



Everyone has a place at the table!

Join us as a Partner through the *new*
**Nutrition Communicators
Network!**

Consumers are confused. They say that there is too much conflicting information out there about food and nutrition. **You can make it easier** for consumers to follow the Dietary Guidelines by working with USDA's Center for Nutrition Policy and Promotion through the **Nutrition Communicators Network!**

Joining the Network is easy!

Simply complete a short partnership form at www.ChooseMyPlate.gov/Partnerships.

Top 10 Benefits of Membership

1. The whole is greater than the sum of the parts: Greater exposure for your organization, messages, and programs
2. Credibility associated with federal government partnership
3. Being "in the know" through periodic receipt of updates and new resources
4. Instant membership through online sign-up form
5. Ability to talk directly with CNPP staff
6. Use of several year messaging calendar for coordinated 2010 Dietary Guidelines dissemination
7. Visibility on the Partner web page at *ChooseMyPlate.gov*
8. Access to free materials
9. Ultimately helping impact dietary behaviors to improve the health of Americans
10. This partnership program is FREE!



Two Partner Categories

Community Partners

- The Community Partner category is the primary level of partnership
- Partner category encompassing most members
- Community Partners can commit to any level of involvement to promote the Dietary Guidelines
- Questions? Email: CommunityPartner@cnpp.usda.gov

National Strategic Partners

- Requires additional paperwork
- Must be national in scope and reach and also fulfill the following requirements:
 1. Have a health mandate consistent with the Dietary Guidelines for Americans and the mission of USDA's Center for Nutrition Policy and Promotion.
 2. Promote nutrition content in the context of the entirety of the Dietary Guidelines for Americans.
 3. They will specifically disseminate CNPP's Dietary Guidelines messages.
 4. They will participate in CNPP sessions to develop and execute a joint strategic nutrition promotion plan annually.
- **Questions?** Email: NationalStrategicPartner@cnpp.usda.gov

What YOU Can Do

- Promote 2010 Guidelines messages with USDA through timed, coordinated releases
- Use new MyPlate food icon
- Drive consumers to the tips, resources, and tools at ChooseMyPlate.gov
- Supplement the 2010 Guidelines messages with how-tos that appeal to *your* audience
- Become a Community Partner

Ideas for getting started NOW!

- Link to ChooseMyPlate.gov and materials
- Feature MyPlate icon on your Web site and materials
- Develop Public Service Announcements
- Produce ChooseMyPlate.gov placemats
- Create videos
- Coordinate challenges or contests in your community
- Showcase your work at individual message launches
- Evaluate message dissemination and/or program reach
- Use social media to get the word out
- Develop mobile applications
- Create educational materials, resources, curriculum, and tools
- Share healthy MyPlate photos and pictures
- Create recipes/menus following the Dietary Guidelines
- Feature messages in advertising, point-of-purchase, and media