

# Marketing Materials

## Marketing Materials Overview

Congratulations on participating in USDA's Power Up! Now it's time to share the news about this exciting program with those outside the classroom—from family members and friends, to school district administrators, to local community organizations and businesses.

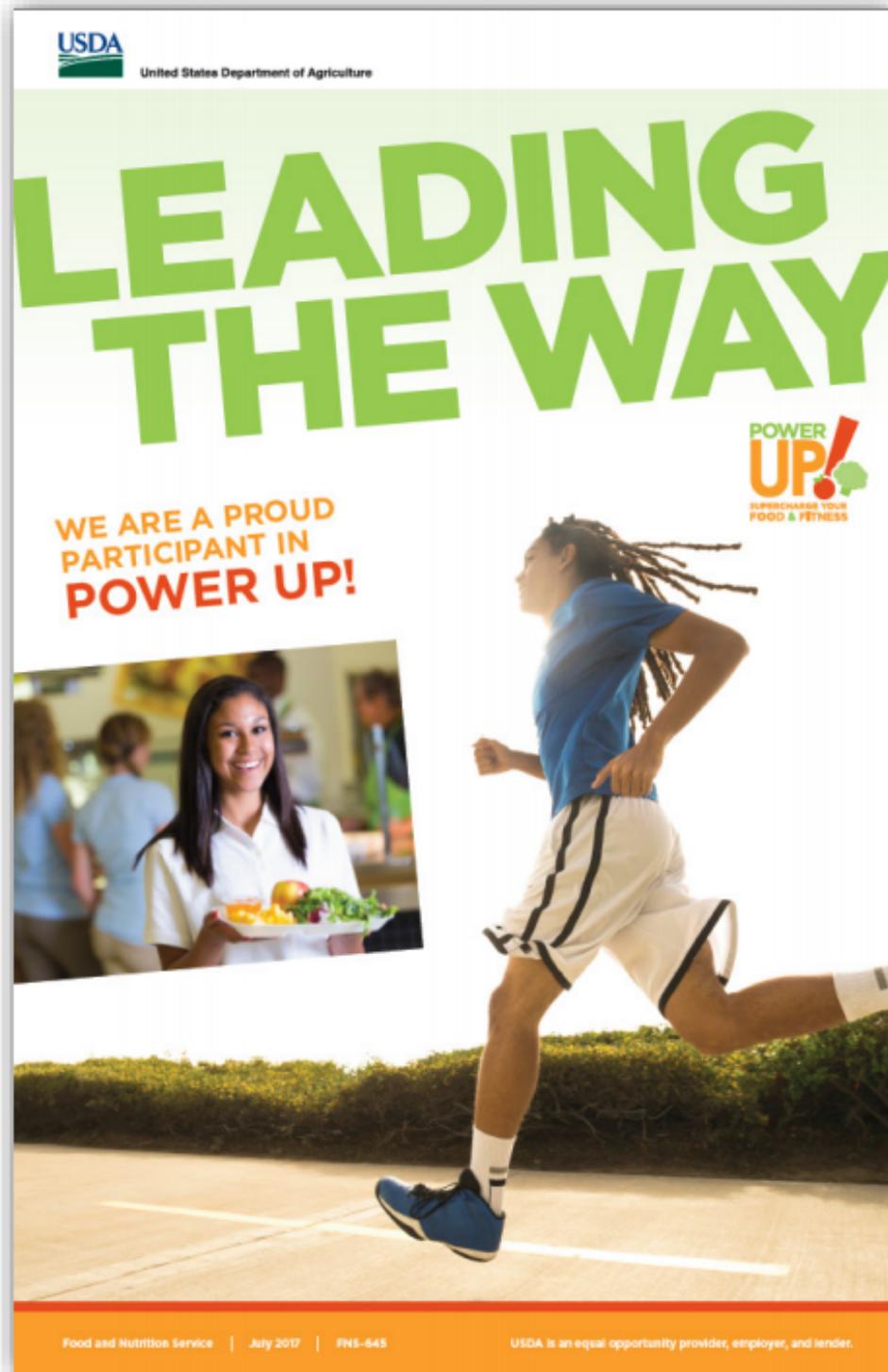
This packet includes materials to help promote the program and your school's participation with these audiences. We hope these materials will help generate excitement and engagement among students, schools, families, and the community.

