

Mission Authenticity

Dear Educator,
It's time to blast off on Mission Authenticity! This collaboration from *got milk?* and the curriculum specialists at Young Minds Inspired is designed to engage students in thinking and talking about the importance of authenticity and always being the truest versions of themselves — not imitations of others — using real dairy milk and its nutrition as inspiration.

This cross-curricular program includes activities that support language arts, science, social-emotional learning, and creativity. Plus, there's some authentic California trivia woven in as well. Do your students know their state?

We hope that you enjoy this program and will share it with other teachers.
TELL US: Visit ymiclassroom.com/feedback-missionauthenticity to let us know your thoughts on this program. We look forward to receiving your comments.

Sincerely,

Dr. Dominic Kinsley
Editor in Chief
Young Minds Inspired

Target Audience

Grades 2-5

Program Components

- This teacher's guide
- Three reproducible student activities
- A classroom poster
- A reply card for your comments

Additional resources available online at ymiclassroom.com/missionauthenticity:

- Bonus activities for grades 2-5
- A program for grades 6-12
- Spanish translations of the activities
- A reproducible family take-home letter in English and Spanish
- An online trivia game about California
- A retro video game: Get Real Quest
- An education standards chart
- A feedback form

Concepts and Skills

Authenticity Empowerment Health Dairy Nutrition	Self-reflection Self-expression Communication Decision making Reading informational text
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How to Use the Program

Make photocopies of the activity sheets for each student before displaying the poster in your classroom. Students will need art supplies. In class, help younger children by reading each activity aloud. In addition, download the bonus activities as well as the family take-home letter to send or email home to parents and caregivers.

Activity 1: The Importance of Real Nutrition

Distribute the activity sheets. Discuss with students the importance of nutrition and the role it plays in building strong bodies, especially for children. Discuss how dairy milk is a key source of important nutrients and ask students how they include dairy in their diets. Next, have students read the informational paragraph and complete the sentences, or complete the page together with younger students. **Answers:** 1. thirteen; 2. dairy; 3. calcium; 4. hydrating; 5. protein

Activity 2: All About "The Real You"

Explain to students that we all have people we admire. Sometimes we like these people so much that we might copy or imitate what they do, like dress like our favorite celebrity, or act or talk like our friends. Refer to the poster for an example of a drink trying to imitate milk. As much as you might admire other people, it's important to stay true to yourself and be the "real you."

Introduce the word *authenticity*. Explain that we all have different traits, interests, and skills. It's these different qualities that make each of us who we are, or the "real, authentic you." Ask students to think about what makes them special and unique. Write their answers on the board.

Part 1: Distribute the activity sheets and review the instructions with students. Provide them with guidance as they complete their lists.

Part 2: Have students use their ideas to decorate the milk carton outline. Then have them share their images with the class and explain how they represent their "real" selves.

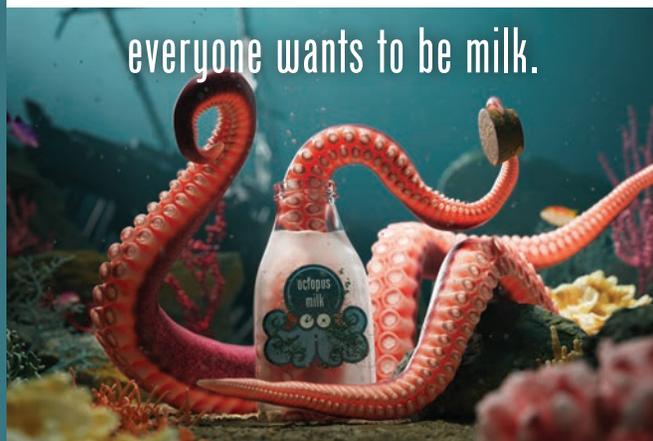
Activity 3: Test Your Smarts: The "Real" California

Distribute the activity sheets. Have students complete the quiz and then review the answers as a group. **Answers:** 1. B (Golden State); 2. A (artichokes); 3. B (grizzly bear); 4. C (Los Angeles); 5. B (world's largest tree); 6. C (1,700,000); 7. B (Pacific Ocean); 8. A (Sacramento)

There's More Online! Visit ymiclassroom.com/missionauthenticity for bonus activities, a family letter, and the interactive "get real. california quiz." that you can do as a class or students can do with their families. Also check out "Get Real Quest," an 8-bit retro video game, at gotmilk.com/getreal/?utm_content=init_game.

