

Муниципальное общеобразовательное автономное учреждение
«Средняя общеобразовательная школа №18»

Научно-исследовательский проект на тему:

«Еда на пользу и во вред»

Работу выполнила:

Мамлеева Камила Рамилевна,
учащаяся 10 класса

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1 квалификационной категории

Год 2020-2021



АКТУАЛЬНОСТЬ



ЦЕЛЬ

Просвещение сверстников по теме
важности сбалансированного питания.



ЗАДАЧИ

- Изучить материалы о рациональном и сбалансированном питании, о важных составляющих питания человека, важнейшие компоненты, необходимые для здорового и полноценного функционирования организма;
- Изучить состав, полезные и вредные свойства продуктов, наиболее употребляемых подростками и их влияние;
- Провести тестирование среди сверстников с целью определения уровня знаний по теме проекта и их отношению к своему питанию;
- Создать видеоролик, доступным языком обобщающий и объясняющий важную информацию, необходимую для

БИОЛОГИЧЕСКАЯ ЦЕННОСТЬ ПИЩЕВЫХ ВЕЩЕСТВ



ПРОДУКТЫ ПИТАНИЯ ЖИВОТНОГО ПРОИСХОЖДЕНИЯ



**МЯСО И
МЯСНЫЕ
ПРОДУКТЫ**



**РЫБА И
МОРЕПРОДУКТ
Ы**



**МОЛОКО И МОЛОЧНЫЕ
ПРОДУКТЫ**

ПРОДУКТЫ ПИТАНИЯ РАСТИТЕЛЬНОГО ПРОИСХОЖДЕНИЯ



**ФРУКТЫ, ОВОЩИ,
ЯГОДЫ**



МУКА



ХЛЕБ



**БОБОВЫЕ ИЛИ
СТРУЧКОВЫЕ**



**МАКАРОНЫ И
МАКАРОННЫЕ ИЗДЕЛИЯ**



КРУПЫ



ОТРУБИ



СЕМЕЧКИ И ОРЕХИ

ГЛАВНЫЕ ИСТОЧНИКИ ЗАБОЛЕВАНИЙ

РАФИНИРОВАННЫЕ УГЛЕВОДЫ

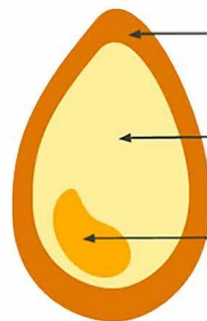
САХАР А

- десерты и сладости на основе сахара и муки
- сладкие напитки, многие соки и сладкие йогурты
- выпечка
- шоколад и конфеты
- сухие завтраки и мюсли
- виды макаронных изделий

РАФИНИРОВАННЫЕ КРУПЫ

- Пшеница
- Рис
- Маис

Цельное зерно



Отруби

Богатый клетчаткой наружный слой, который защищает зерно. Он содержит витамин В и следовые минералы.

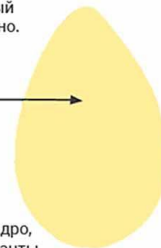
Эндосперм

Средний слой, содержащий углеводы и немного белка.

Зародыш

Маленькое, богатое питательными веществами ядро, которое содержит антиоксиданты, включая витамин Е, витамины группы В и жиры.

Рафинированное зерно



РАСПРОСТРАНЁННЫЕ ЗАБОЛЕВАНИЯ

СЕРДЕЧНО-СОСУДИСТЫЕ ЗАБОЛЕВАНИЯ

47,8%

- Сахар
- Переработанные продукты
- Соль
- Продукты гликации

КАРИЕС

93%

- неправильная гигиена полости рта
- нерациональное питание с избытком мягкой углеводистой пищи и недостатком сырых овощей
- Гиповитаминоз
- низкое содержание в питьевой воде некоторых минералов (фтора, фосфора и кальция)

