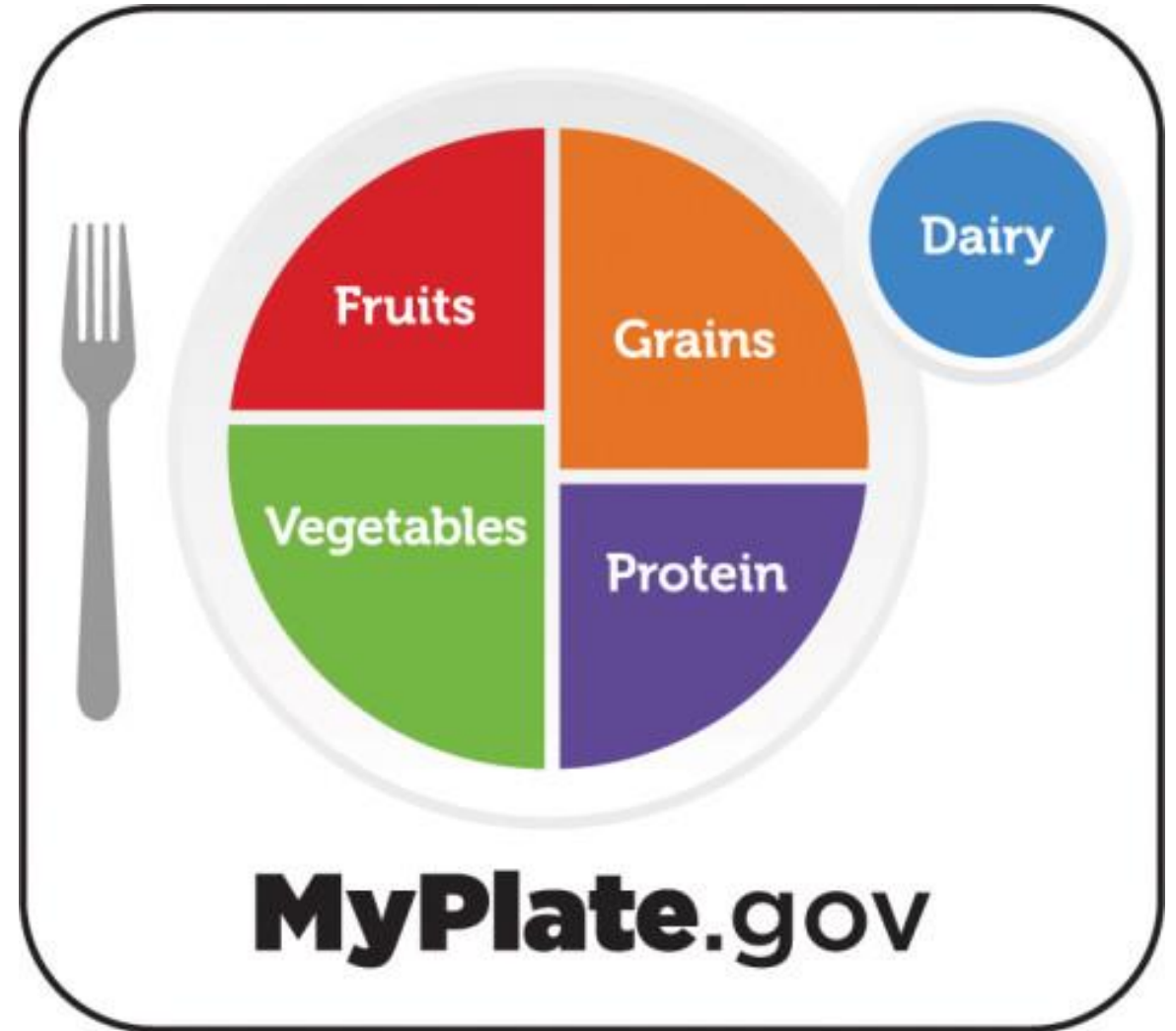


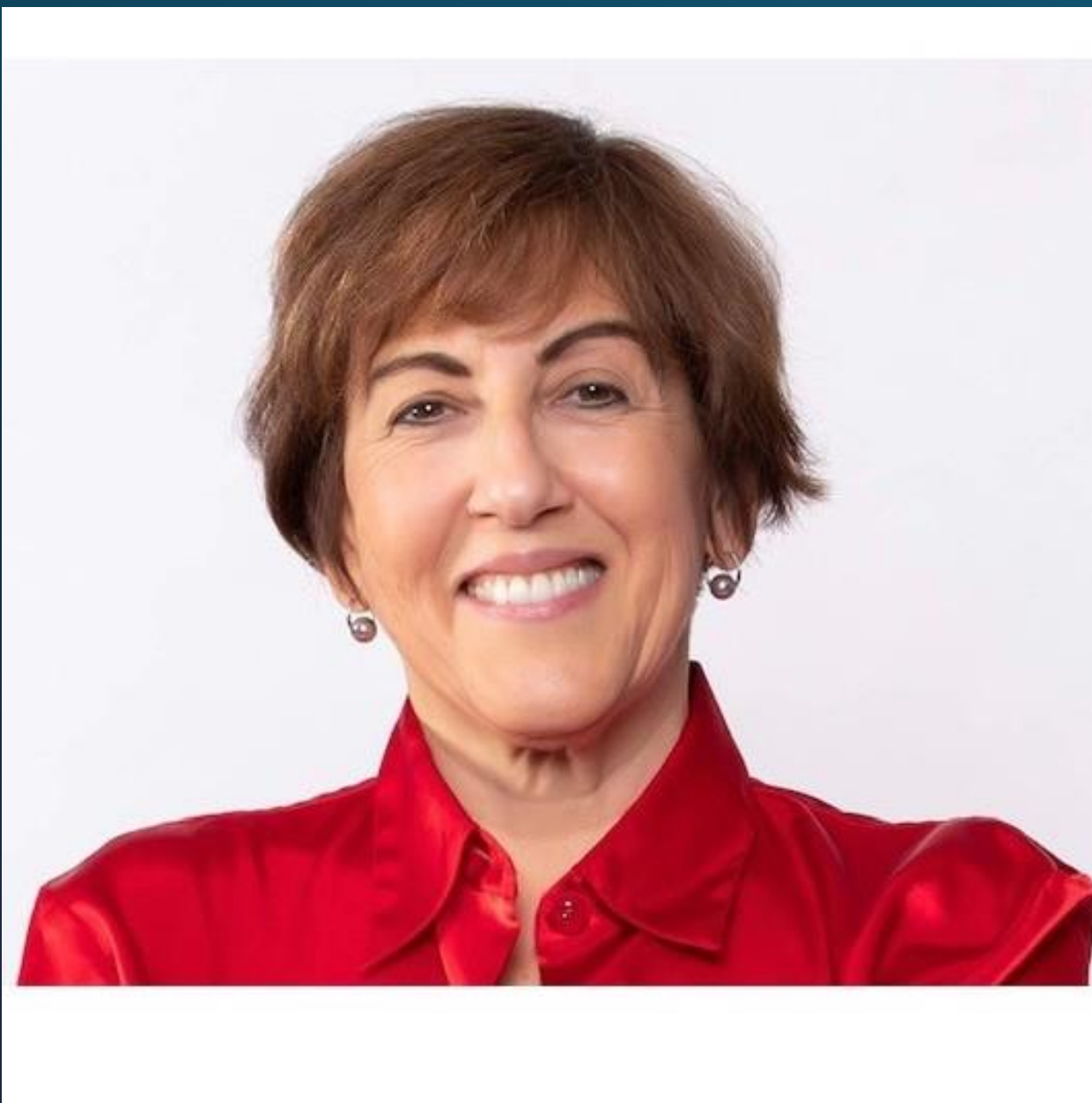
Welcome to
Jackie's Challenge!

Can You Design the
Next "My Plate"?



Gerald J. and Dorothy R.
Friedman School of
Nutrition Science and Policy
**FOOD AND NUTRITION
INNOVATION INSTITUTE**





**Jackie Haven, MS, RD
FNII Innovator in Residence**

Jackie Haven recently completed an exemplary 34-year career at the U.S. Department of Agriculture, where she served as the Deputy Administrator for the Center for Nutrition Policy and Promotion.

