



Local School Wellness Policy-Public Notification Webinar

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Natalie Sehi, MS, RD, LMNT
Extension Educator-SNAP-Ed
nsehi2@unl.edu

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

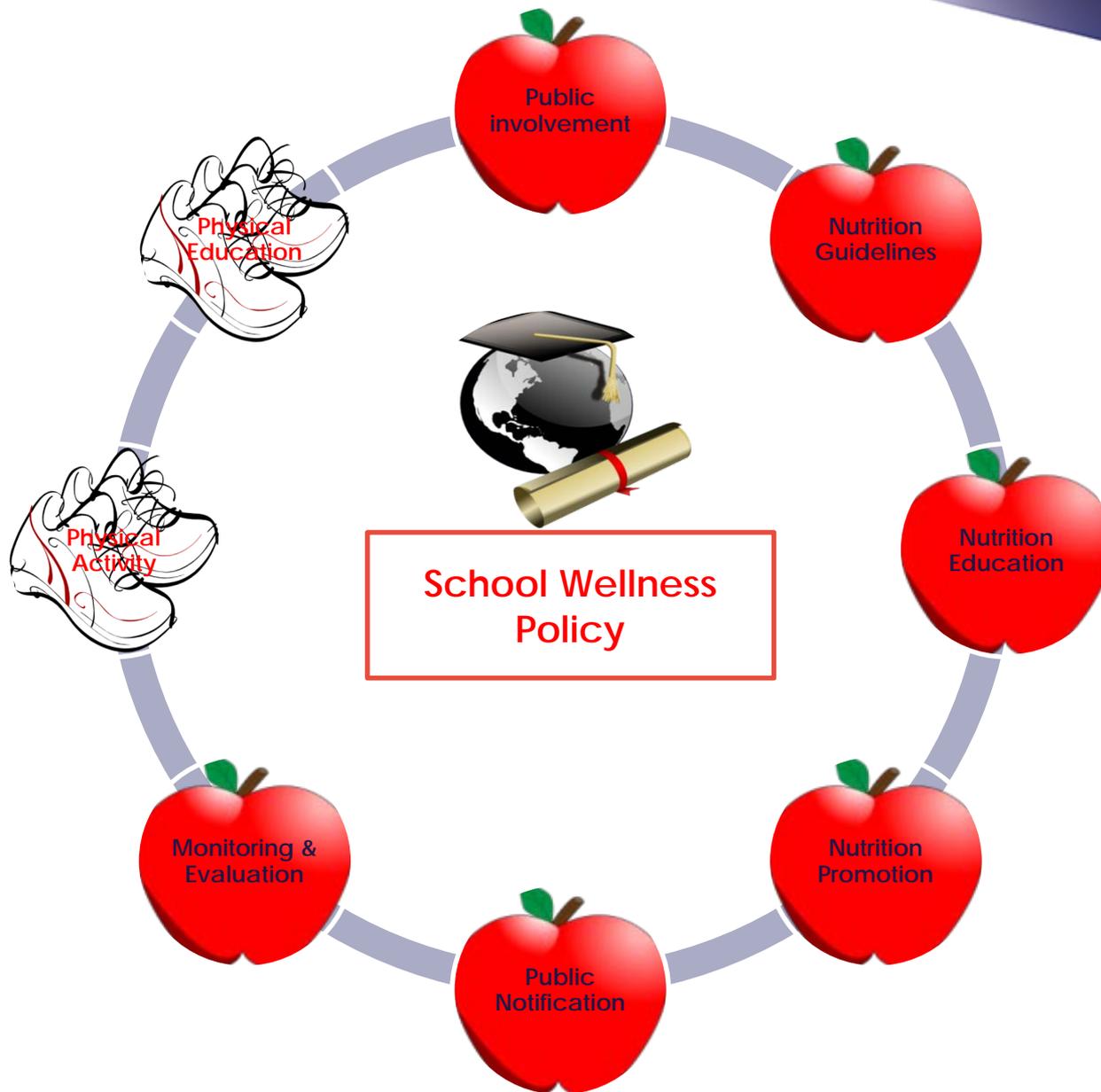




Outline

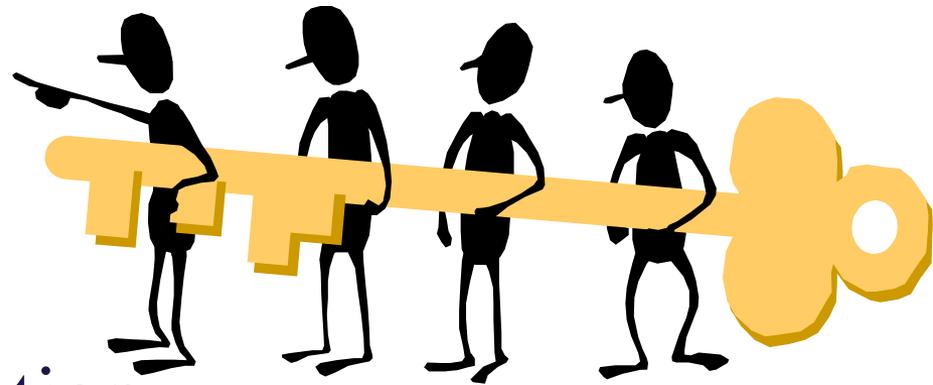
- Summary of the first 6 elements of SWP
- Final provision of the Public Notification
- Best Practices on Public Notification
- Administrative Review & Public Notification
- Resources on Public Notification
- Riley Elementary School/LPS Success Story on Public Notification





Wellness Policy Requirement Overview

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



Public Notification



LEAs are now required to inform and update the public (including parents, students, and others in the community) about the content and implementation of local wellness policies.

Information for the public on the School Nutrition Environment: Requires LEAs to report on the school nutrition environment to the USDA and the public, including information on food safety inspections, local wellness policies, school meal program participation, nutritional quality of program meals, etc.



Public Notification

- ✓ Handbook
- ✓ Simple flyers or bulleting-board posters
- ✓ Articles or notices sent home in student's backpacks
- ✓ Staff and community emails
- ✓ Daily loudspeaker announcements
- ✓ Health and wellness programs
- ✓ In-service educational programs
- ✓ Cafeteria promotions



Public Notification

- ✓ School Wellness Webpage/Website
- ✓ Articles in the school newsletter
- ✓ Success Stories
- ✓ Social Media
- ✓ Press Release



Public Notification

(AR 1001 & 1006)

- How does the public know about the Local School Wellness Policy?
- Provide documentation to support the response or appropriate web address.

- The District will inform parents of the improvements that have been made to school meals and compliance with school meal standards, availability of child nutrition programs and how to apply, and a description of and compliance with Smart Snacks in School nutrition standards.
