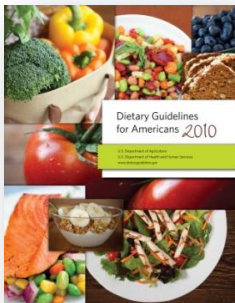


2011 Calendar-Year Accomplishments

The Center for Nutrition Policy and Promotion (CNPP) had a very successful 2011 fulfilling its mission of informing Federal nutrition policy and providing guidance and educational e-tools to support the Department's priority to help Americans eat healthfully and be physically active. To support the Department's priority, CNPP not only released the *Dietary Guidelines* but it also released the **MyPlate** and **MiPlato** icons, **ChooseMyPlate.gov**, and the state-of-the-art **SuperTracker**. CNPP also released several reports: *Expenditures on Children by Families*, the *Nutrient Content of the U.S. Food Supply*, and **Evidence-based Summaries** conducted by the CNPP Nutrition Evidence Library, ending the year with the announcement of the contest winners of the **MyPlate Fruits and Veggies Video Challenge**.



2010 Dietary Guidelines for Americans

On January 31, 2011, USDA released the 2010 *Dietary Guidelines for Americans*, the process which was led by CNPP. The *Guidelines* are the Federal Government's evidence-based nutrition guidance, jointly developed with HHS, that forms a foundation upon which to build a healthy diet. As Secretary Vilsack said, "These new and improved dietary recommendations give individuals the information to make thoughtful choices of healthier foods in the right portions and to complement those choices with physical activity."

MyPlate Icon Is a New Reminder for Healthful Eating

On June 2, 2011, USDA unveiled a new food icon: **MyPlate**. This new icon serves as a reminder to help consumers make healthful food choices. MyPlate emphasizes fruit, vegetables, grains, protein, and dairy food groups and links to ChooseMyPlate.gov. First Lady Michelle Obama said at the unveiling, "This is a quick, simple reminder for all of us to be more mindful of the foods that we're eating. . . ."



Families Can Expect to Spend Almost a Quarter of a Million Dollars to Raise a Child



On June 9, 2011, CNPP released its annual report *Expenditures on Children by Families*, also known as the *Cost of Raising a Child*. Today, the cost of raising a child excluding college is reaching a quarter-million dollars. For example, a middle-income family with a child born in 2010 can expect to spend \$226,920 from the child's birth through age 17. Factoring for inflation, this amount moves beyond the quarter-million-dollar mark to \$286,860. Families with the highest expenditures on children reside in the urban Northeast, followed by those living in the urban West, urban Midwest, and the urban South and rural areas.

Americans Continue to Have an Appetite for Food Energy

In July 2011, CNPP released its latest update on what's available for consumption in the U.S. Food Supply. The report *Nutrient Content of the U.S. Food Supply: Developments Between 2000-2006* is part of a series dating back to 1909. This latest report shows that 3,900 calories (on a per-person, per-day basis) are available for consumption—more than most Americans need. Recommendations from the *Dietary Guidelines for Americans* indicate that we need around 2,000 calories a day depending on age, gender, and physical activity level.

Nutrition Evidence Library Uses a Systematic Process for Informing Policy www.NEL.gov

CNPP enhanced the Nutrition Evidence Library (NEL) portfolio by supporting reviews in nutrition education. Results from systematic reviews of nutrition education were presented at three national meetings to inform leaders of effective designs for delivering nutrition education that may improve the dietary behavior of schoolchildren. A review focusing on the association between diet and academic performance was also used to inform messaging to school leaders and parents. In September, the NEL began a new project to examine the relationship between dietary patterns and health outcomes.



CNPP Releases MiPlato to Extend Consumer Outreach to Hispanic Audience

On September 30, 2011, the USDA and HHS honored National Hispanic Heritage Month by releasing and celebrating the Federal Government's new Spanish-language food icon—**MiPlato**. This icon has the same purpose as MyPlate—to serve as a reminder to help consumers make more healthful food choices. At the release of MiPlato, Secretary Vilsack stressed the importance of this Spanish-language version and the need for all of us to learn about and embrace healthful eating habits—“because a healthy nation starts with healthy people.”

My foods. My fitness. My health: It's the SuperTracker

In time to help Americans keep their New Year's nutrition and physical activity resolutions, CNPP launched the new online **SuperTracker** on December 22, 2011. This state-of-the-art online tool, available at ChooseMyPlate.gov, is a comprehensive resource designed to help people make changes to their diet and physical activity. “Overcoming the health and nutrition challenges we face as a nation is critical, and the SuperTracker provides consumers with an assortment of tools to do just that,” said Secretary Vilsack. In its first week, the SuperTracker had over 23,000 registered users and nearly 8 million visits. These numbers are increasing by thousands every day.



Video Challenge Shows How You “Make Half Your Plate Fruits and Vegetables”

CNPP created the **MyPlate Fruits and Veggies Video Challenge** to encourage people to produce videos on ways to “make half your plate fruits and vegetables” based on the 2010 *Dietary Guidelines for Americans*. On December 28, 2011, Secretary Vilsack announced the contest winners whose videos showed creative ways to inspire people to incorporate fruits and vegetables into their meals with an eye on budget.



Nutrition Communicators Network Is Launched and Takes Off

CNPP announced a new **Nutrition Communicators Network** in conjunction with the MyPlate icon. The Network, comprised of Community Partners and National Strategic Partners, has grown exponentially since June 2, 2011. By close of 2011, approximately 75 National Strategic Partners representing health professional associations, health organizations, media, appliance manufacturing, food retail, packaged and restaurant food industry, nutrition education, and others had signed on to disseminate MyPlate and Dietary Guidelines consumer messages with USDA. Likewise, more than 5,500 Community Partners comprised of hospitals, schools, doctor's offices, local government, community, educators, and other groups, had pledged support.