### Content includes:

- **Posters** – designed for teachers to post within the school or community to highlight school participation.
- **Video** – a short video targeted for teens to get them excited about participating in Power Up!
- **Program Overview FAQ** – An FAQ document for use with school district administrators, teachers or parents to provide a more detailed background on Power Up! Could also be posted to the school website.
- **Starting a Social Media Conversation** – social media content for use on school social media channels, including Facebook and Twitter to highlight participation in Power Up!
- **Template Email to Parents of Students** – template email for schools to share with parents of the students participating in Power Up! to provide details on the program and encourage their support and engagement.
- **Template Letter to Parents of Students** – template letter for schools to share with parents of the students participating in Power Up! to provide details on the program and encourage their support and engagement.
- **Template Letter to School District Administration** – template letter for schools to share information about Power Up! The program's primary purpose is to communicate the school's participation and commitment to healthy lifestyles for the next generation of adults, but it could also be used with minor updates as a promotional tool to solicit approval and support for introducing the package in a given school or throughout the district.
- **Template Email to Potential Community Partners** – brief announcement to local businesses and other organizations about Power Up! and an invitation to participate in a variety of ways. Could be combined with poster or video.

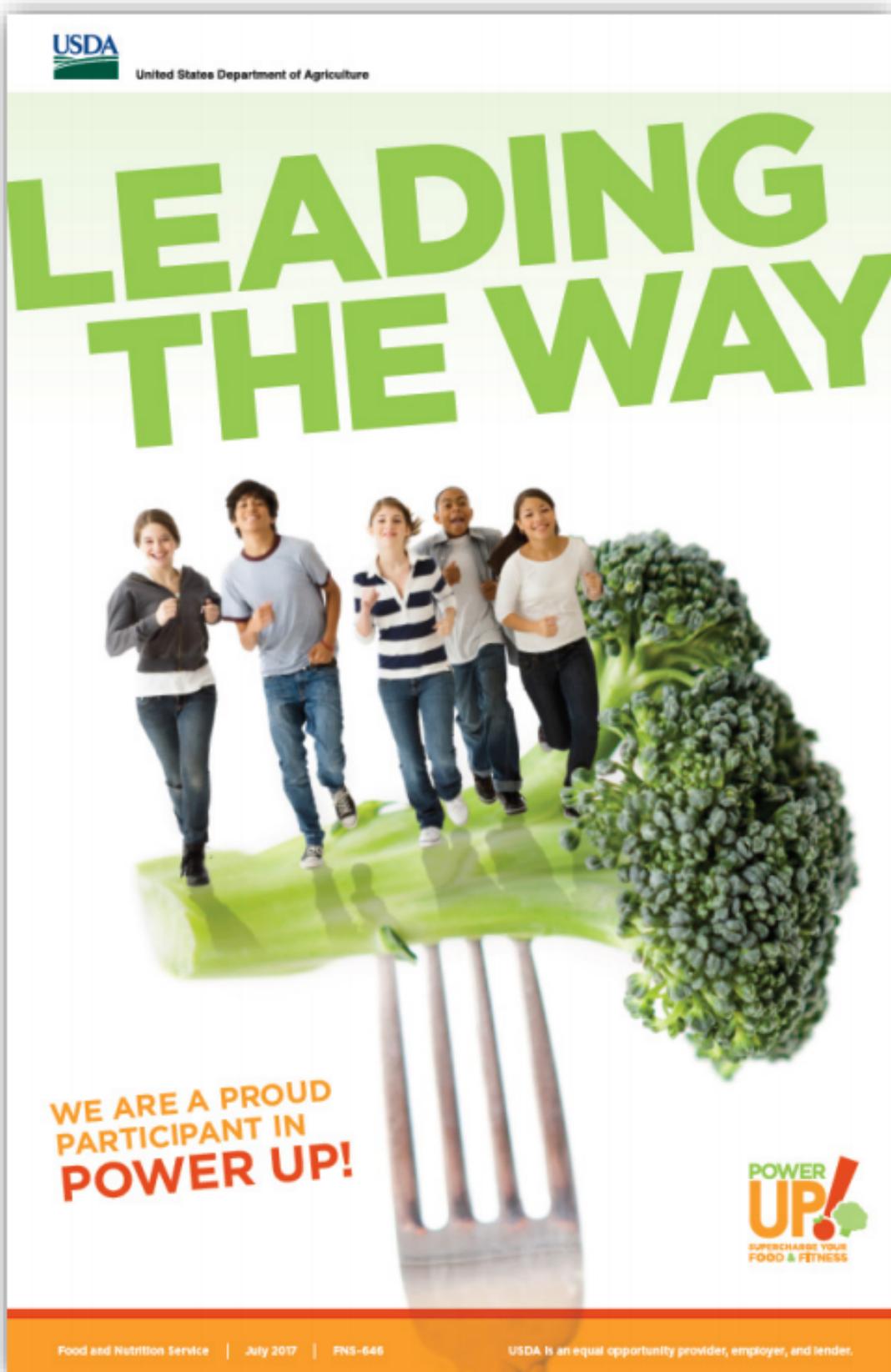
