MyPlate Resources
Supporting The Dietary Guidelines for Americans, 2020-2025
MyPlate is used by professionals to help people become more aware of and informed about making healthy food and beverage choices over time.

USDA’s *Start Simple with MyPlate* campaign offers resources to help Americans put the Guidelines into practice starting today.

The benefits of healthy eating add up over time, bite by bite. Small changes matter. Start Simple with MyPlate.
Encourages people to choose foods, beverages, meals that are full of important nutrients

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

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

*Make every bite count with the Dietary Guidelines*

Start Simple with MyPlate

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
A healthy eating routine is important at every stage of life and can have positive effects that add up over time.

It’s important to eat a variety of fruits, vegetables, grains, protein foods, and dairy and fortified soy alternatives.

When deciding what to eat or drink, choose options that are full of nutrients. Make every bite count.

The benefits add up over time, bite by bite.
Key MyPlate Tools and Resources

**MyPlate.gov**
The newly designed website will be more visual and streamlined with easy-to-find information.

**MyPlate Quiz**
Consumers receive a snapshot of how they're doing on the MyPlate food groups and get personalized resources based on their quiz results.

**Start Simple with MyPlate app**
Set simple daily food group goals, see progress, and earn badges to celebrate success! **NEW**: sync results from the MyPlate Quiz to set goals! Available in the App Store and Google Play.

**MyPlate on Alexa**
MyPlate is now available as an Alexa skill! Get MyPlate healthy eating tips for feeding babies and toddlers.

**Toolkits for Partners and Professionals**
Targeted roadmaps to key assets for dietitians, food industry, public health, educators, and communication partners.

**Shop Simple with MyPlate tool**
Find savings in your area and discover new ways to prepare budget-friendly foods.
MyPlate.gov – new design and layout

Information and resources available organized by Life Stages:

- Pregnancy, Breastfeeding, Infants, Toddlers
- Preschoolers, Kids, Teens
- Young Adults, Adults, Older Adults
- Families
Life Stages

Each life stage page contains:

• Key information for that audience from the Dietary Guidelines

• Links to additional resources for that particular life stage
Healthy Eating on a Budget

Empower consumers to stretch food dollars with tips and links to budget-friendly resources

Make a Plan
Making a plan can help you get organized, save money, and choose healthy options

Shop Smart
To get the most for your dollar, follow the tips in this section as you shop

Prepare Healthy Meals
Find tips and tricks for making healthier meals that fit your schedule
An interactive online tool that consumers can use to get a general assessment of their eating behaviors

Users answer a series of 20 questions about the MyPlate food groups and their healthy eating interests

The MyPlate Quiz and supporting materials are available in Spanish
On the results page, consumers receive:

- A snapshot of how they’re doing on the MyPlate food groups
- A MyPlate Level; there are 6 levels ranging from MyPlate Beginner to MyPlate Hall of Famer
- Ability to save quiz results and download a PDF
- Take the quiz, save your results, and take the quiz again to see if your level has improved overtime
Also on the results page, consumers receive tailored information and resources, including:

- Ability to sync their Quiz results with the *Start Simple with MyPlate* app
- The MyPlate Plan
- Recipes from MyPlate Kitchen in the targeted food groups
- Suggested tip sheets based on the quiz responses
Print Materials & Graphics

- Browse our collection of resources, including 29 new tip sheets
- Search by Audience, Topic, and Resource Type
- Find tip sheets, infographics, lesson plans, activity sheets, and more
- New Dietary Guidelines 2020-2025 consumer brochure (available in Spanish)
- MyPlate icon available in 22 languages
New Print Materials search tool

- Filter through resources by Audience, Topic, and/or Resource Type
- Over 75 print materials available
- Results are displayed as gallery “cards” to give a preview of the material before clicking/tapping
- Optimized to work well on both desktop/laptop and mobile, for on-the-go education needs
New Toolkits for Partners and Professionals

Registered Dietitian Nutritionists
This toolkit presents a roadmap to MyPlate information and resources for Registered Dietitian Nutritionists and food and nutrition professionals.

Learn More

Food Producers and Retailers
In this toolkit, people working across the food supply chain can find ideas for using MyPlate with employees, customers, and consumers.

Learn More

Community and Professional Organizations
In this toolkit, public health and health professionals are guided to resources that provide a foundation for working with patients and clients in the community.

Learn More

Communicators and Educators
This toolkit directs those who incorporate MyPlate messages into their communications and lesson plans to a broad array of information and resources.

Learn More

Registered Dietitian Nutritionists
As Registered Dietitian Nutritionists (RDN), you’re at the forefront of educating patients, consumers, and students about healthy eating. Incorporate MyPlate’s free, ready-made resources as a simple starting point to help people of all ages and stages of life to follow the Dietary Guidelines for Americans, 2020-2025.

Back to Toolkits

Start Simple with MyPlate
Start Simple with MyPlate is at the core of helping people to eat a healthy diet at every age and stage of life. MyPlate encourages small changes that are doable, affordable, and result in lasting eating routines that promote good health.

