



Section 3

Project Ideas – What Can Your Organization Do?

The following ideas are examples only of the types of projects that are envisioned. Your project could focus on one or more of the following, and are not limited to these ideas:

Product formulation and packaging

- Include information about the MyPyramid food group content of a product on front of package labeling.
- Develop a new packaging initiative that assists consumers in following MyPyramid recommendations and monitoring portion sizes.
- Formulate a new food product to be more consistent with *Dietary Guidelines* recommendations. For example, a frozen meal or side dish made with a large percentage of whole grains, or with additional vegetables.

Computer applications and Websites

- Develop computer games or other software for kids that include MyPyramid nutrition and physical activity messages for use on the organization's website.
- Set up a website for moms that gives great ideas for healthy snacking based on MyPyramid and links to MyPyramid.gov.
- Develop and place MyPyramid pop-ups on organization's web pages and advertising to point moms to the [MyPyramid Menu Planner](#).

Promotions and advertisements

- Integrate MyPyramid messaging into product advertising and promotions.
- Encourage physical activity through a product promotion or consumer education campaign.
- Distribute a CD ROM of the [MyPyramid Menu Planner](#) in food products such as cereal boxes. (Example - Buy 3, get a free CD!)
- Include a MyPyramid message and promotion with product ads in the weekend newspaper coupon inserts.
- Run and/or use [MyPyramid PodCasts](#) in promotion activities.

Contests/games

- Design a MyPyramid-related contest for consumers to enter.
- Develop computer games or other software for kids that include MyPyramid nutrition and physical activity messages.

Section 3 (continued)

On-site promotions

- Develop placemats with MyPyramid messages and information for use in restaurants.

Professional outreach

- Send a targeted mailing to nutrition education professionals (e.g., members of the American Dietetic Association or the Society for Nutrition Education) with the CD ROM of the [MyPyramid Menu Planner](#), to assist them in using the Menu Planner with clients.
- Reprint a MyPyramid poster (e.g., MyPyramid for Kids, MyPyramid Plan for Moms, or MyPyramid for Preschoolers) and send to professionals who work with these audiences.