



# MyPlate Strategic Partner Outreach Report May - August 2012

## Executive Summary

The USDA Center for Nutrition Policy and Promotion's Nutrition Communicators Network consists of partnerships developed to promote the *2010 Dietary Guidelines for Americans* behaviors and MyPlate resources to consumers. As of August 2012, the Nutrition Communicators Network consisted of 90 National Strategic Partners and over 6,000 Community Partners who work both collaboratively and independently to convey customer messages to a broad audience. The message "drink water instead of sugary drinks" was promoted from May through August 2012. Nestlé Waters, a MyPlate National Strategic Partner, conducted a survey after the message period was concluded to summarize the exposure and reach of the National Strategic Partners' efforts.

## Introduction

Monitoring data collected by the Meltwater Group recorded 143.7 million media impressions of the message "drink water instead of sugary drinks" during the second and third quarters of 2012. Additionally, data collected by Nestlé Waters indicated significant influencer and consumer reach by the 40 National Strategic Partners who completed the survey. Partners reported reaching a total of 4.4 million consumer influencers including health professionals, industry members, consumer media, policy makers, and educators with MyPlate and its coordinated messages. A total of 91.1 million consumers were reached directly through presentations, print materials, websites, newsletters, and social media. In addition, the Nestlé Waters survey indicated that over 23.9 million consumers were reached through print materials (educational pamphlets, flyers, and handouts) alone. Over half of the responding Partner organizations used online and social media, such as blogs, e-newsletters, Facebook, and Twitter to relay the *Guidelines* messages and MyPlate. Radio messaging also had a substantial impact, creating 55 million impressions.

## Statistics on *Guidelines* Message

### "Drink water instead of sugary drinks"

**90**

National Strategic Partners

**6,000+**

Community Partners

**143.7 Million**

Media Impressions

**4.4 Million**

Consumer Influencers reached

**91.1 Million**

Consumers reached

**23.9 Million**

Consumers reached via Print  
Materials

**41%**

Strategic Partners Reporting



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## National Strategic Partner Achievements

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Key efforts were displayed by a number of strategic partner organizations, each listed in Appendix A. Together, these promotion efforts created a substantial impact with a wide reach. This summary represents the 12 organizations that responded to the qualitative section of Nestlé Water's 2012 Partner survey and provided their name. These activities and efforts could potentially be utilized by other organizations for future outreach.

Over half of the organizations surveyed used social media to promote MyPlate. **The Produce for Better Health Foundation (PBH)** asked its Pinterest followers to contribute pins featuring images of their own healthy plates. **Weight Watchers International** challenged its users to swap sugary drinks with water for a month. **Nestlé Waters North America (NwNA)** posted Youtube videos promoting water as a healthy choice and asked bloggers to encourage families to swap sugared drinks with water. **NwNA** also produced two radio segments about water as a healthy choice, which garnered 55 million impressions, and reached 1.2 million viewers in over 170 TV markets across the nation.

Many Partners included MyPlate messaging on their websites. The **California Dried Plum Board** added a MyPlate logo and a link to the SuperTracker. The **Sunkist** site promoted water with lemons as the "Ultimate Diet Drink." The **Canned Food Alliance** and **PBH** included MyPlate content and information sheets on their sites. **Nestlé/Gerber** promoted MyPlate messaging to its employees on its internal website. **Food and Health Communications, Inc.** created a blog to help families use MyPlate.

Print materials were often used to promote MyPlate, such as **Share Our Strength's** handbook for kids, in which kids could color in appropriate areas of the plate based on what they ate. The **American Medical Association** created a PDF for healthcare providers about healthy eating based on MyPlate. **Learning ZoneXpress** developed posters and handouts about the sugar content of drinks. **Nestlé/Gerber** and **Food and Health Communications, Inc.** created mailings promoting ChooseMyPlate.gov.

Other efforts include the promotion of MyPlate at conferences by the **Canned Food Alliance** and **California Dried Plum Board**. **PBH** created a MyPlate Meal Makeover presentation for health professionals. **IFIC Foundation** included questions about MyPlate and messaging in its Food and Health survey.



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## Appendix A: Participating Strategic Partners Named in Message Survey

American Medical Association

California Dried Plum Board

Canned Food Alliance

Food and Health Communications, Inc.

International Food Information Council (IFIC) Foundation

Learning ZoneXpress

Nestlé /Gerber

Nestlé Waters North America

Produce for Better Health Foundation

Share Our Strength

Sunkist

Weight Watchers International



# MyPlate Strategic Partner Outreach Report May - August 2012

## Appendix B: Dashboard Report



### Strategic Partner MyPlate KEY MESSAGE Dashboard Report



#### Key Message Summary

Strategic Partners Reporting: 40 out of 90 (41%)

Influencers Reached: 4.4 Million

Consumers Reached: 91.1 Million

MyPlate Key Message Performance Metrics: Drink Water Instead of Sugary Drinks			
Metric	Results	Notes	
# Influencers reached through presentations	2,922	Top Venues: School Nutrition Association, SNEB (4 each), AADE - Diabetes Educators (3), American Association of Family and Consumer Services, FCCLA (2 each). Other venues, noted once each: Experimental Biology, Head Start, WIC, Community Health Care Nurse Educators, School Counselors, National School Based Health Care, National Association of Local Boards of Health (NALBOH), ACSM, Life's Sweeter Soda Summit - Center for Science in the Public Interest, American Culinary Federation National Conference; National Baptist Convention, Whole Grains Summit, American Medical Association, Also FCCLA, Nurse Practitioner Symposium, Inter-Office dialogues and product discussions, Onsite meeting with Health Coaches	
# Influencers reached through trade shows, ads, sponsorships	543,190		
# Influencers reached via print	198,044		
# Influencers reached electronically	3,691,733		
<b>TOTAL INFLUENCERS REACHED</b>	<b>4,435,959</b>		
# Consumers reached through presentations	470		23 of the 40 respondents used blogs, e-newsletters, Facebook, Twitter or websites to relay MyPlate or DG messages. Weekly Facebook & Twitter posts, monthly blogs, Facebook posts and e-newsletters were most common, in addition to websites.
# Consumers reached via print	23,942,794		
Partner average monthly website visits	5,243,947		
Total partner e-newsletter recipients at end of Aug 2012	267,298		
Total partner Facebook 'likes' at end of Aug 2012	5,200,810		
Total partner Twitter followers at end of Aug 2012	221,388		
Total Radio Impressions	55,000,000		
Total TV Impressions	1,200,000		
<b>TOTAL CONSUMERS REACHED</b>	<b>91,076,707</b>		