



## Section 2

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### What Is Partnering with MyPyramid?

Partnering with MyPyramid is a program initiated by USDA’s Center for Nutrition Policy and Promotion (CNPP) that encourages organizations to use MyPyramid messages in promoting healthy food and lifestyle choices. It focuses on helping a family's nutrition gatekeeper make choices that are consistent with the [2005 Dietary Guidelines for Americans](#) and [MyPyramid](#).

Through signing a simple [Memorandum of Intent](#) and planning an initiative, organizations can join CNPP in the partnership initiative. Partnering with MyPyramid members are diverse in scope, with community-based programs, professional societies, food industry, food service, communications, and medical groups participating.

This is an opportunity to “think differently” about connecting with families and helping them make healthy food and lifestyle choices. For example, a company could develop a new product, create a website that shows easy and fun ways to be more physically active, or give a free [MyPyramid Menu Planner](#) CD to customers. Perhaps another group could bundle the [MyPyramid Menu Planner](#) software to their video game systems, make it easy for a consumer to download the Planner, or send MyPyramid messages to consumers’ cell phones.

Organizations that promote messages consistent with the [2005 Dietary Guidelines for Americans](#) and [MyPyramid](#) and sign on as partners will:

- Be identified on the [Partnering with MyPyramid](#) web page.
- Be invited to participate in in-person partnership meetings
- Have partner-to-partner networking opportunities
- Receive periodic “e-Post” newsletters, highlighting member achievements and providing updates on departmental activities