

The Supplemental Nutrition Assistance Program Education (SNAP-Ed) and The Center for Nutrition Policy and Promotion (CNPP) Presents:

# Dietary Guidelines for Americans and MyPlate Resources for SNAP-Ed



August 15, 2024

Closed Captioning Available, select "CC/Show Captions" in Zoom.







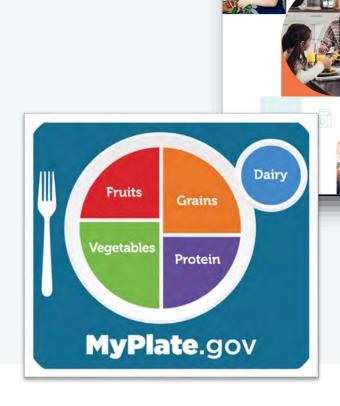
# Housekeeping

- The webinar is being recording and will be available soon at SNAP-Ed Connection> Training> Webinars
- Closed Captioning Available; select "CC/Show Captions" in Zoom
- Questions for the speakers? Please use the Zoom Q&A feature.
- Slides available in the "Handouts" tab

# Dietary Guidelines for Americans (DGA) and MyPlate Resources for SNAP-Ed

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Center for Nutrition Policy and Promotion Food and Nutrition Services United States Department of Agriculture









2020 - 2025

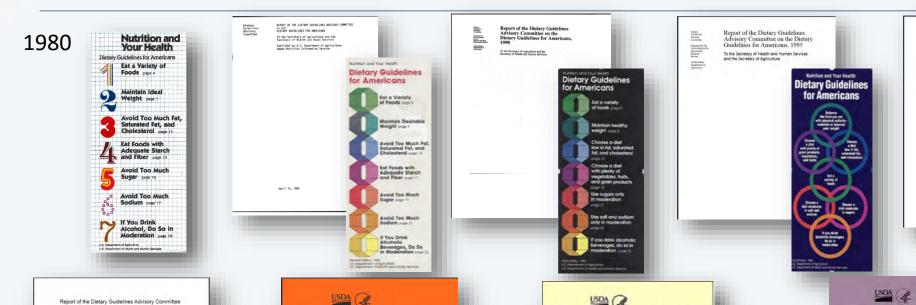
# **Session Overview**

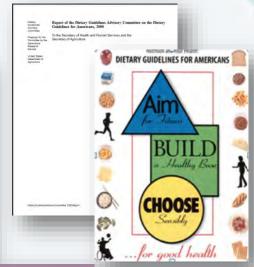
- Overview of the customizable Dietary Guidelines healthy eating framework and MyPlate's Digital Hub
- Highlight Federal materials and resources available through DietaryGuidelines.gov and MyPlate.gov
- Insights from MyPlate National Strategic Partner, Brighter Bites, about how their organization uses MyPlate in their nutrition education programming
- Share updates and ways to connect through social media

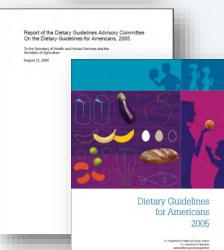


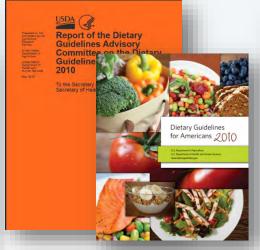


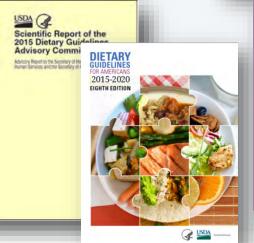
# Dietary Guidelines provides "nutritional and dietary information and guidelines for the general public"













...10<sup>th</sup> edition!





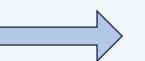
# Guidance has evolved as nutrition science has advanced

#### **Nutrition and** Your Health Dietary Guidelines for Americans Eat a Variety of Foods page 4 Maintain Ideal Weight page 7 Avoid Too Much Fat, Saturated Fat, and Cholesterol page 11 Eat Foods with Adequate Starch and Fiber page 13 Avoid Too Much Sugar page 15 Avoid Too Much Sodium page 17 If You Drink Alcohol, Do So in Moderation page 19

IS Department of Health and Human Services

#### **Early advice:**

Focused on nutrients provided in consumer brochure



More recent editions:
Focus on dietary patterns,
or combinations of foods
eaten over time;
More quantitative
information and
refinements in guidance
written for health
professionals and policy
makers to be tailored for
diverse audiences







# The process to develop the *Dietary Guidelines, 2025-2030* is currently under way









# The Dietary Guidelines for Americans: A Health Equity Lens

All scientific questions will be reviewed with a health equity lens to ensure that the next edition of the Dietary Guidelines is relevant to people with diverse racial, ethnic, socioeconomic, and cultural backgrounds. HHS and USDA will support the Committee to describe and consider factors such as socioeconomic status\*, race, ethnicity, and culture, to the greatest extent possible, based on the information provided in the scientific literature and data.



\*Updated to socioeconomic position for the review of the evidence and the Scientific Report





# Health Equity in the Committee's Evidence Review

#### Health Equity Considerations in the Committee's Review of the Evidence



#### **NESR Systematic Reviews**

Identify key variables of interest related to health equity to include in the search for, description, evaluation, synthesis, and grading of the strength of the eligible body of evidence, where applicable and feasible.



#### **Data Analysis**

Utilize demographic subgroups and other variables from nationally representative datasets



#### **Food Pattern Modeling**

Consider how intake variability considerations across populations, communities, or cultural foodways can be incorporated into food pattern modeling and diet simulations.







# The Guidelines

Follow a healthy dietary pattern at every life stage.







1



2

Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations.

Limit foods «
and beverages
higher in
added sugars,
saturated fat, and
sodium, and limit
alcoholic
beverages.









Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits.



# Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations



• A healthy dietary pattern can benefit all individuals regardless of age, race, or ethnicity, or current health status. The *Dietary Guidelines* provides a framework intended to be customized to individual needs and preferences, as well as the foodways of the diverse cultures in the United States.











# Guideline 2: What's new?

- Increased emphasis on the *Dietary* Guidelines as a framework that is adaptable to personal preferences, culture, and budget
  - Ensures that *Dietary Guidelines* recommendations can "meet people where they are"
- Supporting examples and imagery that demonstrates the range of options within each food group to encourage adaptation

#### Figure 1-8

#### Customizing the Dietary Guidelines Framework

The Dietary Guidelines approach of providing a framework—not prescriptive details—ensures that its recommendations can "meet people where they are," from personal preferences to cultural foodways, and including budgetary considerations. The examples below are a sample of the range of options in each food group—to be eaten in nutrient-dense forms. Additional examples are listed under Table A3-2 in Appendix 3.



#### Vegetable

- Dark-Green Vegetables: All fresh, frozen, and canned darkgreen leafy vegetables and broccoll, cooked or raw. for example, amaranth leaves, bok choy, broccoll, chammanul, chard, collards, kale, mustard greens, poke greens, romaine lettuce, spinach, taro leaves, turnip greens, and watercress.
- Red and Orange Vegetables: All fresh, frozen, and canned red and orange vegetables or juice, cooked or raw; for example, calabaza, carrots, red or orange bell peppers, sweet potatoes, tomatoes, 100% tomato juice, and winter squash.
- Beans, Peas, Lentilis: All cooked from dry or canned beans peas, chickpeas, and lentils: for example, black beans, black-eyed peas, bayo beans, chickpeas (garbanzo beans), edamame, kidney beans, lentils, lima beans, mung beans, pigeon peas, pinto beans, and split peas. Does not include green beans or green peas.
- Starchy Vegetables: All fresh, frozen, and canned starchy vegetables: for example, breadfruit, burdock root, cassava, corn, jicama, lotus root, lima beans, plantains, white potatoes, salsify, taro root (dasheen or yautia), water chestnuts, yam, and yauce.
- Other Vegetables: All other fresh, frozen, and canned vegetables, cooked or raw. for example, asparagus, avocado, bamboo shoots, beets, bitter melon, Brussels sprouts, cabbage (green, red, napa, savoy), cactus pads (nopales), cauliflower, celery, chayote (mirliton), cucumber, eggplant, green beans, kohirabi, Julfa, mushrooms, okra, onions, radish, rutabaga, seaweed, snow peas, summer squash, tomatillos, and turnips.



#### Fruit

• All fresh, frozen, canned, and dried fruits and 100% fruit juices: for example, apples, Asian pears, bananas, berries (e.g., blackberries, blueberries, currants, huckleberries, kawifruit, mulberries, raspberries, and strawberries); citrus fruit (e.g., calamondin, grapefruit, lemons, limes, oranges, and pomelos); chernies, dates, fijos, grapes, guava, jackfruit, lychee, mangoes, melons (e.g., cantaloupe, casaba, honeydew, and watermelon); nectarines, papaya, peaches, pears, persimmons, pineapple, plums, pomegranates, raisins, rhubarb, sapote, and sources.



