



Local School Wellness Policy-Nutrition Promotion Webinar

October 12, 2016

Jessie Coffey, RD, LMNT
Program Specialist, LPS
jcoffey2@lps.org

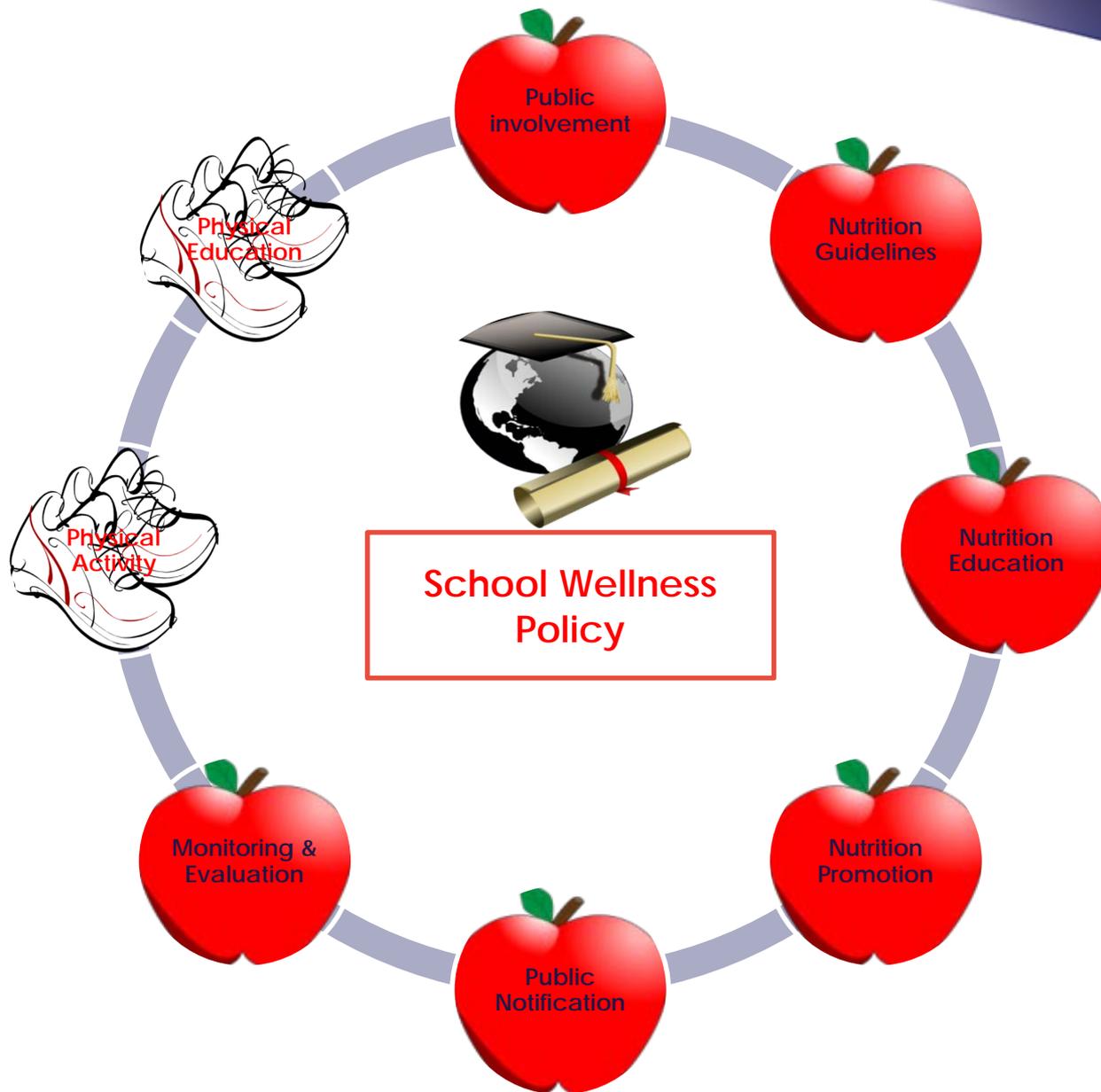
Zainab Rida, PhD, RD, LMNT
Director, NE Team Nutrition Program
Zainab.rida@Nebraska.gov



