



MyPyramid Youth Alliance Project Ideas

What Can Your Organization Do? Here are some examples of potential projects.

Nutrition Education

- Print existing MyPyramid nutrition education materials with your organization's name and logo to promote positive eating and physical activity behaviors among youth.
- Co-brand MyPyramid materials for your organization and distribute to your members.
- Develop nutrition and physical activity campaigns that include MyPyramid to promote positive eating and exercise habits to youth and families.
- Reproduce and distribute MyPyramid podcast DVD's to health education staff for nutrition education programs.
- Include a newsletter column in your organization's publication based on the Dietary Guidelines.

Community Engagement

- Develop proposals to create sustained nutrition and physical activity initiatives or leverage support for current activities that include MyPyramid.
- Create initiatives that engage youth in processing, preparing, and selling foods that are reflective of MyPyramid recommendations.

Environmental Initiatives

- Offer activities that engage youth in sustained outdoor physical activity such as outdoor clubs or active use of community trails and parks.
- Initiate efforts to affect access to food or recreation that include:
 - increasing access to gardens or farmers markets within the community
 - addressing infrastructure concerns in a community that affect use of outdoor recreation spaces and equipment.

Sponsored Equipment

- Provide portable equipment such as measuring cups, pedometers, food thermometers, or exercise bands to program participants that include your organization's logo and the MyPyramid logo.
- Improve the resources available in community parks and recreation centers by assessing need and identifying funds to improve or upgrade equipment.

Technology

- Use the MyPyramid Menu Planner code to offer this interactive tool on your website.
- Set up a website for youth with great ideas for healthy snacking based on MyPyramid and links to MyPyramid.gov.
- Develop computer games for kids that include MyPyramid nutrition and physical activity messages.

Marketing

- Send out cell phone nutrition messages to youth through your organization using a cell phone messaging service.
- Create a web-based advertising campaign for youth that includes MyPyramid and promotes positive eating and physical activity behaviors.