

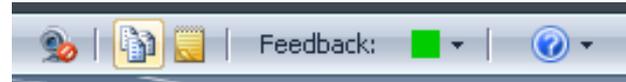
the
School Day
just got
Healthier
United States Department of Agriculture

2012 BACK-TO-SCHOOL

Duke Storen, Chief of Staff, Special Nutrition Programs

Housekeeping

Access to materials:



How to make a comment or ask a question:

- Type your question or comment using the Q&A Tab



- Ask your question or comment on the phone

Press *1

Welcome!



Sam Kass
White House Assistant
Chef and Senior Policy
Advisor for Healthy
Foods Initiaves

Welcome!



Janey Thornton
Deputy Under Secretary
Food, Nutrition, and
Consumer Services

Welcome!



Melissa Rothstein
Deputy Director
Child Nutrition Division

School Meal Changes

Do you know about the changes to the school meal standards?

- More whole grains
- More fruits and vegetables
- Less fat and sodium

For a complete list of changes, visit:

www.fns.usda.gov/cnd/Governance/Legislation/nutritionstandards



The Challenge

Prepare parents, students, and schools for the changes to the school food environment as required by the Healthy Hunger-Free Kids Act of 2010.

Who Do We Need To Reach?

- Parents
- Children
- Teachers
- School Leadership
- School Food Service Staff
- Elected Officials
- Community & Faith-Based Organizations
- Chefs
- General Public



How Can We Reach Them?

- Emails
- Press releases
- Newspaper articles
- TV stories
- Radio Ads
- Newsletters
- Letters to Parents
- PSAs
- Blogs
- Tweets
- Contest and challenges
- School events
- Online events
- Facebook
- Website



Key Messages

There are a variety of key messages focusing on the new meal pattern standards and healthy eating and geared towards parents, children, school food service staff, school administrators, and the media.

Sample Key Messages

Parents

- You have the power to encourage your children to build a healthy plate at home. Review the school menu with your kids and encourage them to try new foods and eat all the healthy foods offered.

Children

- Eating fruits and veggies of every color in the rainbow can help give you the different vitamins and minerals you need to soar through the day.

Sample Key Messages

School Food Service Staff

- You make a difference every day when you offer nutritious food choices for students. Thank you for making the school day a healthy day for your students.

School Administrators

- Be a role model. Let students and staff see you making healthy food choices and being active every day.

The School Day Just Got Healthier Website

Search FNS

You are here: Home > Healthier School Day

Healthier School Day

More Whole Grains

Students can expect benefits from *healthier* and more *nutritious* food in school. Thanks to the **Healthy, Hunger Free Kids Act**, major improvements are being made across the country to transform school food and to promote better *nutrition* and *reduce obesity*. Learn more about the changes, take action within your schools and community, get onboard with this exciting time in school meals!

Toolkit

The School Day Just Got Healthier **Toolkit** is a collection of resources including brochures, fact sheets, FAQs, fliers, school lessons, templates and much more, to help prepare everyone for the changes to school meals this school year.

Audience Resources

School administrators, school staff, parents and students all play important and unique roles within the changes to the school food environment. Understand the changes and messages, access the tools, and take action in your schools through these pages created just for you.

Media

For materials and templates for the media [click here](#).

Events & Activities

The School Day Just Got Healthier **Events and Activities!** Find out what events are happening on a national level as well as local events around the country.

Success Stories & Blogs

- o *Fruit and Veggie Tasting Prepares Students for Upcoming School Year*
- o *Healthy School Meals Fuel S.W.A.G. and Success*
- o *Healthy Meals and Healthy Kids*
- o *A Healthier and Brighter Future for Our Children*
- o *HealthierUS Schools Reaches Major Milestone*

Share your stories and ideas!

