



MyPlate Strategic Partner Outreach Report May 2012

Executive Summary

The USDA Center for Nutrition Policy and Promotion's Nutrition Communicators Network has a central goal of empowering consumers with the 'how-tos' to put the *2010 Dietary Guidelines for Americans* into action through partnerships. The initiative is thriving as a result of energetic and like-minded organizations committed to volunteer resources to improve consumers' health. As of March 2012, 85 National Strategic partners and almost 6,000 Community partners signed on to work together to promote MyPlate and *Guidelines* consumer messages. These partners work collaboratively to maximize exposure of MyPlate and the resources that support it on the ChooseMyPlate.gov website. The first key message, "Make half your plate fruits and vegetables," was launched and communicated through several mediums from September through December 2011. The Produce for Better Health Foundation (PBH), a MyPlate National Strategic Partner, conducted a survey after the conclusion of the first message to summarize exposure and reach of the National Strategic Partners' efforts.

Introduction

Media monitoring data collected by the Meltwater Group showed that, during the five month message period, over 2.6 billion media impressions of the message "Make half your plate fruits and vegetables" were recorded via more than 1,500 media outlets. Additionally, the January 2012 survey data collected by PBH, indicated influencer and consumer reach, by the 29 National Strategic Partners who completed the survey. Social media use was most popular among responding partner organizations with 90 percent using blogs, e-newsletters, Facebook, Twitter and websites to relay the *Guidelines* messages supporting MyPlate. Weekly Facebook and Twitter posts, monthly blogs and e-newsletters were most common outlets. A total of 6.5 million consumer influencers including health professionals, industry members, consumer media, policy makers, and educators, were reached by MyPlate and its coordinated messages. In addition, 65 million consumers were reached directly through presentations, print materials, websites, newsletters, and social media. In terms of volume, print materials were used most to reach consumers. The same PBH survey revealed that over 60 million consumers were reached through print materials (educational pamphlets, flyers, and handouts) alone.

Statistics on *Guidelines* Message

'Make Half your Plate Fruits and Vegetables'

2.633 Billion

Media Impressions

8 Impressions

Per American

1.8 cups/day

Average fruit and vegetable
Consumption

6.5 Million

Consumer Influencers reached

65 Million

Consumers reached

60 Million

Consumers reached via Print Materials

**1,537 Media
Outlets**

Ran stories or mentioned
'Half your plate'

**90% Partners
Surveyed**

Used social media to
relay messages

**83% Consumers
Believe**

Half or more of your plate should be
fruits and vegetables

Source: PBH Survey



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National Strategic Partner Achievements

Key efforts were displayed by a number of strategic partner organizations, each highlighted in Appendix A. Individual promotion efforts analyzed as a whole produced incredible impact and reach. Partners were able to qualitatively describe key activities at the conclusion of PBH's January 2012 Partner survey. This summary represents the 22 organizations that responded to the qualitative section of PBH's survey.

Several partners shared their activities and efforts which best highlight MyPlate and could potentially be utilized by other organizations for future outreach.

Half of organizations surveyed used social media to expand the visibility of messages supporting MyPlate. Duda Farm Fresh Foods and Stemlit Growers coordinated efforts to conduct a Twitter party. This Twitter party was a conversation on Twitter using tweets and a predefined hashtag, which is a keyword to link significant tweets. Dissemination impact was measured via number of participants in the Twitter party and their various numbers of followers, who in turn, can re-Tweet to more followers.

PBH's MyPlate Makeover Challenge competition on Facebook was launched in September 2011 and is an ongoing effort. Over 840 photos showing fruits and vegetables on half of the plate were submitted in 4 months and each week a \$100 grocery gift certificate was awarded to one "MyPlate" photo. Partnering organizations, like California Avocado Commission, contributed to this Challenge through promotion on their site. In addition, Lose It!, Seneca Foods, and Food and Health Communications used social media, particularly Facebook and Twitter to promote initiatives. Birds Eye (Pinnacle Foods) engineered the My Perfect Veggie-Powered Plate application on Facebook to promote the first *Guideline* message.

