



Foods of the Month
USDA MyPlate and Other Fun,
Healthy Activities!

April

All Ages



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United States Department of Agriculture

Fruits

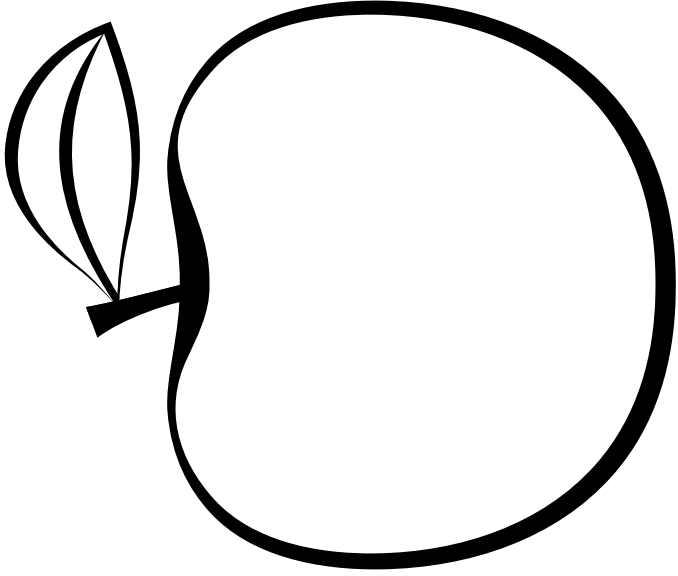
Farrah
Fruit



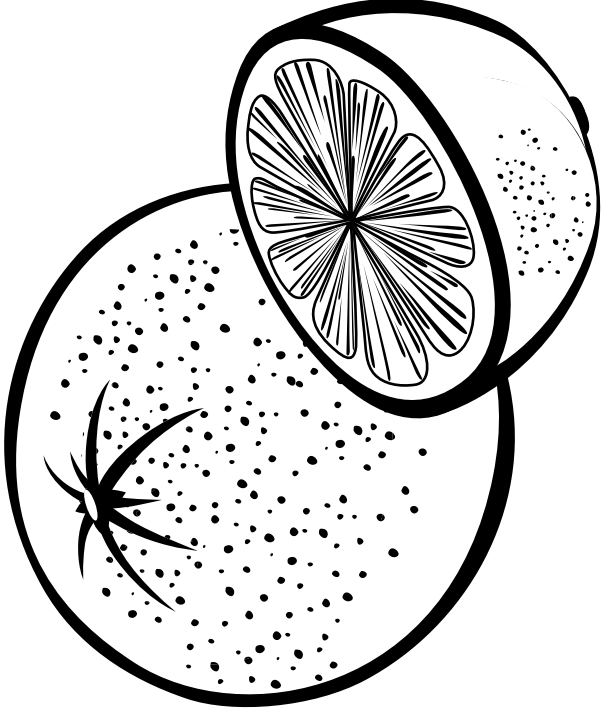
Sight words: the, is, eat, are, I



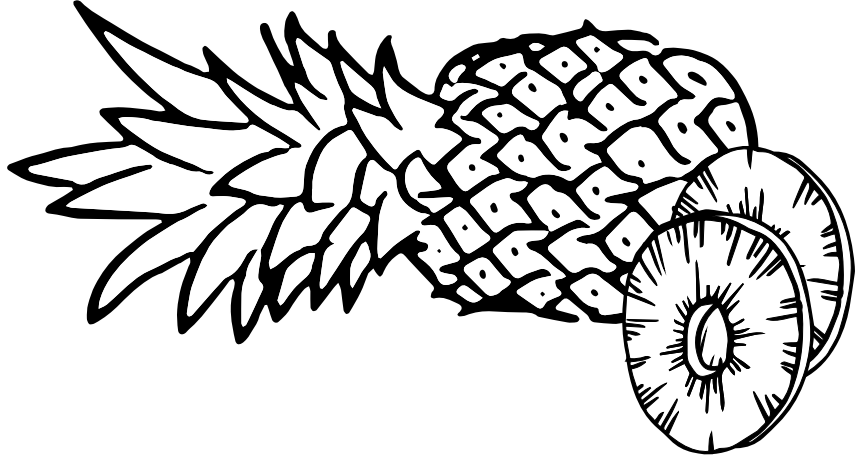
This book belongs to:



