

Engaging Youth in Breast Cancer Awareness Through Service and WE Day



“WE Day is the movement of our time, empowering a generation of young global citizens through an inspirational event and a year-long educational initiative.”

Yoplait’s Goals as a WE Day Sponsor:

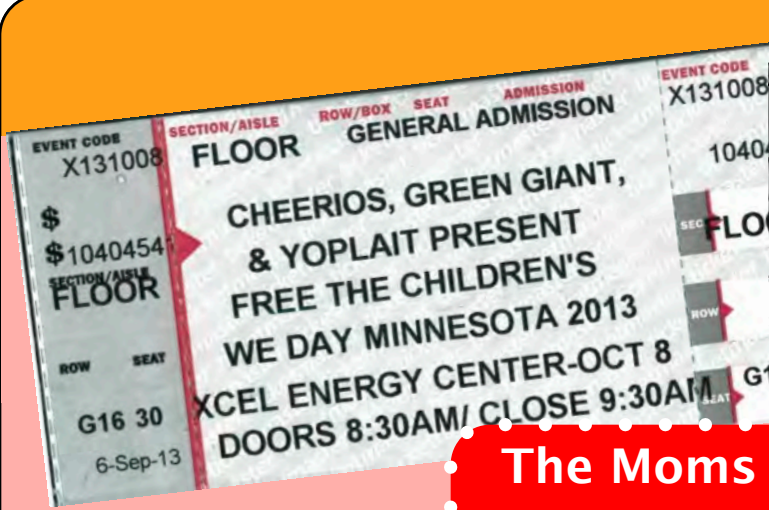
Known as a product aimed at aspiring female adults, Yoplait used their influence at We Day to reach a new audience, young adults.

Presenting Yoplait’s mission to help the community, enabled it to become more relevant to youth. Attendees were able to send tweets about their gifts to their community for everyone to see.



Speakers and videos explained Yoplait’s slogan to influence teens to take action.





The Moms of We Day

With the help of Susan G Komen and service leaders in the community, fifty moms were selected to join the VIP Yoplait experience at We Day.

They were there to build the connection between Yoplait's traditional audience and youth.

Reach Out

Analyzing the Event

Surveys were sent to the moms who attended WE Day to get feedback on Yoplait's initiatives, the effectiveness of the message, and how Yoplait can expand its target audience.



In addition, data mining software will be used to analyze tweets from youth at WE Day for trends and meaningful correlations.

This insight into youth perspectives on service and philanthropy will be used by Yoplait to create breast cancer awareness and volunteer materials specifically for youth.

Give Back

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