Dietary Guidelines for Americans, 2020-2025 | Chapter 1: Nutrition and Health Across the Lifespan | Page 28







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Work Under Way V

**Related Projects** 

**Most Popular Questions** 

#### **CURRENT DIETARY GUIDELINES**



2020-2025 Dietary Guidelines and Online Materials

Top 10 Things You Need to Know

Food Sources of Select Nutrients

**CPE Opportunities** 

Figures & Infographics

**Figures** 

Infographics

**Professional Resources** 

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Peer-Reviewed Publications,

**Current Edition** 

**Consumer Resources** 

Consumer Brochure

Recursos en Español

Materiales Impresos

**Figuras** 

Process to Develop the 2020-2025 Dietary

Guidelines

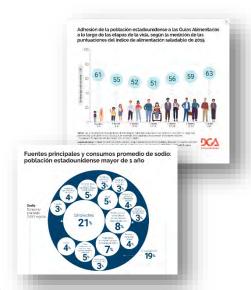
Scientific Report

**Public Comments to the Departments** 

USDA-HHS Development of the Dietary Guidelines



# DietaryGuidelines.gov Resources



**Figures & Infographics** 





**Presentation Slides** 





**Web Resources** 





**Print Materials** 



# Print materials

**Professional Resources** 

**Print Materials** 

Presentation Slides

Peer-Reviewed Publications

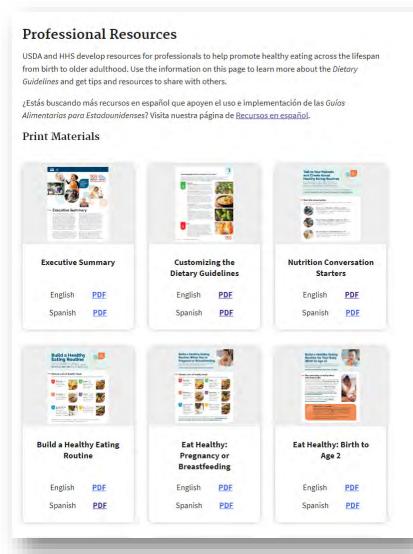
**Consumer Resources** 

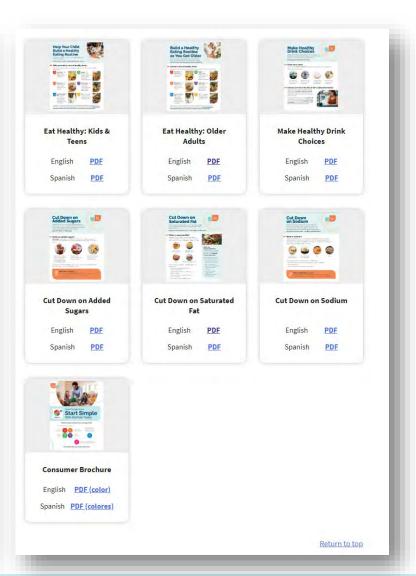
Consumer Brochure

Recursos en Español

Materiales Impresos

**Figuras** 







## **Print Materials: Nutrition Conversation Starters**

#### Spanish



#### **English**



#### Talk to Your Patients and Clients About Healthy Eating Routines

As a health professional, you know it's important to help your patients make healthier food choices. After all, nutrition is one of the best tools we have to prevent chronic diseases. But it can be challenging to motivate patients in the short time you spend together.

The Dietary Guidelines for Americans, 2020–2025 offers evidence-based nutrition guidance that can make your job easier — including guidance by life stage from birth to older adulthood.

Share the recommendations with your patients and help them build a healthy eating routine.

#### Start the conversation

When you bring up healthy eating with your patients, keep the tone positive and encouraging. Try these friendly conversation starters:



#### What does a typical dinnertime look like for your family?

Meet people where they are — ask about favorite meals and find out if they eat together or separately. Then suggest small, healthy changes tailored to their situation.



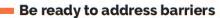
#### Who does the grocery shopping and cooking in your home?

Find out what they're buying and how often they cook. Explain how to use the Nutrition Facts label to make healthier choices and encourage them to cook more at home.



#### When you're thirsty, what kind of drink do you reach for?

Over a third of the added sugars in the American diet come from sweetened drinks, like soda. Try to steer your patients toward healthier options, like water.



Eating healthy can be challenging for many people. Share these tips to help your patients overcome common barriers:



Offer budget-friendly shopping tips — like buying frozen or canned fruits and veggies instead of fresh — and help them find more tips at MyPlate.gov/Eat-Healthy/Healthy-Eating-Budget. And if they can't afford enough food for their family, connect them with programs that can help at USA.gov/Food-Help.



#### "I don't have time to cook healthy meals."

Suggest cooking a healthy dinner just once a week — that's a great first step. Or they can try cooking meals in batches on the weekend to heat up for dinners during the week.

