

## Change One Thing This Summer!

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**By Sarah Tronccone**

Marcus Garvey Park was abuzz with kids running through sprinklers, playing on the playground, and riding their bikes when I arrived on Monday afternoon. I was there to check out Food Bank For New York City's "Change One Thing" truck, which launched that day. Brightly colored with sparkling orange slices, it was hard to miss. The "Change One Thing" truck's fun vibe welcomed teens and kids in the neighborhood to stop by for free water, healthy snacks such as sunflower seeds and dried fruit, healthy recipe booklets, fun prizes and a chance to win items like tickets to a major league baseball game through a social media contest.

"Change One Thing" is a social marketing campaign that educates teens on how to eat healthier by changing just one thing at a time rather than overhauling their entire diet. It can start with one healthy choice per day. The program helps guide teens toward practical, nutritious choices they can make without breaking their budget or disrupting their social lives.

The "Change One Thing" truck will be in dozens of places that teens congregate during the summer, including recreation centers, pools and basketball courts throughout the five boroughs until the end of summer. For truck locations, follow [@FoodBank4NYC](#) on Twitter or search [#ChangeOneThing](#). The multimedia initiative includes a city-wide advertising campaign, mobile, digital, and broadcast, as well as social media.

For more information, visit Food Bank's [Change One Thing page](#) or [EatwiseTeens.org](#).

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