



# THE GREAT PROTEIN CHALLENGE AUSTRALIA

MAY  
2022

## HOW #LOWPRO CAN YOU GO?

### 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 May, which is PKU Awareness Month

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](http://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.



### PLEDGE

Support someone by helping them reach their fundraising target or donate funds directly to support our cause.

OR



### PLAY

Take the challenge and see if you can eat less than 10 grams of protein in one day! Ask your friends and family to PLEDGE their support for you and contribute to your fundraising goal!

**Host a PLAYDATE  
of your own**  
(as a corporation or group) and play together as a team.

**SHARE your  
experiences**  
on your social media channels and join in the online conversation by using #lowpro

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 May.

## HOW LOW PRO CAN YOU GO?

'The aim of The Great Protein Challenge is to have participants understand how restrictive the PKU lowprotein diet is.

In Australia, the only currently available treatment option for Adults with PKU is through adhering to a strict, lifelong, lowprotein diet.<sup>1</sup>

People with PKU must also support their low-protein diet with the use of Phe-free amino acid supplements, to prevent malnutrition.<sup>1</sup>

Recommended daily dietary intakes of protein typically include:

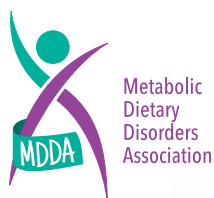
- Adult male without PKU: 64 grams.<sup>2</sup>
- Adult female without PKU: 46 grams.<sup>2</sup>
- Person with PKU: 6-8 grams.<sup>1</sup>
- Pregnant or breastfeeding woman with PKU: 1-3 grams.<sup>1</sup>

People with PKU must typically avoid high protein foods such as dairy, red meat, chicken, fish, eggs, nuts, beans and lentils.<sup>1</sup>

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.

THE GREAT  
**PROTEIN**  
CHALLENGE  
AUSTRALIA



## GETTING STARTED:

Register now to PLEDGE or PLAY, lets see how #lowpro you can go!

Visit [thegreatproteinchallenge.com.au](http://thegreatproteinchallenge.com.au) to get started!

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 on your player profile. Make sure to include all food, beverages, snacks and desserts so that your entire day does not add up to more than 10 grams of protein!

To help, use our handy protein calculator found here: [thegreatproteinchallenge.com.au/protein-calculator](http://thegreatproteinchallenge.com.au/protein-calculator)

Check out our meal plans here for some inspiration: [thegreatproteinchallenge.com.au/meal-plans](http://thegreatproteinchallenge.com.au/meal-plans)

Don't forget to share photos and experiences through your social media channels using #lowpro 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].



Sign up now to PLEDGE or PLAY!  
[thegreatproteinchallenge.com.au](http://thegreatproteinchallenge.com.au)



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Find some inspiration below for ideas on how to promote and get others to donate to the Great Protein Challenge.

1

You can start by encouraging your friends and family to sign up and get involved to PLAY along with you or PLEDGE to your fundraising goal. We want to get as many people as possible taking part, raising money, and most importantly making some NOISE for PKU!

2

It is important to share on your socials, this is a great way to make people aware and excited about what you're doing! Don't forget to take photos of your meals on the day and upload to your socials using #lowpro #thegreatproteinchallenge #impossiblediet #livepkuforaday #thisispkulife #pkucouldyoudoit

3

Set your fundraising goal and aim high! Get the ball rolling by being the first to donate! It shows your commitment and gets others involved!



4

Contact your local media, newspapers, radio, TV let them know you're taking on the Challenge and why

5

Contact your local Federal MP, ask if they'll take on the Challenge too! They love a good photo opportunity!

6

Host an event! Challenge your friends, family or workplace to get involved! Create a team and get your buddies to make a small donation to attend!

Don't forget to let us know how the Challenge was for you, share your experience & photos.

Thanks for taking on The Great Protein Challenge!  
You are helping raise important awareness and funds to support those living with PKU!

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