The Walmart Foundation has partnered with 4-H Health Living Programs to support 4-H Youth Voice: Youth Choice to help address issues of nutrition, physical fitness, obesity and food insecurity among America's young people. The goal is to provide promotional and educational resources for grantees to deepen their community impact.

In 2011, Walmart 4-H Youth Voice: Youth Choice Healthy Living programs were implemented through 15 grants to Cooperative Extension 4-H Programs in 14 states and Puerto Rico for programming occurring between October 2011 – September 2012. Each grantee received $55,500 to reach thousands of youth and their families and to utilize teens as teachers in all stages from planning programs to educating youth, other teens, and adults to address nutritional choices and food security challenges. Many programs focused on high-impact direct reach (long-term intentional programming, i.e. residential camp, Teens as Teachers, gardening) while also engaging the general public (low-impact indirect reach) through health/county/state fairs. The 2011-2012 programming produced significant impact. Over 45,000 youth and adults were reached and given opportunities to empower themselves by learning how to achieve healthier lifestyles. Over one million people were reached through media outreach. In addition to grantee state program media attention, the Walmart 4-H Youth Voice: Youth Choice initiative conducted a successful radio media tour in the targeted 15 grantee states.

Through an expansion during the 2013-2014 programming year, the Youth Voice: Youth Choice program is expected to reach 74,000 youth and their family members in 23 states by focusing on intentional collaborations within the unique infrastructure of the land-grant university Cooperative Extension System. This expansion will further the Healthy Living revolution, by taking key steps that target obesity and food insecurity in hundreds of communities.

The program here in Cass County under the name “4-H JMG Heroes 4-Health – Youth Voice: Youth Choice Ambassadors Campaign” will use the Junior Master Gardener (JMG) as lead program to raise public awareness and to reach 500 youths. The youth ambassadors are given an opportunity to present their campaign plan to the public. They will explain the overall plan as directed by the Prairie View A&M University - Cooperative Extension Program and sponsored by the Walmart Foundation. Some schools are currently being engaged, and recruitment of new ambassadors is being conducted. Health and nutrition newsletters and flyers will be used to inform the public of each event. Participants may be engaged in a health and nutrition or fitness game, with a chance of winning a 4-H item.

The program seeks to promote the following:

- The importance of reading a food label
- Moderation in food intake based on body size, age, gender, and physical activity.
- Justified reason for drinking water over sweetened beverages
- Impact participant’s knowledge of the reason for fast-food labels with caloric values (which leads to healthy food choice and a need to increased physical fitness activity.)
- Reduce health risk in adopting a healthy lifestyle.

Extension programs serve people of all ages regardless of socioeconomic level, race, color, sex, religion, disability, or national origin. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas cooperating.