



United States Department of Agriculture

**Center for Nutrition Policy  
and Promotion**

3101 Park Center Dr.  
Alexandria, VA 22302  
Voice: 703.305.7600  
Email: [CNPPmedia@cnpp.usda.gov](mailto:CNPPmedia@cnpp.usda.gov)  
Web: <http://www.cnpp.usda.gov>  
[www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov)

# News Release

Contact:  
CNPP Office of Nutrition Marketing and Communications, (703) 305-7600

## ***MyPlate, MyWins* Helps Americans Turn Resolutions into Real Solutions for Healthy Eating in the New Year**

*New video series, landing page, and resources guide Americans towards a healthier eating style*

WASHINGTON, Dec. 28 2016 – Today, the U.S. Department of Agriculture’s (USDA) Center for Nutrition Policy and Promotion (CNPP) launched a New Year’s campaign to help Americans turn their resolutions into real solutions for healthy eating in 2017. This campaign is supported by new and existing [MyPlate, MyWins](#) resources available on [ChooseMyPlate.gov](http://ChooseMyPlate.gov), which are designed such that Americans can decide where to start on the journey to healthy eating.

“As Americans begin thinking about setting goals for the New Year, *MyPlate, MyWins* is the place to start,” said Kevin Concannon, Under Secretary for Food, Nutrition and Consumer Services. “With the new resources available on the *MyPlate, MyWins* webpages, Americans can set small, attainable, healthy eating solutions to incorporate into their lifestyle now and into the future.”

### ***Turning Resolutions into Real Solutions***

Every January, Americans are overloaded with information about New Year’s resolutions. While starting with the best intentions, many people set unrealistic resolutions and incorporate goals that are difficult to maintain. Starting with small steps and celebrating milestones along the way are shown to be more beneficial strategies in keeping resolutions. This is where *MyPlate, MyWins* comes in; *MyPlate, MyWins* is a resource to help Americans turn resolutions into real solutions to achieve a healthy eating style in alignment with the *Dietary Guidelines for Americans 2015-2020*.

Real solutions are small, practical changes that add up to a healthy lifestyle over time. These changes can be incorporated into Americans’ lives to maintain a healthy eating style based on the five food groups of MyPlate. *MyPlate, MyWins* encourages consumers to find and celebrate their wins and their real solutions. Since everyone has different eating habits, *MyPlate, MyWins* helps individuals create their own, personalized nutrition goals and solutions.

### ***New MyPlate, MyWins Animated Video Series***

Over the course of five weeks as part of the New Year campaign, CNPP will release five *MyPlate, MyWins* animated videos to the new [Make Small Changes webpage](#). These short, animated videos demonstrate simple changes Americans can make to their typical meals to decrease sodium, saturated fat, and added sugars. Each video has a different theme including breakfast, lunch, dinner, snacks, and beverages.

“Making a small change, for example, switching from two slices of pepperoni pizza for lunch to one slice of veggie pizza, a salad, and an apple decreases sodium and saturated fat intake, while adding items from other food groups,” said Angie Tagtow, Executive Directors of USDA’s Center for Nutrition Policy and Promotion. “The videos demonstrate to Americans that small, healthy changes, or switches, during meal and snack times can add up over time and improve your eating style.”

To supplement these videos, there are new, meal-specific webpages with nutrition information, more examples of small ways to improve typical meals, and five new *MyPlate, MyWins* tip sheets. The tip sheets provide suggestions for making healthier choices in typical dining environments: potlucks and parties, coffee shops, buffets, Italian restaurants, and Asian cuisine takeout. All of these resources can help consumers utilize real solutions in their typical day to achieve nutrition goals and maintain a healthy eating style now and into the future.

### ***SuperTracker New Year’s Challenge and More Resources***

On January 2, 2017, SuperTracker will kick off a public New Year’s Challenge that encourages participants to start slowly and develop a healthy eating style over time. Over five weeks, participants will be challenged to incorporate the five MyPlate food groups – fruits, vegetables, grains, protein foods, and dairy – into each day. To officially [join the challenge](#) and receive encouraging messages along the way, individuals will need to create a free SuperTracker account.

The *MyPlate, MyWins* landing page has many additional resources to assist Americans in modifying their meals in order to maintain healthier eating habits throughout their lives. The [Stories from Families and Individuals page](#) includes videos from relatable families about their healthy eating solutions and testimonials from the MyPlate staff. There also are ways to get involved for partners, professionals, and consumers. Additionally, CNPP encourages consumers to share their real solutions and wins via Twitter and Facebook using #MyPlateMyWins.

Please visit [MyPlate, MyWins](#) to learn more about achieving real solutions and celebrating wins in the New Year.

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