

USDA 2010 Dietary Guidelines Communications Message Calendar

September 2011 – December 2013

The 2010 *Dietary Guidelines for Americans* (DGA) are the foundation for Federal dietary guidance promotion and education efforts aimed at improving America's health and reversing obesity and chronic diet-related diseases. Communicating the DGA to not only inform consumers but to change behaviors has never been more critical. The DGA consumer communications initiative is a multi-modal approach in order to sustain momentum and ultimately change behavior. One key element of this initiative is a multi-year strategy to coordinate and streamline nutrition messages delivered by the public and private sectors for the public. When the 2010 DGA were released, they were accompanied by selected messages for consumers (outlined on the other side) related to several major themes. These key Dietary Guidelines themes, and background information for each, are:

Balancing Calories

- Calorie balance refers to the relationship between calories consumed from foods and beverages and calories expended in normal body function and through physical activity.
- Achieve and sustain appropriate body weight across the lifespan to maintain good health and quality of life.
- To address current calorie imbalance in the United States, individuals are encouraged to become more conscious of what, when, why and how much they eat.

Foods to Reduce

- Certain foods and food components are consumed in excessive amounts and may increase the risk of certain chronic diseases. These include sodium, saturated fat, trans fatty acids, added sugars, and refined grains.
- Eating less of these foods and food components can help Americans meet their nutritional needs within appropriate calorie levels and help to reduce risk of chronic diseases such as cardiovascular disease, diabetes and certain types of cancer.

Foods to Increase

- Many Americans do not eat the variety of foods that will provide all needed nutrients while staying within calorie needs.
- Intakes of vegetables, fruits, whole grains, milk and milk products and oils are lower than recommended. As a result, several key nutrients – potassium, dietary fiber, calcium and vitamin D – are of public health concern for both adults and children.
- More emphasis is placed on foods choices that are nutrient dense and from the fruits, vegetables, whole grains, low-fat and fat-free milk and milk products food groups. These foods can help Americans close nutrient gaps and move toward healthful eating patterns.

Be Active Your Way

- This message was developed to support the 2008 *Physical Activity Guidelines* developed by the Department of Health and Human Services.



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USDA's Center for Nutrition Policy and Promotion will lead a coordinated messaging approach among public and private sector partners to help USDA amplify the reach of the primary DGA consumer themes and nutrition messages through media and stakeholder outlets. The following calendar outlines the selected key messages that will be promoted through December 2013.

- Resources, such as “how-tos,” supporting messages, and educational materials, will be provided to support each message at www.ChooseMyPlate.gov.
- Partners will receive updates and information prior to each key message rollout.
- For more information about the Partnership program, please visit <http://www.ChooseMyPlate.gov/Partnerships/index.html>.

Dates	Theme	Selected Key Message
Sept. – Dec. 2011	Foods to Increase	Make half your plate fruits and vegetables.
Jan. – April 2012	Balancing Calories	Enjoy your food, but eat less.
May – Aug. 2012	Foods to Reduce	Drink water instead of sugary drinks.
Sept. – Dec. 2012	Foods to Increase	Make at least half your grains whole grains.
Jan. – April 2013	Balancing Calories	Avoid oversized portions.
May – Aug. 2013	Foods to Reduce	Compare sodium in foods like soup, bread, and frozen meals – and choose the foods with lower numbers.
Sept. – Dec. 2013	Foods to Increase	Switch to fat-free or low-fat (1%) milk.

Additional Theme: “Be Active Your Way” will be emphasized throughout this initiative. Balancing healthy eating with regular physical activity is essential. Resources will be available on the Department of Health and Human Services website in addition to USDA Center for Nutrition Policy and Promotion’s forthcoming interactive tool, allowing users to track and assess their diet and physical activity.