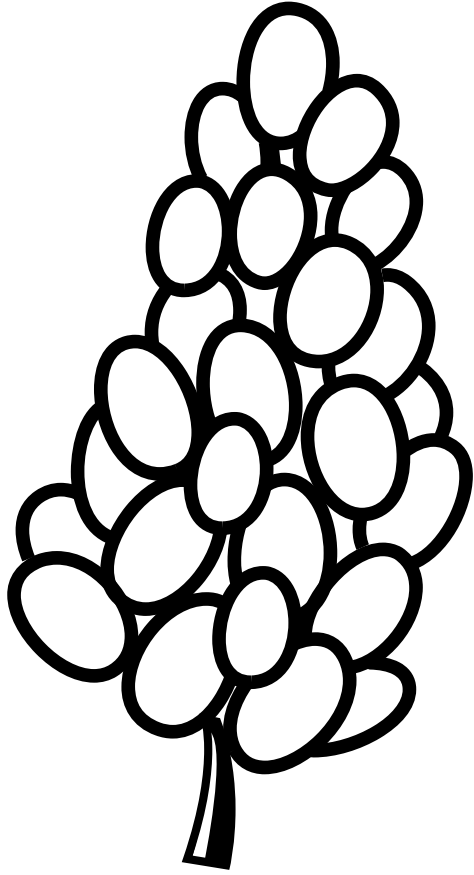
The apple is red.



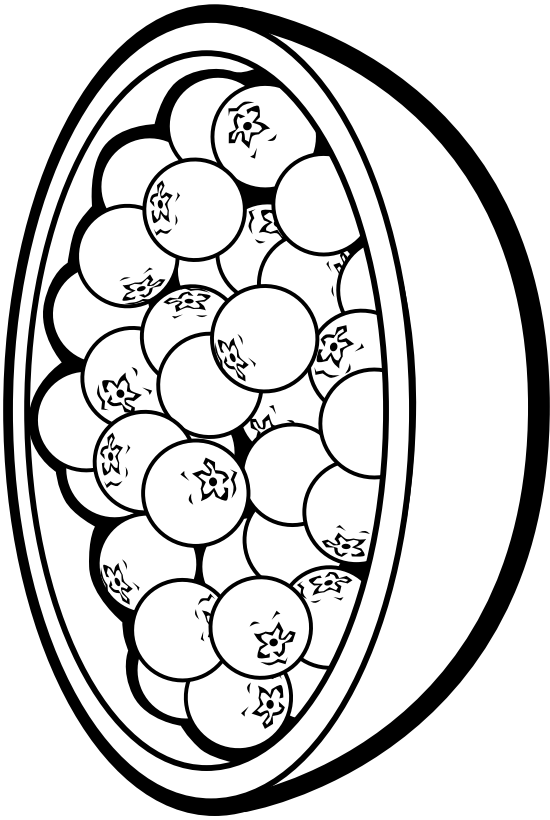
The orange is orange.



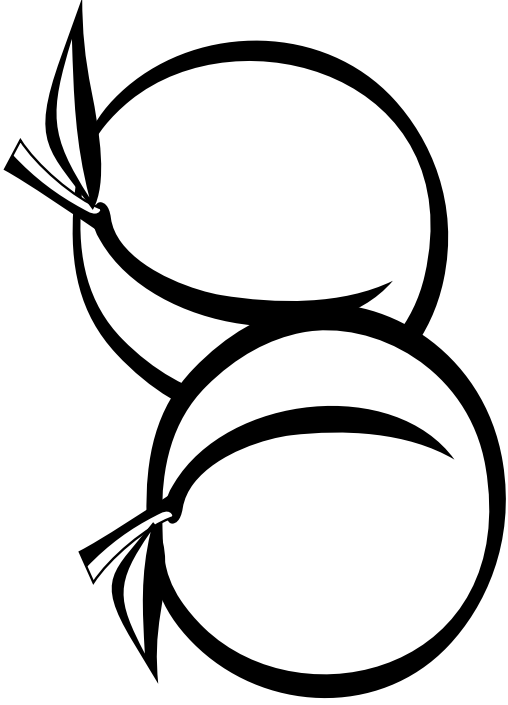
The pineapple is yellow.



