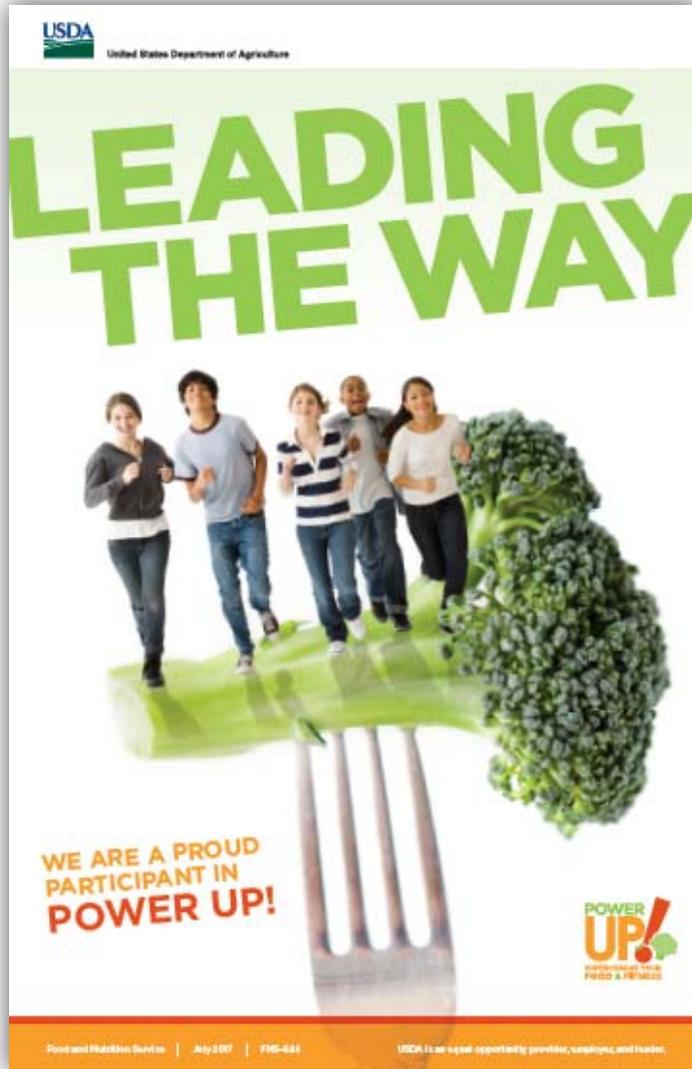


Marketing Presentation

Proud USDA Partner

[INSERT SCHOOL NAME] is excited to partner with the USDA to participate in The USDA Teen Nutrition and Physical Activity Program to teach high school students about the benefits of healthy eating and physical activity in a fun, engaging and hands-on way.



Program Overview

- Curriculum most likely taught in health, PE, family & consumer science. But individual lessons and activities also be applicable to other subjects, like art, social studies, science.
- Specifically, the program:
 - + **Gives** high school students the information, tools and motivation needed to make healthier lifestyle choices
 - + **Builds** in social interaction, hands-on activities, friendly competition
 - + **Includes** opportunities for teens to use their computer savvy
 - + **Linked** to the SuperTracker—USDA’s on-line interactive tool
 - + **Provides** scalability to meet any school schedule

Why It's Important

- Nearly **one in five U.S. teens** are at increased risk of weight-related diseases.
- Research finds that **teens feel challenged** when it comes to eating healthy food, which they view as expensive, time consuming to make, and not tasty.
- **Health class seems boring and irrelevant** to many teens, but they said that adding nutrition and physical activity could capture their interest, especially if they learned practical ways to personalize this knowledge.
- Teens say that they are motivated by activities that boost their confidence, and make them feel like they are in charge.

What It Includes

- **Lessons*** – A set of six lessons, designed to give students the knowledge and tools to instill healthy habits for life
- **Activities** – An additional six group activities that focus on bringing to life lesson topics through a hands-on approach
- **Homework** – Assignments that can also be used as prompts for classroom discussion, group activities or for extra credit.



**Lessons alternate in approach – between providing information and skill development and practicing/applying what was learned in the previous lesson through team activities*

SUPERTRACKER

A core component of the Teen Nutrition and Physical Activity Program is SuperTracker. This is a visually appealing, comprehensive, state-of-the-art diet and physical activity tracking tool available at SuperTracker.usda.gov.

Help | Contact Us | Print Page | Share | Follow MyPlate On Twitter
OMB Approved No. 0584-0535 • Expiration Date: 9/30/2018

SUPERTRACKER

United States Department of Agriculture

Food-A-Pedia | My Plan | Track Food & Activity | My Reports | My Features
Log In / Create Profile | Groups

My Plan | Sample Meal Plans

You are here: [Home](#) > [My Plan](#) > [My Plan](#)

Today

04/04/16

Physical Activity Target

Week of 04/03/16 to 04/09/16 i

Target	AT LEAST 150 minutes per week
Actual	0 minutes

Daily Calorie Limit

Allowance	2000
Eaten	0
Remaining	2000

Daily Food Group Targets More Info >

	Grains	Vegetables	Fruits	Dairy	Protein Foods
Target	6 oz.	2½ cup(s)	2 cup(s)	3 cup(s)	5½ oz.
Eaten	0 oz.	0 cup(s)	0 cup(s)	0 cup(s)	0 oz.
Status	-	-	-	-	-

My Plan

This plan shows your daily food group targets — what and how much to eat within your Calorie allowance. Enter your meals in Food Tracker to see how you stack up. Talk with your health care provider about an eating pattern and physical activity program that is right for you.

Your plan is based on a default 2000 Calorie allowance.

Calories	Allowance
Total Calories	2000 per day

Food Group	Food Group Amount	“What counts as...”	Tips
Grains	6 ounce(s) per day	1 ounce of Grains	Tips
<ul style="list-style-type: none"> ▪ Whole Grains 	<ul style="list-style-type: none"> ▪ ≥ 3 ounce(s) per day 	<ul style="list-style-type: none"> ▪ 1 slice of bread (1 ounce) ▪ ½ cup cooked pasta, rice, or cereal ▪ 1 ounce uncooked pasta or rice ▪ 1 tortilla (6 inch diameter) ▪ 1 pancake (5 inch diameter) ▪ 1 ounce ready-to-eat cereal (about 1 cup cereal flakes) <p style="font-size: x-small; color: #0072bc;">See more Grain examples</p>	<ul style="list-style-type: none"> ▪ Eat at least half of all grains as whole grains. ▪ Substitute whole-grain choices for refined grains in breakfast cereals, breads, crackers, rice, and pasta. ▪ Check product labels – is a grain with “whole” before its name listed first on the ingredients list?

How We'll Engage Students

- **Entertaining.** Students have numerous distractions that compete for their time and attention, therefore, topics must be presented in a fun and engaging way.
- **Ownable.** Teens are seeking autonomy in their lives. The key to successful adoption of program learnings is to illustrate the ownership each student can have on their health.
- **Authentic.** Teens quickly tune out of activities that seem fake. To keep them motivated and engaged, it will be important for them to be involved in helping to design the program and to claim some ownership of it
- **Actionable.** To be effective, it is important to go beyond the theoretical to provide practical real-world advice.

How You Can Help

- **Promoting.** Share news of the program throughout the community. Opportunity to utilize SuperTracker to promote healthy choices and shared experience.
- **Donating.** Provide in-kind donations to support program (e.g., pedometers, gift cards, food products, cooking tools)
- **Volunteering.** Offer to help program implementation. Serve as a guest speaker to reinforce classroom learning and topics.

Thank You!