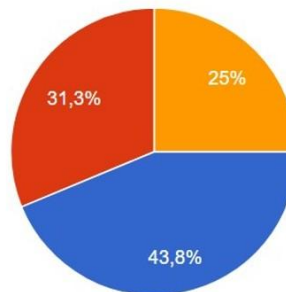
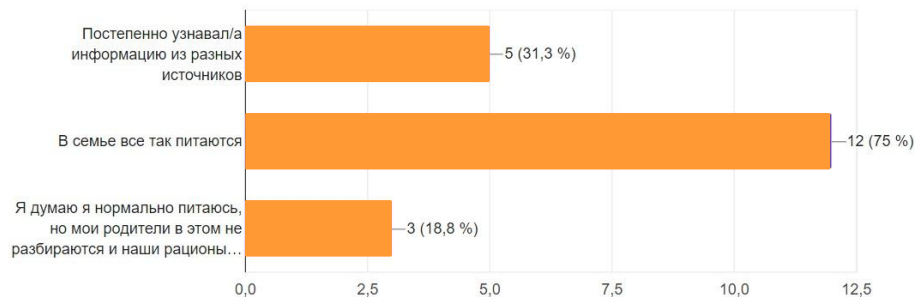
ОПРОС УЧАЩИХСЯ

16 УЧЕНИКОВ



Как вы пришли к такому питанию?

16 ответов



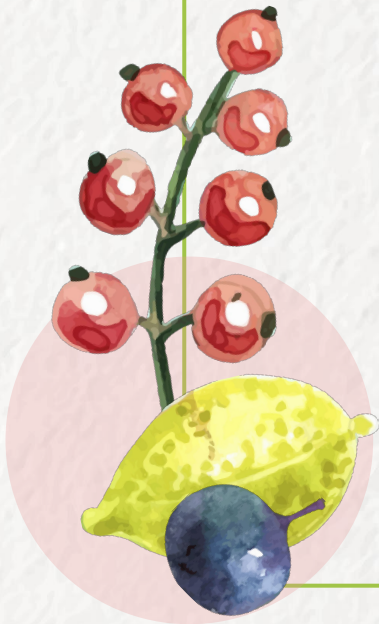
- Я считаю питание очень важным в нашей жизни, здоровье и жизнедеятельность - всё связано с ним
- Питание, конечно, важно, но не настолько, чтобы все проблемы заключались в нём
- Хз, мне без разницы, хоть что-то ем - это самое главное

СПИСОК ИСТОЧНИКОВ

- Разработка и применение рекомендаций по рациональному питанию //тез. совместного совещ. FAO/ВОЗ, Женева. - 1996.
- Рациональное и адекватное питание школьников / Сост. Н.П. Сетко, М.М. Мокеева, Е.Б. Бейлина, А.Г. Сетко; Под ред. Н.П.Сетко. – Оренбург.: ГУ «РЦРО», 2020. – 161 с.
- Функциональное питание: концепции и реалии / А.А. Кочеткова, В.И. Тужилкин, И.Н. Нестерова с соавт. // Вопросы питания. - 2000. - №4. - С.20-23.
- Характеристика фактического питания и здоровья детей в регионах Российской Федерации / Е.Н. Беляев, В.И. Чибураев, А.А. Иванов и др. // Вопросы питания. -2000. - №6 - С.3-7.
- https://www.youtube.com/watch?v=bPsCfuN1Uso&list=PLAP1hb_QNfjDaPw_aJxH UfX6olQRRYquc&index=21
- <https://foodismedicine.ru/rafinirovannye-uglevody/>
- https://www.youtube.com/watch?v=uN9x_mSSw-0&list=PLAP1hb_QNfjDaPw_aJxH UfX6olQRRYquc&index=72



ОСНОВНЫЕ ПОНЯТИЯ



- Рациональное питание
- Сбалансированное питание
- Белки, жиры, углеводы
- Минеральные вещества, витамины
- Неусвояемые углеводы (пектины, клетчатка)
- Рафинированные углеводы
- Гипогликемия
- Гипергликемия
- Продукты гликаций
- Гликемический индекс
- Резистентность к инсулину