#### "Healthy foods just aren't convenient."

Offer tips to make it easier to choose healthy foods. They can try keeping cut-up fruits and veggies on hand in the fridge for easy snacking. Or suggest healthier takeout and fast-food options, like a grilled chicken sandwich instead of fried.

#### "My kids won't eat anything healthy."

Let them know this is a common challenge! Tell them it can take up to 10 tries for kids to get used to a new food. Suggest getting kids involved in shopping and cooking. That way, kids can choose some healthy foods they're willing to try.

#### "Experts keep changing their minds about what's healthy."

Explain that the Dietary Guidelines aren't a fad diet — they're a basic framework for healthy eating that stays largely consistent year after year. People can trust the Dietary Guidelines because it's based on the best nutrition evidence we have.

#### Find resources for your patients

This fact sheet is just for professionals, but there are lots of materials you can share with your patients:

- Learn about the Dietary Guidelines for Americans — including specific guidance for different life stages — and find fact sheets and other resources to share at DietaryGuidelines.gov.
- Refer your patients to <u>MyPlate.gov</u>, where they can find more practical advice, recipes, and healthy eating tips.









# Professional Resources: Customizing the *Dietary Guidelines* Framework

#### Figure 1-5

#### Customizing the Dietary Guidelines Framework

The Dietary Guidelines approach of providing a framework—not prescriptive details—ensures that its recommendations can "meet people where they are," from personal preferences to cultural foodways, and including budgetary considerations. The examples below are a sample of the range of options of food group—to be eaten in nutrient-dense forms. Additional examples are listed under Table A3-2 in Appendix 3.



#### egetables

 Dark-Green Vegetables: All fresh, frozen, and canned darkgreen leafy vegetables and broccoli, cooked or raw. for example, amaranth leaves, bok choy, broccoli, chammamul, chard, collards, kale, mustard greens, poke greens, romaine lettuce, spinach, taro leaves, turnip greens, and watercraens

- Red and Orange Vegetables: All fresh, frozen, and canned red and orange vegetables or juice, cooked or raw: for example, calabaza, carrots, red or orange bell peppers, sweet potatoes, tomatoes, 100% tomato juice, and winter squash.
- Beans, Peas, Lentils: All cooked from dry or canned beans, peas, chickpeas, and lentils: for example, black beans, black-eyed peas, bayo beans, chickpeas (garbanzo beans), edamame, kidney beans, lentils, lima beans, mung beans, pigeon peas, pinto beans, and split peas. Does not include green beans or green peas:
- Starchy Vegetables: All fresh, frozen, and canned starchy vegetables: for example, breadfruit, burdock root, cassava, corn, jicama, lotus root, lima beans, plantains, white potatoes, saleify, taro root (dasheen or yautia), water chestnuts, yam, and vucca.
- Other Vegetables: All other fresh, frozen, and canned vegetables, cooked or raw: for example, asparagus, avocado, bamboo shoots, beets, bitter meion, Brussels sprouts, cabbage (green, red, napa, savoy), cactus pads (nopales), capilflower, celery, chayote (miriton), cucumber, eggplant, green beans, kohlrabi, luffa, mushrooms, okra, onions, radish, rutabaga, seaweed, snow peas, summer squash, tomatillos, and turnips.



#### Fruits

All fresh, frozen, canned, and dried fruits and 100% fruit juces: for example, apples, Asian pears, bananas, berries (e.g., blackberries, bluberines, currants, huckleberries, kiwifruit, mulberries, raspberries, and strawberries); citrus fruit (e.g., calamondin, grapefruit, lemons, limes, oranges, and pomelos); cherries, dates, figs, grapes, guava, jackfruit, lychee, mangoes, melons (e.g., cantaloupe, casaba, honeydew, and watermelon); nectarines, papaya, peaches, pears, persimmons, pineapple, plums, pomegranates, raisins, rhubarb, sapote, and soursop.



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#### Personalización del marco de las Guías Alimentarias

El enfoque de las Guías Alimentarias de ofrecer un marco (información no prescriptiva) garantiza que sus recomendaciones puedan "llegar a las personas donde estén", desde las preferencias personales hasta los hábitos alimentarios, incluidas las consideraciones presupuestarias. Los ejemplos de abajo son una muestra de la gama de opciones en cada grupo de alimentos, que se deben comer en formas ricas en nutrientes. Hay más ejemplos en la Tabla A3-2, en el Apéndice 3.



