

A Successful Summer for the Change One Thing Food Truck!

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Perhaps you saw it on [ABC 7](#) or News 12, or maybe you read about it in the [Amsterdam News](#), AM New York or [The New York Times](#). Word was out over the summer about the Food Bank's Change One Thing food truck, which was on the streets of New York City for nearly 8 weeks during the summer.

The truck is part of our Change One Thing social marketing campaign, now in its third year. "Change One Thing" is a simple message for teens that emphasizes the ease of making healthy decisions. One small step each day is enough to make a difference. Each year, we've tried to cut through the barrage of unhealthy messages aimed at teens in New York, beginning with graffiti murals and radio-sponsored events. This summer, we decided to take another step, bringing an interactive message to teens where they hang out: pools, parks and summer events. The truck distributes small food items to taste, including low-calorie fruit pops, fresh fruit and water, as well as recipe books. It also houses a video game, designed specifically for this campaign. The game, a mix of nutrition-related trivia and quick food decisions, was a hit at all of our stops this summer, especially amongst those that won prizes for their skills!

I was always excited to visit the truck. We're so used to seeing questionable representations of teens on the media, it's nice to see real NYC teens gathered and engaged around something positive. The first day the truck was out in the city this year was in Brownsville, at the Betsy Head pool. As I showed up on the elevated 3 train, I was able to see a crowd gathering in front of the truck. Walking from the station to the park, I saw a steady stream of kids and teens walking away from the park with big smiles on their faces, and healthy snacks in hand. Our first day was an unmitigated success. Maybe you saw the truck at a community event, park or pool over the summer and were convinced to Change One Thing!