Stay Connected:

Join the Conversation: #schoolfoodsrule

Related Links

- o Healthy, Hunger Free Kids Act
- o School Nutrition
- o MyPlate
- o HealthierUS School Challenge
- o Let's Move!
- o National School Lunch Program
- o School Breakfast Program
- o Fresh Fruit and Vegetable Program
- o Farm to School
- o Team Nutrition
- o USDA Foods
- o Center for Nutrition Policy and Promotion
- o Chefs Move to Schools
- o Local School Wellness Policies
- o Best Practices Sharing Center
- o National Food Service Management Institute

the School Day just got Healthier
United States Department of Agriculture

Choose MyPlate.gov

“The School Day Just Got Healthier” website

The School Day Just Got Healthier Website

10 tips Nutrition Education Series

be a healthy role model for children

10 tips for setting good examples



You are the most important influence on your child. You can do many things to help your children develop healthy eating habits for life. Offering a variety of foods helps children get the nutrients they need from every food group. They will also be more likely to try new foods and to like more foods. When children develop a taste for many types of foods, it's easier to plan family meals. Cook together, eat together, talk together, and make mealtime a family time!

1 show by example
Eat vegetables, fruits, and whole grains with meals or as snacks. Let your child see that you like to munch on raw vegetables.

2 go food shopping together
Grocery shopping can teach your child about food and nutrition. Discuss where vegetables, fruits, grains, dairy, and protein foods come from. Let your children make healthy choices.

3 get creative in the kitchen
Cut food into fun and easy shapes with cookie cutters. Name a food your child helps make. Serve "Janie's Salad" or "Jackie's Sweet Potatoes" for dinner. Encourage your child to invent new snacks. Make your own trail mixes from dry whole-grain, low-sugar cereal and dried fruit.

4 offer the same foods for everyone
Stop being a "short-order cook" by making different dishes to please children. It's easier to plan family meals when everyone eats the same foods.

5 reward with attention, not food
Show your love with hugs and kisses. Comfort with hugs and talks. Choose not to offer sweets as rewards. It lets your child think sweets or dessert foods are better than other foods. When meals are not eaten, kids do not need "extras"—such as candy or cookies—as replacement foods.

6 focus on each other at the table
Talk about fun and happy things at mealtime. Turn off the television. Take phone calls later. Try to make eating meals a stress-free time.

7 listen to your child
If your child says he or she is hungry, offer a small, healthy snack—even if it is not a scheduled time to eat. Offer choices. Ask "Which would you like for dinner: broccoli or cauliflower?" instead of "Do you want broccoli for dinner?"

8 limit screen time
Allow no more than 2 hours a day of screen time like TV and computer games. Get up and move during commercials to get some physical activity.

9 encourage physical activity
Make physical activity fun for the whole family. Involve your children in the planning. Walk, run, and play with your child—instead of sitting on the sidelines. Set an example by being physically active and using safety gear, like bike helmets.

10 be a good food role model
Try new foods yourself. Describe its taste, texture, and smell. Offer one new food at a time. Serve something your child likes along with the new food. Offer new foods at the beginning of a meal, when your child is very hungry. Avoid lecturing or forcing your child to eat.



Go to www.ChooseMyPlate.gov for more information.

DG TipSheet No. 12
June 2011
USDA is an equal opportunity provider and employer.

“The School Day Just Got Healthier” Parent toolkit 10 Tips Nutrition Education Series



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United States Department of Agriculture

The School Day Just Got Healthier Website

Healthier Middle Schools
Every principal can help.

Lead the way, but don't go it alone.

In schools where healthy changes have been made successfully, a school-wide, coordinated effort worked best. That's why USDA is reaching out not only to middle school principals but to teachers, food service managers, students, and parents, as well. Working together builds school spirit, cooperation, and a stronger sense of community that can help you achieve your healthier school goals and other initiatives.

You don't have to start from scratch.

On the back of this flyer, you'll find ideas other middle schools have used with good results. Start small with one or two focused efforts and build from there. Even small changes can make a healthy difference.

Drive your school's performance with healthier foods and more physical activity.