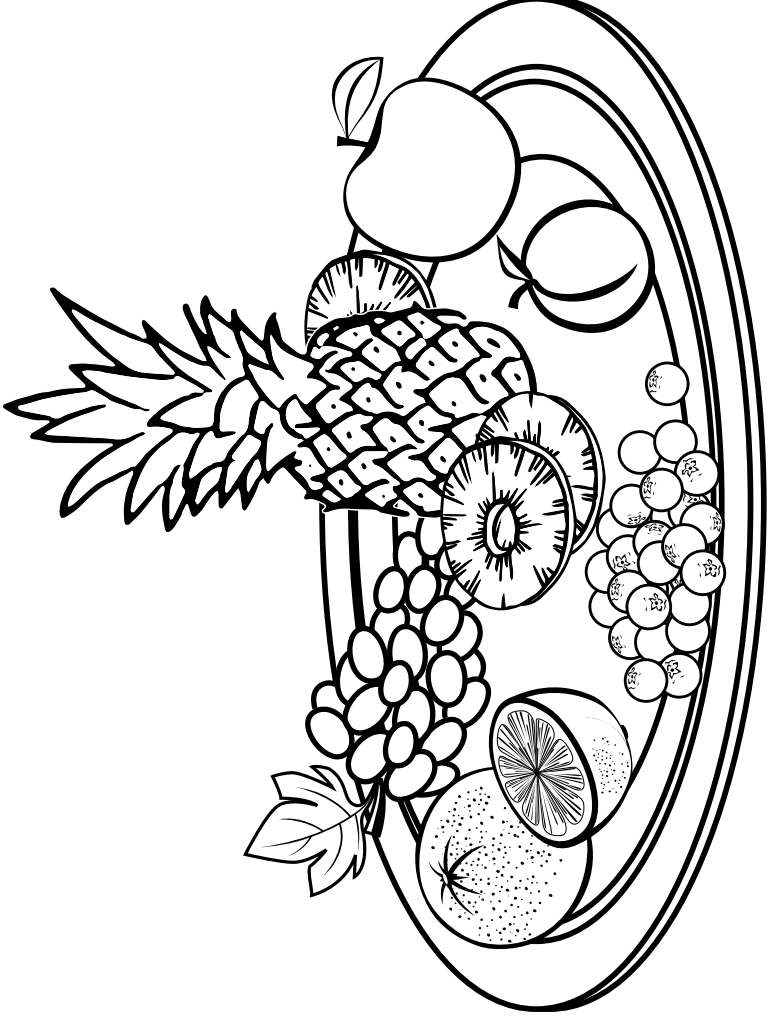
The grapes are green.



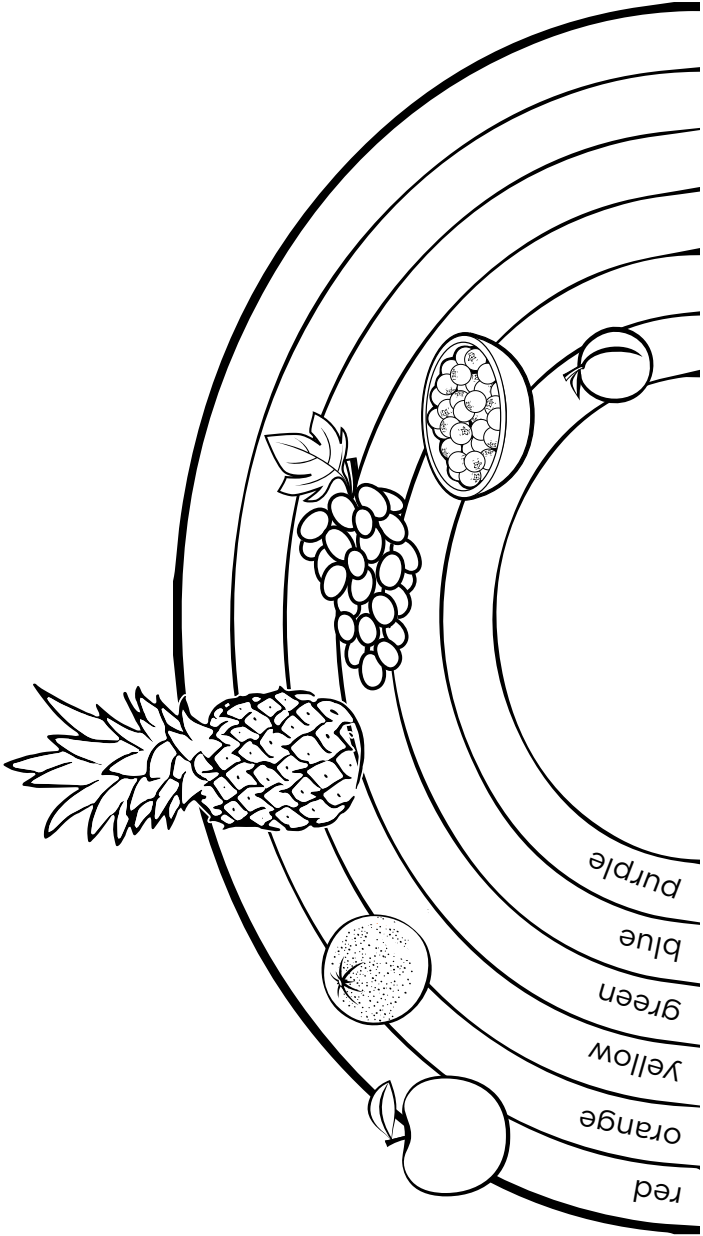
The berries are blue.



