

# The Food Coach



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## America's Rising Obesity Rate

15%

22%

31%

34%



1980

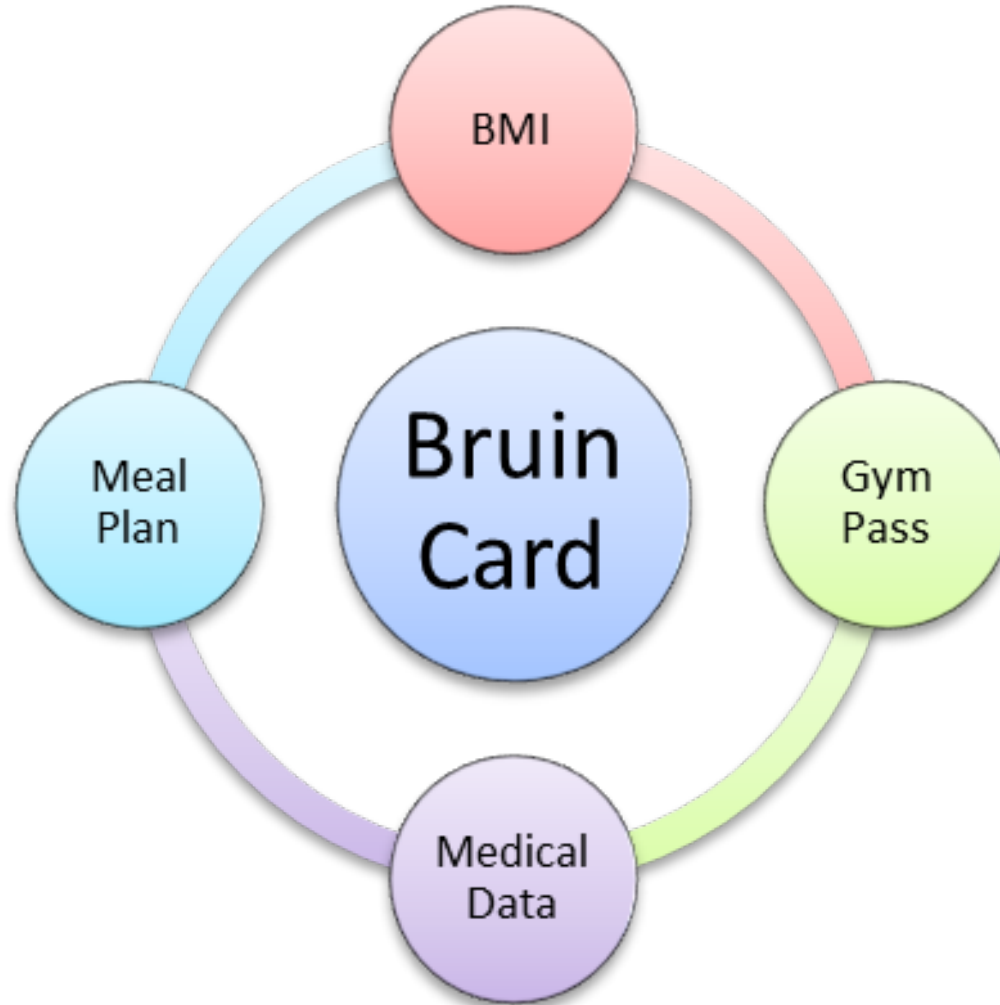
1990

2000

2008

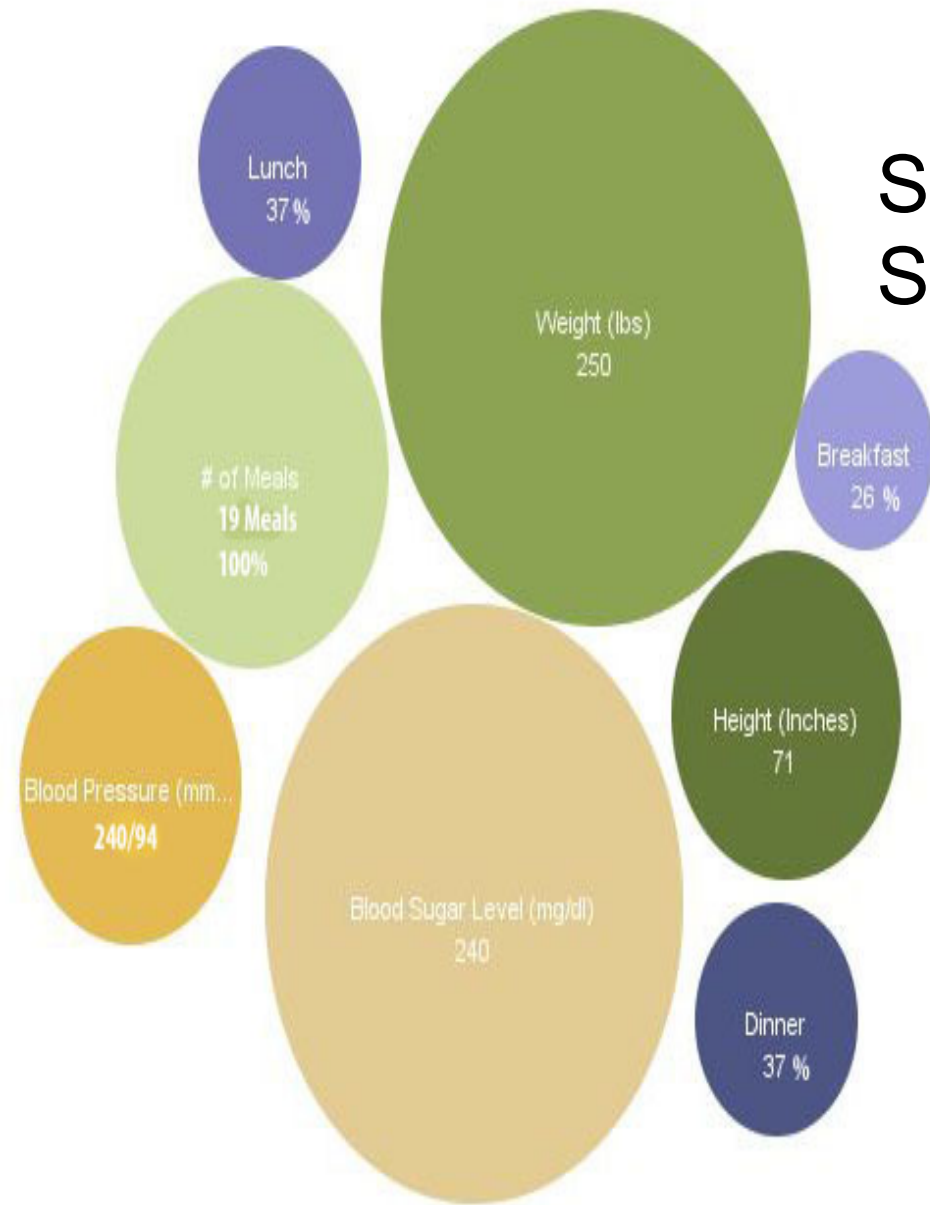
Percent of obese Americans

