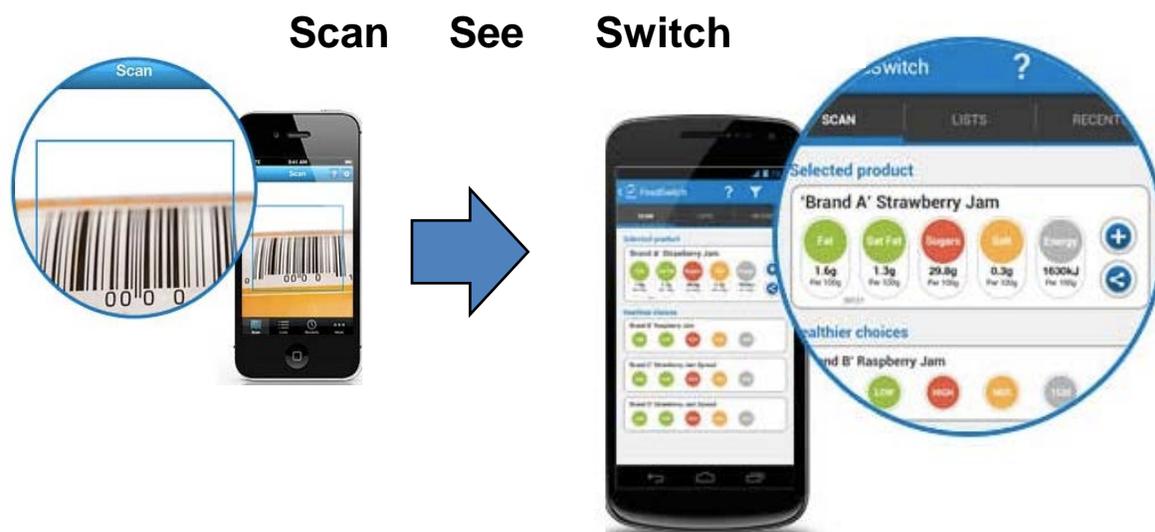


Volunteers Needed: Be a FoodSwitch Data Collector or Organizer for Chicago Launch

FoodSwitch is a smartphone application launched by the Food Policy Group at the George Institute for Global Health, Australia, designed to jointly support the individual and environmental approaches to the prevention of diet-related ill health. *FoodSwitch* both empowers consumers in their efforts to make better food choices, while using the power of the crowd to source the data required to change the food environment.

FoodSwitch works by using the phone camera to acquire the barcode on a packaged food. The scanned item is then matched to a product in the app database and nutritional information is immediately displayed on-screen in a consumer friendly traffic-light-label format. In addition, the application searches the database for similar but healthier products and displays them on screen alongside the selected item for comparison. The application can be used in-store while shopping to facilitate healthier choices or used at home to compile a list of healthier items for purchase on the next trip to the supermarket.



Launching FoodSwitch Chicago and FoodSwitch USA

The Nutrition Division of the Department of Preventive Medicine is helping to launch FoodSwitch Chicago and ultimately FoodSwitch USA. We need your help collecting and organizing nutrition data of approximately 15,000 commonly purchased packaged food products to build our initial database.

Download the App: Be a Data Collector

If you are interested in helping us with initial database creation for FoodSwitch Chicago and FoodSwitch USA, there are only a few steps needed:

1. Download [Data Collector App](#) from the Apple App Store
2. Use your smartphone to photograph the foods in your fridge and cupboard, specifically the bar code, the front of the package, and the ingredient list
3. Upload your photos via the Data Collector App

Next Level Data Collection: Be a FoodSwitch Super Collector

A FoodSwitch Super Collector participates in coordinated data collection with others around Chicago and around the US to minimize overlap. As a Super Collector, you might collect information on a specific type of product, such as breads, cereals, cheeses, or meats at a local grocery store.

Here in Chicago, we are partnering with grocery stores such as [Treasure Island Foods](#) to help with data collection.



Nutrition Expertise: Be a FoodSwitch Categorizer

FoodSwitch Categorizers, ideally individuals with backgrounds and education in nutrition, are needed to help organize the food information uploaded into the initial database into the correct categories.

Get Involved, Contact Us

Many volunteers are needed for this initiative and we welcome students, staff, faculty, and the public to get involved. Thank you for your interest in FoodSwitch. Please contact [Mark Huffman](#) for more information on becoming a collector or categorizer.

Figure. Preparation, launch and maintenance of FoodSwitch