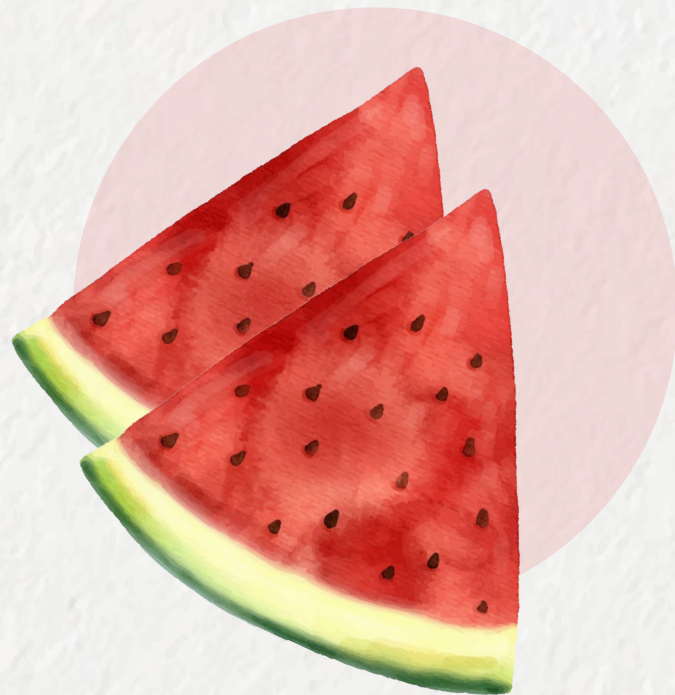
ВЫВОДЫ И ЗАКЛЮЧЕНИЕ



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ПРЕДСТАВЛЕНИЕ ПРОДУКТА



ГЛАВА 1

ГЛАВНЫЕ ПОЛОЖЕНИЯ ПИТАНИЯ

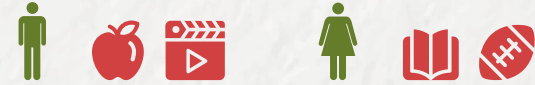


CORE CUSTOMER AUDIENCES

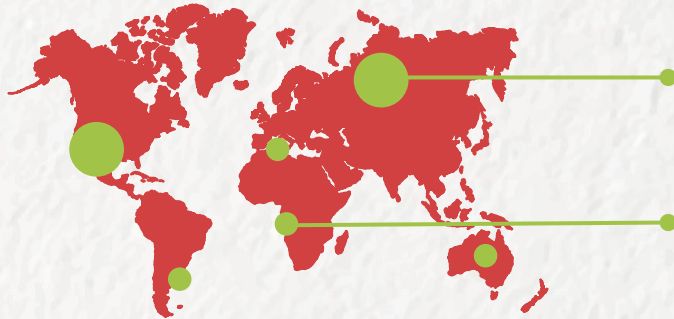
Gender



Interests



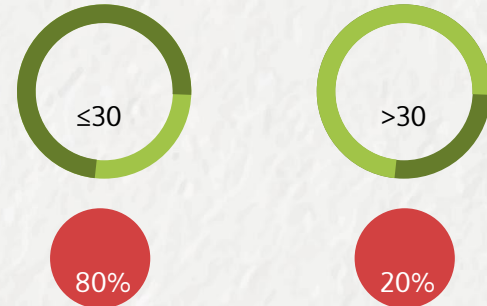
Location



Jupiter is a gas giant and the biggest planet in our Solar System

Mercury is the closest planet to the Sun and the smallest one

Age



БИОЛОГИЧЕСКАЯ ЦЕННОСТЬ ПИЩЕВЫХ ВЕЩЕСТВ

МИКРОНУТРИЕНТЫ

МИНЕРАЛЬНЫЕ ВЕЩЕСТВА



Venus has a beautiful name, but it's terribly hot, even hotter than Mercury



Mercury is the closest planet to the Sun and the smallest one in the Solar System



Despite being red, Mars is a cold place. The planet is full of iron oxide dust

ВИТАМИНЫ



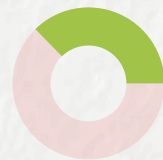
80%

Saturn is a gas giant, composed mostly of hydrogen and helium



60%

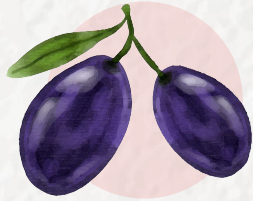
Jupiter is a gas giant and the biggest planet in our Solar System



40%

Neptune is the fourth-largest planet in our Solar System

OUR GOALS



Mars

Despite being red, Mars is a cold place. The planet is full of iron oxide dust



Jupiter

Jupiter is a gas giant and the biggest planet in our Solar System



Saturn

Saturn is the ringed one. It's a gas giant, composed mostly of hydrogen and helium

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Here you could describe the topic of the section

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Here you could describe the topic of the section

05

Budget

Here you could describe the topic of the section

06

KPI Overview

Here you could describe the topic of the section





Творческий проект на тему:

