



The Corporate Challenge to Step Up and End Childhood Obesity

EXAMPLES OF INDUSTRY INVOLVEMENT

- Use MyPyramid information on front of package labeling.
- Set up website for moms with great ideas for healthy snacking based on MyPyramid and refers them to MyPyramid.gov.
- Integrate MyPyramid messaging into product advertising and promotions.
- Distribute a CD Rom of the MyPyramid Menu Planner in food products such as cereal boxes. (Example - Buy 3, get a free CD!)
- Develop computer games or other software for kids that include MyPyramid nutrition and physical activity messages for use on the company website.
- Develop placemats with MyPyramid messages and information for use in restaurants.
- Send targeted mailing to professionals from organizations such as the American Dietetic Association or the Society for Nutrition Education with the CD Rom of the MyPyramid Menu Planner.
- Include MyPyramid promotion with product ad in the weekend newspaper coupon inserts.
- Design a MyPyramid-related contest for consumers to enter.
- Develop and place MyPyramid pop-ups on corporate web pages and advertising to point moms to the MyPyramid Menu Planner.
- Run and/or use MyPyramid podcasts in promotion activities.
- Formulate new food product to meet the Dietary Guidelines (Example - new food with higher percentage of whole grains or additional vegetables).