- The District will use electronic mechanisms, such as email or displaying notices on the district's website, as well as non-electronic mechanisms, such as newsletters, presentations to parents, or sending information home to parents, to ensure that all families are actively notified of the content of, implementation of, and updates to the wellness policy, as well as how to get involved and support the policy.
- The District will also use these mechanisms to inform the community about the availability of the annual and triennial reports.

Example of Policy Language

- Schools will keep their school community informed about the local school wellness policy (LSWP) by posting it in their front office, in the cafeteria, displaying it on their school's website, and sharing it with their food service staff and parent organizations.
- Schools will also use parent resource centers to disseminate information about their LSWP. In addition, principals will actively engage parents in discussions about LSWP, whenever possible to further promote LSWP, receive feedback, and encourage conversations about healthy behavior.



Example of Policy Language

- The district will include and collaborate with other county/city agencies and community organizations to coordinate the development, distribution and promotion of the LSWP.
- The district will coordinate with community organizations to develop standardized language and communication materials about the requirements and benefits of LSWP. These materials should be targeted for various audiences (Staff, parents, students, community members).



Example of Policy Language

- The district will require schools to designate a point person in their school that can answer questions on LSWP. The district will also create guidance on how to implement a wellness committee at the school site level (consisting of staff, students, parents, community members) or to integrate wellness in existing committees such as site councils, to support the implementation of this plan and distribute the guidance in various ways. Communication should be simple, clear and direct.



EXAMPLE

The school district will develop and implement a communication plan which includes staff and student training and communication to families to ensure understanding of the rationale for the wellness policy and actions of the wellness policy.