Resources

gotmilk.com
ymiclassroom.com/missionauthenticity



everyone wants to be milk.

get real. be yourself.



get real | got milk?
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Questions? Contact YMI
toll-free at 1-800-859-8005
or by email at feedback@ymiclassroom.com.

The Importance of Real Nutrition

Did you know that real dairy milk is one of the best things you can drink to help your body grow? It has 13 essential nutrients and minerals to help keep you healthy for school or play. Drinking dairy milk every day can help you get nutrients you need, including:

- Protein to help build muscles and keep bones strong
- Calcium for strong bones and teeth
- Vitamins A and D which help your immune system (this helps keep you from getting sick)
- Vitamin B12 for your heart

Like water, milk can also help keep you hydrated. It can help restore fluids to your body on an action-packed day.

Now that you know about real milk, complete the sentences below using the word bank.

Word Bank

calcium protein hydrating dairy thirteen



Nutrition Facts	
Serving Size 1 cup (240 mL)	
Servings Per Container About 7	
Amount Per Serving	
Calories 150	Calories from Fat 80
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 120mg	5%
Potassium 400mg	11%
Total Carbohydrate 6g	2%
Dietary Fiber 0g	0%
Sugars 6g	
Protein 13g	26%
Vitamin A 20%	• Calcium 40%
Vitamin D 25%	• Riboflavin 20%
Vitamin B12 20%	• Phosphorus 25%
Magnesium 6%	• Zinc 10%
Not a significant source of Vitamin C & Iron	
* Percent Daily Values are based on a 2,000 calorie diet.	

- 1 Real milk has _____ essential nutrients and minerals in every glass.
- 2 Drinking _____ milk every day can help you stay healthy.
- 3 Milk contains _____ to help build strong bones and teeth.
- 4 Milk is more _____ than water.
- 5 Dairy milk has _____ which helps build muscles.

everyone wants to be milk.



get real. be yourself.