«Еда на пользу и во вред»

Работу выполнила:
Мамлеева Камиля Рамилевна,
учащаяся 10 класса
МОАУ Средняя Общеобразовательная Школа № 18

Научный руководитель:
Тюрина Лариса Петровна,
МОАУ Средняя Общеобразовательная Школа № 18

Год 2020-2021

01

ABOUT US

Here you could describe the topic of the section



OUR COMPANY



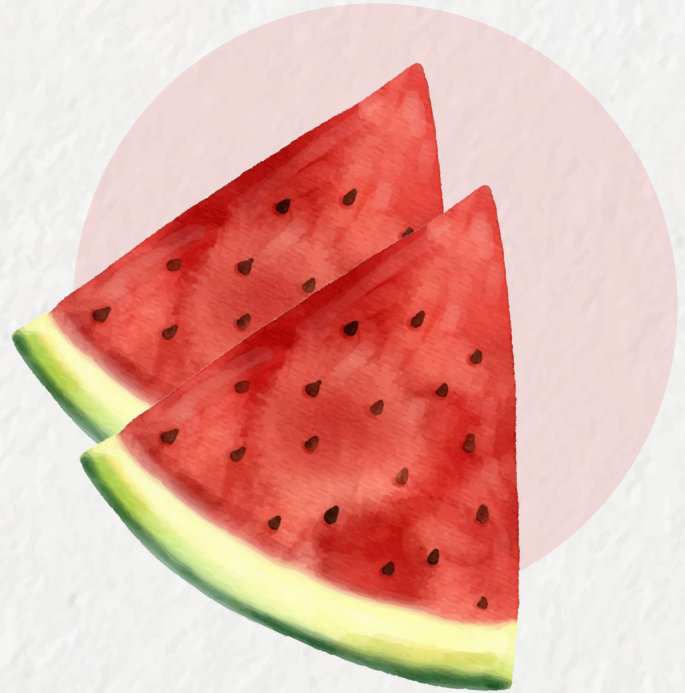
FOODLOVERS
fruit & more

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god



ABOUT THE PRODUCT

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god



OUR GOALS



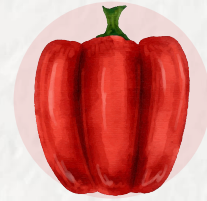
Mars

Despite being red, Mars is a cold place. The planet is full of iron oxide dust



Jupiter

Jupiter is a gas giant and the biggest planet in our Solar System



Saturn

Saturn is the ringed one. It's a gas giant, composed mostly of hydrogen and helium

WHAT SET US APART?

Mercury

Mercury is the closest planet to the Sun and also the smallest one in our Solar System



Neptune

Neptune is the farthest planet from the Sun and the fourth-largest in our Solar System

Mars

Despite being red, Mars is actually a cold place, not a hot one. The planet is full of iron oxide dust



Jupiter

Jupiter is the biggest planet in our Solar System. It's also the fourth-brightest object in the sky

CORE VALUES

Neptune

Neptune is the fourth-largest planet in our Solar System

Jupiter

Jupiter is a gas giant and the biggest planet in our Solar System

Mars

Despite being red, Mars is actually a cold place

Venus

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

Saturn

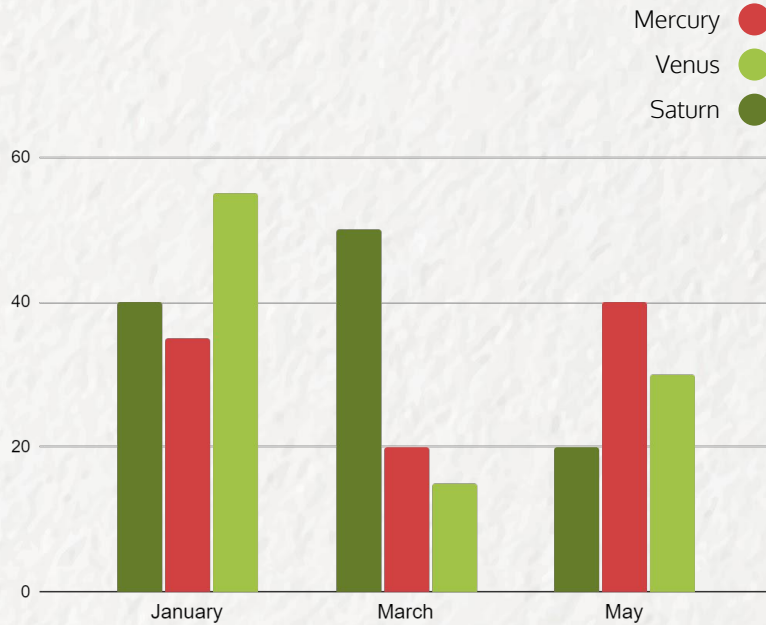
It's a gas giant, composed mostly of hydrogen and helium

