

MyPlate: Meeting Consumers Where They Are, Every Season

WITH THE START OF A brand new year, registered dietitian nutritionists (RDNs) and MyPlate have 365 new opportunities to inspire and support individuals and families in their efforts to adopt healthy eating styles. To kick-off year 3 of the MyPlate, MyWins campaign, the US Department of Agriculture Center for Nutrition Policy and Promotion has compiled a 2018 MyPlate Calendar to help RDNs and other nutrition educators coordinate with our MyPlate activities as we work together to help consumers move closer to meeting the key recommendations from the Dietary Guidelines for Americans. Together, food and nutrition practitioners can meet individuals where they are, season by season, with positive and realistic advice that can help them find their healthy eating style now, throughout the new year, and into the future (Figure).

RDNs and nutrition educators are vital MyPlate ambassadors. By focusing on seasons, nutrition educators can capitalize on consumers' desires for ingredients that connect them to American farmers and producers.

Seasonally themed tools and resources are available at ChooseMyPlate.gov/seasonal. From this page, you can see our currently available resources grouped according to season (winter, spring, summer, and fall).

MyPlate, MyWins FOR A HEALTHIER NEW YEAR

Taking a seasonal approach helps provide new angles and reasons to

*This article was written by **Brooke Hardison**, MPH, director, Office of Nutrition Marketing and Communications, USDA Center for Nutrition Policy and Promotion, Alexandria, VA; **Angela Leone**, MS, RDN, lead nutritionist, USDA Center for Nutrition Policy and Promotion; and **Alexandra Day**, special projects coordinator, Panum Group, Bethesda, MD.*

<https://doi.org/10.1016/j.jand.2017.10.028>



2018 MYPLATE CALENDAR



*National Nutrition Month® created by eatright.org.

Figure. 2018 MyPlate calendar.

reinforce the MyPlate core consumer messages through the year. As a refresher, they are:

- Everything you eat and drink over time matters. The right mix can help you be healthier now and in the future. Start with small changes to make healthier choices you can enjoy.
- Make half your plate fruits and vegetables: Vary your veggies.
- Make half your plate fruits and vegetables: Focus on whole fruits.
- Make half your grains whole grains.

- Move to low-fat or fat-free milk or yogurt.
- Vary your protein routine.
- Drink and eat less sodium, saturated fat, and added sugars.

As the seasons progress, MyPlate will release a variety of new materials that correspond to the seasonal calendar, including new and updated tip sheets, infographics, videos, and more. Individuals can sign up for e-mail updates at ChooseMyPlate.gov/govdelivery as well as follow MyPlate on Facebook (facebook.com/MyPlate) and Twitter (@MyPlate).