

## NUTRITION EDITION



# The Good Stuff

### THE BASICS

**Title:** The Good Stuff: Nutrition Edition

**Theme:** This fun and lively challenge boasts a video game feel and will inspire participants to fuel their body using the [ChooseMyPlate.gov](http://ChooseMyPlate.gov) healthy eating guidelines. Participants are challenged to adopt one healthy eating habit each week to include making half their plate fruits and vegetables, choosing fat-free or low-fat (1%) milk, making half their grains whole grains, and drinking water instead of sugary drinks. Along the way, help Hopper collect health points by mastering the levels of play and completing self-care bonus challenges.

**Duration:** 8 weeks

**Tracking Mechanism:** Player Game Card

**Wellness Emphasis:** Nutrition/Self Care

**Goal(s):** Each level of play challenges the player to adopt a new healthy eating habit. The goal is to master a level, complete the self-care bonus challenge, and then move up to the next level of play. All the while the player is collecting health points and establishing a solid routine of healthy eating practices.

**Incentive Prize Ideas:** Farmers market gift card, cooking lessons, subscription to a health magazine, membership to a local food cooperative, recycled and reusable shopping bags, gardening tool kit, or a video gaming system complete with fitness/sport games.

### QUICK FACTS

Consider these facts when pitching this campaign idea:

- The new ChooseMyPlate.gov guidelines were developed to more clearly communicate healthy eating information. The guidelines replaced the food pyramid.
- During the past 20 years, there has been a dramatic increase in obesity in the United States and rates remain high. In 2010, no state had a prevalence of obesity less than 20%. Thirty-six states had a prevalence of 25% or more; 12 of these states (Alabama, Arkansas, Kentucky, Louisiana, Michigan, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee, Texas, and West Virginia) had a prevalence of 30% or more. These figures provide clear illustration that the healthy eating message is being lost upon many Americans.

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### More Information

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