

Teens Teaching Teens Part 2: Getting the Message Right

Posted At : March 22, 2012 12:18 PM | Posted By : Food Bank Staff

Related Categories: Children & Youth, Education, Nutrition & Food

By Russell Gee, Kamilah Newton, Elif Ajredini and Aditi Rai

As our friends in the deliverables group wrote a couple weeks ago, the Food Bank's EATWISE nutrition education interns are running on a project to educate our peers on the importance of eating a balanced breakfast. Changing just one thing in your diet can make a big difference and is super simple. We've done it and they can do it too – and when our project reminds our peers that eating breakfast can have a real impact on their energy, productivity and overall focus, we'll be working hard to make sure they listen up!

As the marketing group, we want to capture our peers' attention and connect breakfast to situations that teens actually experience, like studying for a test. We've produced our own flyers, with fun fonts and great images, and even a marketing script for our peers to use when conducting classroom announcements to promote our Twitter and Tumblr pages. At the very end of our presentations our peers will make a pledge to Change One Thing in their diet, and we will create a pledge wall with all of their responses. This will definitely be exciting and we can't wait until we can share it with all of you!

We want our peers to have fun learning! If they ask a lot of questions, then we'll know they're engaged, fully captivated and want to learn more! We want to convince them to Change One Thing and let them know that it's not hard to make minor changes to their eating habits. No change is too small!

Personally, I've learned a lot about teamwork, and the power of consideration. Our group has open discussions and we all share our opinions. We're not always on the same page, but we make compromises and our work looks great because we're working together. It feels good knowing that everyone has contributed to the project and we are producing something that makes us proud!