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Mission and Resources: Soy Infographic Advertisement!

Date _____ Period _____ Name _____

Mission: You have been hired as an advertising executive by the World Soy Foundation! Congratulations! You are in charge of designing and creating an infographic advertisement. Your ad must get the word out that soy beans and their products may help end world hunger. Your mission has 3 parts:

1. Research some causes of world hunger; collect important data points on these causes.
2. Research soy products and technologies that could serve as possible solutions.
3. Use your research to create a visually attractive infographic, connecting world hunger issues to soy-based solutions. A classmate will function as part of your “advertising team” and peer edit your infographic. Your final product should engage and educate your audience about the potential of soy!

Resources: You MUST incorporate information from the “Required Resources” and in order to achieve a perfect score on the rubric, you must incorporate at least one “Additional Resource” from the World Hunger AND Soy categories.

World Hunger	Soy
<p>Required Resources Revolution Hunger Video Clip <ul style="list-style-type: none"> • http://www.revolutionhunger.org/video Revolution Hunger: The Issue page <ul style="list-style-type: none"> • http://www.revolutionhunger.org/the-issue Additional Resources TED Talk: “Ending Hunger Now”, Josette Sheeran <ul style="list-style-type: none"> • https://www.ted.com/talks/josette_sheeran_ending_hunger_now?language=en Mathile Institute for Advancement of Human Nutrition: Implications of World Hunger (infographic) <ul style="list-style-type: none"> • http://mathileinstitute.org/the-implications-of-hidden-hunger/ Food and Agriculture Organization (UN): The State of Food Insecurity in the World in 2015 (map) <ul style="list-style-type: none"> • http://www.fao.org/hunger/en/ World.Mic: 9 Facts about World Hunger That Will Blow Your Mind <ul style="list-style-type: none"> • http://mic.com/articles/119424/9-facts-about-world-hunger-that-will-blow-your-mind World Food Programme: 7 Must-See Infographics On Hunger and Nutrition <ul style="list-style-type: none"> • https://www.wfp.org/stories/7-must-see-infographics-hunger-and-nutrition World Food Programme: 9 Infographics That Will Help You Teach Hunger <ul style="list-style-type: none"> • https://www.wfp.org/students-and-teachers/teachers/blog/nine-infographics-will-help-you-teach-hunger </p>	<p>Required Resources Soy Bean Report Powerpoint The World Soy Foundation infographic, www.wsf.org Hunger and Soy Protein infographic, www.wsf.org The Mighty Soy Bean infographic, www.soyfoods.org</p> <p>Additional Resources World Soy Foundation <ul style="list-style-type: none"> • www.wsf.org World Initiative for Soy in Human Health <ul style="list-style-type: none"> • www.wishh.org Soy Connection by The United Soy Bean Board <ul style="list-style-type: none"> • www.soyconnection.com Grow Next Gen <ul style="list-style-type: none"> • www.grownextgen.org Soyfoods Association of North America <ul style="list-style-type: none"> • www.soyfoods.org World Food Programme: Specialized Nutritious Foods Sheet <ul style="list-style-type: none"> • http://home.wfp.org/stellent/groups/public/documents/communications/wfp255508.pdf </p>



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Research Notes Example

Cause of World Hunger

Cause: Malnutrition in the first 1000 days of a child's life

Countries Where It Exists: India, China, Ethiopia

Data/Supporting Facts:

- kids lack proper nutrition during early years
- become "stunted", symptoms include improper brain development (visible on brain scan of 3 yr old)
- up to 40% less brain matter developed
- earning potential of children cut in half during their life time

Source: TED Talk: "Ending Hunger Now", Josette Sheeran

https://www.ted.com/talks/josette_sheeran_ending_hunger_now?language=en

Soy Products/Technology

Soy Product/Technology: Soy flour

Countries Who Have Tried It (If Any): Burkina Faso, Kenya, Guatemala

Data/Supporting Facts:

- Easily made using soycows
- Does not require much or any electricity
- 4lbs of soy flour can be made in 20 minutes (soycow)
- Soy flour is a complete source of protein, especially important to young children and nursing mothers

Source: The World Soy Foundation

www.worldsoyfoundation.org

Your Research Notes

Causes of World Hunger (Select 3)

Cause:

Countries Where It Exists:

Data/Supporting Facts:

Source:

Soy Products/Technology That Could Help Solve This Problem

Soy Product/Technology:

Countries Who Have Tried It (If Any):

Data/Supporting Facts:

Source:



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Cause:

Countries Where It Exists:

Data/Supporting Facts:

Source:

Soy Product/Technology:

Countries Who Have Tried It (If Any):

Data/Supporting Facts:

Source:

Cause:

Countries Where It Exists:

Data/Supporting Facts:

Source:

Soy Product/Technology:

Countries Who Have Tried It (If Any):

Data/Supporting Facts:

Source: