



MyPyramid e-Post

U.S. Department of Agriculture
Center for Nutrition Policy and Promotion

September 2008

From the Top with Dr. Brian Wansink



I'd like to introduce you to the newly formed MyPyramid Youth Alliance. The Youth Alliance is a growing consortium of organizations concerned about educating and caring for youth and their health. Recently, the YMCA, Boys and Girls Club, and National PTA participated in our first Youth Alliance meeting on August 26, where the Boy Scouts of America and other organizations committed to participating on the Action Team to guide this new group.

While some members of the MyPyramid Youth Alliance have established healthy eating or nutrition efforts, others are still developing or looking for new and effective educational materials, training, and outreach opportunities. The organizations were pleased to learn about the existing and soon to be released MyPyramid resources that meet immediate needs. Other organizations expressed interest in submitting Project Ideas, as a start in developing possible long-term connections with other groups.

Similar to the Corporate Challenge, we are asking potential Youth Alliance organizations to submit MOIs (Memoranda of Intent) with their Project Ideas. Potential Youth Alliance organizations need to submit materials by October 15, 2008.

For more information, go to www.mypyramid.gov and click on Partnering with MyPyramid.

Brian Wansink, Ph.D.
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Center for Nutrition Policy and Promotion

Be the first to use



GRAPHICS

available NOW to Corporate Partners
for materials released on or after

October 26, 2008

For more information, contact Jackie Haven
at jackie.haven@cnpp.usda.gov.

Partner Spotlights



The **Grocery Manufacturers Association (GMA)**, **Food Marketing Institute (FMI)**, and **MatchPoint Marketing Association** have made a clear call-to-action by introducing the broad in-store program, **Take a Peak**. The initiative is sweeping, linking together goods manufacturers, retailers, and consumers to bring us closer to a unified health message. The in-store displays give consumers newfound control of their food choices—the signs solicit them to reflect on their purchases. MyPyramid is central in this effort to aid consumers. It is used as a

visual reference to which many of the shapes and colors of the **Take a Peak** displays correspond.



The in-store elements will include bright aisle banners, informational kiosks, floor graphics, and product displays. The elements are informational, but they're also functional: displays will feature products from each food group, reinforcing the need for a varied diet. Not all products are fit for promotion, only those that adhere to criterion consistent with the greater goals of MyPyramid.



Myriad shoppers across America have already been exposed to the **Take a Peak into MyPyramid** campaign. The scope and depth of this initiative gives a model for future partnerships. GMA, FMI, and MatchPoint, together with MyPyramid, are helping consumers make the small, unobtrusive changes in their purchasing choices that will beset a larger transition in the American diet.



Partner Spotlights (continued)

Tools for Healthy Choices, a home-based maker of health care and fitness journals has developed a student edition, which features the following:

- Organizational tools for health care and school,
- MyPyramid eating and exercise tips for families, and
- Meal tracking worksheets where parents are encouraged to visit www.mypyramid.gov for dietary guidance and to receive a customized food guide for each family member.



In addition this summer, **Tools for Healthy Choices** sponsored a *MyPyramid Coloring Contest* for students between the ages of 6 and 11. The MyPyramid for Kids coloring page can be downloaded at www.toolsforhealthychoices.com.

Tools for Healthy Choices is committed to enlightening parents and students by developing products that integrate organizational tools for school and MyPyramid messaging.

Fresh from CNPP

Check out the latest Podcast.
MyPyramid.gov/podcasts

Have a Safe Picnic.
Have fun in the sun,
but keep your food out of it!



Partner Feedback



Tell us about how YOU are using MyPyramid...
YOU could be the next Partner Spotlight!

(Please e-mail comments and suggestions to jackie.haven@cnpp.usda.gov)

Customer Support

Ask Amy



If your customers have questions about MyPyramid, you can direct them to

E-mail: support@cnpp.usda.gov

Info Line: 888-7-PYRAMID



Coming Soon...

Announcement of Committee Members for the 2010 Dietary Guidelines for Americans

In 2010, the U.S. Department of Agriculture and the U.S. Department of Health and Human Services will release the updated edition of the Dietary Guidelines for Americans.

To view an approximate **Timeline** of the process and the **Federal Register Notice** announcing the Intent to Establish the Dietary Guidelines Advisory Committee, please visit:

www.dietaryguidelines.gov

New Members



ARAMARK



Best Yet Market



Dairy Queen



Horizon Software International, Inc.

The White House Academy, Inc.

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