Outline

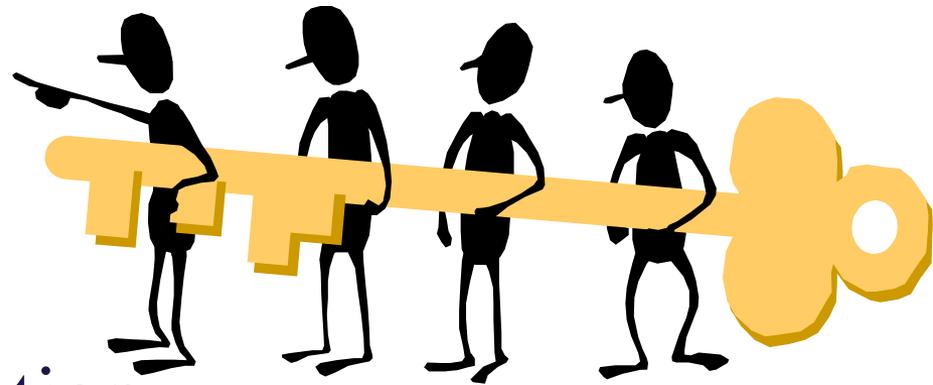
- Summary of the first 3 elements of SWP
- Final provision of the Nutrition Promotion
- Best Practices on Nutrition Promotion
- Highlight LPS Success on Nutrition Promotion
- Team Nutrition Resources on Nutrition Promotion





Wellness Policy Requirement Overview

- ~~Public Involvement~~
- ~~Nutrition Guidelines~~
- ~~Nutrition Education~~
- ~~Nutrition Promotion~~
- Physical Activity
- Physical Education
- Public Notification
- Monitoring and Evaluation





Nutrition Promotion



LEAs are now required to include goals for nutrition promotion to improve the nutrition environment: Changing the school environment to support healthy eating.





Nutrition Promotion

Changing the school environment to support healthy eating

- ✓ Become a HUSSC and Team Nutrition School
- ✓ Participate in USDA Fresh Fruit and Vegetable program (if eligible)
- ✓ Staff modeling health eating and physical activity
- ✓ Cafeteria ambiance/education
- ✓ Harvest of the Month/Taste testing days
- ✓ Community meal events
- ✓ School Garden
- ✓ Health Fair and Wellness Newsletter





Nutrition Promotion

Sample Policy Language

- Students and staff will receive consistent nutrition messages throughout schools, classrooms, gymnasiums, and cafeterias.
- Nutrition promotion also includes marketing and advertising nutritious foods and beverages to students and is most effective when implemented consistently through a comprehensive and multi-channel approach by school staff and teachers, parents, students, and the community.



Food Marketing

Strategies to Address Unhealthy Food and Beverage Marketing to Children

STUDIES SHOW THAT SUGARY BEVERAGES CONTRIBUTE TO OBESITY



Retail Environment

-  Healthy zoning
-  Improving the in-store marketing environment
-  Improving the in-restaurant marketing environment
-  Taxation and tax incentives

Childcare & Schools

-  Improving the food environment in childcare and schools
-  Nutrition standards for government procurement and vending

Government Property

-  Nutrition standards for government procurement and vending
-  Reducing unhealthy marketing on government property and public transit
-  Adopting a policy to guide government sponsorship

Community-Wide

-  Improving the outdoor advertising environment
-  Reducing unhealthy advertising in broadcast media
-  Reducing unhealthy marketing in digital media
-  Improving the print media advertising environment



Food Marketing

Common In-School Food Marketing Approaches:

- Posters and signs
- Vending machine exteriors
- Ads on buses
- In-school television ads (e.g. Channel One)
- Ads in school newspapers, yearbooks, and on school radio stations
- Announcements on the public announcement (PA) system



Food Marketing



How to Increase appeal in your lunchroom

Education and Communication

Jessie Coffey, RDN

Lincoln Public Schools



Two Different Types of promotions-

- Long Term Promotions – THE goal is to sustain increases in participation or educate about an on-going program of message. Example: Fruits and Veggies-more matters or USDA's "MyPlate"- half your plates fruits and vegetables.
- Short Term Promotions – specific objectives such as increasing sales or celebrating an event. Example: National School Breakfast or Lunch Week





