

Project 2 Argument Plan (30 points)

Part 1: Proposal Argument (25 points)

Using the “Learning the Qualities of Effective Proposals” discussed in Chapter 12, plan out your argument by providing detailed information for the following criteria:

1. **Problem:** Describe the problem and explain why it is a serious problem that needs solving. Make sure to narrow down the problem, relating it to your local community rather than tackling it at the national scale.

Childhood obesity is a nationwide epidemic that affects millions of children throughout our country. One of the root-cause of childhood obesity is public school lunch program. There have been numerous studies conducted by Centers for Disease Control and Prevention to understand the problem, and the Congress has even attempted to implement fundamental change to school lunch program. The proposed solutions have made no significant impact, and our kids at Eisenhower Elementary School are still affected each day. Until we change the type of food our kids receive at Eisenhower Elementary School; our kids will be part of the statistics. We need to take immediate measures to find a healthier alternative to sugar-packed beverages our kids are receiving as part of the lunch program and provide nutritious options for our kids.

2. **Audience:** Describe your intended audience and why it is the right person to address. As proposals aim to bring about change, your audience should be a decision-maker in your local community or current/future career, who has the finances or authority to implement your solution and make that change happen.

Remember, your justifying reasons, supporting evidence, rebuttal, tone/style, and the form of your proposal should be tailored for this specific audience.

The intended audiences for this project are the parents and PTA members of Eisenhower Elementary School. Childhood obesity affects all the kids attending our school and raising awareness to the members will spark the conversation about bringing a positive change. The discussion will attempt to explore a healthier alternative to sugar-packed beverages.

3. **Alternative Solutions:** Discuss 2-3 alternative solutions that have been previously used or suggested by others. Explain (with evidence) their drawbacks.

In one school district in Georgia, they decided to overhaul their lunch program to provide healthier meals for their students. The new program introduced whole-grain foods and fresh fruits as an alternative which increased fruit and veggie consumption by 40%. (Time 2012) In the same TIME magazine article, the author also states "schools also eliminated sugary beverages from their vending machines and replaced them with water and 100% juice drinks. (Time, 2012)"

Although this didn't eliminate all the sugary beverages from the school campus, it did restrict access by removing sodas from the vending machines. The need for this change was sparked by grass-roots efforts from concerned parents and the members of PTA.

Congress made a valiant attempt in 2010 to make our kids healthier. Healthy Hunger-Free Kids Act was introduced to provide free access to meals for the underprivileged kids and also to set forth the new guidelines for the school lunch program. As described in the U.S. News article in 2016, part of the original Healthy Hunger-Free Kids Act requires that kids are offered two types of drinks - fat-free milk and 1 percent milk. And flavored milk is also permitted as long as it's fat-free. (U.S. News 2016) This mandate was put in place to provide options for our kids, but flavored milk contains just as much sugar as juice drinks, 20 grams of sugar to be exact. Although this may seem like a healthier alternative on paper but not the right solution we want for our kids.

4. **The Best Solution** (acceptable by your intended audience): Describe your solution, explain why it is logical and feasible, and give details as to how it will be executed.

Any attempt to solve childhood obesity is a monumental task, and we're undoubtedly not trying to resolve this issue here. However what we are attempting is to make a small change that will have a lasting impact on our kid's health. A program like Healthy Hunger-Free Kids Act strives to provide healthy and balanced meals for the kids. The daily lunch program incorporates whole grain meals, fruits, and choice of beverages. The students will have an option of choosing a fat-free or 1 percent flavored milk. What is not apparent is the content of the flavored milk which can contain up to 20 grams of sugar. To put this number into perspective, a single can of Coca-Cola contains 39 grams of sugar. If a student consumes all the available meals at school, they would be drinking roughly 40 grams of sugar per day. That is ten teaspoons of sugar. The most logical way to approach this issue is by eliminating the flavored milk from the menu. Although this may seem like a stopgap measure, it is the most feasible way to handle this problem until a permanent solution can be put in place.

5. **Reasons and Evidence** (targeted at your audience's values, beliefs, needs, and expectations): What reasons would your audience be more likely to accept? Provide 2-3 convincing reasons why your audience should accept your proposal and act on it. Additionally, explain what evidence might you use to support each reason.

The most obvious reason is how the issue directly affects the health of our kids at Eisenhower Elementary School. Childhood obesity is on the rise, and it is critical that we take immediate steps to address the issues. In an article published by U.S. News World Report, the writer Ann Cooper reports "the Centers for Disease

Control and Prevention has reported that 17 to 30 percent of children ages 2 to 19 are overweight or obese. (U.S. News A World Report 2016)" Reducing the amount sugar intake and eliminating excess calories can drastically help to prevent childhood obesity.

6. **Counter-Arguments:** Summarize the most important/common 2-3 concerns or objections that your audience may bring up to challenge the importance of the problem, effectiveness and execution of your solution, and/or your supporting reasons and evidence. What is your response to each counter-argument? Include your rebuttal (with evidence) against each one.

We should let the government manage the lunch program.

- We currently do have a national lunch program called Healthy Hunger-Free Kids Act. The program is designed to provide healthy and balanced meals for our kids at school, but it is politicized and doesn't provide the necessary restriction to protect the kids. The meal guideline recommends availability of different types of milk to school but as mentioned in the U.S. News article, "powerful dairy lobby to mandate higher consumption of milk in schools and to promote flavored milk as a way to do so, which of course would add more sugar into school meals. (U.S. News A World Report 2016)"

7. **Call to Action:** Explain what rhetorical strategies you will use to offer a convincing call (that the specific decision-maker could act on) to implement the solution you proposed.

The plan is to present this issue at our next PTA meeting at Eisenhower Elementary School. Using ethos, I'll attempt to deliver my message by addressing this specific problem at our school, and how it directly impacts all of our kids. As a parent, our primary duty is to protect our child and doing nothing is not an option. I'll also use pathos to establish credibility by providing supporting statistics and facts.

Part 2: Genre (5 points)

For this project, rather than an academic essay, you can pick another genre that might be more suitable for your rhetorical purpose and the specific audience you are targeting. Consider what will be the most effective way to present your proposal to this audience. For instance, you can write it in the form of a letter, newspaper article/editorial, magazine article, detailed memo, etc. Think about your audience and their expectations to determine which form of text would be appropriate to use.

I'm planning on creating a PSA flyer that will deliver an impactful message.