Mercury

Mercury is the closest planet to the Sun and the smallest one



MARKET SHARE



If you want to modify this graph, click on it, follow the link, change the data and replace it

55%

Mercury

Mercury is the closest planet to the Sun and is only a bit larger than our Moon

35%

Venus

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

45%

Saturn

It's a gas giant, composed mostly of hydrogen and helium

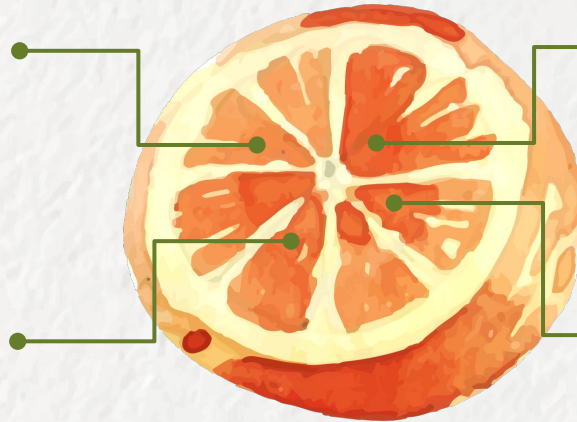
MARKET SEGMENTATION

Saturn

It's a gas giant, composed mostly of hydrogen and helium

Venus

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury



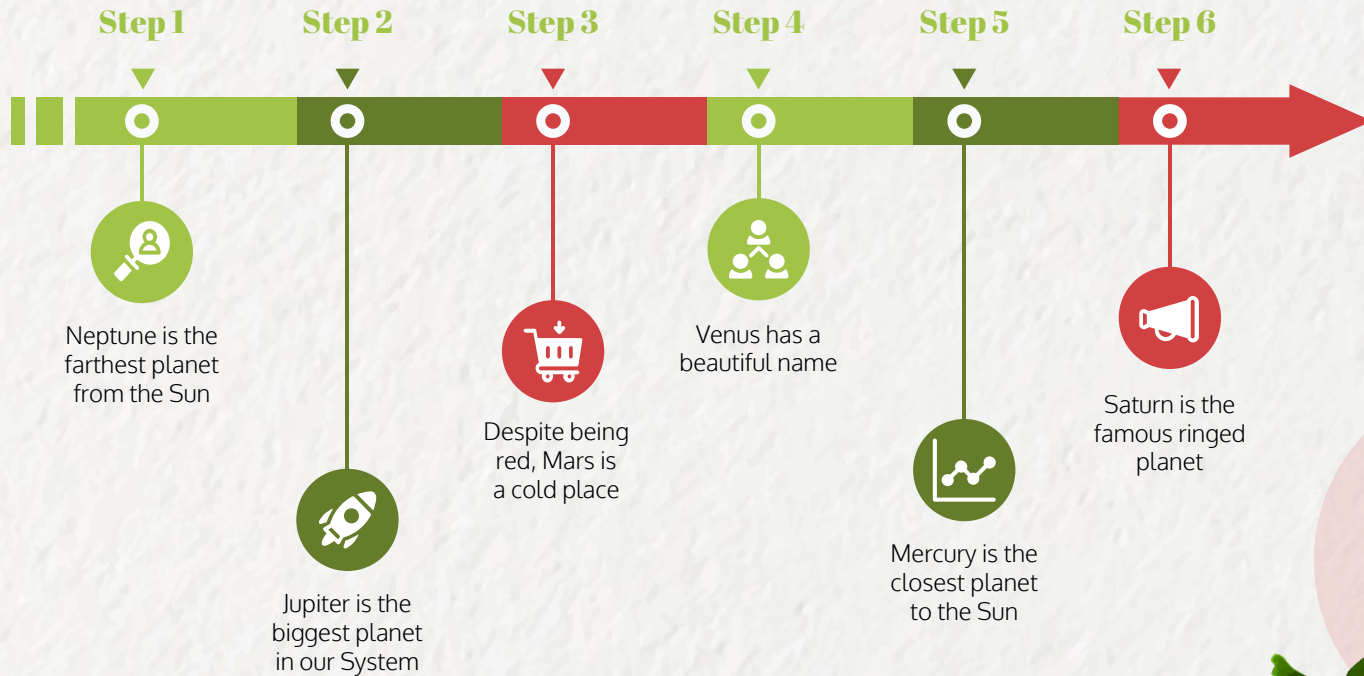
Mercury

Mercury is the closest planet to the Sun and is only a bit larger than our Moon

Mars