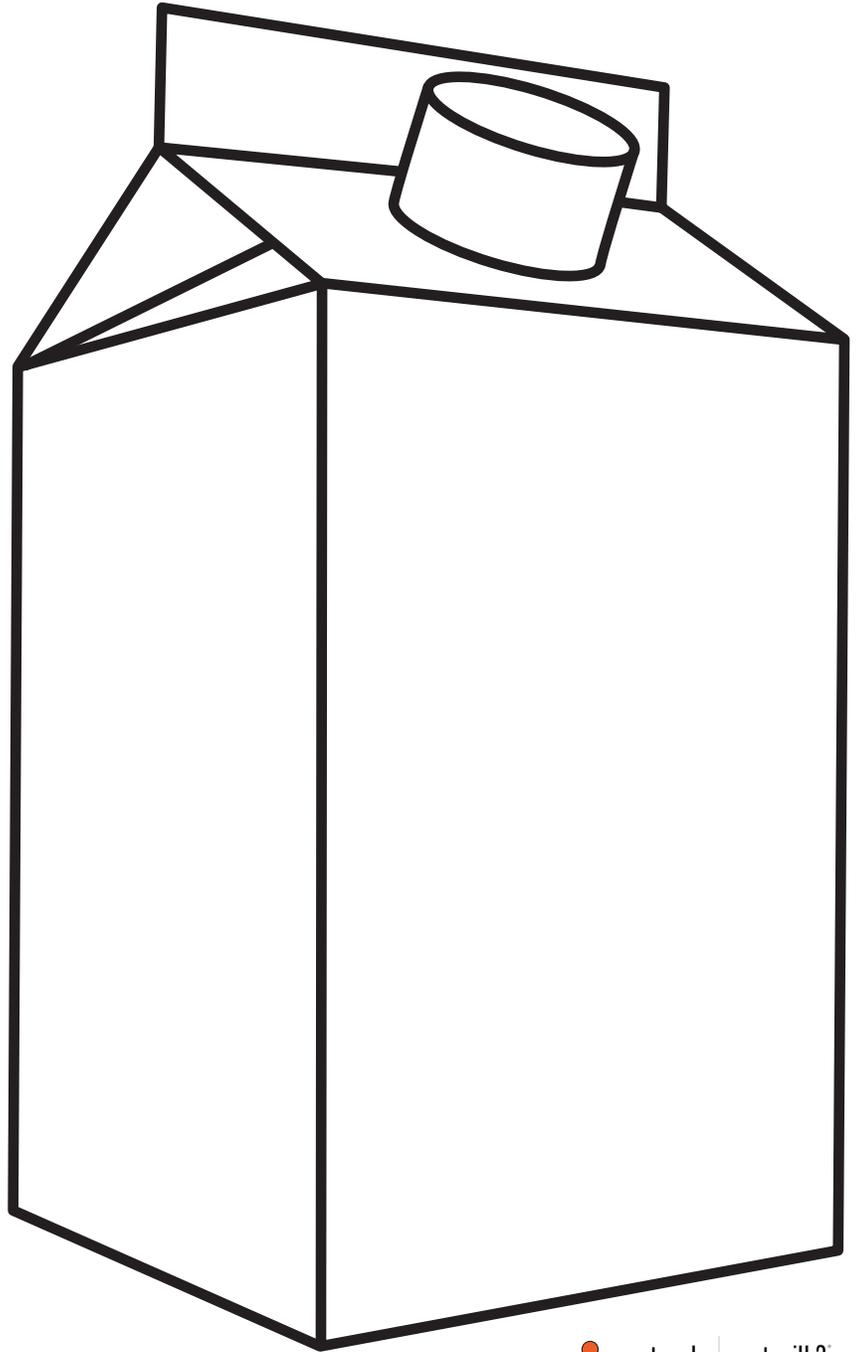
Families,
 Learn more about
 dairy nutrition
 at gotmilk.com/nutrition
 and check out the
 recipes, too!

All About "The Real You"

It's time to think about yourself and all the things that make you stand out!

Part 1 Think about what makes you feel like "the real you." What are your strengths? What makes you unique? Write your ideas on the back of this sheet.

Part 2 Now show the world what you're made of! Decorate this milk carton with words and pictures that describe and show "the real you."



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Families,
 What makes each person in your family special and unique?
 Share it!

Test Your Smarts: The “Real” California

Did you know that California dairy farms produce more than **4.7 billion gallons** of real milk every year? What a delicious fact! But that’s not all California is famous for. It’s one of the largest and most diverse states in the United States.

Try to figure out the answers to these questions about the “real” California.

- 1 What is California’s nickname?
A. Milky State B. Golden State C. Empire State
- 2 California is America’s top producer of which agricultural product?
A. artichokes B. cheese C. corn
- 3 What is California’s state animal?
A. unicorn B. grizzly bear C. octopus
- 4 What is California’s most populous city?
A. San Francisco B. San Diego C. Los Angeles
- 5 California’s Sequoia National Park is home to what record-breaker?
A. world’s hottest spot B. world’s largest tree C. world’s deepest water
- 6 How many dairy cows live on California dairy farms?
A. 200,000 B. 800,000 C. 1,700,000
- 7 What ocean does California border?
A. Atlantic Ocean B. Pacific Ocean C. Arctic Ocean
- 8 What is the capital of California?
A. Sacramento B. San Diego C. San Francisco



get real

got milk?
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Families,
Create your own
quiz with fun facts
to share at dinner
or on a walk!

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A Real Unique Universe



Real California dairy milk is unique, just like you. Lately, some imitators have come on the scene. But have you ever smelled alien milk? Wild stuff.

Part 1

You know about real dairy milk. But what if someone poured you a glass of octopus milk, alien milk, unicorn tears milk, or another kind of alternative milk? Using your senses and imagination, think about what each milk might look, smell, and taste like. Fill in the chart to describe them.