#### egetales

- Vegetales verde oscuro: Todos los vegetales de hojas verde oscuro frescos, congelados y enlatados, además del brócoli, cocidos o crudos por ejemplo, hojas de amramto, bok choy, brócoli, chamnamul, acelga, col, kale, hojas de mostaza, hojas de hierba americana, lechuga romana, espinaca, hojas de taro, hojas de nabo y berro.
- Vegetales de color rojo y anaranjado: Todos los jugos o vegetales rojos y anaranjados frescos, congelados y enlatados, cocidos o crudos: por ejemplo, calabaza, zanahorias, pirnientos rojos o anaranjados, batatas, tornates, jugo de tomate puro y zapallos.
- Frijoles, guisantes y lentejas: Todos cocidos a partir de frijoles, guisantes, garbanzos y lentejas secos o enlatados: por ejemplo, frijoles negros, chícharos, frijoles payos, garbanzos, edamame, frijoles rojos, lentejas, habas, frijoles mung, gandules, frijoles pintos y guisantes partidas. No incluyen judías verdes ni frijoles verdes.
- Vegetales que contienen almidón: Todos los vegetales que contienen almidón frescos, congelados y enlatados: por ejemplo, árbol de pan, raiz de bardana; yuca o mandioca, maiz, jicama, raiz, de loto, habas, plátanos, papas blancas, alsifi, malanga, yautía, castañas de agua, batatas y yuca.
- Otros vegetales: Todos los demás vegetales frescos, congelados y enlatados, cocidos o crudos: por ejemplo, espárragos, aguacate, brotes de bambú, remolachas, melón amargo, repolítios de Bruselas, repollo (verde, rojo, chino, de Saboya), pencas de cactus (nopales), coliflor, apio, chayote, pepino, berenjena, judías verdes, colinabo, luffa, champiñones, quimbombó, cebollas, rábano, naba, alga, tirabeques (snow peas, en inglés), calabaza de verano, comatillos y nabos.











#### Frutas

Todas las frutas frescas, congeladas, enlatadas y secas, y los jugos 103% de frutas por ejemplo, marzanas, peras asidicas, banana (guineo), bayas (p. ej. zarzamoras, arándanos azules, pasas de Contrito, arándanos, kiwi, moras, frambuesas y fresasas), citicos (p. ej. calarmondin (fruta clitica), toronjas, limones, limas, naranjas y pornelos), cerezas, dátiles, higos, uvas, guayabas, yaca, lichis, mangos, melomes (p. ej., cantaliupo, casaba, rocio de miel y sandia), nectarinas, papayas, durazno (variedad de melocotión), peras, caqui o persimón (persimmons, en inglés), piñas, ciruelas, granadas, uvas pasas, ruibarbo, zapote y quanábana.

Guías Alimentarias para Estadounidenses, 2020-2025



Top Resource



# Professional Resources: Food Sources of Select Nutrients

# **Top Webpage**

#### Food Sources of Select Nutrients

Current low intakes of notrient-dense foods and beverages across food groups has resulted in underconsumption of some nutrients and dietary components. Calcium, pobassium, dietary fiber, and vitamin D are considered dietary components of public health concern for the general U.S. population. In addition, iron is a nutrient of public health concern for infants, particularly those receiving mostly human milk, and women of childbearing age.

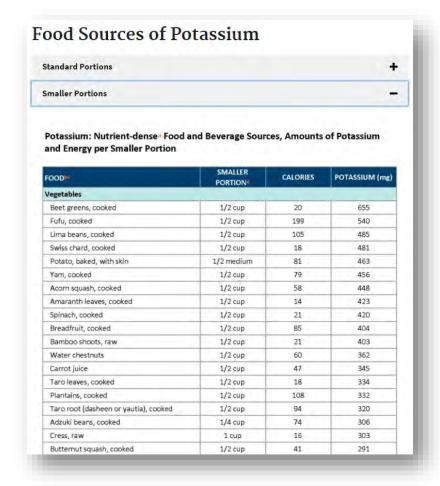


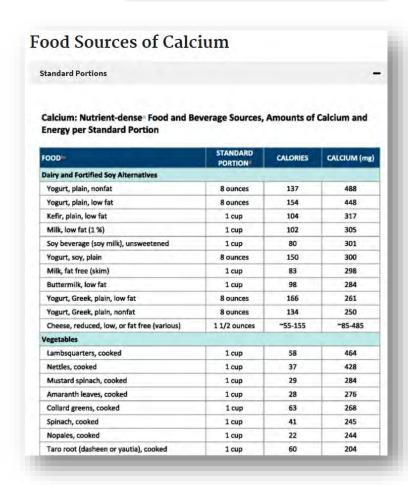
The following lists provide examples of a variety of nutrient-dense foods and beverages that are some of the highest sources of these dietary components. Health professionals are encouraged to use these lists to help Americans identify foods and beverages they enjoy—those that reflect their personal preferences and cultural traditions—and that also help meet their food group and nutrient needs.