**School Poster**

\*high-res downloadable version of this poster shared as separate PDF



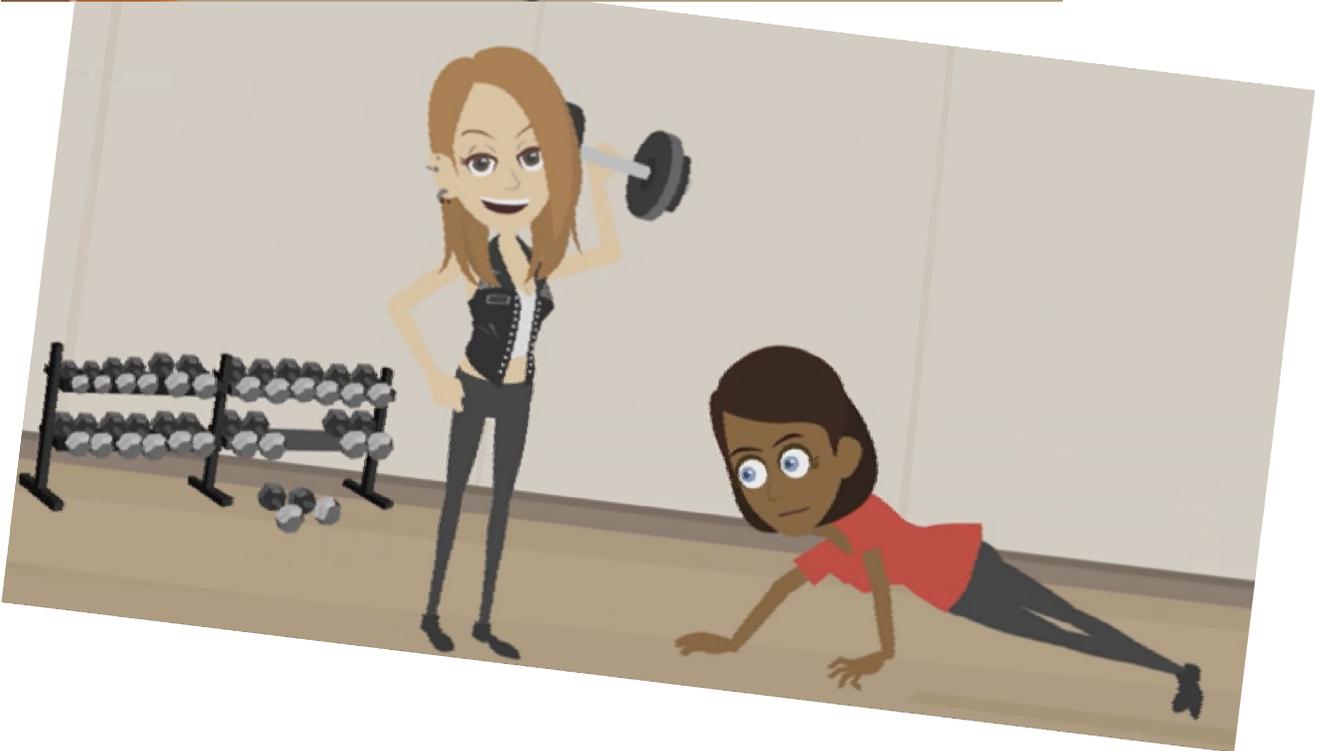
**School Poster**

\*high-res downloadable version of this poster shared as separate PDF



## Video

\*video available in downloadable form as part of the package in high-resolution.



# Program Overview FAQ

## WHAT is Power Up?

Power Up! is designed to give high school students, the information, tools, and motivation needed to make healthier choices. The curriculum builds in social interaction, hands-on activities, friendly competition, and opportunities for them to use their computer savvy.

Teens thrive on competition and fun. So activities are designed around teams—either within a class or between classes – to engage teens through competition, incremental successes, and rewards.

Online activities are second nature to teens. This curriculum leverages USDA’s interactive SuperTracker—an online, digital tool that helps students think critically about their food and physical activity choices. SuperTracker also encourages students to set personal goals and helps them measure accomplishments along the way.

## WHY is this program needed?

Diet quality often declines during adolescence, when teens assume more responsibility and greater autonomy in choosing what they consume.

To help reach this group of soon-to-be adults, USDA has created a resource targeted to their needs and interest. Why? Because adolescence is the last chance to give them the knowledge, the tools—and yes, hopefully the motivation—to eat healthfully and be physically active before they become full-fledged busy adults.

