



Purpose of Project:

To recognize participants who include protein rich meals in their diet, track food intake and physical activity for themselves, their *family*, or a *community* group and determine goals and strategies for improving their overall health. Participants must prepare an ***electronic portfolio and video***.

Objective

October is beef month in Alabama and we want you to get involved! Teachers and classes are challenged to participate in the Obesity Task Force's *Get Moving Back to School and Work* campaign to make healthy choices in October and learn how beef can easily fit into these choices.

Family and Consumer Science classes are challenged to submit a video and electronic portfolio of how their class or school is going to get moving in October to promote a healthy lifestyle through nutrition plans, physical activity and fun!

Rules:

- Beef must be a part of the Get Moving campaign
 - Utilize the 30-Day Protein Challenge in your campaign. Information can be found here, <http://www.beefitswhatsfordinner.com/proteinchallenge.aspx>
 - Video incorporates nutrition facts about beef which can be learned about here: <http://www.beefitswhatsfordinner.com/nutrition.aspx>
 - The Supertracker can be used to track your foods and physical activities (<https://www.supertracker.usda.gov/>).

- Video and electronic portfolio submissions must be made to Erin Beasley at the Alabama Cattlemen’s Association in a format suitable for uploading to social media.
- Deadline for submission: October 31, 2015
 - Videos will be posted on social media as they are submitted
- Winner will be selected the 2nd week of November.

How Do I Get My Class Started?

- Step 1: Announce your involvement in the campaign and challenge someone else!
 - ***I challenge (tag friend, another school, another organization, another FCCLA chapter) to get moving and get healthy by taking the 30-Day Protein challenge. #GetMovingAL #OctoberBeefMonth (tag Alabama FCCLA page and/or Alabama Cattlemen’s Association page)

- Step 2: Begin challenge using the 30-Day Protein Challenge and Supertracker.
 - The participant will track current nutritional intake and wellness activity. The tracking should be for the project’s subject(s) for four week (thirty days) using the 30-Day Protein challenge.
 1. Go to <http://www.beefitswhatsfordinner.com/proteinchallenge.aspx> and download protein challenge plan.
 2. Go to <http://www.choosemyplate.gov/SuperTracker>
 3. Create an account for each individual involved in the project (self or family) or a sampling of the project (*community/class*). A sample of the *community* project should include 3–7 individuals who represent a range of the nutrition and wellness levels in the group.
 4. If the subject is outside a healthy weight range, choose the option to move to a healthy weight .
 5. Using the Food Tracker tool, complete the tracking information for both food intake and physical activity for each account for thirty days.

For *family, chapter and community* projects, individuals from the *family* or *community* should track their own intake and activity each day. The participant may enter tracking information into the online accounts on behalf of the individuals, if necessary.
 6. The participant should summarize the 30 day tracking of the projects subject(s) for the *portfolio*.

- Step 3: The participant will develop three to five goals for the project and steps that should be taken to reach the goals. Using the SuperTracker tools “My Top 5 Goals” and “My Reports”, include in the *portfolio* screenshots or a PDF of each subject’s report(s) related to their goals. Use the account(s) previously established for each individual involved in the project. Offer each subject *resources* from their “my plan” page (e.g. “Get Additional Guidance”). These *resources* do not have to be included in the *portfolio*.
- Step 4: The participant will develop one recommended nutrition plan that includes 4 weeks of menus that meet the nutritional needs of the project’s subject (individual, family, or *community*) in accordance with the above goals. This should include all meals and snacks that would be consumed by the individual or family with recommendations for other meals eaten by those individuals involved. The plan should be realistic in regards to the schedule of the subject(s).
- Step 5: Submit Wellness and Nutrition plans via electronic portfolio. An *electronic portfolio* may be either in PowerPoint, Prezi, or other electronic format that can be viewed by the evaluators. ***Participants who announce their involvement on social media will be sent a link to Dropbox to submit their electronic portfolio.*** Portfolio may not exceed 50 slides.
- Step 6: Upload a promotional video including results of your challenge via social media and tag FCCLA and Alabama Cattlemen’s Association so that we can see it. The video will be a major factor in the judging. It should be informative and entertaining and should not exceed two minutes. Be sure to mention #GetMovingAL, #OctoberBeefMonth, #eatbeef and #FCCLA in your video.

Judging:

- Video submissions will be posted on social media via the FCCLA, Obesity Task Force and Alabama Cattlemen’s Association. Videos will be judged based on the following:
 - Content
 - Did the video incorporate the #GetMovingAL campaign and beef?
 - Did the class, team or student show how they made healthy lifestyle choices in October?
 - Social Engagement
 - How many likes/favorites, shares/ retweets did the video have?
 - Creativity
 - Did the class, team, or student creatively convey their message about choosing a healthy lifestyle?