

## The Dietary Guidelines Alliance

The Dietary Guidelines Alliance is a partnership among leading health organizations, the government and food industry organizations, dedicated to providing consumers with concrete, practical advice on how to apply the *Dietary Guidelines* to their lives. The *Dietary Guidelines for Americans* are released every five years by the United States Department of Agriculture and the United States Department of Health and Human Services. The purpose of the *Guidelines* is to promote healthful eating habits to reduce the risk of chronic diseases.

The mission of the Alliance is to provide positive, simple and consistent messages to help consumers achieve healthy, active lifestyles. In 1996, the Dietary Guidelines Alliance launched the *It's All About You* campaign in order to build nutrition message platforms that consumers could understand and use to positively affect their health. Five core messages were developed after extensive qualitative research conducted with consumers. The purpose of these messages is to motivate Americans into rethinking and changing their eating and activity routines. Each message is accompanied by simple, action-oriented tips, which provide easy and manageable ways for consumers to change their behaviors.

In 1999, the Alliance introduced the *It's All About You Nutrition Communicator's Tool Kit*, which builds its impact on the nutrition message platforms developed by the Alliance's original *It's All About You* campaign. The *Tool Kit* provides nutrition communicators with a powerful teaching tool that will help them convey positive, simple, and consistent nutrition and health messages to consumers. The components of the *Tool Kit* were extensively pilot tested with health professionals and consumers.

In 2002, the Alliance identified portion size and dietary fats (saturated fats and *trans* fats) as priorities for consumer message development. Given the growing concern with obesity, energy balance emerged as a main priority of the partnership. Consumer research on energy balance messaging was conducted in 2004.

In 2005, the sixth edition of the *Dietary Guidelines for Americans* and *MyPyramid* food guidance system were released. Subsequently, the *Tool Kit* was evaluated and updated based on the new science and dietary guidance. In 2006, the materials were tested with dietitian and consumer audiences to ensure relevance.

### Members of the Dietary Guidelines Alliance

- **The American Dietetic Association**
- **Grocery Manufacturers Association**
- **International Food Information Council**
- **National Dairy Council**
- **National Pork Producers Council**
- **The Sugar Association**
- **Food Marketing Institute**
- **Grain Foods Foundation**
- **National Cattlemen's Beef Association**
- **Produce Marketing Association**
- **Society for Nutrition Education**
- **Wheat Foods Council**

#### In Liaison With:

##### **U. S. Department of Agriculture**

- Center for Nutrition Policy and Promotion
- Cooperative State Research, Education and Extension Services

##### **U.S. Department of Health and Human Services**

- Office of Disease Prevention and Health Promotion
- U.S. Centers for Disease Control and Prevention
- U.S. Food and Drug Administration
- National Institutes of Health
- President's Council on Physical Fitness and Sports