

Mission Authenticity

Dear Educator,

It's time to blast off on Mission Authenticity! These lessons are designed to encourage students to be the most authentic version of themselves — not imitations — promoting self-confidence and acceptance. Created by *got milk?* and the curriculum specialists at Young Minds Inspired, the program also introduces students to the nutritional benefits of real dairy milk and teaches them how they can incorporate dairy into their daily lives.

This cross-curriculum program includes activities that support language arts, health, 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



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

Target Audience

Grades 6-12

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 6-12
- A program for grades 2-5
- 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

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 addition, download the bonus activities at the microsite link above for a more comprehensive lesson plan, as well as an optional Real California digital trivia quiz.

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 teenagers. With 13 essential nutrients, real dairy milk is a superfood powerhouse and has many of the nutrients people (especially children) are missing from their diets.

Part 1: Have students review the activity sheet and complete the quiz. Discuss the answers. **Answers:** 1. Fact; 2. Fact; 3. Fact; 4. Fact; 5. Fact; 6. Fiction; 7. Fact; 8. Fiction

Part 2: Discuss ways dairy can be incorporated into different kinds of meals. Then explain that students will create 3-4 different meal plans (three meals and an optional snack) that include at least one dairy item. Have them fill out their menus on the activity sheet and share ideas in a class discussion. As a bonus, encourage students to share recipes and meal plans with their families to get them on board with getting their recommended daily servings of dairy!

Activity 2: All About "The Real You"

Start the activity by asking students what "authenticity" means. Discuss how everyone has different traits, interests, and skills, and how these different qualities make us who we are — our authentic selves. Explain that sometimes people imitate others they admire or hide their authentic selves to be like everyone else. Refer to the poster for an example of a drink trying to imitate milk. Explain that being the real you has many benefits. It makes you more comfortable with yourself, and it makes you a more interesting friend and student.

Part 1: Distribute the activity sheets and review the instructions. Ask students to think about strengths and qualities that make them unique and who they are.

Part 2: Have students use their selected words to create a design that represents their "real you."

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

Distribute the activity sheets. Have students take the quiz on their own. Review the correct answers as a class. **Answers:** 1. B (Facebook); 2. A (Milk); 3. B (San Francisco); 4. B (largest state in U.S.); 5. A (Clint Eastwood); 6. A (La Jolla); 7. B (oldest NFL team); 8. C (Champlain); 9. A (99%); 10. C (Empire State Building)

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



The Importance of Real Nutrition

Did you know that dairy milk has 13 essential vitamins and nutrients, including protein, calcium, potassium, and vitamins A, D, and B12? These nutrients help us build and maintain bone strength and boost muscle growth — and can even help us sleep. Dairy milk contains an amino acid that produces serotonin which elevates your mood and helps you relax.

Part 1

Do you know how dairy milk stacks up in the nutrition department? Mark each of the statements below as either "fact" or "fiction." Check out gotmilk.com/nutrition if you need help.

Fact	Fiction	Statement
		1. Vitamin A found in milk helps keep skin and eyes healthy and also helps you grow.
		2. An 8-ounce glass of dairy milk contains as much protein as 12 cups of kale.
		3. By age 6, many children are not getting the daily recommended amount of dairy.
		4. Milk is considered a superfood.
		5. Dairy milk contains ingredients that can help you sleep at night.
		6. Only kids need calcium and vitamin D found in milk to help their bones grow, not teens or adults.
		7. Milk is more hydrating than water.
		8. Drinking milk causes acne.

Part 2

Drinking milk is a simple way to fit more wellness into your routine. USDA guidelines recommend three 8-ounce servings of milk or dairy product equivalents every day.

Use the space below to plan a day of meals to incorporate more dairy in your diet. Get creative and use fun food choices to make a custom dairy-filled day to show off the real you.

	Breakfast	Lunch	Snack	Dinner
Type of Dairy				
Protein				
Vegetable				
Fruit				
Grain				



All About “The Real You”

Authenticity is all about being real. It’s important to always stay true to yourself and to be you, because the *real you* is way better than any imitation.

Part 1

Think about what makes you unique. What are some characteristics you have that make you special? How do these traits showcase the “real you” that may sometimes be hidden? Circle the words below that you would use to describe yourself, and add your own words.