You probably know that poor eating habits and sedentary life styles have resulted in an obesity epidemic. What you may not know is its cost: an estimated \$150 billion annually in the United States alone (Centers for Disease Control and Prevention, 2015). Obesity has its roots in childhood and adolescence, when habits are established that will last a lifetime. As with many other public health problems, obesity and weight-related illnesses strike low-income and minority groups more often. For example, obesity rates are 145 percent greater in the poorest U.S. counties compared with the wealthiest (Poverty and Obesity in the US, Diabetes Journal, 2011).

## WHO is the program for?

This program is designed for high school students in grades 9-12.

## WHAT are the program goals?

**Follow:** An eating plan for healthy growth and development.

### Consume daily:

- Fruit and vegetables
- Whole grain products
- Healthy snacks
- Wide variety of foods within each food group to meet the recommended daily intake
- Protein foods from a variety of sources over time
- Fat-free or low-fat milk or milk products
- Water

**Prepare:** Food in healthful ways.

**Balance:** Calorie intake with calorie expenditure.

**Choose:** To be physically active.

**Help:** Others to eat healthfully.

**Limit:** Foods and beverages high in added sugars and salt, as well as unhealthy saturated fats, trans fats, and sodium.

### **HOW will the program be taught?**

The Power Up! program has been developed to equip high school students with the information and tools needed to make healthy lifestyle choices. Using the engaging, interactive SuperTracker tool students are taught to think critically about their food and physical activity choices and are given tools, encouragement, and opportunities to help them succeed.

A range of actionable activities are included to reinforce classroom learning and apply concepts in a practical and useful manner to their daily lives, both now and in the future.