In this role, she led USDA efforts on the Dietary Guidelines for Americans, MyPlate communications, the National Strategic Partnership program, the U.S. Food Plans, and the Healthy Eating Index.



some choices for thrifty families



MILK GROUP

some for everyone



MEAT GROUP

2 or more servings



COURTESY: NATIONAL NUTRITIONISTS

NOV 10 1951

VEGETABLE - FRUIT GROUP

4 or more servings



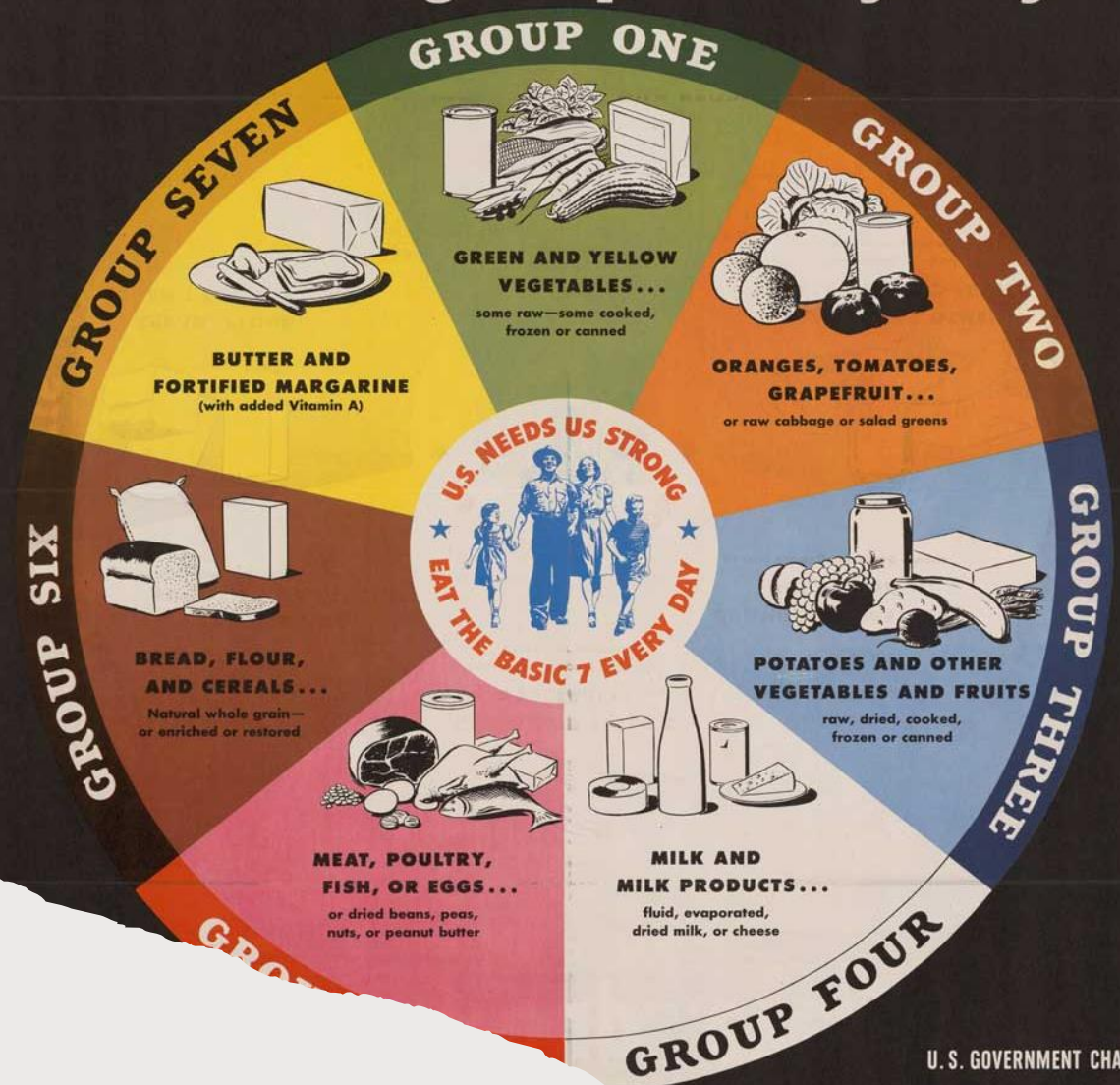
Dark Green

Deep Yellow

BREAD - CEREAL GROUP

4 or more servings

For Health...eat some food from each group...every day!