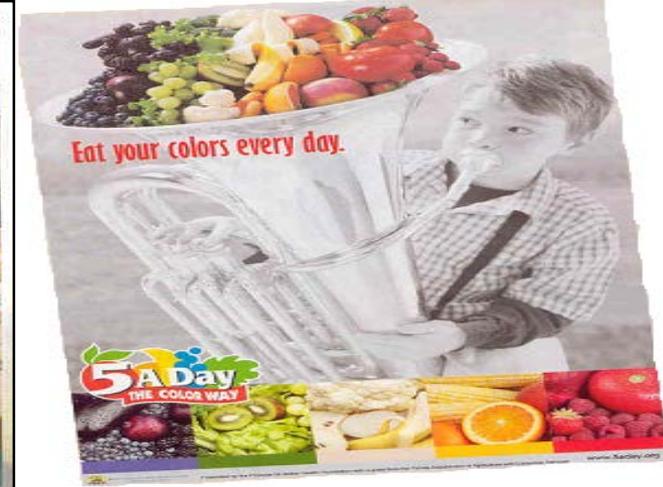
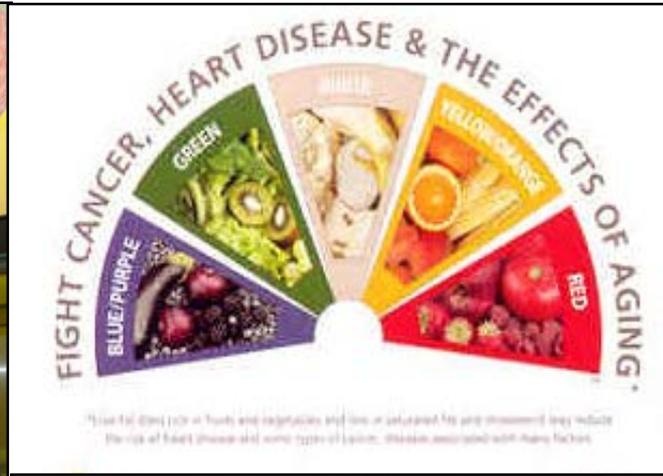
HEALTHY eating DOOR COLLAGE

Above all....

Student's should gain nutritional knowledge
or the benefits of school meals & Promotions
should be fun for everyone!



Decorate to EDUCATE!



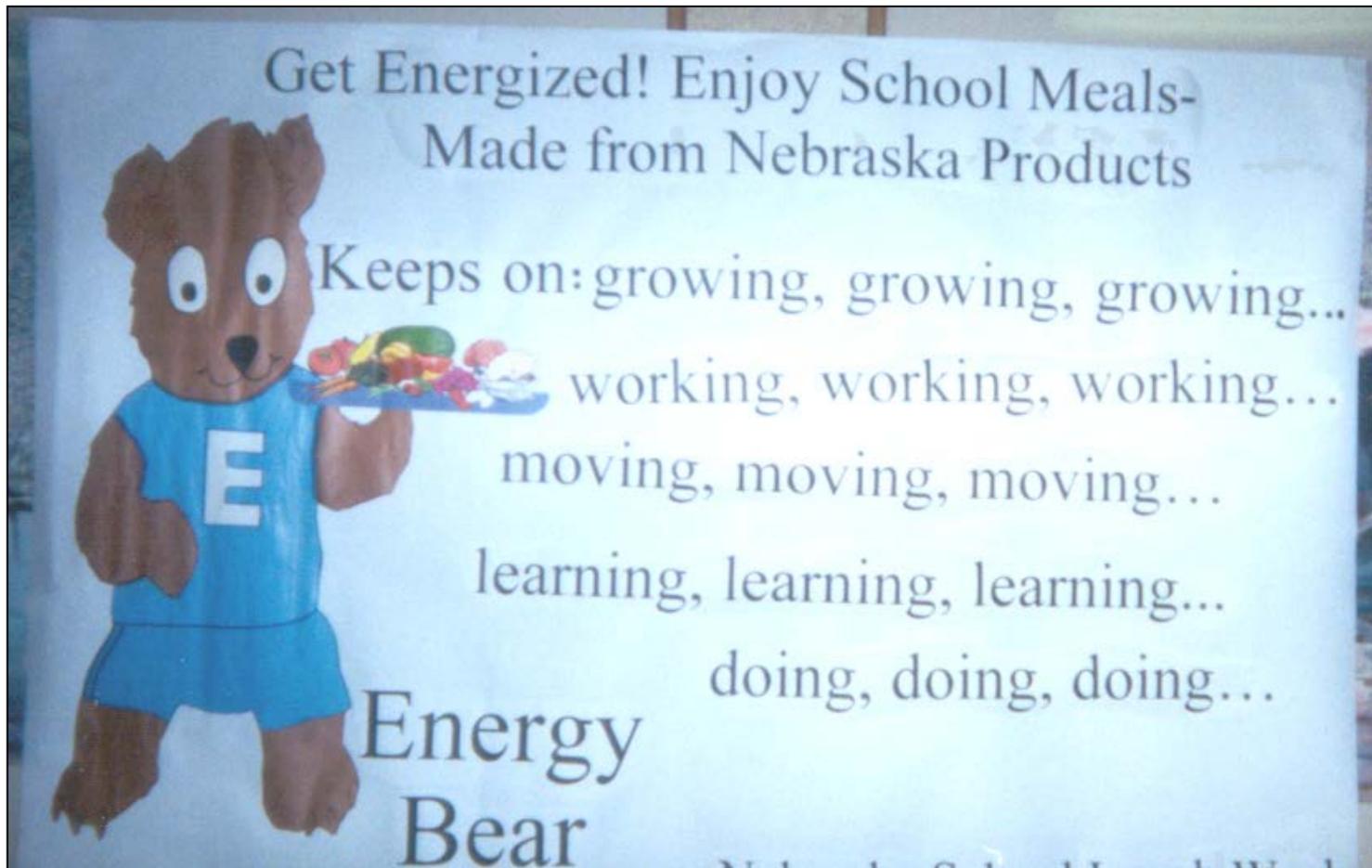
Start Simple with Your Promotion



Add to Your Promotion



Use Your School Mascot!



Promoting local Foods-

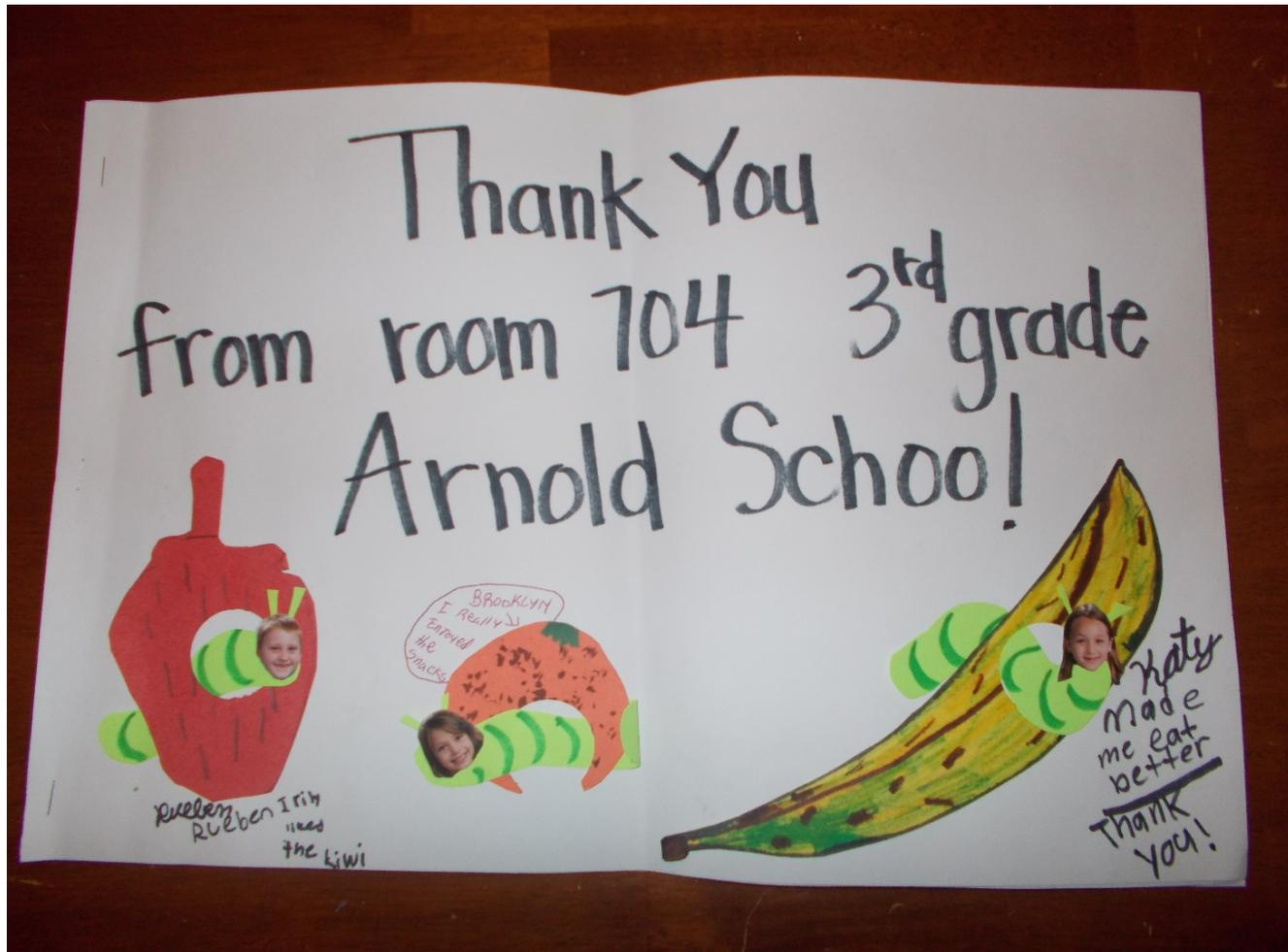


LOCAL FOODS MONTH

LINCOLN PUBLIC SCHOOLS
NUTRITION SERVICES



Use Student Art Work





Thank for all the snacks!

Emma



THANKS FOR THE SNACKS!
-Emma



Zahc



THANK FOR THE SNACKS.



MADELZNE THANKS



Malachi:


Nyamen!



Reagan
Thank You!



Koby
Thank
You

FACT 73% OF OUR CLASS
HAD NEVER TRIED
APPLE PEARS, BUT NOW
LOVE THEM!



