



## Power Up Your Body Challenge

### Leader Checklist

Mobilize your students' creativity & imagination to design a campaign project to educate their peers about the importance of fueling their body and staying healthy for the future – this is a competition of skill, insight, and the power of persuasion!

#### Steps to Participate:

- Using the [Project Idea Worksheet](#), review the Challenge with your students. Students can enter either in groups or individually.
- Work with your students to determine the best way to deliver the educational message for their project.
- Submit your group's ideas on the [Power Up Your Body website](#) by **March 22, 2019**.
- All submissions will be judged and those selected to display at Liberty Science Center will be notified by April 8, 2019.
- Only selected projects need to be created for display at Liberty Science Center on May 5, 2019. Finalists must be present from 8am to 4pm.
- All finalists will be eligible to win cash prizes for their schools or groups!
- We will be providing t-shirts to all finalists and their group leaders.

**Questions? Email us at [healthinfo@cabotcheese.coop](mailto:healthinfo@cabotcheese.coop)**

**Brought to you by Cabot Creamery Co-operative**



## Project Idea Worksheet

**Challenge:** Design a campaign to educate your peers on the importance of building healthy bones, brains and habits.

**Step 1:** Research the answer(s) to one or more of the questions below to inspire and guide your campaign, either individually or as a group. You may also come up with additional questions to explore around the challenge topic. We have [resources](#) to help you with this step!

- What is nutrition and how can it impact your everyday life, both positively or negatively?
- What nutrients from food does your body need to build strong muscles? Strong bones? A healthy brain?
- Why does the body need protein? Why does it need calcium? Can a lack of protein and calcium affect your behavior or mental state? If so, how?
- Why is osteoporosis called a pediatric disease with geriatric consequences?
- What does a protein molecule look like and how is it used by your body?
- Which foods give you the most muscle- and bone-building nutrients (protein and calcium) based on serving size?
- What are ways to eat a healthy diet while on a budget? What are some of the challenges? What are ways to overcome those barriers?
- Perform a self-evaluation:
  - Based on expert recommendations, including those from the Dietary Guidelines for Americans and MyPlate, am I getting the correct number of serving from all food groups based on my diet recall? Am I getting the recommended amount of nutrients (including protein and calcium) for my age and gender? Am I getting enough exercise for my age and gender?
  - What foods could you eat in a day (breakfast, lunch, dinner) to provide you with the protein and calcium you need to fuel your day? Snacks can be good opportunities to fill in the nutritional gaps. What snacks could you add?

- How does exercise benefit your body and your brain? What type of exercises build strong bodies, hearts and brains?
- How much exercise do you need as a middle schooler? How can you fit exercise into your everyday routine?
- Cabot farmers have been providing nutritious products to kids like you for 100 years! Which foods, important for fuel, growth and development, can you trace back to the farm? Are there foods available in your local grocery store that are from area farms? If not, can you tell where these foods are from?

**Step 2:** Once you have decided what question you want to research, choose how you want to get your message across to your peers. Any performance-based projects must be less than 5 minutes in length. Possibilities include:

- Video of a performance (dance, song, poem, rap, skits, rap, fitness, etc.)
- Short movie (documenting health promotion in school, community, home, etc.)
- Science Experiment (note you will have a 4-foot table space to display)
- Website
- Computer game
- Art project (Posters, paintings, murals, sculpture, etc.)
- Any other method you can come up with!

**Step 3:** Develop 3-5 sentences outlining the focus of your campaign is and how your project will share your message.

Now work with your group leader to enter your project by  
**March 22, 2019 on [powerupyourbody.com](http://powerupyourbody.com)**

Only those who are chosen to display projects at Liberty Science Center need to create a final project.

Those chosen to display are eligible to win cash prizes!

**Good Luck!!**

**Brought to you by Cabot Creamery Co-operative**