Despite being red, Mars is a cold place. The planet is full of iron oxide dust

STRATEGY



PRODUCT DESCRIPTION



Saturn

Saturn is a gas giant, composed mostly of hydrogen and helium

Venus

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

Mercury

Mercury is the closest planet to the Sun and is only a bit larger than our Moon

Jupiter

Jupiter is a gas giant and the biggest planet in our Solar System

Neptune

Neptune is the fourth-largest planet by diameter in our Solar System

Mars

Despite being red, Mars is a cold place. The planet is full of iron oxide dust

PRICING



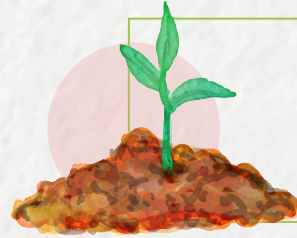
BASIC

Despite being red, Mars is a cold place. The planet is full of iron oxide dust



PRO

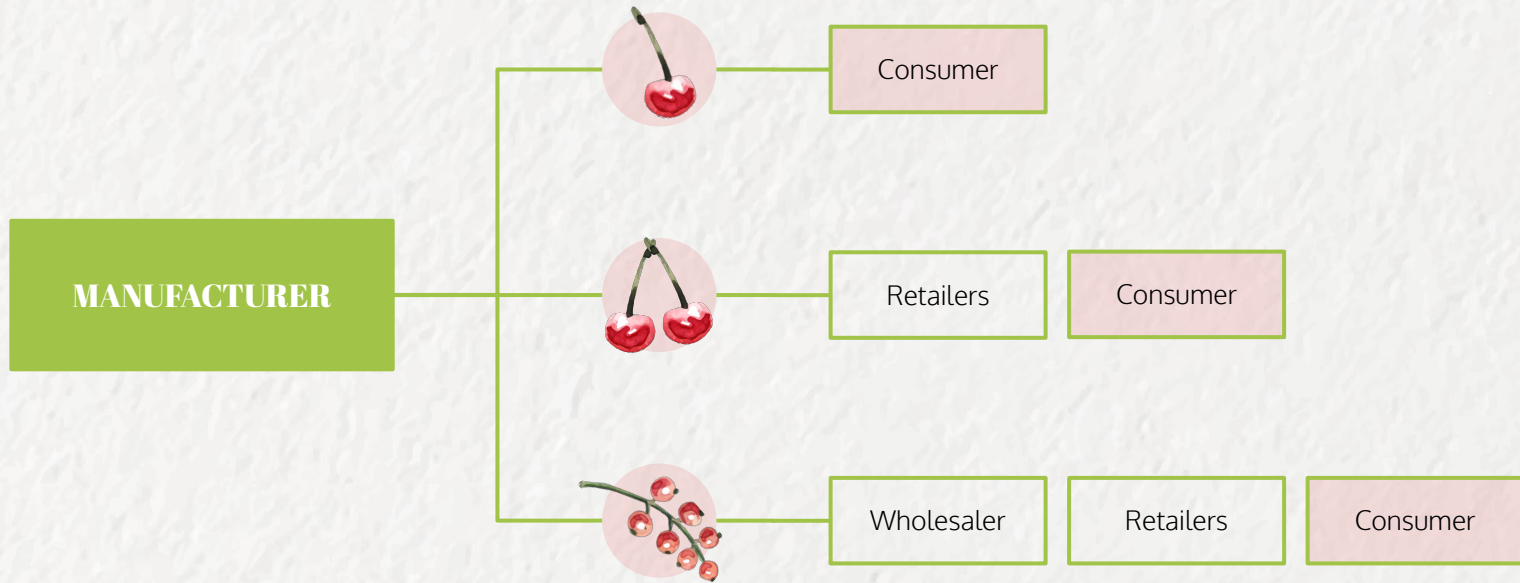
Saturn is a gas giant, composed mostly of hydrogen and helium



