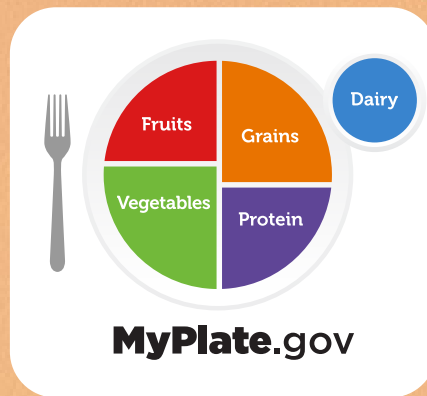




United States Department of Agriculture



Make Every Bite Count

DURING NATIONAL NUTRITION MONTH® IN MARCH

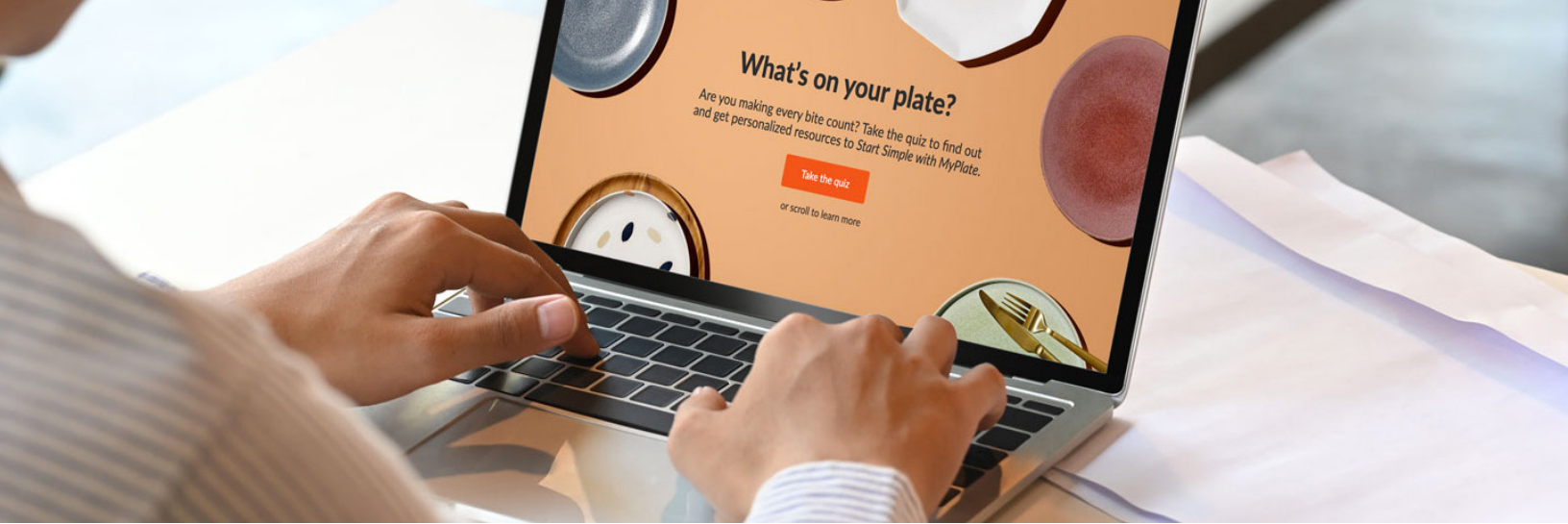


***Start Simple with MyPlate* to help “Personalize Your Plate”**

With a 2021 theme of “Personalize Your Plate,” this year’s Academy of Nutrition and Dietetics’ National Nutrition Month® is the perfect anchor for MyPlate messaging. MyPlate translates the core elements of the recently released *Dietary Guidelines for Americans, 2020-2025* into actionable steps to help consumers make tailored and affordable choices that meet their personal, cultural, and traditional food preferences.

The overarching themes to **Make Every Bite Count** and ***Start Simple with MyPlate*** can be the foundation for your projects and messaging as you help your audiences to personalize their plate and make MyPlate their own. MyPlate National Strategic Partners have been working together on several projects through two self-formed subgroups: Birth to 24 Months and Video Development.