Research shows that kids who have healthy eating patterns and get regular physical activity are more likely to perform better academically.^{1,2,3,4,5} These healthy habits may also play a role in helping kids to have:

- ✓ Greater concentration
- ✓ Lower obesity rates
- ✓ Better attendance
- ✓ Better self-esteem
- ✓ Better classroom behavior

So, it's worth your time to make healthy food choices and physical activity priorities at your school. When you do, you are also sending a signal to students, teachers, and staff that you care about their well-being.

**“The School Day Just Got Healthier”
School Administrators and School Food Service toolkit**

Healthier Middle Schools: Everyone Can Help



the **School Day**
just got
Healthier
United States Department of Agriculture

1. Florence MD, Adridge M, Veuglers PL. Diet quality and academic performance. *J Sch Health*. 2008; 78:209-210.
2. Fu ML, Cheng L, Yu SH, Pan HY. Association between unhealthy eating patterns and unfavorable overall school performance in children. *J Am Diet Assoc*. 2007; 107:1925-1943.
3. Sigurdson H, Kristjansson AL, Algepsdottir JF. Health behaviour and academic achievement in Icelandic school children. *Health Educ Res*. 2007; 22:70-80.
4. Kim HY, Fongallo EA, Han SS, Oh JY, Kim YH, Jang YH, Woo HS, Lee HJ, Kim SH. Academic performance of Korean children is associated with dietary behaviour and physical status. *Ann Plac J Clin Nutr*. 2005; 12:186-190.
5. Centers for Disease Control and Prevention. The association between school-based physical activity, including physical education, and academic performance. Atlanta, GA: U.S. Department of Health and Human Services; 2010.

The School Day Just Got Healthier Website

Video message from the First Lady
(Coming Soon)



The School Day Just Got Healthier Website

Downloadable products:
Banner, badge, and infographic (coming soon)



Spread the Word

- Re-tweet the USDA Twitter “The School Day Just Got Healthier” campaign messaging
[@USDANutrition](https://twitter.com/USDANutrition)
#schoolfoodsrule
- Promote and share “The School Day Just Got Healthier” toolkit
www.fns.usda.gov/healthierschoolday
- Place “The School Day Just Got Healthier” banner/badge on your website and/or Facebook page

Spread the Word

- Share “The School Day Just Got Healthier” USDA blog posts

blogs.usda.gov

Search for “healthier school day”

- Submit local press and media releases promoting your healthier school meals

Spread the Word

- Share success stories in implementing the new school meal standards

Best Practices Sharing Center

healthymeals.nal.usda.gov/best-practices

- Host an event outlining and promoting the new school meal standards
- Develop and share your own content based on “The School Day Just Got Healthier” key messages



Success Story

Annette Hendrickx-Derouin, MPH, RD, SNS

Director of Food and Nutrition Services
Willmar, New London-Spicer, Montevideo
and Community Christian Schools

Menu Development

Simple and Practical Approach

- Review Current Menu for Student Preference
- Consider a Cycle Menu
- Select Main Entrees First (Include USDA Commodity Items in Planning) then Add Other Components
- Consider Using Markers to Highlight Where You are at with the New Meal Pattern Requirements or Use the Menu Planning Tool
- Plan a Hot and Cold Vegetable Daily
- Make a List of Fruit and Vegetables for Variety



Challenges

- No Sliced Bread (Issue for Rural Students)
- Planned Main Entrée then looked for Whole Grain items in smaller portions (like smaller biscuits, dinner rolls and garlic bread) to stay within Grain Requirements
- Considered Portion Sizes and Used Smaller Servings of Lower Fat and Lower Sodium Condiments to Stay within Calorie Level per Age/Grade Groups



Marketing the Change: “The Healthy Family” Newsletter



The Healthy Family

A Newsletter from the Food and Nutrition Services Department

Willmar, New London-Spicer, Montevideo and Community Christian Schools

VOLUME 8, ISSUE 1

SEPTEMBER 2012

Michelle Synhorst, RD
Nutrition Coordinator
Willmar Public Schools
Editor

Para traducción,
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320-231-7860