U.S. GOVERNMENT CHART

In the beginning...

BASIC 7...
YOU WANT

Food Guide Pyramid (1992)

Fats, Oils & Sweets
USE SPARINGLY

KEY

■ Fat (naturally occurring and added)

▣ Sugars (added)

These symbols show fats and added sugars in foods.

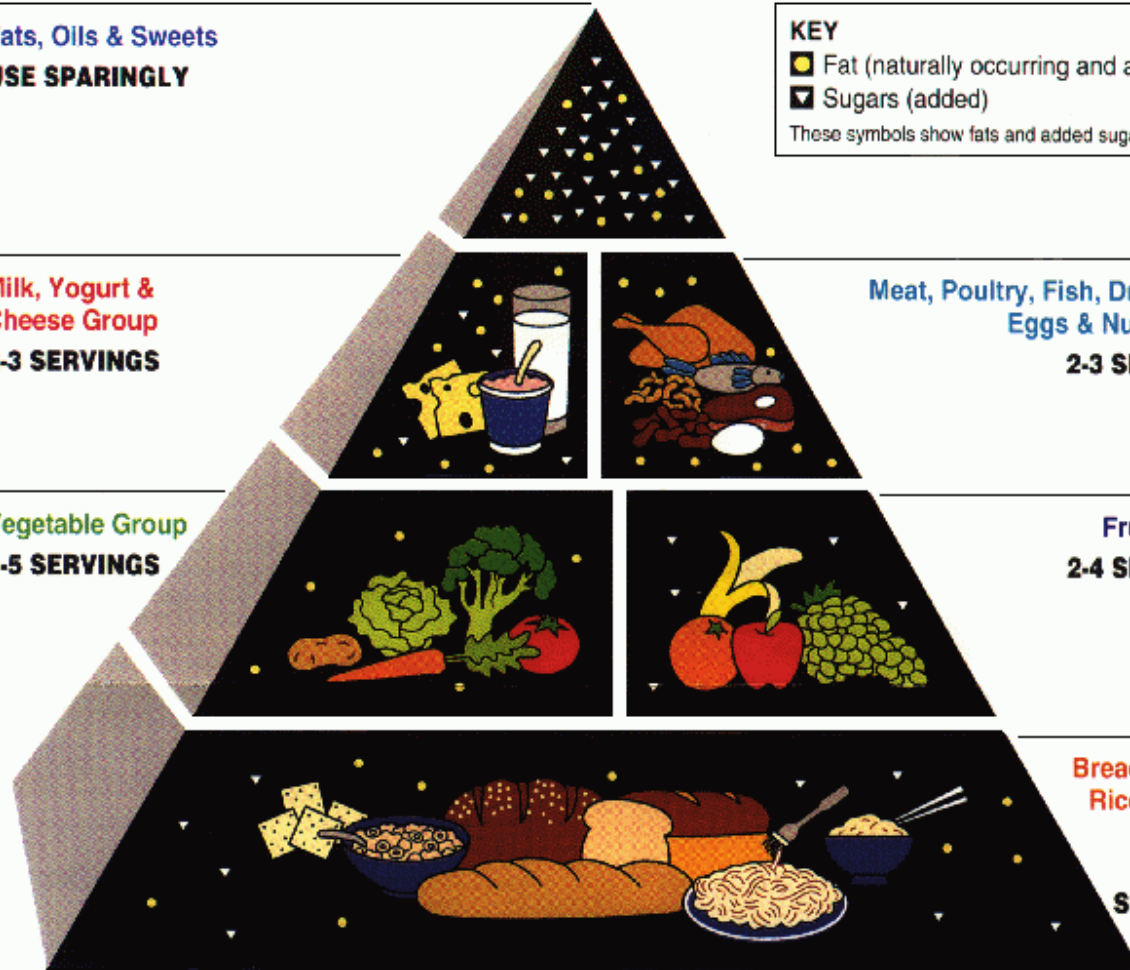
Milk, Yogurt & Cheese Group
2-3 SERVINGS