Partners are even giving MyPlate its own residence on their sites. USA Rice Federation developed a MyPlate page on its website (www.usarice.com/myplate) with downloadable information, links, and recipes. Duda Farm Fresh Foods created a microsite highlighting their partnership and MyPlate. The American Diabetes Association also launched a microsite off of their main site called "Recipes for Healthy Living" (<http://www.diabetes.org/mfa-recipes>) to house MyPlate messages. Multiple partners used their websites to incorporate MyPlate messages into their organizations' mission. These partners included, but were not limited to, the Academy of Nutrition and Dietetics, Chiquita, the National Restaurant Association and the National Dairy Council.

Tangible print materials were widely distributed by Canned Food Alliance during Hill Visits, and educational materials and presentation kits were created especially focusing on core messages by NASCO and Supermarket Savvy. A substantial amount of print materials were distributed by the Defense Commissary Agency, Del Monte Foods, Egg Nutrition Center, the Mushroom Council and Wheat Foods Council.



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Appendix A: Organizational Activities Supporting MyPlate

Survey Respondents

Academy of Nutrition and Dietetics
Alliance for Potato Research & Education
American Diabetes Association
Birds Eye (Pinnacle Foods)
California Avocado Commission
Canned Food Alliance
Chiquita
Defense Commissary Agency
Del Monte Foods
Duda Farm Fresh Foods
Egg Nutrition Center
Food and Health Communications
IGA, USA
Lose It!
Mushroom Council
NASCO Family & Consumer Science
National Cattleman's Beef Association
National Dairy Council
National Restaurant Association
Produce for Better Health Foundation
Seneca Foods
Stemilt Growers
Supermarket Savvy
USA Rice Foundation
Wheat Foods Council

'Half your Plate' Activities

Print Materials



Website Pages/Posts



Challenges/Giveaways



Social Media Outreach



Education Initiatives



Networking/Collaboration





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Appendix B: Dashboard Report



Strategic Partner MyPlate KEY MESSAGE Dashboard Report



Since 2011 (through 12/31/11)		
Half Plate Impressions	2.633 Billion	■
Impressions per American	8	■
FV Consumption	1.8 cups/day (NPLC)	■
MyPlate Awareness	32% (PBH Jan '12 Survey)	■
Half Plate Knowledge	85% believe half or more of plate should be FIV (PBH Jan '12)	■

Key Message Summary	
Strategic Partners Reporting:	29 out of 74 (39%)
Media Impressions:	2.633 Billion
Influencers Reached:	6.5 Million
Consumers Reached:	65 Million

MyPlate Key Message Performance Metrics: Make Half Your Plate Fruits & Veg		
Metric	Results	Notes
Half Plate Media Impressions (all in, no multipl, print & electronic)	2.633 Billion	Meltwater: 1537 media outlets ran stories or mentioned 'half your plate.'
# Influencers reached through presentations	11,796	Top venues: FNCE (11); AADE (Diabetes Eduators), IFT, SNA, SNEB (3 each). Other venues, noted once each: Natl Assn College & Univ FS; AAPA; Idea World of Fitness; Primed; ACNP; AAFP; PriMedEast; PriMedWest; AHA; PBH Plate Sponsor; Grove Tours & blogger conferences; Partnership for Healthier America; NAMA; BEMA; ASB; FCCLA; ATB; National Festival of Breads; NAWG; US Wheat Associates; Academy DPG School Nutrition Services Webinar; Birds Eye campaign launch in NYC
# Influencers reached through trade shows, ads, sponsorships	182,287	
# Influencers reached via print	1,082,092	
# Influencers reached electronically	5,238,492	
TOTAL INFLUENCERS REACHED	6,514,667	
# Consumers reached through presentations	10,644	26 of the 29 respondents used blogs, e-newsletters, Facebook, Twitter and websites to relay MyPlate or DG messages. Weekly Facebook & Twitter posts, monthly blogs and e-newsletters were most common, in addition to websites.
# Consumers reached via print	60,439,545	
Partner average monthly website visits	2,042,468	
Total partner e-newsletter recipients at end of 2011	1,321,853	
Total partner Facebook 'likes' at end of 2011	1,115,926	
Total partner Twitter followers at end of 2011	164,926	
TOTAL CONSUMERS REACHED	65,095,360	

Other Notable Items	
Consumers became familiar with MyPlate through TV (37%), Internet (31%), and Magazines (22%). PBH Jan '12 Survey	
22 of 29 (76%) partners promoted 'half your plate' message; 13 of 29 (45%) talked about MyPlate generally, less about a specific core message. Each other core message was promoted by 4-8 partners during Sept-Dec 2011.	

