

AbbVie STEM Prize

Project Guide and example project

Let's say you wanted to develop a STEM-based project to investigate sugar intake in your community or create a campaign of awareness for sugar intake in the community.

Here is a step-by-step guide to completing this project:

The Sugar Detectives: Investigating a Sweet Mystery



Step 1: Understand the Goal

Discuss why it's important to reduce sugar consumption for better health and how this project will help achieve that goal.

Step 2: Understand the SDGs

Introduce pupils to the United Nations Sustainable Development Goals, focussing on the relevance of SDG 3 (Good Health and Well-being) and SDG 12 (Responsible Consumption and Production) to their sugar project.

Step 3: Research and Learn

Encourage the pupils to research and learn about sugar and its effect on health. Learn about sugar, its different forms (e.g., glucose and fructose), and where it's found in foods and drinks. Explore the health effects of excessive sugar consumption. Use resources such as books, websites, and videos to explore topics like obesity, diabetes, and dental health.

Step 4: Identify the Community (plus identify any community partners)

Discuss where this project will take place and who will be your target audience. It could be in your school, neighborhood, or a community centre. Ensure that it's a safe and accessible location for everyone. Discuss potential community partners such as schools, local community organisations, and health professionals, who can support your project and provide expertise.

Step 5: Define Your Project / Plan Your Campaign

Decide what you want to achieve: Is it educating your community about sugar, reducing sugary snacks at school, or something else? Clearly state your project's goals and work with the pupils to plan your "Sugar Detectives" campaign. Brainstorm ideas for your campaign, think about activities like workshops, awareness events, or creating educational materials, inviting guest speakers etc. Decide on the activities and initiatives that will be part of the campaign.

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Step 6: Gather Materials

List the materials needed for the sugar campaign. These may include educational materials, posters, presentations, brochures, samples of healthy snacks, and supplies for workshops.

Step 7: Plan awareness activities

Explore ways to encourage people to choose healthier snacks and drinks over sugary ones. You could organise taste tests of healthier alternatives. Design posters and brochures that explain the impact of excessive sugar consumption on health. Make them really easy to understand.

Step 8: Data Collection/Conduct Surveys

Conduct surveys or questionnaires before and after the campaign to measure changes in community members' knowledge and behaviors regarding sugar consumption.

Step 9: Launch Your Campaign

Launch your "Sugar Detectives" campaign by distributing educational materials, conducting workshops, and engaging with the community.

Step 10: Create a Community Pledge Board

Have the pupils design and create a Community Pledge Board, where community members can pledge to reduce their sugar intake and adopt healthy habits. The pupils can maintain this board throughout the campaign.

Step 11: Evaluation and Feedback

Assess the impact of the campaign by analysing the before and after survey data collected from participants. Discuss what worked well and areas for improvement.

Step 12: Celebrate your success/Keep it Going

Celebrate the success of your campaign with a closing event. Share what you've learned, and encourage continued efforts to maintain a healthier community.

Step 13: Create your STEM poster

Design a poster submission that describes your STEM project. This poster should communicate the core goals, challenge, and solution of your project. You could do this during your project or at the end.

Step 14: Create your STEM video

Create a video that highlights the journey of your STEM project. This video will showcase the project's objectives, the problem it tackles, the UN SDG(s) the project aligns with, the creative STEM solution you've designed, and the impact on the community.