PREMIUM

Jupiter is a gas giant and the biggest planet in our Solar System

DISTRIBUTION CHANNELS



PROMOTION



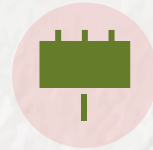
Events

Saturn is a gas giant, composed mostly of hydrogen and helium



Social Media

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury



Billboards

Mercury is the closest planet to the Sun and is only a bit larger than our Moon



Press

Despite being red, Mars is a cold place, not hot. The planet is full of iron oxide



ADVERTISING CAMPAIGN 1



Budget

\$25,600

Channel

Press

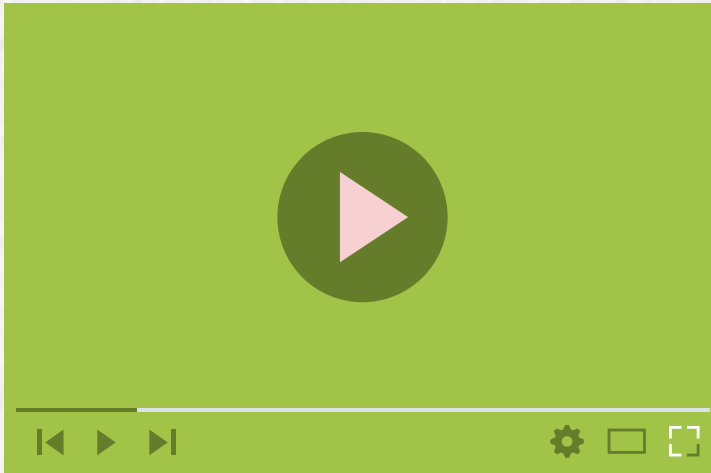
Description

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

Goals

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury.

MULTIMEDIA



Insert your multimedia content here

My Video

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury.



BUDGET ALLOCATION



	Mars	Saturn	Venus
Events	2.000	1.340	1.233
Social Media	6.789,8	5.321	5.678
Posters	1.239	5.677,6	9.900
Press	1.500	3.600	1.200,3



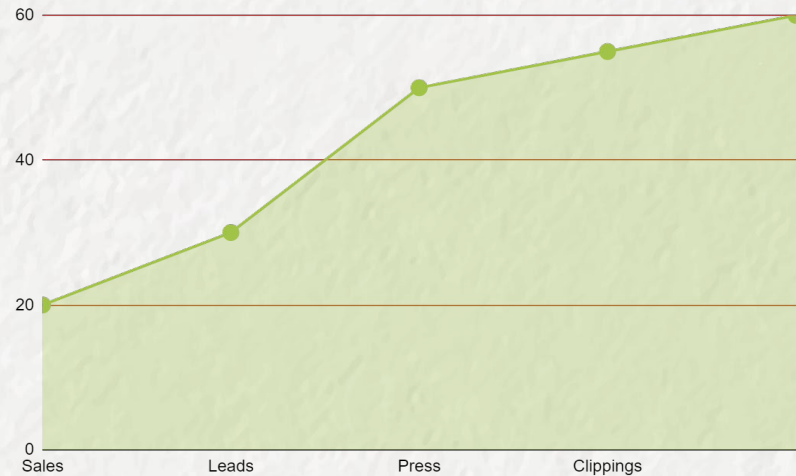
PREDICTED REACH

2022

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

2016

Mercury is the closest planet to the Sun and the smallest one in the Solar System



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TIMELINE

PHASE 1

Mercury is the closest planet to the Sun

PHASE 2

Venus has a beautiful name, but it's hot

PHASE 3

Despite being red, Mars is a cold place

PHASE 4

Jupiter is a gas giant and the biggest planet

PHASE 5

Mercury is the closest planet to the Sun



OUR TEAM



Joe James

You can replace the image on the screen with your own



John Doe

You can replace the image on the screen with your own

THANKS!



Does anyone have any questions?
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Avatar Icons



Creative Process Icons



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Teamwork Icons