Communication Methods By Target Audience

Target Audience	In Person	Print	Media	Electronic
Students	In class, clubs, student group presentations Assemblies	Posters, flyers, student newspaper, menu backs Bulletin boards	School wide announcement Phone call	School website Facebook Twitter
Parents and families	Open houses, events, PTA/PTO meetings, site council meetings, booster clubs	Letters sent home, backpack flyers, menu backs, Handouts brochures	School newspaper Auto dialing	School or district website Email
Teachers and staff	Staff meetings Site council meetings Wellness committee meetings or other school committees	Posters Memos	Newsletters for school, district staff	Email School or district intranet
Superintendent or school board	presentations Superintendent meetings	Reports Letters	School or district newspaper Local news media	Email Website
Community organizations	Presentations	Letters	Local news media	e-letter articles email regional forums

Sample Communication Plan

Communication Objective	Key Message Content	Stakeholder Audience(s)	Methods	Timeline
School Wide Awareness that the LSWP is continuing	Announce changes for the wellness policy based on Healthy, Hunger Free Kids Act of 2010 Describe focus for the school year Current Members of the school and district committees General timeframe of activities that will be implemented	School Staff Parents	School Website School Newsletter School Handbook	Early September
Solicitation of broader stakeholder participation in committees	Description of the school and district committee Application process and criteria for selection	School Staff Parents Students Community Members	District/School Website School Newsletter Letter Local Newspaper Presentation at Board Meeting Student Association meetings	Early September
Parent Support and understanding of the rationale for the LSWP	Importance of good nutrition and physical activity for children Contribution of school meals and snacks Changes aimed at improving school health Review of policy components, implementation process, feedback	Parents	Letter Brochure or Handout at open house/ back to school night and PTA meetings Update after winter break	Mid September Late September-early October January-February
Student Support and understanding of the rationale for LSWP	Contribution of student wellness to academic success and success in life	Students	Bulletin boards and posters Student Assemblies Talking points for leaders of student clubs and meetings	Quarterly

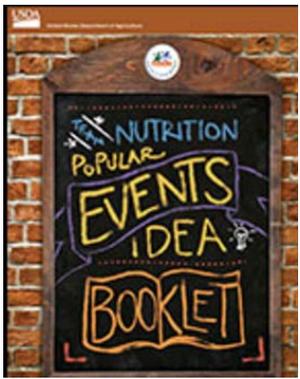
EXAMPLE

Sample Communication Plan

Communication Objective	Key Message Content	Stakeholder Audience(s)	Methods	Timeline
Staff Support and understanding of the rationale for the LSWP	Same as above Role of principals, teachers, other staff	School Staff	Presentation at all staff meeting Focused presentation at principals meetings Talking points for principals to share with teachers Memo to staff	First meetings of the year
Parent and Student motivation for compliance	Featured parts of the local wellness policy with related tips	Parents Students	Menu back and backpack flyers	Monthly
Progress on Implementation	Focus for school year Activities accomplished Evaluation methods and data	Board Members Community Members School Staff Parents Students	School newsletter School/district website Board Meeting	April-May
Evaluation of Communication	Knowledge of content and benefits of local school wellness policy Knowledge of input process Knowledge of implementation	Students Parents School staff	Online survey, focus group Key interviews	May-June

EXAMPLE





Resources

- **Team Nutrition Popular Events Booklet:**
<http://www.fns.usda.gov/team-nutrition-popular-events-idea-booklet>
- **Institute for Child Nutrition -**
<http://theicn.org/ResourceOverview.aspx?ID=249>



ICN TRAINERS LOGIN	STATE AGENCIES LOG-IN	SUBSCRIBE		
TEAM UP	ICN RESOURCES	ONLINE COURSES	CHILD NUTRITION ARCHIVES	SCHOOL NUTRITION PROGRAMS

Communication Tools for School Nutrition Programs



Communication Tools for School Nutrition Programs

[School Nutrition Media Release: Tips and Templates](#)

Use this information to help develop positive relationships and consistent communication with print and electronic media reporters. Word Document.

[View or Download](#)

[Sample Newsletter #1 Word Document](#)

Sample Newsletter #1 in Microsoft Word format designed to be customized and edited for specific program needs. 2008. ET82-08

[View or Download](#)

[Sample Newsletter #2 Word Document](#)

Sample Newsletter #2 in Microsoft Word format designed to be customized and edited for specific program needs. 2008. ET82-08

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[Sample Newsletter #3 Word Document](#)

Sample Newsletter #3 in Microsoft Word format designed to be customized and edited for specific program needs. 2008. ET82-08

[View or Download](#)

[Newspaper Advertisement for School Nutrition Employees Word Document](#)

Template to be used as advertisement for school nutrition employees in Microsoft Word format designed to be customized and edited for specific program or employee needs. 2008. ET82-08



Sample Article for School Newsletter and Website

We're getting healthier!