September Highlights:

Farm to School Features:

Apples:
September 11th

Potatoes:
September 12th

Sweet Corn:
September 14th

Squash:
September 19th

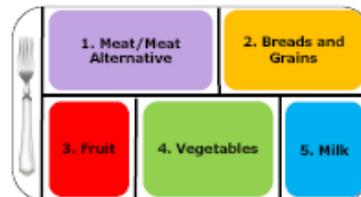
Cabbages:
September 21st

Fun Highlights:

Farm to School Month

Check out the **Breakfast and Lunch Menus** complete with **Nutrient Analysis** on your District's Website.

How “My Lunch Tray” Will Look for Students In 2012-2013



be served on some menus. Students will be offered a wide variety of vegetables to meet weekly requirements for each of the following categories (examples of items we'll offer are in parentheses):

- Dark Green Vegetables (Broccoli, Romano lettuce, Zucchini)
- Red/Orange Vegetables (Carrots, Tomatoes, Squash, Sweet Potatoes)
- Beans/Pas (Legumes): Served as Baked Beans, Refried Beans, Black Beans, Garbanzo Beans
- Starchy Vegetables (Corn, Peas, Potatoes)
- Other Vegetables (Cauliflower, Celeri, Cucumbers, Green Beans, Jicama)

5. Milk: Only Skim and Chocolate Milk will be served at lunch, and Lowfat only at breakfast.

NOTE: To be counted as a meal, your student must have at least 1/2 cup serving of fruit & vegetable on their tray. If they do not have a fruit or vegetable on their tray, the Cashier will either send them back to the service line to get on & give them a choice between a fruit or vegetable before they out in their PIN (optional identification number) in the computer.

In October, The requirements in the table will be relaxed. As there are new federal mandates too.

Willmar, New London-Spicer, Montevideo and Community Christian Schools' Food and Nutrition Services (FNS) are required to meet tough new federal nutrition standards for school lunch meals for the 2012-2013 school year. We have always offered meals that are healthy and well-balanced and provide students all the nutrition they need to succeed at school. We will continue to do so each and every day. However, our school lunches will need to meet the standards that are outlined below.

1. Meat/Meat Alternatives: We will continue to offer recipes made from scratch in addition to lean meats (ie, ground beef, chicken, turkey and turkey ham) and other low fat protein sources (ie, yogurt and cheese).

2. Breads/Grains: In order to meet required daily and weekly minimum amounts, liced bread can no longer be offered (except as an ala carte choice) and we will limit breaded meats

3. Fruit: For the 2012-2013 school year, at least half of the grains must be whole grain rich. This means that we will be offering whole grain cereals, brown rice, and whole grain rich biscuits, bread sticks and rolls; many in smaller portions.

- Grades K – 5 will be offered between 2-3 servings/week.
- Grades 6-8 will be served between 2-1/2 servings/week.
- Grades 9-12 can be offered 10-12 servings/week.

4. Vegetables: Grades Kindergarten (K) – 5 will be offered 1/2 cup/day and Grades 6-12 can select from 1 cup/day (offered as two – 1/2 cup servings)

5. Milk: Grades Kindergarten (K) – 5 will be offered 2/4 cup/day and 9-12 can select from 1 cup/day (offered as two – 1/2 cup servings). Ranch dip with fresh vegetables may no longer

- Grades K – 5 will be offered between 8-10 ounces/week.
- Grades 6-8 will receive 9-10 ounces/week.
- Grades 9-12 can be offered 10-15 ounces/week.

	Grades K-5	Grades 6-8	Grades 9-12
	Minimum amount of food per day or week		
Minimum and Maximum Calories	550-650	600-700	750-850
Saturated Fat (N of total calories)	<10%	<10%	<10%
Sodium (mg) [Target 1: 2014-15]	≤120mg	≤160mg	≤420mg
Trans Fat	Nutrition label or manufacturer specifications must indicate zero grams of trans fat per serving.		



