



AnLOWGQb

Northeastern University

Entry details

Entry Name:	Dietitian's Pick Program at Northeastern University
Institution Name:	Northeastern University
Entry Completed By (<i>name and position</i>):	Katie Aramento - Sr. Campus Director of Marketing, Northeastern Dining

The Dietitian's Pick program at Northeastern University's Boston campus is a multi-faceted wellness initiative that was activated across residential locations, campus retail markets, and digital platforms in Fall of 2025. First designed to transform nutritional education moments into engaging experiences, the Dietitian's Pick program successfully combined nutrition education with creative engagement opportunities, to promote health-forward food choices.

The program was designed to make evidence-based nutrition education accessible and appealing for our student population. We aimed to increase student interaction with Campus Registered Dietitians, highlight ingredients that support common dietary needs, and empower students to make informed choices, while also driving traffic to campus dining locations.

Monthly Dietitian's Pick pop-ups were hosted in residential dining locations, offering students direct interaction with our dietitians through hands-on tastings and informal conversations. Our two Campus Registered Dietitians, Johannah Gaitings-Harrod and Gabby Cabacab, utilized the Dietitian's Pick program to emphasize Northeastern Dining's approach to accessible wellness education and leveraged food trends familiar to students to spark interest. Our DIY Tomato Flight reimaged a popular social media trend as a nutrition engagement moment. The flight paired tomatoes with cottage cheese, mozzarella, pesto, and more, to demonstrate how healthy fats enhance lycopene absorption. Monthly activations drew 1,932 student visits during the two-hour tracking period that included live tabling, contributing to 48% of overall lunch attendance.

In tandem, we introduced recipes featuring the Dietitian's Pick ingredients or nutrients as monthly rotating limited time offers (LTOs) in campus retail locations. This included grab-and-go meals and a rotating Dietitian's Pick smoothie at the newly opened, alumni-owned juice bar. The Berry Zen exemplified the commitment to balance, blending nutritional ingredients with broader community appeal. In retail markets, we designed a distinctive Dietitian's Pick sticker featuring our dietitians' likeness to connect the nutritionally driven items with familiar faces. The Caprese Salad (inspired by the DIY Tomato Flight activity) was popular, with over 100 sold across two markets in the month of September.

In addition to the stickers, our dietitians' faces have appeared on various signage, menu callouts, and tabling materials throughout campus locations to create recognizable and approachable messaging. Social media content featuring our Dietitian's Picks amassed 17K views over three posts, extending the program's reach beyond physical dining locations.

Building on this momentum, the introduction of a dedicated Dietitian's Pick shelving unit in late 2025 created a clear, welcoming destination for nutrition-forward choices. Organized into four intuitive dietary categories (such as allergy-friendly and plant-based), we look forward to measuring how this shelving switch further impacts student behavior. Our hope is that these shelves, inspired by the Dietitian's Pick program, help students make nutritious choices by making healthy snacks more visible.

The Dietitian's Pick program has successfully blended creativity with education, by meeting students where they are and demonstrating that nutrition education can be informative and enjoyable.

Log in to nacufs.awardsplatform.com to see complete entry attachments.

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Dietitans Pick St...290 KiB



IMG_6227.jpg 3.6 MiB



DP Tomato 2.jp... 1.4 MiB



DP Tomato 1.jp... 1.3 MiB



DP Tomato 4.jp... 1.5 MiB



DIY Oatmeal.jpg 4.2 MiB



Spice Bowl - Oa... 113 KiB



Dietitian's Pick ... 4.3 MiB



(8.5x11) Dietitia... 1.5 MiB

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