Meat, Poultry, Fish, Dry Beans, Eggs & Nuts Group
2-3 SERVINGS

Vegetable Group
3-5 SERVINGS

Fruit Group
2-4 SERVINGS

Bread, Cereal, Rice & Pasta Group
6-11 SERVINGS

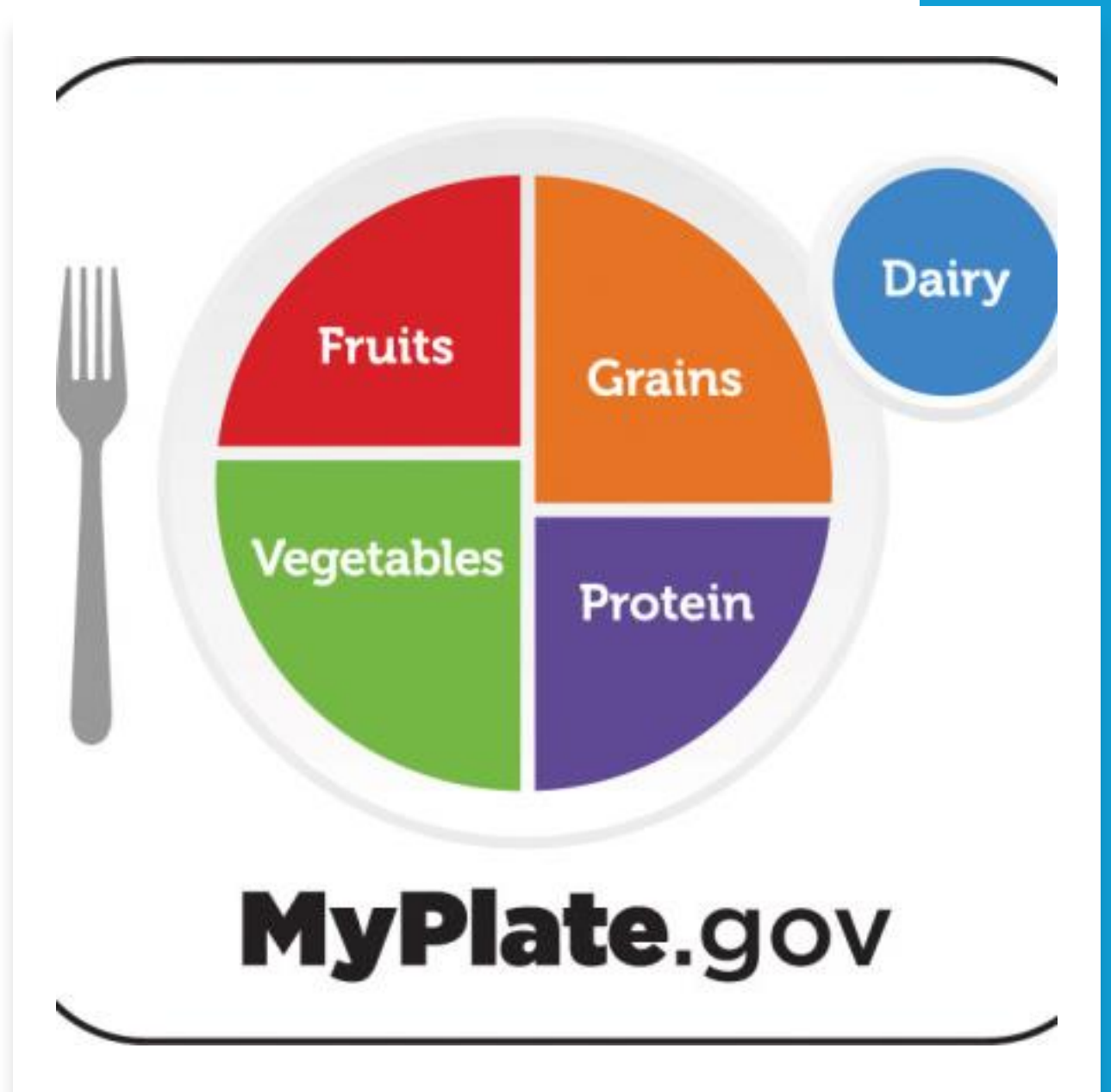


MyPyramid (2005)