### **WHAT is the expected outcome?**

With support from teachers, family and friends, this innovative, engaging program can help motivate students to develop healthy food and exercise habits that will not only benefit students in their teen years but can also lead to long-term habits that benefit them for the rest of their lives.

## Starting a Social Media Conversation

Be sure to harness the power of social media channels, like Facebook and Twitter, to help you ignite excitement and create a conversation about your school’s participation in Power Up! In addition to promoting the program, these channels can be used to amplify your efforts through “likes” or “retweets,” “comments,” “forwards,” and “shares.”

An easy way to engage your audience – whether they are students, parents or faculty and staff -- is to make your messages fun, relevant, shareable, and dynamic. Incorporate images, links, and hashtags where appropriate. Here are some ideas to get you started and keep the conversation going throughout the year.

### Social Media Menu

Copy and paste the Facebook and Twitter posts provided below to your school’s social media channels. But don’t stop here, have a contest for student-authored copy and graphics! Use the results to empower students and reinforce Power Up! messages at the same time.

For posts without links, we recommend including images. Posts with photos tend to receive much higher levels of engagement than those without. For posts that include links, a photo from the linked site will be automatically included with the post. We have included suggestions for images that could be included, but also encourage you to customize posts with your own images, including those submitted by students!

Time of Year	Suggested FB Copy	Suggested Tweet
Evergreen	<p>We are excited to be participating in the Power Up!, a new and engaging program to encourage high school students to lead a healthier life! Check back here to see updates!</p> <p>Image Option:  <a href="https://pixabay.com/en/apple-diet-healthy-eating-food-18721/">https://pixabay.com/en/apple-diet-healthy-eating-food-18721/</a></p>	<p>We are excited to be participating in an exciting new program from #USDA. Find out more <a href="#">[Link to school website]</a></p> <p>Image Option: <a href="https://pixabay.com/en/apple-diet-healthy-eating-food-18721/">https://pixabay.com/en/apple-diet-healthy-eating-food-18721/</a></p>
Evergreen	<p>Want personalized tips to make healthy choices easier? Whether it’s what you eat or how to be more active, check out SuperTracker and see how it can help you achieve your goals!  <a href="http://1.usa.gov/18zPmoZ">http://1.usa.gov/18zPmoZ</a></p>	<p>Get personalized tips to help you eat healthy and stay fit with #SuperTracker. Find out more <a href="http://1.usa.gov/18zPmoZ">http://1.usa.gov/18zPmoZ</a></p>

Time of Year	Suggested FB Copy	Suggested Tweet
Evergreen	<p>Spread the word! [School Name] students are taking charge of their health as part of Power Up! Check back here often for updates!</p> <p>Image Options:  <a href="https://www.pexels.com/search/eating%20healthy/">https://www.pexels.com/search/eating%20healthy/</a></p>	<p>Spread the word! Our students are #health pros bc of Power Up!</p> <p>Image Options:  <a href="https://www.pexels.com/search/eating%20healthy/">https://www.pexels.com/search/eating%20healthy/</a></p>
Evergreen	<p>Get excited! [School Name] is rolling out a new program to help our students make healthy choices when it comes to eating and exercise! Check back here often for updates!</p> <p>Image Option:  <a href="https://pixabay.com/p-579122/?no_redirect">https://pixabay.com/p-579122/?no_redirect</a></p>	<p>We're making it fun and easy to be healthy! Learn about our experience as part of Power Up! here [link to school website].</p> <p>Image Option:  <a href="https://pixabay.com/p-579122/?no_redirect">https://pixabay.com/p-579122/?no_redirect</a></p>
Evergreen	<p>Did you know that one super-sized fast food meal can have more than a day's worth of calories? Learn more about how our students are making healthier choices here [link to school website].</p> <p>Image Option:  <a href="https://upload.wikimedia.org/wikipedia/commons/9/9a/Big_Mac_hamburger.jpg">https://upload.wikimedia.org/wikipedia/commons/9/9a/Big_Mac_hamburger.jpg</a></p>	<p>Small choices add up to big #health consequences.</p> <p>Learn more: <a href="http://1.usa.gov/18zPmoZ">http://1.usa.gov/18zPmoZ</a></p>
Evergreen	<p>Teens typically get more than 200 calories per day from sugary drinks! Calorie balance is an important way to reign in unwanted calories.</p> <p>Find out more  <a href="http://1.usa.gov/18zPmoZ">http://1.usa.gov/18zPmoZ</a></p>	<p>How does #calorie balance work? Learn more: <a href="http://1.usa.gov/18zPmoZ">http://1.usa.gov/18zPmoZ</a></p>
Evergreen	<p>Teens! Want to impress your friends? Learn to cook #easymeals! What's Cooking? USDA Mixing Bowl is full of easy recipes that you can make. The recipes don't cost much. Plus, they taste good and are fresh and healthy.  <a href="https://go.usa.gov/xRGsm">https://go.usa.gov/xRGsm</a></p>	<p>Teens! Want to impress your friends? Learn to cook #easymeals! What's Cooking? USDA Mixing Bowl is full of easy recipes.  <a href="https://go.usa.gov/xRGsm">https://go.usa.gov/xRGsm</a></p>