Milk	Look	Smell	Taste
Rainbow milk			
Octopus milk			
Alien milk			
Unicorn tears milk			

Invent your own alternative milk! Give it a name and describe what it's like.

Part 2

It's story time! Read the story-starter below. Then work with your team to choose one of the milks from the chart and finish the story. Use the back of this page or a separate sheet of paper.

The most amazing thing happened at lunch today. We had _____ milk instead of real milk!

Have each person on your team contribute one sentence at a time to describe what happens. Here are some things to think about.

- *How would you react?*
- *How would a day with the new milk be different from other days? How would it be the same?*
- *What would you remember most about that day?*

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My Authentic Self

It's time to celebrate everything that makes you your authentic self!

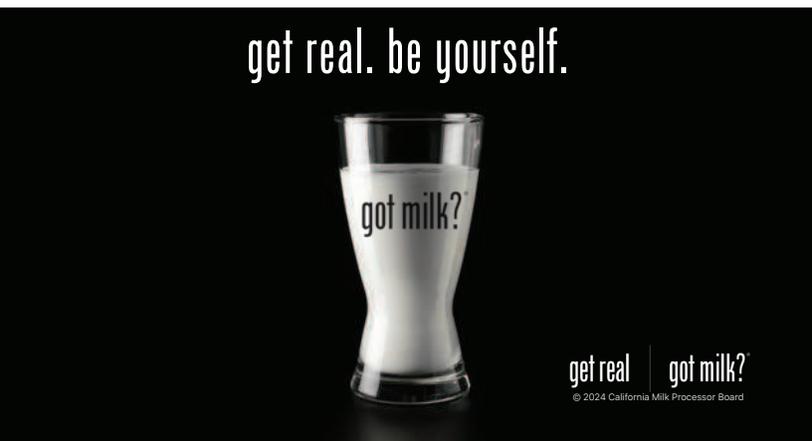
Part 1

Complete the sentences below to show the real you and how special you are.

- 1 My favorite activity is _____
- 2 When I grow up, I want to be _____
- 3 I am a good friend because _____
- 4 I am great at _____
- 5 I am not so good at _____
- 6 If I could learn to do one new thing, it would be _____
- 7 When I meet new people, I am _____
- 8 I am unique because _____

Part 2

Everyone has skills, talents, and interests that make them unique. You might have different answers from your friends, and you might have some that are the same. Share your answers with your classmates to see the ways you're different and the same. Celebrate what makes each of you unique!



Mission Authenticity



Dear Parents and Guardians,

To celebrate and encourage all students to be the best versions of themselves, your child has participated in *Mission Authenticity*, a collaboration between *got milk?* and the curriculum specialists at Young Minds Inspired. The activities introduce students to the role milk and dairy play in daily nutrition, while also reinforcing the importance of being the “real you,” and not an imitation of others.

Your child can share with you that real dairy milk is:

- A key source of 13 vitamins and nutrients, including calcium, potassium, and vitamins A, D, and B12.
- A protein powerhouse that can help build lean muscle, maintain bone health, and even help student athletes recover faster after activities by restoring nutrients.
- One of the best beverages for hydration.
- Good for a good night’s sleep. The old saying is true! Drinking a glass of warm milk does help you fall asleep.

Your Daily Dairy

We encourage you to continue the conversation at home. How can your family — kids and adults — get their USDA-recommended three 8-ounce servings of dairy milk (or dairy equivalent) each day? Brainstorm recipes and plan meals together to allow your child to be the best that they can be. Check out recipes you can make together as a family here: gotmilk.com/recipes.

Your Authentic Selves

While you’re enjoying dinner or taking a family walk, use these conversation starters to share your authentic selves with each other:

- What are three things that you feel you’re good at doing that took a lot of hard work and practice?
- What one word would you use to describe yourself? (Then flip it and ask each person to provide one word to describe the other family members.)
- If you had to make someone smile, what would you do?

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Looking for entertainment?

Check out the fun, 8-bit retro video game, the Get Real Quest at gotmilk.com/getreal/?utm_content=init_game, and the “get real. california quiz.” at ymiclassroom.com/missionauthenticity.