The plums are purple.



I eat fruit.



I eat a rainbow. Yum!



Discover other nutrition education materials developed under the U.S. Department of Agriculture's Team Nutrition initiative at: <http://teamnutrition.usda.gov>.





A friendly competition encourages students to create videos about their favorite fruits and vegetables.

Objective

Increase students' knowledge about fruits and vegetables, as well as drive their preference for these food groups, by watching peers' videos and creating their own.

The Event

Each group of students creates a campaign video to promote their favorite fruit or vegetable, aiming to convince other students that it is a food worth eating. The videos should convey the nutritional benefits in a fun and competitive way, as well as communicate the visual aspects, taste, texture, and other relevant details of the food.

On event day, students can view all video entries and vote for their favorite. For the grand prize, the winning team's fruit or vegetable can be featured on the school menu.

Planning

Identify a team to lead the effort. Convene the school's media lead, head of the drama department, school wellness committee, a health teacher, the school nurse, the principal, student government representatives, and other school staff. Decide which students will participate and create a list of rules for entries, including the videos' desired length and content. Identify deadlines for completing the project and plans for sharing the final videos with the student body, including how to promote the event in advance. For more ideas, consult the list of promotion tips (see page 3).

Decide how and when students will produce their videos. Videos can be recorded at home or at school (for example, during health class). Ensure that students know how to use the video equipment provided. If providing smartphones for video recording, disable Internet functionality first, if required. Also, be sure to take into account the school's compliance practices when using video, as there may be a release form or approval process involved.

Choose skits if videos aren't convenient for your school. Students can still participate in the event by creating skits when videos aren't a possibility. Instead of airing each group's video, students can present a fun and informative skit about their favorite fruits and vegetables.

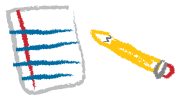
Decide how and when students will view and vote on project entries. Determine if videos can be aired in all classrooms, such as during morning announcements. (If using skits, consider holding an all-school assembly where the students can perform in front of the entire student body.) Collect the students' votes after the videos are showcased and then announce the winner to the school and the community.

Team Up ^{FOR} Success



School

- Consider showing videos created by middle school students to your district's elementary schools, asking younger students to vote on the video they like the best. Ask them to hold a contest to come up with a silly, creative new name for the winning team's fruit or vegetable.
- The winning team's video can be played during a school pep rally, during lunch, or on the school's TV network. Announce winners over the public address system.



Classroom

- Before students develop their videos, middle school health and science teachers can use Team Nutrition's *Nutrition Voyage: Lesson 1: The Path to Fruits and Veggies* materials (see appendix, page 95). English and language arts teachers can assign students to write portions of the scripts and compile food facts to feature in the videos.
- Incorporate voting results into the math curriculum by asking students to create different charts and analyze them.
- Band instructors or music teachers can help students select and play background music to include in their videos.



