The Dietary Guidelines and MyPlate: Promoting a Future of Healthy Eating

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2010 Dietary Guidelines for Americans (DGA) & Older Adults

• DGA emphasizes overall obesogenic society – poor eating habits and sedentary lifestyle
• DGA stresses importance of healthy dietary patterns and calorie balance across the lifespan, and importance of needs at each life stage
• Older adults should follow the adult recommendations outlined in the DGA; few specific recommendations exist for older adults
• Specific dietary behaviors and considerations among older adults are featured
Factors Associated With Dietary Quality Among Older Adults

- Socioeconomic status, education, race/ethnicity, age, locality, and living arrangements are associated with overall nutritional status.

- Health status and the related difficulties or disabilities can influence the purchase, preparation, and consumption of food.
2010 Dietary Guidelines & Older Adults

• Older adults are encouraged to achieve and maintain a healthy body weight.
• Older adults over the age of 65 who are overweight are encouraged to avoid weight gain.
• Intentional weight loss can be beneficial.

Special Considerations for Older Adults – Weight Loss

• Moderate evidence indicates a reduced risk of mortality with intentional weight loss.
• Also suggests reduced development of type 2 diabetes and improved cardiovascular risk factors.
• Weight loss is appropriate advice for older adults who are overweight and obese.
• Weight gain should be avoided.
Special Considerations for Older Adults – Food Safety

• A critical part of healthy eating is keeping foods safe.
• Every year, foodborne illness affects more than 76 million individuals in the United States.
• Contributes to 325,000 hospitalizations and 5,000 deaths.

Special Consideration for Older Adults - Sodium

Older adults should reduce their sodium intake to 1,500 mg per day.
Special Consideration for Older Adults - Water

- Individual water intake needs vary widely, based in part on level of physical activity and exposure to heat stress.
- Warmer outdoor temperatures have the potential to result in an increased risk of dehydration, especially in older adults.

Recommendation for Older Adults – Vitamin B<sub>12</sub>

- Consume foods fortified with vitamin B<sub>12</sub>, such as fortified cereals, or dietary supplements.
- A substantial proportion of individuals ages 50 years and older may have reduced ability to absorb naturally occurring vitamin B<sub>12</sub>.
Special Consideration for Older Adults – Physical Activity

• Follow the physical activity adult guidelines.
• Do exercises that maintain or improve balance.
• Determine level of effort for physical activity relative to the level of fitness.
• Understand whether and how specific conditions affect individual ability to do regular physical activity safely.

How Well are Older Adults Doing?

OldeR AMERICANS 2012
Key Indicators of Well-Being
MyPlate: Supported by An Innovative Communications Initiative

Coordinated, evidence-based approach to influence consumers’ behaviors where they purchase, prepare, and consume food
# Unified and Coordinated Messages: Based on Key Dietary Guidelines Behaviors

<table>
<thead>
<tr>
<th>Dates</th>
<th>Theme</th>
<th>Selected Key Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. – Dec. 2011</td>
<td>Foods to Increase</td>
<td>Make half your plate fruits and vegetables.</td>
</tr>
<tr>
<td>Jan. – Apr. 2012</td>
<td>Balancing Calories</td>
<td>Enjoy your food, but eat less.</td>
</tr>
<tr>
<td>Sept. – Dec. 2012</td>
<td>Foods to Increase</td>
<td>Make at least half your grains whole grains.</td>
</tr>
<tr>
<td>Jan. – Apr. 2013</td>
<td>Balancing Calories</td>
<td>Avoid oversized portions.</td>
</tr>
<tr>
<td>May – Aug. 2013</td>
<td>Foods to Reduce</td>
<td>Compare sodium in foods...</td>
</tr>
<tr>
<td>Sept. – Dec. 2013</td>
<td>Foods to Increase</td>
<td>Switch to fat-free or low-fat (1%) milk.</td>
</tr>
</tbody>
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# Some of Our National Strategic Partners

[Logos of various strategic partners are shown here]
Evaluating Impact Over Time

MyPlate is #2 Top Food News Story in 2011
90% of nutrition professionals are using MyPlate in practice
34 million page views at ChooseMyPlate.gov: Jan – Mar
950,000 registered users of SuperTracker
2.83 billion media impressions for message outreach
65 million consumers reached for first message “Make Half Your Plate Fruits and Vegetables”

The influence of MyPlate communications should be measured over time; currently identifying baseline consumer markers such as awareness and understanding.