Seasonal Themed Promotions





Dorchester Public School's Halloween Menu



Bat Roll
Haystacks
Spook Juice
Halloween Cake
Witches Brew



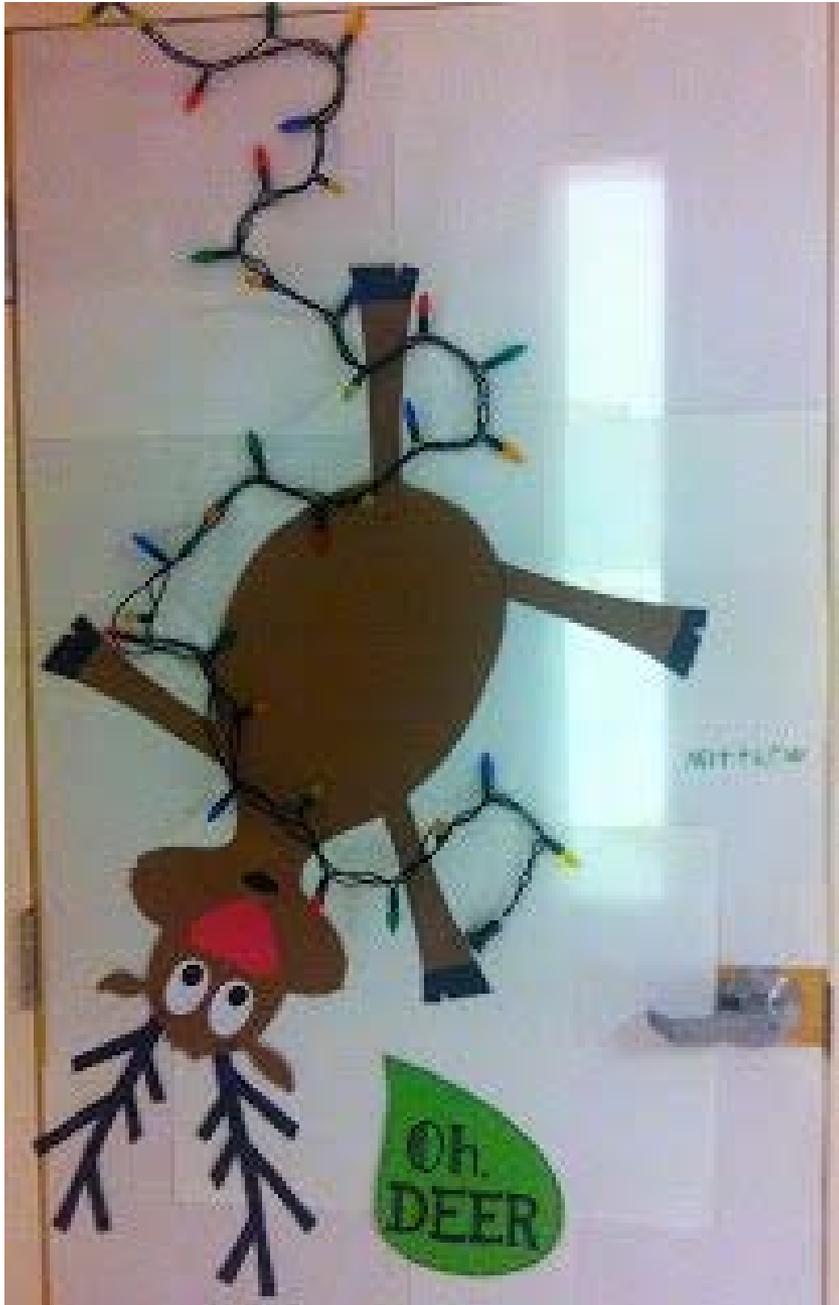


WE'RE OFF TO SEE THE WIZARD









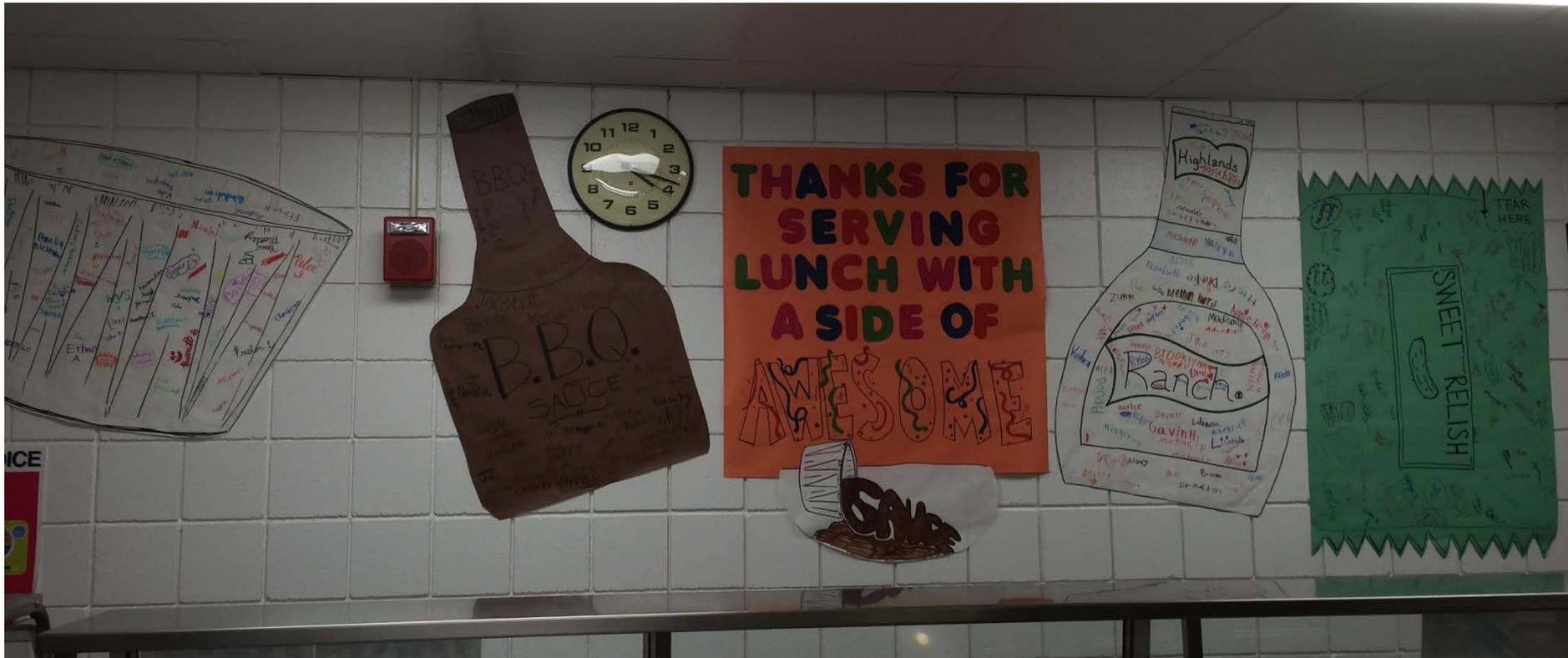
Thank Those That Help!