It's a fact – healthier students are better learners. That's why our school is launching a school-wide wellness initiative to make (name of school) a healthier environment for everyone. We're part of a movement across Washington and the nation to make our schools healthier places to learn and work.

Our Wellness Policy Team, chaired by (name), is in charge of implementing our school's wellness policy. The wellness policy addresses school meal programs, nutrition education, physical activity and foods available during the school day. We are providing more nutritious yet tasty food options so that students can choose healthier foods for their meals and snacks. We are also increasing opportunities for physical activity.

Members of the Wellness Policy Team include: (names and titles). The committee meets monthly and anyone with an interest in student health is invited to attend. The next meeting will be held (date/time) at (location). For more information, call (name) (phone).

Watch the school newsletter and website for regular updates from the Wellness Policy Team. Creating a healthier school environment is a team effort, we invite you to join us.



Wellness Report Card Nutrition & Physical Activity Fall 2014



Fayette County
Public Schools
Physical: 701 East Main St.
Lexington, KY 40502
Mailing: 1126 Russell Cave Rd
Lexington, KY 40505

Healthy Hunger-Free Kids Act 2010

The FCPS Child Nutrition Program is accredited in meeting the *Healthy, Hunger-Free Kids Act (HHFKA) 2010* provisions. The federal nutrition standards have been implemented in stages, to ensure that meals are healthier, well-balanced and provide students the nutrition they need to succeed at school. A student must take a minimum of a fruit or vegetable at breakfast and at lunch to complete their meal.

School meals offer daily:

- variety of fruits
- variety of vegetables including dark green, red/orange & legumes
- only whole-grain rich items
- low fat/low sodium meat/meat alternates
- fat-free/1% milk
- age-appropriate calorie limits/portion sizes
- ≤ 10% saturated fat
- zero grams trans fat
- sodium restrictions

To promote healthier meals, most items are steamed and baked. Currently 43 out of 58 sites do not have a fryer. If a site has a fryer, it may be used sparingly or not at all.

Special points of interest:

- ✓ Healthy Hunger-Free Kids Act 2010
- ✓ Nutrition Education
- ✓ USDA Smart Snacks
- ✓ USDA Fresh Fruit & Vegetable Program
- ✓ Farm to School
- ✓ Alliance for a Healthier Generation
- ✓ Fuel Up to Play 60
- ✓ School Gardens & Other
- ✓ Coordinated School Health
- ✓ Physical Activity Report



Nutrition Education

The Child Nutrition Program utilizes the USDA MyPlate and MyTray to help educate students and adults about healthy eating habits. MyTray teaches you what goes on your lunch tray. It is important to balance your calories by increasing your fruit and vegetable intake along with eating whole grains. It is also important to consume dairy products and drink plenty of water daily.

Smart Snacks in School...USDA's "All Foods Sold in Schools" standards

USDA recently published practical, science-based nutrition standards for snack foods and beverages sold to children at school during the school day. The standards, required by the Healthy, Hunger-Free Kids Act of 2010, will allow schools to offer healthier snack foods to children, while limiting junk food.

The health of today's school environment continues to improve. Students across the country are now offered healthier school lunches with more fruits, vegetables and whole grains. The *Smart Snacks in School* standards will build on those healthy advancements and ensure that kids are only offered tasty and nutritious foods during the school day.

Smart Snacks in School also support efforts by school food service staff, school administrators, teachers, parents and the school community, all working hard to instill healthy habits in students.

Effective July 1, 2014



Fresh Fruit & Vegetable Program

The *Fresh Fruit and Vegetable Program (FFVP)* offers free fresh fruits and vegetables to students during the school day, outside of lunch and breakfast periods. FFVP targets elementary schools with the highest percentages of children certified for free and reduced price benefits. The goal of the FFVP is to improve children's overall diets and create healthier eating habits to impact their present and future health. It helps schools create healthier school environments by providing healthier food choices, expanding the variety of fruits and vegetables children experience, and increasing children's fruit and vegetable consumption.