#### A few notes about these lists

- · Portions listed are not recommended serving sizes.
- Two lists—in 'standard' and 'smaller' portions—are provided for each dietary component. Standard
  portions provide at least 130 mg of calcium; 280 mg of potassium; 2.8 g of dietary fiber; 80 tU of
  vitamin D; and 1.8 mg of iron. Smaller portions are generally one half of a standard portion.
- Some fortified foods and beverages are included. Other fortified options may exist on the market, but not all fortified foods are nutrient-dense. For example, some foods with added sugars may be fortified and would not be examples in the lists provided here.
- Some foods or beverages are not appropriate for all ages, particularly young children for whom some foods (e.g., nuts, popcorn) could be a choking hazard.

Food Sources of Potassium
Standard Portions
Smaller Portions
Food Sources of Vitamin D
Standard Portions
Smaller Portions

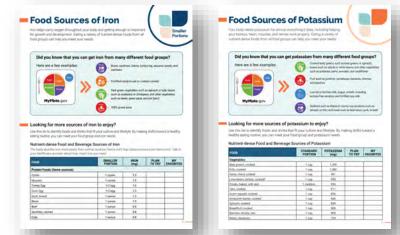


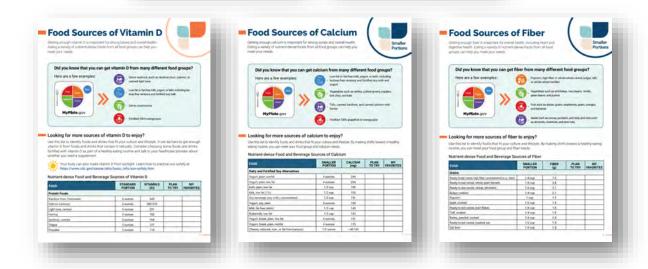




# New! Food Sources of Select Nutrients Handouts

- Ready-to-use handouts available for each dietary component of public health concern
  - Potassium
  - Vitamin D
  - Calcium
  - Iron
  - Fiber
- Standard and smaller portion sizes
- Accompanying excel document with editable tables







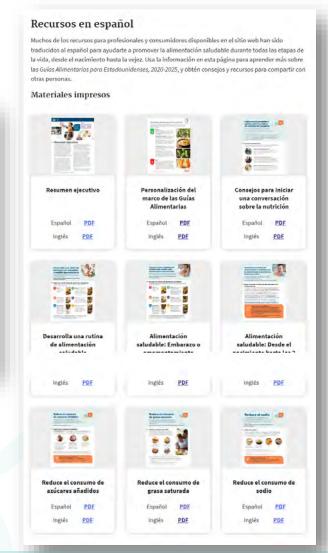


# Dedicated Webpages for Spanish Resources

Professional Resources
Print Materials
Presentation Slides
Peer-Reviewed Publications

Consumer Resources
Consumer Brochure

Recursos en Español
Materiales Impresos
Figuras









# Presentation slides

 Available for you to download and customize for your audiences!



















# Customization Example: Colegio De Nutricionistas Y Dietistas De Puerto Rico

#### The Guidelines Las Guías Follow a healthy dietary 1. Seguir patrón alimentario saludable pattern at every life stage. 2. Individualizar y disfrutar elección de Customize and enjoy nutrientalimentos y bebidas con densidad dense food and nutricional que reflejen preferencias. beverage choices tradiciones culturales y to reflect personal consideraciones presupuestarias cultural traditions. and budgetary DGA considerations. 3. Enfocar en cumplir con necesidades de Limit foods and beverages los grupos de alimentos y permanecer higher in dentro de los límites de calorías added sugars, saturated fat, and sodium, and limit 4. Limitar consumo alto en azúcar alcoholic beverages. añadida, grasa saturada, y sodio, y limitar las bebidas alcohólicas Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits. Diétary Guidelines For American

Guideline 2: Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations.



Guía 2: Personalice y disfrute de opciones de alimentos y bebidas densas en nutrientes para reflejar las preferencias personales, las tradiciones culturales y las consideraciones presupuestarias.

- · A healthy dietary pattern can benefit all individuals regardless of age, race, or ethnicity, or current health status. The Dietary Guidelines provides a framework intended to be customized to individual needs and preferences, as well as the foodways of the diverse cultures in the United States.
- Todas las personas, independientemente de su edad, raza o etnia, o estado de salud actual se benefician de un patrón alimentario saludable, Las Guías Alimentarias proporcionan un marco destinado a ser personalizado a las necesidades y preferencias individuales, así como a las diversas expresiones gastronómicas culturales en los Estados Unidos.