Cafeteria

- The winning team's fruit or vegetable can be featured as an ingredient or a standalone item on the school menu.



Community

- Community organizations can sponsor the students' videos and be recognized at the end of each entry.
- Ask local grocery store managers to offer special discounts or promote the winning fruit or vegetable.
- The winning videos can be shared with other schools to air at assemblies, in health class, or as part of morning announcements.
- Encourage students to choose a fruit or vegetable that grows in their local area and use their video to show where the food comes from. Ask local growers to be part of the videos.



Media

- The winning team's entry can be posted on local TV and radio Web sites, as well as the school's Web site, newsletter, and social media channels.



Home

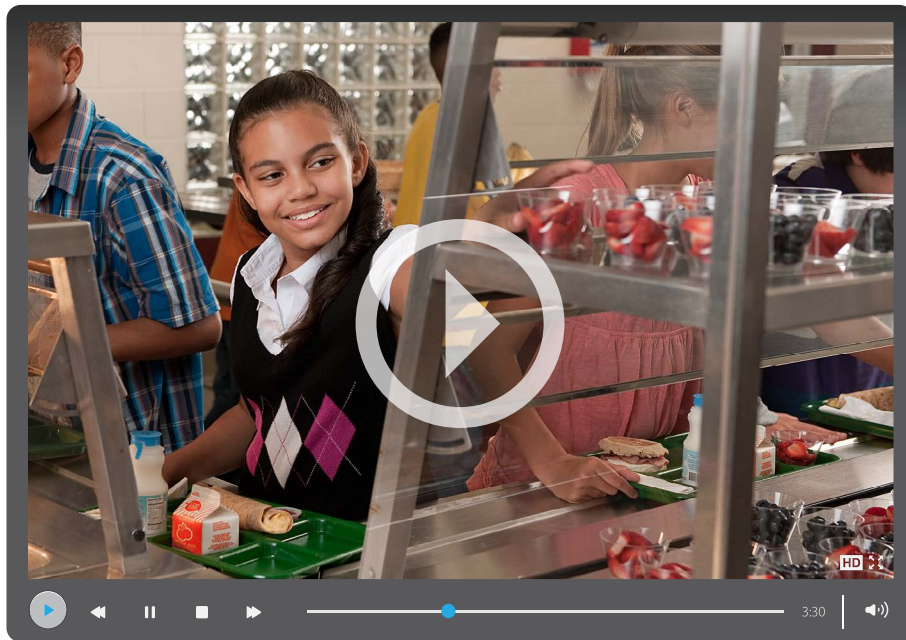
- Families can assist students in filming and editing their videos. The videos can be shown at any schoolwide event that families attend.

Schools **IN** Action

The **Montana Team Nutrition Program's Focus on Health Youth Video Competition** asked young people (grades K-12) to demonstrate positive examples of healthy practices in their schools. Students from across the State submitted 15 videos for the competition. The four winning teams were awarded cash prizes and had part or all of their videos featured at statewide conferences and on the Montana Team Nutrition Web site. The **Jefferson High School** team was awarded the grand prize for the video "You Are What You Eat." In their winning video, students showed how diet can affect behavior. **Kalispell Middle School's** video won second place and the Popular Choice award for a video focusing on positive choices in the school cafeteria, including a new salad bar.

At **Norton Junior High School in Norton, KS**, students were asked to participate in the *Eat. Move. Score.* video contest, sponsored by the Midwest Dairy Council and the Kansas City Chiefs, to help them recognize the importance of eating healthy and staying active. A group of eighth grade students wrote the school's entry, which was a rap emphasizing the need to eat healthy and exercise. They performed the rap in their video and managed the technology for recording and editing the piece. The students' video was shown to all students at the elementary and junior high schools, and it was then followed by discussions on healthy eating and the importance of exercise. The school also held fruit and vegetable tastings shortly after the video screening and found that many students were more willing to try unfamiliar foods after being shown the video. As a result of the contest, water became a more popular choice for students using vending machines after school.

To see other examples of student videos, visit the USDA's *MyPlate Fruits and Veggies Video Challenge* (<http://fruitsandveggies.challenge.gov>), where students created presentations about how to add fruits and vegetables to their diets without spending a lot of money.



[Photo] Upload students' videos to your school's Web site or social media channels so students can share their work with friends and family.