# The University ID Card: A Key Contributor

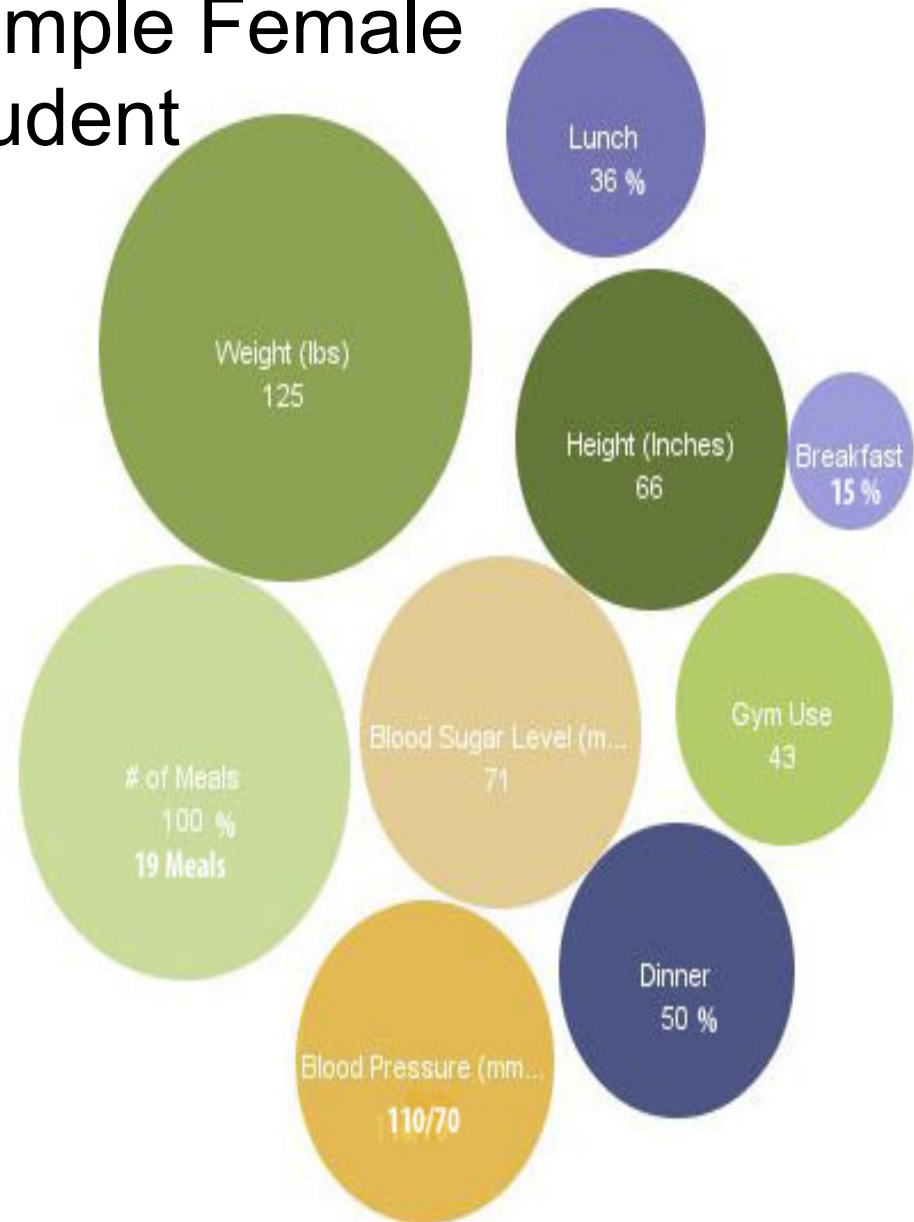


# A Visualization

## Sample Female Student



## Sample Male Student





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# The Food Coach