- Looking for resources that can be personalized? MyPlate tools can help. For example:
  - The new MyPlate Quiz is a quick self-assessment tool that provides tailored resources based on users’ answers to a series of simple questions about current eating habits. The results page provides a snapshot of how the user is doing in meeting food group recommendations.
  - The user can then sync quiz results with the Start Simple with MyPlate app to set daily goals organized by food group. Each goal can be personalized to personal preference, cultural foodways, and budget needs, and includes sample tips as starter ideas. Get the most out of the app with its scavenger hunt worksheet, student lesson plan, and community lesson plan.
  - MyPlate Kitchen serves up recipes with nutrition-focused search filters, as well as recipe videos, and other helpful resources. Users can also favorite recipes and create their own cookbooks to keep online or print at home.
  - MyPlate can be adopted to fit every budget. The Healthy Eating on a Budget section provides tips and resources for making a shopping plan, shopping smart, and preparing healthy meals to stretch food dollars while making wise decisions about what to eat.
Start Simple with MyPlate App

For more information and a video tutorial, visit: 
Start Simple with MyPlate App page on MyPlate.gov
Overview

• Goal-setting tool for consumers, to meet them where they are

• Designed with simplicity in mind to engage a broad audience of users

• Highly customizable – users **choose food group goals** that work for them

• **See real-time progress**: check off goals on the Dashboard as they are completed

• **Earn badges** to celebrate success: variety of badges are available as goals are completed. Share badges on social media

• **Join challenges** to stay motivated and try new goals
A closer look at goals:

- App users choose daily food group goals that are the best fit for them
- Within each food group, users can select up to 3 goals from a bank of 7
- Users are not required to select goals for all food groups
- Each goal has 3 corresponding tips with ideas for implementing the goal or change
A closer look at tips:

• Tips with written with variety in mind: ease of implementation, availability of ingredients, costs of foods

• Colorful photos accompany each tip for motivation

• Each tip can be “favorited” or shared

• At the bottom of each tip is a link for recipes from that food group
Earn a variety of badges including:

- First Goal Complete
- Daily Streaks
- Food Group Badges
- MyPlate Badge
- Challenge Badges

Badges can be shared with friends and family on social media.
Start Simple with MyPlate App

Sync with Smartwatch
Sync Quiz with the MyPlate App

- Users have the option to use their quiz results to set goals in the *Start Simple with MyPlate* app.
- Users receive a custom code on their quiz results page that can be used in the app.
Personalized MyPlate Plans

- Consumers can use the MyPlate Plan calculator to get a personalized plan based on their age, sex, height, weight, and physical activity level.
- Also available in Spanish.
- The calculator tool can be embedded as a widget onto any website.
• The resulting MyPlate Plan shows food group targets – what and how much to eat within a personalized calorie allowance

New MyPlate Plans are available for 31 age/calorie levels (in English and Spanish), including new Plans for ages 12-23 months

New MyPlate Plan PDFs are available in both English and Spanish
Welcome to MyPlate Kitchen
MyPlate Kitchen Overview

- Approximately 1,000 “MyPlate-inspired” recipes and resources to support building healthy and budget-friendly meals
- MyPlate Kitchen includes recipes from the USDA Food and Nutrition Service (FNS) programs from the Center for Nutrition Policy and Promotion (CNPP) and the Supplemental Nutrition Assistance Program (SNAP)
- Recipes are budget-friendly and include commonly available ingredients
- Homepage features: Recipe of the Month along with Trending, Seasonal, and recipes that take 30 minutes or less to make
MyPlate Kitchen Features

• Comprehensive search filters such as program area, cooking equipment, cuisine as well as nutrition-related messages to help users find recipes according to personal interest

• Browse recipes by Total Cost ranges ($, $$, $$$, $$$$)

• Save your favorite recipes with an e-Auth account or add them to a personal online cookbook

• Recipes available in Spanish
MyPlate Kitchen Recipes

• Recipe layout includes:
  • Yield, Total Cost Range, Cook, and Prep Time (if available), Ingredients, and Directions
  • View star ratings and add your own
  • Share recipes on social media
  • Browse suggestions for similar recipes
  • Detailed nutrition analysis and MyPlate food group amounts
My Saved Recipes & My Cookbooks

- Create an e-Auth account
- Click the ‘+’ on the Recipe photo and select ‘My Saved Recipes’ or Click the ‘+’ on the Recipe photo and select ‘My Saved Recipes’ or which Cookbook you would like to add the recipe to.
“Alexa, open MyPlate”

• Nutrition information for parents and caregivers on how and what foods to feed babies and toddlers based on their age

• Information available for ages 4-24 months

• Based on the Dietary Guidelines for Americans
MyPlate on Alexa: Sample Tips

**Sample tip: 4-6 months**

“Curious if your baby is ready to start trying food? Look for signs. If they can control their head and neck, sit up in a chair, grasp small objects, and are swallowing food rather than pushing it out, you might be ready to offer your baby food.”

**Sample tip: 6-11 months**

“Foods that are smaller and softer will be easier for your baby to swallow. Dice up some zucchini and steam until the pieces are soft for a great vegetable option.”

**Sample tip: 12-24 months**

“Feed your toddler the foods and flavors your family eats. A healthy diet can come in many different forms, flavors and textures. Have your child enjoy them with you.”
Shop Simple with MyPlate

- **Overview:** *Shop Simple with MyPlate* is a web app to help Americans save money while shopping for healthy food choices.

- **How to access:** Available directly at MyPlate.gov/ShopSimple; nothing to download from the App Store or Google Play. No login required.

- **Works on all devices:** Optimized for use on a smartphone (*feels* like an app), but it can be used on a desktop, laptop, or tablet in an iframe.
Shop Simple with MyPlate: Savings

• **SNAP Savings**: Enter your zip code to find cost-saving opportunities in your local area, including:
  • SNAP Rewards
  • SNAP Retailer Stores
  • Online SNAP Stores
  • Farmer's Markets

• **Healthy Eating on a Budget**: Discover general tips for saving money when purchasing and preparing healthy foods
Shop Simple with MyPlate: Foods

- **Budget-Friendly Foods**: View suggestions from each of the MyPlate food groups. Each individual food features:
  - **Tips**: Guidance on selecting, purchasing, storing, and seasonality
  - **Serving ideas**: Quick and easy ways to use the food
  - **Recipes**: Low-cost meal and snack recipes from *MyPlate Kitchen*
  - **Nutrition information**
Thank you!