Time of Year	Suggested FB Copy	Suggested Tweet
Evergreen	<p>When it comes to snacking, portion sizes makes a big difference. It's important to pay attention to not just what you are eating but how much you are eating.</p> <p>Check out Portion Distortion: <a href="https://www.choosemyplate.gov/tools-portion-distortion">[https://www.choosemyplate.gov/tools-portion-distortion]</a></p>	<p>Pay attention to the #portion size of your #snack to stay healthy. #HealthTip. <a href="https://www.choosemyplate.gov/tools-portion-distortion">[https://www.choosemyplate.gov/tools-portion-distortion]</a></p>
Evergreen	<p>Try new foods from around the world! The What's Cooking? USDA Mixing Bowl has easy recipes. You'll find Asian, Latin, Mediterranean recipes and more.</p> <p><a href="https://go.usa.gov/xRGsm">https://go.usa.gov/xRGsm</a></p>	<p>Try new foods from around with the world! The What's Cooking? USDA Mixing Bowl has easy recipes!</p> <p><a href="https://go.usa.gov/xRGsm">https://go.usa.gov/xRGsm</a></p>
Evergreen	<p><b>[School Name]</b> is very excited to be participating in the Power Up! - a new program designed to encourage high school students to build a healthier diet and increase physical activity using the SuperTracker interactive tool. <a href="https://www.supertracker.usda.gov/">[https://www.supertracker.usda.gov/]</a>.</p>	<p>We are excited to take part in the #USDA program to help keep students healthy. Look out for updates on how we're doing!</p> <p>Image Option: <a href="https://pixabay.com/p-573958/?no_redirect">https://pixabay.com/p-573958/?no_redirect</a></p> <p>We're testing out a program from #USDA to help students make healthy choices. We'll work hard to make it great for everyone!</p> <p>Image Option: <a href="http://www.public-domain-image.com/free-images/sport/fitness-and-jogging/yoga-like-poses-with-the-aid-of-a-large-inflatable-balance-ball.jpg">http://www.public-domain-image.com/free-images/sport/fitness-and-jogging/yoga-like-poses-with-the-aid-of-a-large-inflatable-balance-ball.jpg</a></p> <p><b>#HighSchoolName</b> is part of a new healthy living program from #USDA. We'll make it work for <b>#State</b> students!</p> <p>Image Option: <a href="https://pixabay.com/p-332278/?no_redirect">https://pixabay.com/p-332278/?no_redirect</a></p>
September, National Childhood Obesity Awareness Month	<p>Did you know that teens who are overweight or obese are more likely to be overweight and obese as adults, putting them at risk for chronic diseases such as hypertension, heart disease, and diabetes? Find out how to stay healthy with SuperTracker. <a href="http://1.usa.gov/18zPmoZ">[http://1.usa.gov/18zPmoZ]</a></p>	<p>#DYK overweight or obese teens are more likely to be overweight and obese as adults? Stay healthy w/ SuperTracker. <a href="http://1.usa.gov/18zPmoZ">[http://1.usa.gov/18zPmoZ]</a></p>