Word Bank

Genuine	Self-Aware	Add your own words here:
Trustworthy	Unique	
Reliable	Kind	
Sincere	Honest	
Hopeful	Authentic	
Curious	Creative	

Part 2

Use the words you selected to create a calligram* that shows off everything that’s special about you. Use the back of this sheet if you need more room.

*A word or piece of text in which the design and layout of the letters creates a visual image related to the meaning of the words themselves.

everyone wants to be milk.



get real. be yourself.



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, full of fascinating people and things.

Think you know the “real” California? See if you know the answers to these questions about your home state!

- 1 Which internet company was NOT founded in California?
A. Google B. Facebook C. Intel
- 2 Say moo... California is the nation’s top producer of which dairy product?
A. Milk B. Cheese C. Greek Yogurt
- 3 Civics time! Which city has never been the capital of California?
A. San Jose B. San Francisco C. Sacramento
- 4 California is pretty epic, but which of the following statements is NOT true?
A. California has more people than all of Canada.
B. California is the largest state in the U.S.
C. California produces more solar energy than any other state.
- 5 Which movie star did NOT serve as governor of California?
A. Clint Eastwood B. Ronald Reagan C. Arnold Schwarzenegger
- 6 Surf’s Up! Which city does NOT claim to be the original “Surf City USA?”
A. La Jolla B. Huntington Beach C. Santa Cruz
- 7 It’s game time. Which sporting stat does California NOT claim?
A. Only state to host both Summer and Winter Olympics
B. Oldest NFL team
C. Most MLB teams in America
- 8 Which of these lakes is NOT in California?
A. Tahoe B. Shasta C. Champlain
- 9 What percentage of California dairy farms are family owned?
A. 99% B. 50% C. 75%
- 10 Which iconic landmark is NOT located in California?
A. La Brea Tar Pits B. Hearst Castle C. Empire State Building



Want to tackle more amazing California trivia? Continue learning with the “get real. california quiz.” at ymiclassroom.com/missionauthenticity. Also try your luck at the Get Real Quest at gotmilk.com/getreal/?utm_content=init_game.

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Finding Truth in Real Life

Separating fact from fiction is a key learning tool, because let's be real: There are some strange things out there!

Part 1

Think you've got what it takes to be a myth-buster? Read the questions below, get your truth-seeking cap on, and circle the answer in each group that's **fake**.

- 1 Calling all vocab fans... which word is fake?
A. Nutritious B. Notorious C. Nutilicious
- 2 Spot the lie: which of these is a fake California city?
A. Rooster B. Rancho Mirage C. Richmond
- 3 Circle the name of the fake chemical element below.
A. Radium B. Randomium C. Radon
- 4 Time to get your dairy cap on. Which of these is a made-up cheese?
A. Camembert B. Lintal C. Cheddar
- 5 Without looking at a map, select which of these is a fake country.
A. Fredonia B. Switzerland C. Albania
- 6 Show us your sports smarts and spot the made-up California team.
A. Los Angeles Lakers B. San Jose Cats C. Oakland Athletics
- 7 Which of these is a made-up U.S. president?
A. John F. Kennedy B. Samuel F. Morse C. Gerald R. Ford
- 8 Can you beat the heat and spot the fake desert?
A. Guber B. Mojave C. Sahara

Part 2

Now it's time to test how well others can do. Use the questions to poll your family members to see if they can spot the fakes and see who comes out on top.

ANSWERS: 1. C (Nuttilicious); 2. A (Rooster); 3. B (Randomium); 4. B (Lintal); 5. A (Fredonia); 6. B (San Jose Cats); 7. B (Samuel F. Morse); 8. A (Guber)



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My Authentic Life

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 If I knew I couldn't fail, I would _____
- 2 In a world where I can be anything, I want to be _____
- 3 I made a mistake, but I learned _____
- 4 I'm a good friend because _____
- 5 I'm unique because _____
- 6 I know that I can't control situations, but I can control _____
- 7 I am making the world a better place by _____
- 8 My favorite thing about my true self is _____
- 9 My definition of authenticity is _____
- 10 Authenticity is important in my life because _____

Part 2

Split into groups. Have each person share their answers to the questions and discuss how they reflect their "real" selves. Celebrate what makes you all 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.