Teacher Appreciation Day



Others will thank you too!!



Planning a Promotion...

Can be an event – or a series of events – designed to increase the popularity of a menu, food item, or Program being conducted.

The logo consists of a dark blue rectangular background. On this background, the word "facebook" is written in a white, lowercase, sans-serif font. Below it, the word "Event" is written in a white, uppercase, sans-serif font. A small registered trademark symbol (®) is located to the right of the "facebook" text.

facebook
Event

Get Students involved!



Have students vote for what they like!



Make your lunchroom somewhere your students and staff learn about nutrition and the school meal program



You've Got the Power!

Want to get your engine going?
Eat your colors!

Make half your plate
fruits and veggies.



Explore a world of possibilities in the garden and on your plate.



U.S. Department of Agriculture • Food and Nutrition Service
April 2013 • FNS-454-C • USDA is an equal opportunity provider and employer.



Take Your Game to the Next Level



Get points for eating
your colors!

Choose fruits and veggies
at meals and snacks.

They'll help you be
your best at school
and at play.



Explore a world of possibilities in the garden and on your plate.



U.S. Department of Agriculture • Food and Nutrition Service
April 2013 • FNS-454-D • USDA is an equal opportunity provider and employer.



Dark-Green Veggies in the House Tonight!

Add spinach to
your sandwich.

Snack on broccoli.

Make a salad.

Eat your greens.
They're nature's
rock stars!



A Lot Can Happen When You Eat Your Colors

Make half your plate
fruits and veggies.
They'll help you eat
smart to play hard!



DIG IN!

Explore a world of possibilities
in the garden and on your plate.



DIG IN!

Explore a world of possibilities in the garden and on your plate.

They're Tasty and They Know It!



Taste a tomato.

Crunch a carrot.

Savor a sweet potato.

Rock your colors!
Choose dark-green, red,
and orange veggies at
meals and snacks.



Explore a world of possibilities
in the garden and on your plate.

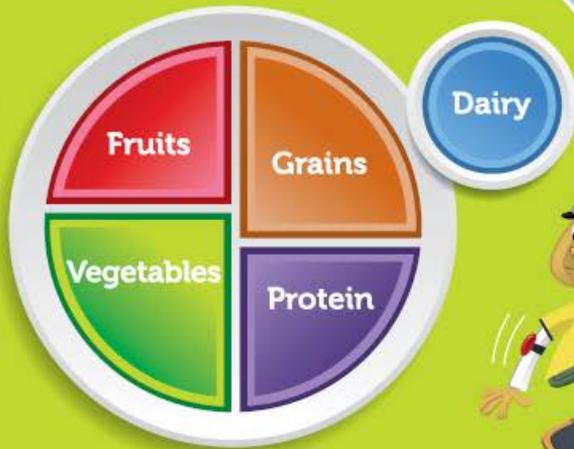


U.S. Department of Agriculture • Food and Nutrition Service
April 2013 • FNS-454 © • USDA is an equal opportunity provider and employer.



Eat Smart To Play Hard

Use **MyPlate** to help you fuel up with foods from each food group.



Choose **MyPlate.gov**

Keep on Moving!

You need at least **60 minutes** of physical activity each day. Whether that's skateboarding, tossing a ball, or playing tag, every little bit counts!



FRUITS Fuel Up With Fruits at Meals or Snacks

Oranges, pears, berries, watermelon, peaches, raisins, and applesauce (without extra sugar) are just a few of the great choices. Make sure your juice is 100% fruit juice.