Time of Year	Suggested FB Copy	Suggested Tweet
October, Halloween	<p>Your sweet tooth will thank you. Make smart decisions about the calories you consume. Find out more with SuperTracker.  <a href="http://1.usa.gov/18zPmoZ">[http://1.usa.gov/18zPmoZ]</a></p>	<p>In a #Halloween #candy coma? Make smart decisions about your calorie intake and food choices.  <a href="http://1.usa.gov/18zPmoZ">[http://1.usa.gov/18zPmoZ]</a></p>
November, Thanksgiving	<p>Tis the season to make smart health choices! Build a healthier diet and increase physical activity using the SuperTracker interactive tool.  <a href="https://www.supertracker.usda.gov/">[https://www.supertracker.usda.gov/]</a></p>	<p>Make a #healthy #holiday meal! Try something new, visit “What’s Cooking?” USDA Mixing Bowl for ideas!  <a href="https://www.whatscooking.fns.usda.gov/">[https://www.whatscooking.fns.usda.gov/]</a></p>
March, National Nutrition Month	<p>Happy National Nutrition Month! We are excited to celebrate with a new and engaging USDA Program to help students make healthy lifestyle choices. Find out more at  <a href="http://1.usa.gov/18zPmoZ">[http://1.usa.gov/18zPmoZ]</a>.</p>	<p>There’s no better time than National #Nutrition Month to try a new healthy meal. Build your meal at “What’s Cooking?” USDA Mixing Bowl.  <a href="https://www.whatscooking.fns.usda.gov/">[https://www.whatscooking.fns.usda.gov/]</a>.</p>

## Template Email for Parents

Dear [Insert Name],

Lifelong healthy eating and exercise habits form when we are young. Today's high school students are increasingly in control of decisions that influence their health and wellness, and the behaviors they will carry on into their adult lives. Now is the time to equip students with the knowledge and tools they need to make informed and healthy choices that will have a lasting impact on their lives.

That's why we are excited to be participating in a program by the US Department of Agriculture. Power Up! will be used as part of the curriculum in your student's [INSERT CLASS NAME]. Developed with teens in mind, the program uses social interaction, hands-on activities, friendly competition, and computer savvy to teach the information, tools, and motivation needed to make healthier choices.

This curriculum leverages USDA's interactive SuperTracker—an online, digital tool that helps students think critically about their food and physical activity choices. SuperTracker also encourages students to set personal goals and helps them measure accomplishments along the way.

The lessons provide information on key topic areas such as healthy snacking, developing a food plan that includes all five food groups, tracking food intake, and creating a healthy meal.

Power Up! is an engaging and helpful new resource that we are excited to use. We hope you will support your student in his or her efforts to make healthy choices, and that your whole family will be inspired to get involved by shopping, cooking, and being active together. [We/I, are/am] happy to provide more information if you have questions.

Best,

[Your Name]

Phone: [Your Phone Number]

Email: [Your Email]

# Template Letter to Parents

Dear Parents:

Lifelong healthy eating and exercise habits form when we are young. Today high school students are increasingly in control of decisions that influence their health and wellness, and the behaviors they will carry on into their adult lives. With this change, there is an opportunity to equip students with the knowledge and tools they need to make informed and healthy choices that will have a lasting impact on their lives.

That's why we are excited to be participating in a program developed by the US Department of Agriculture. Power Up! will be used as part of the curriculum in your student's [INSERT CLASS NAME]. Developed with teens in mind, the program uses social interaction, hands-on activities, friendly competition, and computer savvy to teach the information, tools, and motivation needed to make healthier choices.

