Local School Wellness Policy - Nutrition Promotion Webinar

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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
School Wellness Policy

- Public Involvement
- Nutrition Guidelines
- Nutrition Education
- Nutrition Promotion
- Monitoring & Evaluation
- Physical Activity
- Physical Education
- Public Notification
Wellness Policy Requirement Overview

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

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

STUDIES SHOW THAT SUGARY BEVERAGES CONTRIBUTE TO OBESITY

EAT FRESH! EAT HEALTHY!
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 Difference 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
EAT THIS

NOT THAT

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

Start your day on the right foot... With SCHOOL BREAKFAST
Add to Your Promotion
Use Your School Mascot!

Get Energized! Enjoy School Meals-Made from Nebraska Products

Keeps on: growing, growing, growing...
working, working, working...
moving, moving, moving...
learning, learning, learning...
doing, doing, doing...

Energy Bear

Nebraska School Lunch Week
Promoting local Foods-

LOCAL FOODS MONTH
LINCOLN PUBLIC SCHOOLS
NUTRITION SERVICES

Farm To School
Use Student Art Work

Thank You
from room 704  3rd grade
Arnold School!

Katy
made
me eat
better
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
Thank Those That Help!
Teacher Appreciation Day

Angels are often disguised as teachers.

Hello Teacher Appreciation Week
May 6-10, 2013
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.
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.

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

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

DIG IN! Explore a world of possibilities in the garden and on your plate.
Eat Smart To Play Hard

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

Choose MyPlate.gov

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.

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!
Eat Smart To Play Hard

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Choose MyPlate.gov
Eating right and being active... It's as easy as...
Comer bien y mantenerse activo... Es tan fácil como...

5 servings of fruits and vegetables a day
5 porciones de frutas y verduras al día

4 servings of water a day
4 porciones de agua al día

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

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

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

www.teachakidtofish.org

Drink 4 servings of water a day
¡Toma 4 porciones de agua al día!

Have 3 servings of low-fat dairy a day
¡Consume 3 porciones de productos lácteos bajos en grasa al día!

Just 2 hours or less of screen time a day
¡Sólo 2 horas o menos frente una pantalla al día!

Spend 1 hour or more being physically active a day
¡Pase 1 hora o más realizando actividad física al día!
Make Today a Try-Day!
Launch Your Day with Breakfast
High Five Stickers