

Welcome to Green Beetz!

What is Green Beetz?

Green Beetz Mission

Founded in 2013, Green Beetz is a non-profit organization that harnesses media, entertainment and technology to innovate nutrition education and make healthy eating fun and cool for kids. Green Beetz targets youth, aged 8 – 12, empowering them to re-imagine their relationship with food, their bodies, the environment, and the world around them.

To effectively engage tweens, Green Beetz produces immersive media experiences that blend pop culture with practical knowledge and skills. Food and fun is used as a lens for teaching kids how to navigate the world in the 21st century.

Getting to the Root of the Issue

In 2013, 68% of all diseases in the US were diet-related, putting today's youth at risk for many short and long term health consequences. Obesity and overall poor diet have resulted in today's youth being the first generation in history with a shorter life expectancy than their parents.

Green Beetz wants to correct this before it's too late and believes that a successful intervention for those on the front lines of the national dialogue on obesity is critical to our success. So in 2013, Dr. Anna Chapman, psychiatrist and psychoanalyst in private practice in NYC, Tracey Kemble, former VP of Development of HBO NYC, and Andrew Chapman, co-founder of the Red Rooster Harlem restaurant, decided to harness their superpowers in the medical, entertainment and culinary fields to seek a holistic and innovative approach to food education.

Green Beetz “Secret Ingredients”

The Green Beetz curriculum is structured around several “secret ingredients” that form a framework for each lesson. The ingredients blend together to provide learning and action opportunities for students and their caretakers. Snackz & Factz are a fun way to give students the opportunity to connect their learning about food right away in the classroom. The Green Beetz Takeout helps students to share their learning at home and provides them with practical examples of healthy breakfasts that they can try. The Food Detective Notebook is a valuable place for students to record their breakfast challenge data and homework. The homework for the Food Detective Notebook is designed to document their

preconceived ideas, knowledge and understanding prior to the lessons as well as reflect upon their new understanding after the lessons. The Trivia Bowl and the preceding Practice Rounds and Green Beetz Points are an important way for student and educators to quickly assess understanding, while building excitement and anticipation for the final celebratory lesson. The Farmer's Market, in conjunction with the Trivia Bowl is more than just a way to celebrate the student's learning. Together, they are a fun and exciting way for the students to share their learning with their school and/or parents and an opportunity to put the lessons into practice. The pre- and post- surveys help provide valuable feedback about the entire program to the Green Beetz team so that we can continue to improve the program for future students. We hope that you will find ways to implement each of our secret ingredients in your classroom.

New Vocabulary

Food Literacy – An understanding of the impact of what we eat on our bodies and the impact of food on the world.

Classroom Implementation Suggestions

Timing

The Green Beetz curriculum is divided into ten lessons. Each lesson is intended to be spread over two 45 minute classroom sessions. The program culminates in a celebratory event with a trivia bowl and Green Beetz Classroom Market. The Classroom Market must be planned in advance (see the lesson plan for details), and we highly encourage you to invite parents to the full event. Whether you spread the curriculum across 20 weeks, conduct sessions twice per week for ten weeks, or complete the entire unit over the course of the school year, we recommend you let the students know how quickly or slowly the unit will unfold and when to expect the Green Beetz Classroom Market to build excitement among the students and parents.



Green Beetz Points

Green Beetz Points are designed to offer a fun gamification for groups to participate in the Trivia Bowl portions of the curriculum. While groups earn points, individuals will be able to exchange points for coupon discounts in the Farmers Market at the end of the program. Coupons will be used to reinforce program concepts and as a way to incorporate math skills into the curriculum.

Teachers may choose to offer points as a form of group incentivization throughout the curriculum. Points could be awarded for positive participation in group discussions, for completion of homework by the entire group, or any other number of successes. You are encouraged to utilize this tool as it works best in your classroom and may choose to introduce it earlier than the end of Day 2 if it makes sense.

Interactive Whiteboard

At Green Beetz, we know that resources can vary from school to school. If you have an interactive whiteboard in your classroom, you may want to consider the following options:

- Create the Green Beetz points chart on the interactive whiteboard and save it to update throughout the program.
- Create slides to highlight big ideas and key points. For example, create a slide for the Factz portion of Snacks and Factz.
- Pro-tip: Take a screen shot or use a snipping tool to get a picture of the Lesson Plan pdf. Copy it to a slide, and you're done!
- Create a slide for each trivia question so that students can read and hear the question out loud. If you also have a student response system (remote clickers) you can set up the trivia questions like a quiz, allowing teams to respond via clicker.

Optional Extension Ideas

Reading and Writing: Have students read the following news article and then write a persuasive letter to the U.S. Department of Agriculture explaining why they think that an icon representing water should or should not be added to the MyPlate visual.

Barclay, Eliza, "What Might Be Missing From MyPlate?" Water, NPR. January 12, 2015. Accessed, August 13, 2015. <http://www.npr.org/sections/thesalt/2015/01/12/376172800/what-might-be-missing-from-myplate-water>

School Garden: Explore the school garden for additional herbs and foods to infuse flavor into drinking water. Be open to trying different ideas. Get creative! Or have students research the best way to grow their favorite water mix-in. Plan to sow these seeds when the time is right in the garden.

Fine Art: Provide extra time for students to design thoughtful and creative logos for their Trivia Bowl teams. This could be done for this first lesson, or as part of the build up to the final Trivia Bowl event.

Background Resources:

"Nutrition and Healthy Eating: Water is essential to good health, yet needs may vary by individual," Mayo Clinic. September 5, 2014. Accessed August 13, 2015. <http://www.mayoclinic.org/water/ART-20044256?p=1>

Preidt, Robert, "U.S. Kids Not Drinking Enough Water Each Day," Health Day (shared on MedlinePlus). June 11, 2015. Accessed August 13, 2015. http://www.nlm.nih.gov/medlineplus/news/fullstory_153026.html