**You may modify your nutrition goals below**

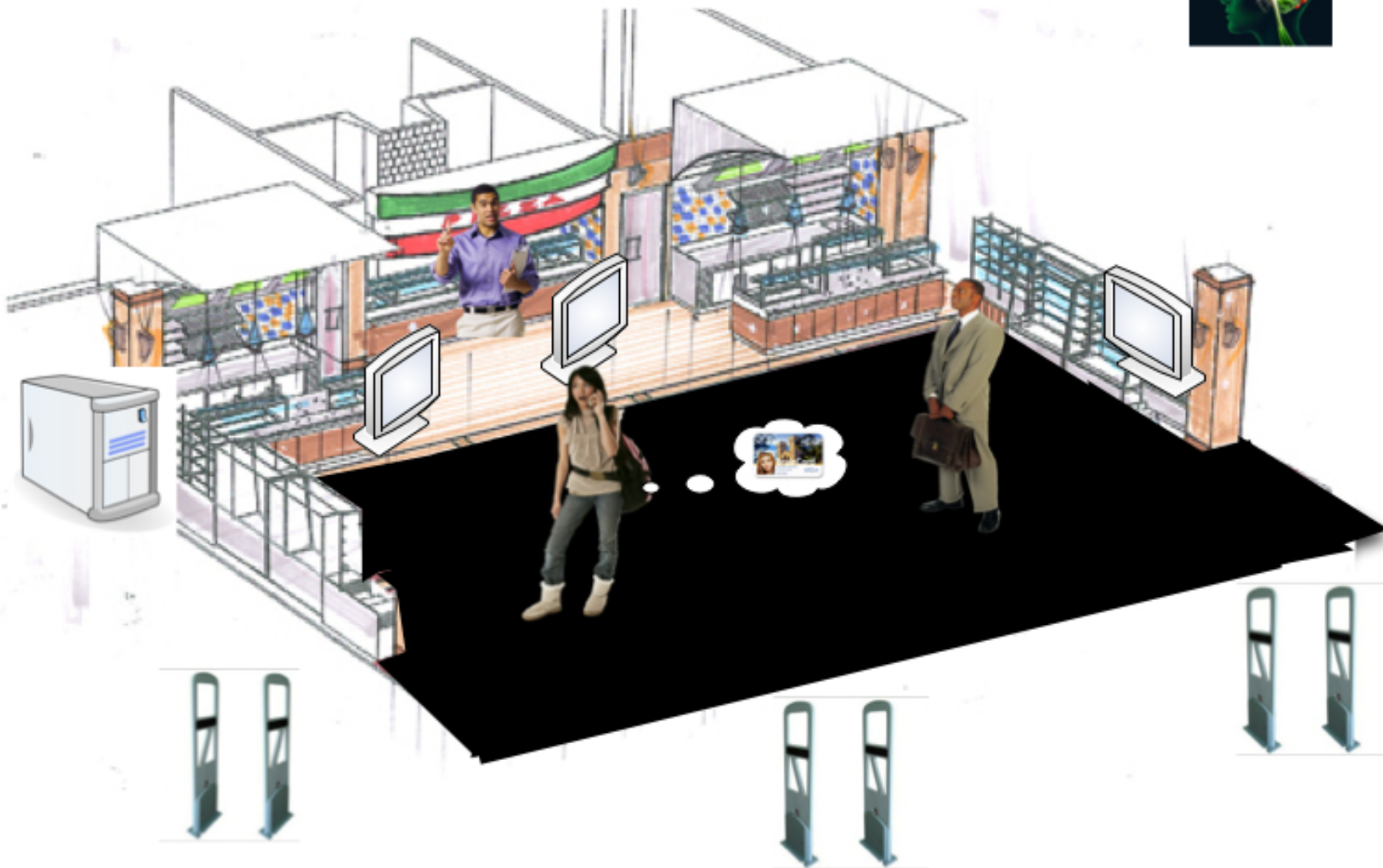
Lose Weight

Maintain Weight

Build Muscle

Custom

# "Food Coach" Technology







A

B

C



**You may choose one item from each column.  
For more information, please login to your BOL account**

# Questions?

