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.

![SuperTracker Webpage](image-url)
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!