MyPlate (2011)



What's Your Version?



Problem (including but not limited to):

- According to the *2020-2025 Dietary Guidelines for Americans*:
 - Over 60% of adults have one or more related chronic diseases
 - About 74% of adults are overweight or obese
 - About 40% of teens are overweight or obese
 - About 1 in 4 adolescents and young adults are prediabetic
- Consumers are confused about what to eat (personalized and precision nutrition).
- New technologies incorporating AI have resulted in an explosion of self-proclaimed nutrition experts.

Jackie's Challenge:

Develop an idea for an interactive tool or information platform to help Americans make healthier food choices.

Consider planet health and sustainability in your solution.

Select a target audience to focus on as you develop your tool.

Winners will be featured on the Tufts FNII website and win prizes!

Consider these emerging trends:

- **Food equity and inclusion:** Nutrition information needs to be culturally relevant to connect with diverse consumers.
- **Americans are aging.** How can aging adults reduce their rates of diet-related chronic disease, live independent and productive lives, and reduce their healthcare costs?
- **Ultra-processed foods (UPFs).** Will consumers choose foods based on processing and additive content? How will consumers know if a food is ultra-processed?
- **GL-P1 medications:** As the market share of consumers on GLP-1 medications increases, what foods will consumers select? What unique nutritional needs do consumers have? New food products and services are being developed for patients on these medications.
- **CGMs** (continuous glucose monitors) are wearable technologies used to monitor blood sugar used by diabetic patients, athletes, and other consumers. Should they be used to precisely help consumers select foods?



Top 3 finalists will receive 1:1 career mentoring session from Jackie and a gift card to a local food establishment!

Winning submissions will also be featured on the FNII website

Challenge Rules

- Submissions should incorporate, but not be limited to, all 5 standard food groups: protein, grains, vegetables, fruits, and dairy.
- Submissions should clearly address a specific problem and/or population sub-group
- Submissions can use one or more types of media (photos, video, animation, drawing, text, graphics, icons, etc.) and must be transmissible by email
- Submissions may be interactive (e.g., a concept for an app) or static (e.g., a graphic)

Judging Criteria

- Scientific Rigor: Is your information aligned with the current Dietary Guidelines for Americans or relevant research?
- Digestibility: How easy can the public understand/use your tool?
- Creativity: Are you presenting the information in a particularly novel or interesting way?

Key dates:

- Feb 14, 12pm: Virtual information session via [Zoom](#)
- March 3, 3pm: Design Thinking Workshop, in person at Friedman
- April 1: Submission deadline
- April 3: Challenge finals event, in person at Friedman



A spiral-bound notebook with a white cover and a red spine is open to a blank page. The notebook is resting on a dark wooden surface. A wooden spoon and a wooden fork are placed in front of the notebook, with the spoon's head resting on the page. The word "Resources:" is written in large, bold, black letters on the page.

Resources:

-
- Go to [MyPlate.gov](https://www.myplate.gov). Check out the resources - <https://www.myplate.gov/resources>
 - Review the life stages for specific information on the audience you've decided to work on.
 - Check out the MyPlate tools - <https://www.myplate.gov/resources/tools> for the MyPlate Plan, the Start Simple with MyPlate APP, the MyPlate quiz, MyPlate Kitchen, MyPlate on Alexa, the Food Group Quizzes.
 - Federal nutrition policy - [DietaryGuidelines.gov](https://www.dietaryguidelines.gov)
 - Nutrition Data: <https://fdc.nal.usda.gov/>