VEGETABLES Color Your Plate With Great-Tasting Veggies

Try to eat more dark-green, red, and orange vegetables, and beans and peas.



GRAINS Make at Least Half Your Grains Whole Grains

Choose whole-grain foods, such as whole-wheat bread, oatmeal, whole-wheat tortillas, brown rice, and light popcorn, more often.



PROTEIN Vary Your Protein Foods

Try fish, shellfish, beans, and peas more often. Some tasty ways include a bean burrito, hummus, veggie chili, fish taco, shrimp or tofu stir-fry, or grilled salmon.



DAIRY Get Your Calcium-Rich Foods

Choose fat-free or low-fat milk, yogurt, and cheese at meals or snacks. Dairy foods contain calcium for strong bones and healthy teeth.



Know Your "Sometimes" Foods Look out for foods with added sugars or solid fats. They fill you up so that you don't have room for the foods that help you eat smart and play hard.

Eat Smart To Play Hard



Keep on Moving!
You need at least 60 minutes of physical activity each day. Whether that's skateboarding, tossing a ball, or playing tag, every little bit counts!



Choose **MyPlate**.gov

Know Your "Sometimes" Foods

Look out for foods with added sugars or solid fats. They fill you up so that you don't have room for the foods that help you eat smart and play hard.



Eating right and being active...

Comer bien y mantenerse activo...

It's as easy as...

Es tan fácil como...

5

servings of fruits and vegetables a day

porciones de frutas y verduras al día

4

servings of water a day
porciones de agua al día

3

servings of low-fat dairy a day
porciones de productos lácteos bajos en grasa al día

2

hours or less of screen time a day
horas o menos frente una pantalla al día

1

hour or more of physical activity a day
hora o más de actividad física al día

GO!

54321 GO!

This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). www.clocc.net
5-4-3-2-1 Go! is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved.



To keep feeling great, you need to eat the right foods.
Para sentirte muy bien, necesitas comer los alimentos correctos.



Eat 5
servings of fruits and vegetables a day!

¡Come 5
porciones de frutas y verduras al día!



Water is essential for every part of your body.
El agua es esencial para cada parte de tu cuerpo.



Drink 4

servings of water a day!

¡Toma 4
porciones de agua al día!



This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). www.clocc.net
5-4-3-2-1 Go! is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved.

Computer games will not get your heart pumping or use your muscles.
Los juegos de computadora no le dan entrenamiento al corazón ni utilizan tus músculos.



Just 2

hours or less of screen time a day!

¡Solo 2
horas o menos frente una pantalla al día!



This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). www.clocc.net
5-4-3-2-1 Go! is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved.

Milk is packed with calcium, vitamin D and other nutrients.
La leche contiene calcio, vitamina D y otros nutrientes.



Have 3

servings of low-fat dairy a day!

¡Consume 3
porciones de productos lácteos bajos en grasa al día!



This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). www.clocc.net
5-4-3-2-1 Go! is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved.

Exercise keeps your muscles strong and gives your heart a workout.
El ejercicio mantiene tus músculos fuertes y le da un entrenamiento al corazón.



Spend 1
hour or more being physically active a day!

¡Pase 1
hora o más realizando actividad física al día!



This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). www.clocc.net
5-4-3-2-1 Go! is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved.

Infographic

MYPLATE GUIDE TO
SCHOOL LUNCH
for Families

GRAINS
Wheat, corn, cereals, D vitamins, niacin, and fiber to help them feel full longer as they try to eat more fruits and vegetables.

VEGETABLES
A variety of vegetables helps kids get the nutrients and fiber they need for good health.

MILK
Low-fat (1%) or Fat-Free milk. Children and teens need calcium, protein, and vitamin D found in milk for strong bones, teeth, and muscles.

PROTEIN FOODS
Meat, poultry, fish, dry beans, peas, eggs, nuts, and seeds provide many nutrients including protein and iron. Protein is an important part of the nutrition needs of children in various grade groups. School meals also offer cheese, tofu, and yogurt to counsel the meatless alternative in the school lunch.

FRUITS
Every school lunch includes fruits as well as vegetables. Only half the fruits offered may be 100% juice, size or whole and not soft-serve. More fiber.

Visit www.fda.gov for additional tips and activities.



Make Today a Try-Day!



Launch Your Day with Breakfast



High Five Stickers



