



**United States
Department of
Agriculture**

Center for Nutrition
Policy and
Promotion

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Date: October 18, 2012

To: Julie Wise, Desk Officer
Office of Management and Budget (OMB)

Through: Rachele Ragland-Greene, Food and Nutrition Service, Information
Clearance Officer

From: Colette Rihane, Director, Nutrition Guidance and Analysis Division,
Center for Nutrition Policy and Promotion, Food, Nutrition and
Consumer Services

SUBJECT: Request Approval of OMB Docket #0584-0523
“Generic Clearance for the Development of Nutrition Education
Messages and Resources for the General Public”

Attached for your review is a “revision of a currently approved collection” for submission to OMB for clearance. This revision is needed due to the current 2015 *Dietary Guidelines for Americans* revision process which is under way. These activities are supported under Section 301 of Public Law 101-445 (7 U.S.C. 5341, the National Nutrition Monitoring and Related Research Act of 1990, Title III) which directs the Secretaries of the U.S. Departments of Agriculture (USDA) and Health and Human Services (HHS) to issue jointly at least every 5 years a report entitled *Dietary Guidelines for Americans*.

Educational messages and resources in support of these upcoming *Dietary Guidelines*, which includes potential updates to USDA’s *MyPlate* symbol and supporting resources for implementing the Dietary Guidelines, require the involvement of consumer testing to ensure that consumers can understand the messages, concepts and materials developed. This is a revision to a currently approved CNPP Generic Clearance OMB No. 0584-0523 which is due to expire 12/31/2012.

Please note the change to the title of this information collection package from: Generic Clearance for the Development of Nutrition Education Messages and Products for the General Public to Generic Clearance for the Development of Nutrition Education Messages and Resources for the General Public.

Please contact me with any questions you may have (703-305-2403).

Attachments