Participating Schools

- Arlington
- Booker T. Washington Intern.
- Cardinal Valley
- Mary Todd
- Russell Cave

For more information:
www.fns.usda.gov/ond/ffvp/ffvpdefault.htm



Farm to School



The *FCPS Farm to School (F2S) Team* consists of many active community partners, FCPS faculty & staff. The F2S Team meets monthly to plan and coordinate ways to implement an educational program that involves the classroom, cafeteria and community. The Team has developed informational material and video productions to promote the local farmer along with planting, harvesting, processing and consumption of local food items.

The F2S Team continues to work with schools and classroom teachers to educate students on the benefits of consuming local agricultural products. Classroom lessons incorporate sustainability, health and economic impact of buying locally produced foods.

The F2S Team has partnered with the Mayor's newly created program, *Bluegrass Farm to Table*. The goal of this program is to improve the economic opportunities with local producers and accessibility to local foods for everyone in our area.

Just since the start of this year, school sites have participated in F2S activities such as Farm Fresh Fridays and Farm to School Month in October. Even the FCPS Summer Feeding program participated in serving fresh produce. Our students have been fortunate to be able to eat local fresh broccoli, corn on the cob, goat cheese, honey, kale chips, butternut squash, homemade applesauce, and variety of apples (Fiji, gold delicious, golden grimes, Jonathan, winesap).



SWP - Communication is key!



NE Extension/NEP and Public Notification

- Add SWP info to school newsletters
- Social Media (Facebook, Twitter, etc.)
 - Facebook post with a fun picture
 - Promote student involvement to promote awareness through media (twitter, facebook and social media pages), community groups, etc.
- Promote school wellness activities in news releases
 - Media/TV/radio ideas
- Post SWP information on the school website
- Assist schools in creating send-home/parent flyers to tell the community about becoming a healthier school
- Involve the community in healthy fundraising events
- Provide schools with visual aids to promote the SWP goals, accomplishments, etc.
- Provide sample resources to schools to get the word out about health and wellness at their school
- Student handbook
- Posters in cafeteria – TN has free posters 😊
- Get staff on board with letters of why and how they will become a healthier school
- Offer to write paragraph explaining school wellness committee



Example from Riley Elementary - LPS

Riley Elementary School Wellness Team has used the grant money (**Team Nutrition**) to start an initiative called **Riley Gets Fit**.

- ✓ **They started with awareness for both staff and students by hosting assemblies and events and promoting future activities under their initiative.**
- ✓ Their wellness focus began with their wellness team.
- ✓ Their end goal is to obtain a walking path around their school playground to increase physical activity among their students
- ✓ Their greatest challenge has been their lack of a wellness team and school wide initiative.
- ✓ They have started building a team, as well as our kicking off their initiative through an assembly.
- ✓ **They started to build awareness and a need through these avenues.**
- ✓ Using their Riley Gets Fit initiative, they will be hosting several events, challenges, and activities throughout the year.
- ✓ The Team Nutrition School Wellness Policy mini grant will help them fund activities, prizes and advertisements throughout the year.



Riley Elementary Short-Term Success with SWP Efforts

- 1. The awareness of the team and the initiative has sparked a lot of great ideas and activities within their building.**
2. They have seen a large change in school-level practices with a focus on activity.
- 3. They have completely changed their morning school entry procedure to include the entire student body doing 10 minutes of walking instead of sitting in lines.**
4. They have established quarterly district challenges with fun competitions with a goal of 100% participation and were successful in their first challenge.
5. They think by beginning this initiative they have opened doors to many opportunities for their building to receive future funding for their walking track.
- 6. They have seen positive staff and administrative responses to their Wellness Team and its' activities.**
7. They will continue to build their school's wellness team and expand their activities using the grant to advertise and promote them.



“Our initiative has already created a more fit and active school and community. It is building a more positive school climate through teamwork and activity.”



Activity inspiring incentive items.



Riley Elementary's goal.



Riley's recommendations to other school districts for successful implementation of this program/activity....

1. Focus your goal and find activities and ideas to bring your school together as a community.
2. Build a strong team within your school to provide support for your goal.



For more information on NEP,
please visit:

<http://food.unl.edu/nutrition-education-program-nep>

Or contact:

Natalie Sehi

nsehi2@unl.edu

402-472-3781



