



For Media

- **Since one in three children are overweight or obese, and kids consume half their meals in schools**, we must work together to make the school day healthier with healthier food, more exercise, and nutrition education. Help us spread the message that The School Day Just Got Healthier.
- **The Centers for Disease Control and Prevention estimates that 63 percent of Americans are overweight or obese.** Let's change this generation. Healthy school meals are the first step.
- **USDA is doing its part by making the meals 32 million children eat each day healthier**, providing additional funds to schools which meet the new healthy meal standards, providing nutrition education resources, and recognizing those schools leading the way in fighting obesity through its HealthierUS School Challenge. .
- **Established in 2004, the HealthierUS School Challenge has recognized thousands of schools across America for their efforts in improving food and beverage offerings**; teaching kids about nutritious food choices and being physically active; providing opportunities for physical activity, and having supportive school wellness policies.
- **The Healthy, Hunger-Free Kids Act of 2010 is a great win for our nation's kids** – and their parents. Valuable feedback from parents and nutrition advocates helped shape new standards which are now in effect.
- **The new meal standards ensure students are offered both fruits and vegetables every day of the week**; substantially increase offerings of whole grain-rich foods and low-fat milk or fat-free milk varieties; limit calories based on the age of children being served to ensure proper portion size; and focus on reducing the amounts of saturated fat, trans fats and sodium.
- **USDA has increased support for schools as they implement healthier and more nutritious school meals.** Schools will be reimbursed an additional 6 cents for each lunch they serve in accordance with the new standards.
 - **Beginning October 1, the increased reimbursement** will be provided to school districts once they have made any changes needed to their menus to meet the new standards.

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