

How Low Pro Go? can you?

thegreatproteinchallenge.com.au



What you need to know about *The Great Protein Challenge*

- > **'The Great Protein Challenge'** is a new initiative of Metabolic Dietary Disorders Australia (MDDA), a national registered charity founded in 1996 to support families and individuals affected by rare genetic disorders, called Inborn Errors of Metabolism (IEMs).
- > **The Great Protein Challenge** is an important health initiative to raise awareness and support for the debilitating, rare genetic metabolic disorder called Phenylketonuria or PKU.
- > **The Great Protein Challenge** aims to encourage everyday Australians to experience a typical day in the life of a person living with PKU by significantly reducing their protein intake for 24 hours.
- > The Challenge will run for the month of February, commencing on 1 February and ending on Rare Disease Day, which takes place on 28 February.
- > All funds raised through the Challenge will help to raise awareness and support for the Australian PKU community.
- > To get involved, or for more information, visit thegreatproteinchallenge.com.au

Who should get involved?

Any individual, group of individuals or organisations can be involved in **The Great Protein Challenge**.

How can you get involved?

- > MDDA is encouraging individuals, teams, organisations and corporates to **'PLEDGE or PLAY'** in **The Great Protein Challenge** by asking "How Low Pro Can You?"
- > To get involved or to show your support, you can:
 - Visit thegreatproteinchallenge.com.au for more information and to register and donate.
 - Choose to **'PLEDGE or PLAY'** to support our cause and help raise awareness.
 - **PLEDGE:** donate funds directly to support our cause OR to sponsor and support a friend taking the challenge and PLAYING their protein.
 - **PLAY:** Abstain from eating protein-rich foods (such as meat, eggs, chocolate or dairy) for 24 hours, and ask your friends to PLEDGE their support for you.
 - Host a **PLAYDATE** of your own (as a corporation or group) and play together as a team.
 - Share your experiences and join the online conversation by using **#lowprochallenge**
 - Encourage friends, family or colleagues to get involved.



When & where?

- > **The Great Protein Challenge** is an exciting initiative bringing together all Australians to raise awareness and support for people living with PKU.
- > Unlike a traditional event, which takes place on a specific date at a specific location, **The Great Protein Challenge** allows supporters to participate wherever they are, whenever they want, during the month of February.

How Low Pro Can You Go?

- > The aim of **The Great Protein Challenge** is to have participants understand how restrictive the PKU low-protein diet is.
- > In Australia, the only currently available treatment option for PKU is through adhering to a strict, lifelong, low-protein diet.¹
- > People with PKU must also support their low-protein diet with the use of Phe-free amino acid supplements, to prevent malnutrition.¹
- > Recommended daily dietary intakes of protein typically include:
 - *Adult male without PKU: 64 grams.*²
 - *Adult female without PKU: 46 grams.*²
 - *Person with PKU: 6-8 grams.*¹
 - *Pregnant or breastfeeding woman with PKU: 1-3 grams.*¹
- > People with PKU must typically avoid high protein foods such as dairy, red meat, chicken, fish, eggs, nuts, beans and lentils.¹
- > Did you know the amount of protein contained in the following foods?
 - *120g banana (average sized): 2 grams.*
 - *50g boiled potato: 1 gram.*
 - *30g hot chips: 1 gram.*
 - *75g avocado: 1 gram.*
 - *20g green peas: 1 gram.*
 - *50g boiled white rice: 1 gram.*

Getting started:

- > To register your pledge or to be part of the challenge and see how low you can go on a low-protein diet for 24 hours, please visit thegreatproteinchallenge.com.au
- > To **PLEDGE**, simply nominate the amount you wish to pledge as either a direct donation or in support and sponsorship for a friend doing the challenge.
- > To **PLAY**, design your meal plan [using the guide here](#) so that your entire day does not add up to more than 10 grams of protein. Count your entire protein intake for 24 hours – ranging from food, beverages to snacks and dessert you consume on the day – using our protein calculator.
- > Don't forget to share photos and experiences through your social media channels using **#lowprochallenge** so others can see your support for PKU.

References

- 1 Human Genetic Society of Australasia. The PKU Handbook, 2005. Available at: <https://www.hgsa.org.au/documents/item/48> [Accessed 15 December 2017].
- 2 National Health and Medical Research Council. Nutrient Reference Values: Protein. Available at: <https://www.nrv.gov.au/nutrients/protein> [Accessed 15 December 2017].