



RON CHAPMAN, MD, MPH
Director

State of California—Health and Human Services Agency
California Department of Public Health



EDMUND G. BROWN JR.
Governor

August 5, 2011

To: All *Network for a Healthy California (Network)* Project Coordinators

SUBJECT: PROGRAM LETTER (PL) 11-05 USDA'S **MYPLATE** PROMOTION

We are pleased to announce that the *Network* will join the United States Department of Agriculture's (USDA) Center for Nutrition, Policy and Promotion of the **MyPlate** messages and Choose**MyPlate**.gov. The **MyPlate** and the Choose**MyPlate**.gov provide resources and tools to consumers and educators to encourage Americans to put the *Dietary Guidelines for Americans, 2010* into Action. We are asking our *Network*-funded partners to assist with promoting these key messages and incorporating template materials created during promotional timeframes into educational and communications interventions when applicable. Coordinating with the national campaign will create better awareness of the new guidelines and lead to more partnership opportunities.

The **MyPlate** key messages and their Federal Fiscal Year (FFY) 2012 promotion timeframes are as follows:

- Make half of your plate fruits and vegetables (September – December 2011)
- Enjoy your food, but eat less (January – April 2012)
- Drink water instead of sugary drinks (May – August 2012)

Please visit www.ChooseMyPlate.gov for USDA developed resources including: 1) *MyPlate Style Guide and Conditions of Use for the Icon*; 2) 10 Tips Series; 3) *Let's Eat for the Health of It*, the 2010 Dietary Guidelines Brochure; 4) print ready recipes; and 5) Sample Menus.

In addition to the USDA resources above, the *Network* will be developing template materials for each promotion that align the promotions with signature *Network* events such as Black History Month (February), Fruit and Veggie Fest (May), Latino Health Awareness Month (September), and other statewide themed events. We will also include approved social media messages, speaking points, partner Power Points and more.

Recommendations for *Network*-funded projects on how to incorporate and use **MyPlate** resources:

- Materials in the development progress - update to **MyPlate** image and new web link. Include the message "Make Half Your Plate Fruits and Vegetables" when possible.
- For existing material - use up current inventory and update during your next reprint.
- Locally-created materials that refer to MyPyramid or older Dietary Guidelines messages should be revised over time as the Scope of Work allows.
- Contractors must adhere to **MyPlate Style Guide and Conditions of Use** document.
- **MyPlate** is an icon, not a logo, and does not have to be on everything.
- **MyPlate** may be used as an educational tool.
- Purchase only nutrition education materials that are updated with **MyPlate**. The California Healthy Kids Resource Center is in the process of identifying these resources.
- Remember to update resources, websites, newsletters, brochures, posters, lesson plans, PowerPoint presentations, and display materials.
- Recommend to discontinue use of MyActivity Pyramid and replace it with the **MyPLate** icon.

We encourage you to align your activities and promotions with the **MyPlate** consumer messages and encourage coordination for more consistent messaging. If you have any questions, please contact your assigned Program Manager.

Thank you for your cooperation.

Sincerely,



Rosanne K. Stephenson, MPA, Chief
Program Development Section
Network for a Healthy California