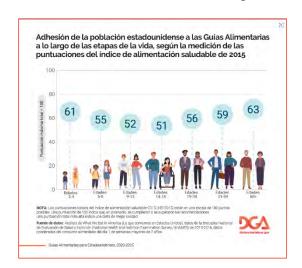


# Figures

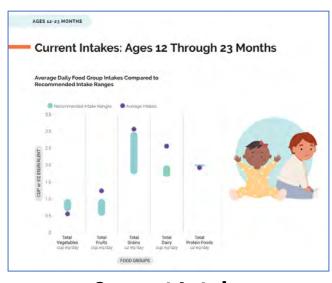


# Make Healthy Shifts To Empower Toddlers To Eat Nutrient-Dense Foods in Dietary Patterns Science shows that early food preferences influence later food choices. Make the first choice the healthiest choices that set the toddlers on a path of making nutrient-dense choices in the years to come. Examples of shifts in common choices to healthier, more nutrient-dense food choices include: Cereal with Added Sugars Fruit Products with Fruit (e.g., canned in 100% juice) Fried Vegetables Roasted Vegetables High-sodium Snacks Vegetables High-sodium Meats Ground Lean Meats Beverages with Added Sugars Dietary Guidelines for Americans, 2020-2025

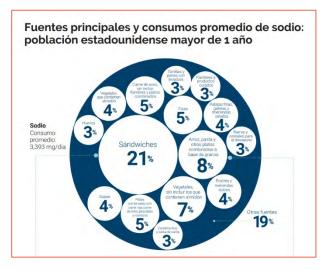
#### **Nutrient Density**



#### **HEI scores**



#### **Current Intakes**



**Top Sources** 

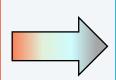




# **Translating the DGAs to Consumers**

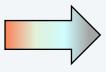


Dietary Guidelines for Americans





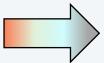
2020-2025 DGA call to action ("what")



MyPlate call to action ("how")

Make every bite count with the Dietary Guidelines
Encourages people to choose foods, beverages, meals that

are full of important nutrients





### Start Simple with MyPlate

Provides inspiration and simple ideas people can incorporate into their busy lives to help them improve their health and well-being over time