Please contact **Barbara Jirka** (barbara.jirka@usda.gov) to join an ongoing project or explore new collaborations.



The MyPlate website offers plenty of resources, including new toolkits for partners and professionals (www.myplate.gov/professionals/toolkits) that serve as roadmaps to key assets for dietitians, food industry, public health, educators, and communications partners. Also keep in mind these MyPlate resources:



[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.



[Life Stages](#)

From infancy to adulthood, including pregnancy and breastfeeding, this section of the website tailors guidance to Americans at 10 different stages of life.



[Start Simple with MyPlate App](#)

Our app encourages users to set simple daily food group goals, see progress and earn badges to celebrate success! Sync results from the MyPlate Quiz to set goals in the app. Available in the App Store and Google Play.



[Print Materials](#)

Browse free, printable handouts and tip sheets are searchable by audience and topic; some are available in Spanish.

In honor of National Nutrition Month®, we're offering additional tips on the pages that follow to help our MyPlate National Strategic Partners incorporate MyPlate messaging into their promotional and communications activities. As a MyPlate National Strategic Partner, you play an important role in helping us translate and disseminate key Dietary Guidelines messages to your unique audiences. Through your efforts and initiatives, partner messages collectively achieve **billions** of impressions each year!

Thank you for being a valued MyPlate National Strategic Partner!

Tips from MyPlate for National Nutrition Month® 2021 Personalize Your Plate

Stay up to date with current campaigns and resources by signing up for our [email lists](#). Follow MyPlate on [Twitter](#), [Facebook](#), and [Pinterest](#), and create excitement for using MyPlate to celebrate National Nutrition Month® by tagging your posts with **#StartSimplewithMyPlate**, **#MyPlate**, or along with **#NationalNutritionMonth!**

Use these jumplinks to find tips for you:

For Registered Dietitian Nutritionists

For Communicators and Educators

For Professional and Community Organizations

For Food Producers and Retailers

Registered Dietitian Nutritionists

- Explore the new look of MyPlate.gov, where you'll find tailored guidance for [10 life stages](#); updated, [free printable handouts](#) and tip sheets that are searchable by audience and topic (some available in Spanish); and [professional toolkits](#) to help RDNs communicate MyPlate's food and nutrition messages to a variety of audiences.
- Use MyPlate as a foundation to explain nutrient density, variety and portions, and encourage small eating changes during National Nutrition Month®, and beyond. There is no singular or prescribed MyPlate eating plan. It's possible to personalize MyPlate for nearly [all ages and stages of life](#), including pregnancy and lactation, and a variety of [eating patterns](#), and to reflect cultural foodways and [food budgets](#).
- Help consumers, clients, and patients build a better, more personal plate, and make every bite count by starting with simple changes. Encourage people to get a jump-start on improving their eating habits with the [MyPlate Quiz](#). The results can be synced with the [Start Simple with MyPlate app](#) to set daily goals that allow for personal food preferences, cultural foodways, and [food budget](#).
- Save time by using free, ready-made materials, including [quizzes](#) that test knowledge about the 5 MyPlate food groups in a fun and engaging format, colorful [infographics](#) that inspire people to enjoy nutritious foods in a variety of ways, [print materials](#) (including tip sheets for all ages and stages), and fun activities for young children and students.

- Help people get into the kitchen more often to prepare balanced meals with life stage and personal preferences in mind. [MyPlate Kitchen](#) serves up recipes with nutrition-focused search filters, recipe videos, and other helpful resources.
- Keep budget top of mind when personalizing MyPlate. [Healthy Eating on a Budget](#) provides tips and resources for making a shopping plan, shopping smart, and preparing nutritious meals to stretch food dollars and make wise food choices for all stages of life from pregnancy and lactation through later adulthood.
- Point people to MyPlate's [video collection](#) where they can learn how to use the [Start Simple with MyPlate app](#), hear others share their strategies for making nutritious food choices, and see how real families use MyPlate.

