



United States Department of Agriculture

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Food and  
Nutrition Service

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**TO:** Ruth Brown  
USDA Departmental Clearance Officer  
Office of the Chief Information Officer

**FROM:** Jackie Haven  
Deputy Administrator  
Center for Nutrition Policy and Promotion

**TITLE:** USDA CNPP MyPlate Focus Groups

The U.S. Department of Agriculture's (USDA) Food and Nutrition Service's (FNS) Center for Nutrition Policy and Promotion (CNPP) is home to the *Dietary Guidelines for Americans* and its consumer translation, MyPlate, the Federal nutrition symbol. MyPlate and its accompanying digital tools and resources help educate the American population on what and how much to eat for better health, as based on the latest edition of the *Dietary Guidelines for Americans*.

CNPP will be launching a new consumer communications campaign that will specifically aim at reach historically underserved populations in an effort to increase health equity through nutrition. To better comprehend what creative and messaging directions would be most effective in educating the American public through MyPlate, CNPP plans to conduct focus groups across key demographics.

This project does not meet the regulatory definition of research as defined under the Department of Health and Human Services Code of Federal Regulations [45 CFR part 46.102(d)(f)]. As such, interaction with an IRB is unnecessary.

Thank you.