces of whole-grain cereals, breads, crackers, rice, or pasta every day.</p> <p>1 ounce is about 1 slice of bread, about 1 cup of breakfast cereal, or ½ cup of cooked rice, cereal, or pasta.</p>	<p>Consume 3 or more ounce-equivalents of whole-grain products per day, with the rest of the recommended grains coming from enriched or whole-grain products. In general, at least half the grains should come from whole grains.</p> <p>Choose fiber-rich fruits, vegetables, and whole grains often.</p>

<p>VEGETABLES: Vary Your Veggies.</p> <p>Eat more dark-green veggies like broccoli, spinach, and other dark leafy greens.</p> <p>Eat more orange vegetables like carrots and sweet potatoes.</p> <p>Eat more dry beans and peas like pinto beans, kidney beans, and lentils.</p>	<p>Consume a sufficient amount of fruits and vegetables while staying within energy needs. Two cups of fruit and 2½ cups of vegetables per day are recommended for a reference 2,000-calorie intake, with higher or lower amounts depending on the calorie level.</p> <p>Choose a variety of fruits and vegetables each day. In particular, select from all five vegetables subgroups (dark green, orange, legumes, starchy vegetables, and other vegetables) several times a week.</p> <p>Choose fiber-rich fruits, vegetables, and whole grains often.</p>
<p>FRUITS: Focus on Fruits.</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>Consume a sufficient amount of fruits and vegetables while staying within energy needs. Two cups of fruit and 2½ cups of vegetables per day are recommended for a reference 2,000-calorie intake, with higher or lower amounts depending on the calorie level.</p> <p>Choose a variety of fruits and vegetables each day.</p> <p>Choose fiber-rich fruits, vegetables, and whole grains often. The majority of servings from the fruit group should come from whole fruit (fresh, frozen, canned, dried) rather than juice.</p>
<p>MILK, YOGURT, AND CHEESE: Get your calcium-rich foods.</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>Consume 3 cups per day of fat-free or low-fat milk, or equivalent milk products.</p> <p>Children 2 to 8 years old should consume 2 cups per day of fat-free or low-fat milk, or equivalent milk products.</p> <p>For individuals who choose to or must avoid all milk products (e.g., individuals with lactose intolerance, vegans), non-dairy calcium containing alternatives may be selected to help meet calcium needs.</p>

<p>MEAT, POULTRY, FISH, DRY BEANS, EGGS, AND NUTS: Go lean with protein.</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>When selecting and preparing meat, poultry, dry beans, and milk or milk products, make choices that are lean, low-fat, or fat-free.</p> <p>Selecting a variety of foods within the grain, vegetable, fruit, and meat groups may help to ensure that an adequate amount of nutrients and other potentially beneficial substances are consumed.</p> <p>Evidence suggests that consuming approximately two servings of fish per week (approximately 8 ounces total) may reduce the risk of mortality from coronary heart disease.</p>
<p>OILS</p> <p>Make most of your fat sources from fish, nuts, and vegetable oils.</p>	<p>Keep total fat intake between 20 to 35 percent of calories, with most fats coming from sources of polyunsaturated and monounsaturated fatty acids, such as fish, nuts, and vegetable oils.</p> <p>Limit intake of fats and oils high in saturated and/or <i>trans</i> fatty acids, and choose products low in such fats and oils.</p>
<p>EXTRAS** and SALT: Know the limits on fats, sugars, and salt (sodium).</p> <p>**Solid Fats, Added Sugars, and Alcohol</p> <p>Limit solid fats like butter, stick margarine, shortening, and lard, as well as foods that contain these.</p> <p>Choose foods and beverages low in added sugars. Added sugars contribute calories with few, if any nutrients.</p> <p>Check the Nutrition Facts label to keep saturated fats, <i>trans</i> fats, and sodium low.</p>	<p>Consume less than 10 percent of calories from saturated fatty acids and less than 300 mg/day of cholesterol, and keep <i>trans</i> fatty acid consumption as low as possible.</p> <p>When selecting and preparing meat, poultry, dry beans, and milk or milk products, make choices that are lean, low-fat, or fat-free.</p> <p>Limit intake of fats and oils high in saturated and/or <i>trans</i> fatty acids, and choose products low in such fats and oils.</p> <p>Choose and prepare foods and beverages with little added sugars or caloric sweeteners, such as the amounts suggested by the USDA Food Guide and the DASH Eating Plan.</p> <p>Consume less than 2,300 mg (approximately 1 tsp of salt) of sodium per day.</p> <p>Choose and prepare foods with little salt. At the same time, consume potassium-rich foods, such as fruits and vegetables.</p>

* Text in bold is key recommendation. Other text is explanatory text from the *2005 Dietary Guidelines for Americans*.