Communicators and Educators

- MyPlate works best when it is customized for the individual to include eating style, food likes and dislikes, cultural foodways, family favorites, and food budget. Help consumers start simple by introducing the [MyPlate Quiz](#) to assess current eating routines and identify healthy eating interests, a first step toward personalizing MyPlate.
- Enhance your National Nutrition Month® lesson plan by exploring Breakfast Around the World, a fun activity on the [Kids page](#) of the MyPlate website that helps kids make every bite count.
- Discuss how foods from different cultures fit into MyPlate by exploring each of the food groups—[Fruits](#), [Vegetables](#), [Grains](#), [Protein Foods](#), and [Dairy](#)—and looking for family-friendly recipes in [MyPlate Kitchen](#). Many have photos of [portion sizes](#) too.
- Show older students how they can personalize MyPlate by accessing the free [Start Simple with MyPlate app](#). Consider using the [Student Lesson Plan](#) as a guide, and share the [Scavenger Hunt Worksheet](#) to help students organize their goals toward making every bite count.
- For adult audiences, the [Community Lesson Plan](#) provides a guide for teaching about the [Start Simple with MyPlate app](#) as a tool for personalizing MyPlate. The [Life Stages](#) pages of the MyPlate website are filled with tailored tips and guidance for adults of all ages.
- What's for dinner? Consumers can make MyPlate theirs with [MyPlate Kitchen](#), filled with hundreds of simple recipes that are searchable by cuisine, food group, cooking equipment, and cost.

Professional and Community Organizations

- [Eating healthy on a budget](#) is possible! To encourage consumers to vary their veggies, lean into affordable produce when cost and food insecurity are a concern. MyPlate helps consumers “Personalize Your Plate,” the 2021 theme for National Nutrition Month®.
- Create some excitement and help make MyPlate become their plate. Fruits and vegetables add taste, texture, bursts of color, along with variety and nutrition. MyPlate has plenty of how-to’s, including helpful and informative nutrition tips in these [infographics and tip sheets](#).
- Honor cultural foodways when helping people personalize their plate. [MyPlate Kitchen](#) serves up an array of healthy and affordable recipes, meal ideas, and videos from around the globe and shows how making healthy meals can be simple and tasty.
- Help them personalize their plate and make every bite count with the [Start Simple with MyPlate app](#). Users can learn goal-setting, join challenges, and celebrate successes.
- Find new and creative ways to incorporate choices from all food groups when helping consumers and clients to personalize MyPlate. [MyPlate Messages](#) on each of the food groups, along with portion size photos in the [Food Group Gallery](#), show how to start simple with a variety of foods.
- To work toward making every bite count, encourage choosing food and beverages that are rich in nutrients and reducing added sugar, saturated fat and sodium intake by learning common foods that are high in these components.

Food Producers and Retailers

- As a MyPlate [National Strategic Partner](#) you can stand out from the crowd during National Nutrition Month® by incorporating [MyPlate messages](#) into materials, websites, campaigns, events, and outreach efforts. Aligning with MyPlate shows that your organization values good nutrition for all.
- Planning for National Nutrition Month®? Free MyPlate [resources](#) pair well with this year’s theme—“Personalize Your Plate”. Save time by including MyPlate [print materials](#), [graphics/infographics](#), [videos](#), [recipes](#), and more during National Nutrition Month®.
- [MyPlate](#) is for everyone! No matter your business sector—your customers, clients and employees are consumers. MyPlate messages and materials are for consumers at [nearly all ages and life stages](#) and [for families](#), too. From [pregnancy](#) to [infancy](#) and [toddlerhood](#), [teens](#) through [older adulthood](#), you can quickly find information/resources by audience, topic or type using the [Professionals Search Tool](#).

- Link up with other [MyPlate Partners](#) with similar or complementary products or services. For National Nutrition Month® and beyond, consider creating campaigns, contests, programs, and/or materials that utilize MyPlate as a simple tool that helps make the new [Dietary Guidelines for Americans](#) come to life for consumers.
- National Nutrition Month® is an ideal time to emphasize the many ways to build a healthy plate. Spread the word about the [MyPlate Plan](#)—a personalized food plan that shows food group targets (and is available in Spanish). Encourage consumers to get the free [Start Simple with MyPlate App](#), and to take the [MyPlate Quiz](#) for tips and resources tailored to them.
- Use the [MyPlate graphic](#) (available in 22 languages), food groups button graphics and [food group quizzes](#) to show diverse audiences how your food products, programs and services can fit into a healthy eating style.