Marketing the Change: “My Tray” Back to School Mailing

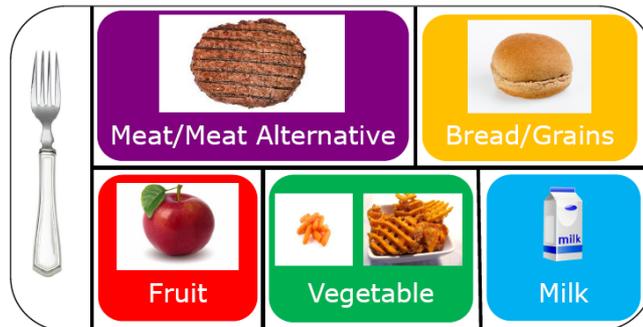
How “My Lunch Tray” Will Look for Students In 2012-2013

School Lunches will be required to meet the standards outlined below. Questions: Call 320-231-8521 or 320-231-8516.

<p><u>Meat/Meat Alternative:</u></p> <p>Students will be offered -</p> <ul style="list-style-type: none"> • K-5: 8-10 ounces/week • 6-8: 9-10 ounces/week • 9-12: 10-12 ounces/week <p>We will continue to offer recipes from scratch, lean meats (i.e. ground beef, chicken, turkey and turkey ham) and low fat cheese and yogurt.</p> <p>NOTE: Age appropriate targets for calories, sodium, saturated fat and trans fat must be met.</p>	<p><u>Bread/Grains:</u></p> <ul style="list-style-type: none"> • NOTE: No sliced bread and limited breaded meat items will be served. • Portion sizes will be smaller than in past school years. • K-5: 8-9 servings/week • 6-8: 8-10 servings/week • 9-12: 10-12 servings/week • Offered At Lunch: Brown rice, whole grain rich pasta, biscuits, bread sticks and rolls. 	
<p><u>Fruit*:</u></p> <p>Student will be offered—</p> <p>K-5: 1/2 cup/day 6-8: 1/2 cup/day 9-12: 1 cup/day (as 2—1/2 cup servings)</p> <p>* NOTE: Students MUST choose either 1/2 cup fruit or vegetable, otherwise, they will be sent back to the line to get one.</p>	<p><u>Vegetables*:</u></p> <p>Student will be offered—</p> <p>K-5: 3/4 cup/day 6-8: 3/4 cup/day 9-12: 1 cup/day (as 2 — 1/2 cup servings)</p> <p>Choices will include :</p> <ul style="list-style-type: none"> • Dark Green (Broccoli, Romaine, Spinach) • Red/Orange (Sweet Potato, Squash, Carrots and Tomatoes) • Legumes (Baked, Black, Refried and Garbanzo Beans) • Starchy Vegetables (Potatoes, Corn and Peas) • Other Vegetables (Jicama, Green Beans) 	<p><u>Milk:</u></p> <p>Breakfast</p> <p>Only Lowfat Milk will be offered.</p> <p>Lunch</p> <p>Only Skim Milk and Chocolate Skim Milk will be offered.</p>

Marketing the Change: “My Lunch Tray” Meal Identification

“My Lunch Tray” Meal Components



Today's Menu: Take At Least 3, 1 Must Be A ● OR ●

- Whole Apple
- Baby Whole Carrots
- Hamburger Patty
- Whole Wheat Hamburger Bun
- Low-fat or Chocolate Skim Milk

Farm to School: ●
Swenson Apples



Eat the **WHOLE** apple! The apple's skin is high in fiber, which will help give you energy for the whole day!



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Questions & Answers

Open for your questions, comments and ideas!

Type your question into the **Q&A tab** located at the top, left hand side of your screen, or,

Press *1 on your phone, record your name and affiliation, and wait for the operator to open your line.



More Information

Additional information on “The School Day Just Got Healthier” website

www.fns.usda.gov/healthierschoolday

Contact us at:

healthierschoolday@fns.usda.gov