Our students will take part in this Program in [INSERT CLASS] this semester. Topics covered will include:

- Choosing healthy snacks
- Understanding food groups and their role in building a healthy meal
- Tracking and analyzing dietary intake with a daily food record
- Balancing calories
- Maintaining a physically active lifestyle
- Building healthy meals

As part of this program, our students will use the interactive SuperTracker tool, a comprehensive and engaging tool based on the Dietary Guidelines for Americans. Students can use Super Tracker to track the foods they eat and their physical activity; get personalized recommendations about diet and exercise; set personal goals; and build customized recipes; measure progress; and share successes with friends and family through social media.

Thank you in advance for your support of this effort. This innovative, engaging program will serve a vital role, helping our students develop healthy food and exercise habits that will not only benefit them now but throughout their lives.

We hope you will support your student in his or her efforts to make healthy choices, and that your whole family will be inspired to get involved by shopping, cooking, and being active together. [We/I, are/am] happy to provide more information if you have questions.

Sincerely,

# Template Letter to School District Administration

Dear [Insert Name]:

Lifelong healthy eating and exercise habits form when we are young. Today high school students are increasingly in control of decisions that influence their health and wellness, and the behaviors they will carry on into their adult lives. With this change, there is an opportunity to equip students with the knowledge and tools they need to make informed and healthy choices that will have a lasting impact on their lives.

That's why we are excited to be participating in Power Up!, a program by the US Department of Agriculture. Students in [INSERT CLASS DETAILS] will be using this new curriculum as part of a pilot program this semester.

Developed with teens in mind, Power Up! uses social interaction, hands-on activities, friendly competition, and opportunities for them to use their computer savvy to teach the information, tools, and motivation needed to make healthier choices. The curriculum also aligns with the USDA's Dietary Guidelines and the CDC's National Health Education Standards.

Topics covered will include:

- Choosing healthy snacks
- Understanding food groups and their role in building a healthy meal
- Tracking and analyzing dietary intake with a daily food record
- Balancing calories
- Maintaining a physically active lifestyle
- Building healthy meals

As part of this program, our students will use the interactive SuperTracker tool, a comprehensive and engaging tool based on the Dietary Guidelines for Americans. Students can use SuperTracker to track the foods they eat, their physical activity and their weight; get personalized recommendations about diet and exercise; set personal goals; measure progress and share successes with friends and family through social media; and build customized recipes.

We thank you in advance for your support of this effort. This innovative, engaging program will serve a vital role, helping our students develop healthy food and exercise habits that will not only benefit them now but throughout their lives. If administrators, teachers or other schools in the district are interested in learning more about Power Up!, please let me know. I'd be happy to share more about our experience.

Sincerely,

## Template Email for Community Partners

Dear [Insert Name],

Lifelong healthy eating and exercise habits form when we are young. Today's high school students are increasingly in control of decisions that influence their health and wellness, and the behaviors they will carry on into their adult lives.

That's why [INSERT SCHOOL NAME] is excited to be participating in Power Up! This program will be used as part of the curriculum in [INSERT CLASS NAME]. Developed with teens in mind, Power Up! uses social interaction, hands-on activities, friendly competition, and computer savvy to teach the information, tools, and motivation needed to make healthier choices.

We could use [INSERT PARTNER'S NAME] help with this program. It would be extremely beneficial to the students if you are able to [INSERT REQUEST – Potential options include in-kind donations, providing meeting space or serving as a guest speaker].

This would help us with [INSERT LESSON IT RELATES TO].

The lessons provide information on key topic areas such as health snacking, developing a food plan that includes all five food groups, tracking food intake, and creating a healthy meal.

I will contact you in the near future to follow-up on our request. In the meantime, we are happy to provide more information on Power Up! and discuss how you can get involved! You can reach me through phone number or e-mail address provided below.

We look forward to your partnership.

Sincerely,

[Your Name]

Phone: [Your Phone Number]

Email: [Your Email]