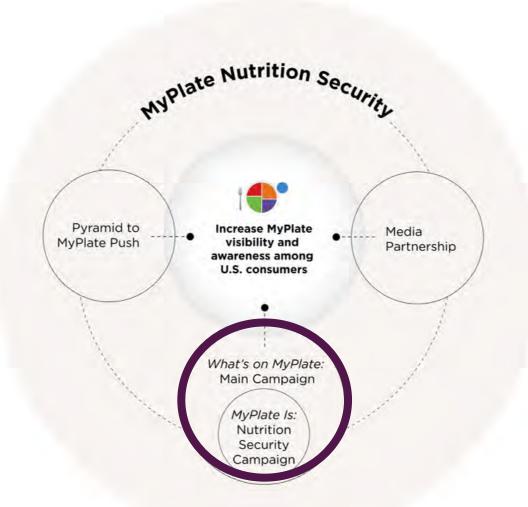








# **MyPlate Campaign**



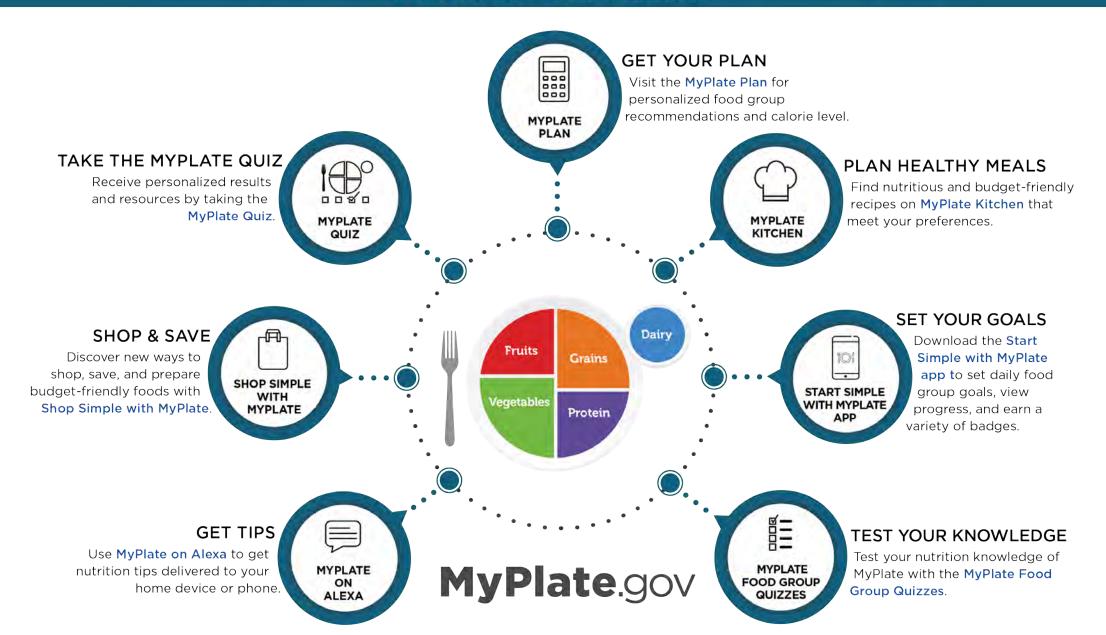
### What's on MyPlate

Meet MyPlate - the most up-to-date guide for healthy eating. MyPlate offers simple, budget-friendly ways to make healthy choices at every age.



### **HEALTHY EATING WITH MYPLATE TOOLS**

Use just one or all together.



### RESOURCES

**Tools** 

MyPlate Tip Sheets

**Print Materials** 

Graphics

Videos

En Español

**Multiple Languages** 

**Partner Resources** 



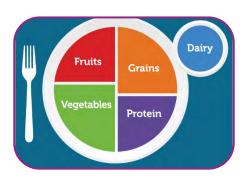
**Back to Resources** 





# GovDelivery

- CNPP's email delivery platform that was launched November 2012
- 650K+ total subscribers
- Lists for:
  - Consumers
    - Life Stages
  - Professionals
    - Educators/Teachers
    - Community leaders
    - New print materials, resources
    - Digital resources



MyPlate Campaigns, Promotions, and Tools



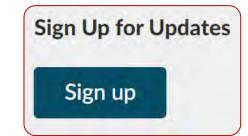
Recipe of the Month



National Strategic Partner Digest



DGA Announcements



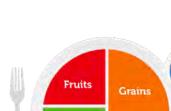


# **Stay Connected**

@MyPlate X/Twitter









MyPlate Facebook





**GovDelivery Emails** 





Protein

@MyPlate\_Gov Instagram







August 15, 2024 MyPlate



All children should have access to nutritious food.

Brighter Bites is the nonprofit that delivers fruits and vegetables directly into families' hands. We teach families how to use the produce and watch their behavior change.





### **VISION:**

To improve health outcomes among children and families in under-resourced communities by using the data-driven, evidence-based strategies of providing fresh produce and nutrition education.

#### MISSION:

To create communities of health through fresh food.

### **OUR NOT-SO-SECRET FORMULA**







**Nutrition Education** 



Fun Food Experience

# PRODUCE DISTRIBUTION

~50 servings of fresh produce per family each week of programming





# **NUTRITION EDUCATION**

in-class and at-home nutrition education





# FUN FOOD EXPERIENCE

healthy recipes, tastings, & digital engagement





# BRIGHTER BITES AND MYPLATE

#### **Nutrition Education in the Classroom**

- MyPlate is incorporated in the CATCH curriculum that teachers teach in the classroom.
- Brighter Bites also encourages students to complete activities that highlight the MyPlate logo and concepts.

#### **Nutrition Education at Home**

- Brighter Bites shares tip sheets that highlight MyPlate on our website and in the nutrition handooks we give to families.
- Additionally, we share MyPlate webpages, videos and tip sheets at our produce distribution as well as via text message to families.

#### Social Media

 We highlight the concepts of MyPlate throughout our messaging on social media.











### **OUR IMPACT**



#### **HEALTHIER HABITS**

Of the 98% of parents who reported eating more produce while participating in Brighter Bites, 96% were able to maintain that increased level after the season ended.



#### SUSTAINED CONSUMPTION

Research by UTHealth School of Public Health shows that an average Brighter Bites family consumes 19 additional servings of fresh fruits and vegetables over one week, two years after participating in the Brighter Bites program.

## **OUR REACH**



### Since 2012, Brighter Bites has:

- served over one million individuals
- distributed millions of nutrition education materials
- delivered over 65 million pounds of fresh produce





We have begun many conversations with our children about broadening their palates, experimenting with vegetables of all kinds, and opening their minds to new and challenging things in general! We also talk about proteins, carbohydrates, and the nutritional values of our foods, spurred by the reception of Brighter Bites bags and the unique vegetables they provided! We have loved [the program] and appreciate your commitment to our children and our future!

-DC PARENT



# THANK YOU

Let's create communities of health through fresh food together!

Email us at info@brighterbites.org

Follow our work:





WWW.BRIGHTERBITES.ORG



# Questions

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# Thank you!

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<sup>\*</sup>This webinar recording will be posted on SNAP-Ed Connection.