

Core Nutrition Messages



About the *Track & Field Fuel-Up Challenge* An Online Nutrition Game for Kids

The *Track and Field Fuel Up Challenge* Game leverages the messages and supporting content for children and mothers while complementing and supporting MyPlate and the new Dietary Guidelines for Americans. It uses an engaging approach that allows kids to have fun while learning about low-fat milk, fruits and vegetables, and whole-grain foods. The game also gets kids up and moving by nudging them to get up, celebrate and move to prepare for the next event.

In this interactive game, kids go for the gold by responding to time sensitive questions that help improve their knowledge, motivation and skills in making healthier choices. The game uses a question and answer format with a Track & Field theme. It contains 16 questions allocated as follows:

- ◀ 5 questions related to milk
- ◀ 5 questions related to fruits/veggies
- ◀ 3 questions related to whole grains
- ◀ 3 questions that are more fun in nature related to the topics above

In the game, children compete in four Track and Field events. They answer random questions about healthy eating (one question for each of the four events). The four events are: javelin, high jump, long jump, and dash.

The faster kids answer correctly, the more skill their player has in his or her event. Players will place 1st, 2nd or 3rd depending on the number of questions answered correctly. Players answering all four questions correctly get a gold trophy.

The online game is a Flash-based application. There is also a separate text-based HTML application.

