

Champions for Kids SIMPLE Service Project

# Nourish Their Bodies!



## Jennie-O Make The Switch Challenge



### What If?

Each day, many of us buy something we don't need. What if for one day we do something SIMPLE to help children in our community—What if we switch out something we don't need and instead help children in our community? And what if we invite others to join us—like our family, friends, community group, faith group, education community and employee team? Will you be ONE of Millions by taking the Jennie-O Make the Switch Challenge?

### Did You Know?

- Approximately 17% (or 12.5 million) of children and adolescents are obese. (Source: CDC)
- Turkey is a great source of protein, with more protein per gram than both chicken and beef, while remaining lower in fat and cholesterol than many other meats. It also delivers vitamins and minerals, especially niacin, which facilitates the conversion of food into available energy, and Vitamin B6, which is important for the health of the nervous system. Turkey also has selenium, which is essential for proper thyroid and immune function.

### Ways YOU Can Help!

**GATHER** your family, friends, and co-workers and challenge them to give up something they don't need for one day and pooling the savings. Have a friendly contest to see who can contribute the most!

**LEARN** about the nutritional needs of children in your community by inviting a school nutritionist or a pediatric dietician to talk with a local organization you participate in, or with your family, friends and co-workers.

**GIVE** the savings to a school nutritionist, teacher or social worker to help provide nutritious food or nutrition education to children in your community. Send us your report at [championsforkids.org/simple](http://championsforkids.org/simple) so that we know how many people were involved and how many children you helped! Post your stories and photos at [SwitchToTurkey.com](http://SwitchToTurkey.com) so that we can celebrate your participation! It's that easy.

**SHARE** your story at [championsforkids.org/simple](http://championsforkids.org/simple) to help us reach our goal of mobilizing 20 Million people by 2020 to become Champions for Kids!



**I AM  
ONE OF  
MILLIONS**  
CHAMPIONS FOR KIDS

