

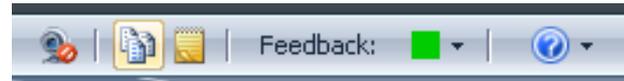
the
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just got
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United States Department of Agriculture

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 Initiatives

www.fns.usda.gov/healthierschoolday



Welcome!



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

Welcome!



Cindy Long
Director
Child Nutrition Division



Poll

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

www.fns.usda.gov/healthierschoolday



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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



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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.

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Who Do We Need To Reach?

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

Home About What's New Help Contact Us En Español

You are here: Home > Healthier School Day

Healthier School Day

Search FNS

Go

- Search all USDA
- Search Tips
- Topics A-Z

Email Updates

Sign-up to receive free email updates

Related Links

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

Fat-Free and Low-Fat Milk



Success Stories & Blogs

- Healthy School Meals Fuel S.W.A.G. and Success
- Healthy Meals and Healthy Kids
- A Healthier and Brighter Future for Our Children
- HealthierUS Schools Reaches Major Milestone

Share Your Stories & Ideas

Connect with us:



Click Here to watch First Lady Michelle Obama's Back to School Message (video available at a later date)

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.

“The School Day Just Got Healthier” website

www.fns.usda.gov/healthierschoolday



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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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.

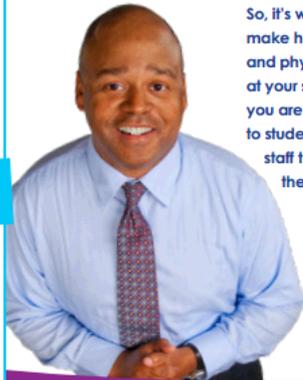
On the back of this flyer, you'll find ideas other middle schools have used with good results. Start small with one or two focused efforts and build from there. Even small changes can make a healthy difference.

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.



1. Florence MD, Adridge M, Weathers PL. Diet quality and academic performance. *J Sch Health*. 2008; 78:209-210.
2. Fu ML, Cheng L, Yu SK, 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 JP. 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 YA, Woo HS, Lee HS, 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”
School
Administrators and
School Food
Service toolkit
Healthier Middle
Schools: Everyone
Can Help**

www.fns.usda.gov/healthierschoolday



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The School Day Just Got Healthier Website

Video message from the First Lady
(Coming Soon)



www.fns.usda.gov/healthierschoolday



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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



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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



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Success Story

Jessica Shelly, RS, REHS, MBA
Food Service Director
Cincinnati Public Schools



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Usable & Transferrable Strategies

Because we are in the business of feeding kids, not garbage cans

- **Taste testing the skim, reduced sugar, no HFCS chocolate milk**

Used student athletes in promotion & role modeling

- **Mixing whole grain rich with non-WGR**

50/50 brown & white rice; 50/50 sandwiches

- **Salad bars featuring all subgroups including legumes**

Allows you to keep most your popular hot vegetables



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Usable & Transferrable Strategies

- **Fresh Fruit of the Week on lunch menus**

Offer apples, oranges, pears, and “fresh fruit of the week” each day

- **Multiple entrees offered each day**

Choice overshadows taste/portion change

- **Asking vendors to assume risk of new entrée/side options**

Taste tests, samples, pilot schools



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Communication Will be Key

- **Students, Especially High School Students**

Nutrition education and honest explanation

- **Publications to Parents**

Back-to-School Parent Guide & Quarterly Newsletters

- **Update your Website**

New guidelines and nutritional information on products served

Links to resources for reinforcement

USDA, FNS, SNA

Game that helps kids build a lunch that meets the new requirements

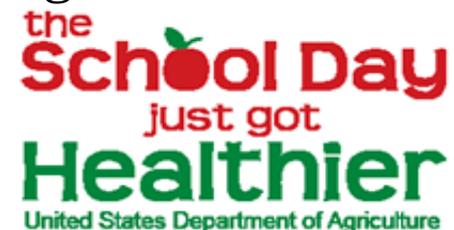
- **Don't Forget your Internal Staff**

Internal all-district email

Presentation at Principals/Administrators/Board Meeting

- **Media**

We've got a great story to tell;
don't be afraid to share it



Poll

How Might You Get Involved?

www.fns.usda.gov/healthierschoolday



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More Information

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

www.fns.usda.gov/healthierschoolday

Contact us at:

healthierschoolday@fns.usda.gov



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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.

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