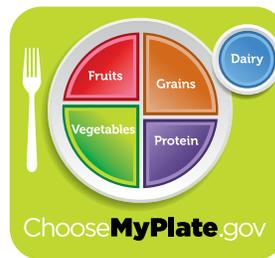




Center for Nutrition Policy and Promotion

The Center for Nutrition Policy and Promotion (CNPP), in USDA’s Food, Nutrition and Consumer Services mission area, is the focal agency that works to improve the health and well-being of Americans by developing and promoting dietary guidance that links the latest evidence-based scientific research to the nutrition needs of consumers. Instrumental in planning and implementing this work are the Center’s Office of Nutrition Guidance and Analysis, and Office of Nutrition Marketing and Communications.



CNPP Programs and Initiatives Promote Nutrition and Well-Being

The programs of CNPP, as well as its policy and promotion initiatives, range from setting Federal dietary guidance to cutting-edge e-tools to “report cards” on Americans’ diet status. These efforts are designed to support the Secretary’s goals for improving the health and well-being of Americans through the use of innovative multi-media outreach programs that help consumers where they make food decisions. CNPP creates and manages the following to link evidence-based science to the nutrition needs of consumers.

- **Dietary Guidelines for Americans**
- **Birth to 24 Months and Pregnant Women**
- **ChooseMyPlate.gov**
- **SuperTracker**
- **USDA Food Patterns**
- **Nutrition Evidence Library**
- **Healthy Eating Index**
- **Healthy Eating on a Budget**
- **USDA Food Plans**
- **Nutrient Content of the U.S. Food Supply**
- **Expenditures on Children by Families**
- **National and Community Partners**

CNPP E-Tools Expand Reach of Nutrition Guidance to Americans

CNPP’s online interactive tools operationalize the Dietary Guidelines for Americans and the Physical Activity Guidelines and empower consumers to make healthier choices by allowing them to (1) personalize their nutrition and physical activity goals, (2) track and assess their progress toward goals, and (3) provide tips and support to make changes sustainable.

In collaboration with FNS, CNPP developed and manages operations for the “What’s Cooking? USDA Mixing Bowl” application—a one-stop online recipe and menu planning tool.

Consumers can use the new and improved tools such as the following to improve their diet, physical activity, and well-being:

- **SuperTracker**
 - Food-A-Pedia
 - Food Tracker
 - Physical Activity Tracker
 - My Weight Manager
 - My Recipe
- **What’s Cooking? USDA Mixing Bowl**
- **Cost of Raising a Child Calculator**

Center for Nutrition Policy and Promotion

www.cnpp.usda.gov



MYPLATE PARTNERING PROGRAM

Providing national leadership, technical expertise, and cooperation for development of the legislatively mandated Dietary Guidelines for Americans as well as other nutrition policy programs

Office of Nutrition Guidance and Analysis

- Leads Dietary Guidelines policy development to meet legislative mandate.
- Promotes national nutrition policy through collaboration with Federal partners. Established DietaryGuidelines.gov.
- Conducts systematic reviews through the Nutrition Evidence Library to provide the strongest available evidence-based science to inform Federal policies and programs. Established NEL.gov.
- Ensures that Federal nutrition education for the public is consistent with the Dietary Guidelines and is supported across Federal departments, by leading USDA's Dietary Guidance Working Group.
- Translates science-based guidance into content for consumer materials.
- Conducts policy-related research, including development of the following:
 - The USDA Food Plans: including the Thrifty Food Plan, which is the basis for allotments in the Supplemental Nutrition Assistance Program; Moderate Cost and Liberal Food Plans, which serve as the basis for the military's food allowance for service members; and the Low Cost Food Plan, which is used by bankruptcy courts.
 - Expenditures on Children by Families: used to set child support and foster care guidelines.
 - Healthy Eating Index: a report card on national diet quality.
 - USDA Food Patterns: the technical basis for nutrition education materials and tools.

Designing, leading, and implementing a wide range of nutrition education, marketing, communications, and promotion projects

Office of Nutrition Marketing and Communications

- Develops and promotes tested, actionable nutrition and health messages that motivate consumers to adopt healthy food and physical activity behaviors.
- Leads marketing and communications research involving consumers, health professionals, and nutrition educators.
- Manages and leverages social media platforms to extend messages, drive traffic to ChooseMyPlate.gov, and engage with target audiences.
- Provides customer support to consumers and professionals.
- Creates and manages CNPP's websites: cnpp.usda.gov and ChooseMyPlate.gov.
- Leverages Government efforts to challenge Americans across spectrums to create engaging web-based learning applications (e.g., SuperTracker, What's Cooking? USDA Mixing Bowl) that encourage healthful eating and increased physical activity.
- Oversees the Nutrition Communicators Network ("Partnership") that provides an opportunity for different communities and organizations to join together in helping promote the Dietary Guidelines.
 - National Partners—companies and organizations who are national in scope and have a health mandate consistent with the Dietary Guidelines.
 - Community Partners—dietitians, educators, community programs, doctors, and schools who commit to developing outreach programs.
 - MyPlate On Campus Ambassadors—college and university students and professional educators who can actively promote MyPlate messages in the campus community.

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