

the teen campaign to make healthy easy



nrg Powered by Choice™, an initiative of Penn State Hershey Center for Nutrition & Activity Promotion, empowers teens to create and lead changes that support healthy eating and active living in their schools and community.

Teens have great influence on families, younger children and the economy. Engaging them in changing and shaping the future will create lasting social change. nrg Powered by Choice gives teens the opportunity to influence societal norms and play an integral role in communicating what they believe will make healthy easy.

The movement provides teens and adult advisors with three levels of engagement: Own It. Share It. Change It.

Own it.

Get started by signing the nrg Declaration as an advisor or teen. Teens can also own the message by wearing and posting the nrg Powered by Choice logo.

Share it.

Teens can share the message with their friends through e-cards, personal Web page graphics, nrg viral marketing contests, and cool promotions to help spread the nrg message. Teens can also connect to nrg Powered by Choice – and invite their friends to do the same – on social networking sites like MySpace, Facebook, Flickr and DoSomething.

Change it.

Teens work with an advisor to lead changes that make it easier for themselves and their peers to eat healthy and be active. Teens can plan an nrg Ultimate Frisbee Fundraiser (April) to raise money to support their change.

To get started

Sign on as an Adult Advisor at www.poweredbychoice.org and request an nrg Back to School Promotion Kit between March 18 and June 20, 2008.

Keeping the next generation healthy is a great incentive for adult advisors such as teachers, coaches, and community leaders to aid in the promotion of the nrg Powered by Choice campaign.

For more information on how you can get involved with nrg Powered by Choice, visit www.poweredbychoice.org or contact Rebecca Stametz, campaign coordinator at 717.531.1440 x2 or via e-mail at rstametz@psu.edu.



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The nrg Powered by Choice campaign is funded by Highmark Healthy High 5, a children's health promotion initiative of the Highmark Foundation, created to change behavior in young people ages 6-18 and improve eating habits and physical activity.