



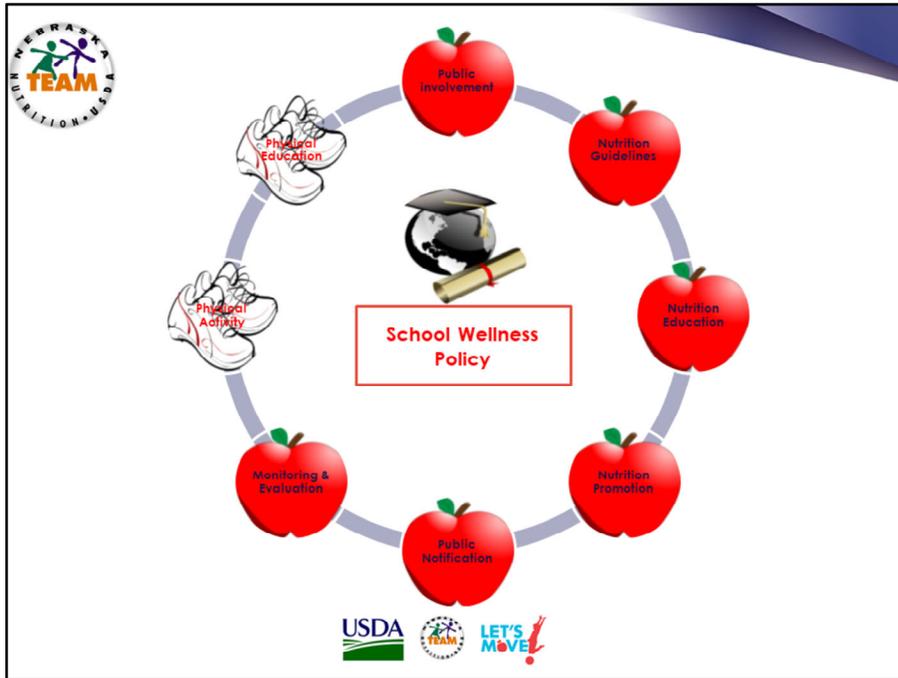
- *Good afternoon, Welcome, everyone! Thank you for joining us for today's webinar. My name is Zainab Rida and I am the director of NE TN program at the department of Education. I am very pleased to be joined by my colleagues Kristen Houska, extension educator and TN coordinator. Also we have online Jessie Coffey, Program Specialist at LPS.*
- We all are very happy to be here and present this fourth webinar on the final rules of USDA/Local school wellness policy as part of 2010 Healthy, Hunger-free kids act.
- Before proceeding, I would like to review some logistics of the Webinar. This session is being recorded and will be available online on NDE website on demand. A link to the recorded webinar will be shared with you via a follow up email from me. *If you have any questions during the presentation, please type them into the question box in your control panel. I will bring them up at the end of the webinar and try to answer your questions.*
- You can also email your question directly to me That email address is [zainab.rida@Nebraska.gov](mailto:zainab.rida@Nebraska.gov)
- As a reminder, that we are providing these series of webinars to help you get started with revising your school wellness policy. We will be presenting every Wednesday at 2:00 until the second week of November. We will try to go through each elements of Local school wellness policy, share the final requirements, resources and example of a policy language of each element.

## 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



- The outline of today webinars is to
- Provide a summary of previous webinars (public involvement and nutrition guidelines)
- Introduce the final provision of the nutrition education
- Identify best practices regarding this element
- Natalie will Highlight the role of NE extension regarding NUTR Ed.
- And finally Kristen will share some of the Team Nutrition Resources to help schools meeting this requirement



As you all know, On July 29, 2016, the USDA Food and Nutrition Service (FNS) finalized regulations to create a framework and guidelines for written wellness policies established by Local educational agencies LEAs. The final rule requires LEAs to begin developing a revised local school wellness policy during School Year 2016-2017. LEAs must fully comply with the requirements of the final rule by June 30, 2017.

- The new regulations require districts to include the following elements
- Public involvement
- Nutrition Guidelines
- Nutrition Education
- Nutrition Promotion
- Public notification
- Physical activity and Education
- Monitoring and evaluation.

## Wellness Policy Requirement Overview

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







- So far we have addressed the public involvement. The final rules of the first element indicate that each LEA must allow parents, students, representatives of the SFA, teachers of physical education, school health professionals, the school board, school administrators, and the general public to participate in the development, implementation, and periodic review and update of the local school wellness policy. LEAs include in the written local school wellness policy a plan for involving those stakeholders.
- The final rule of the nutrition guidelines which would require that the local school wellness policy include nutrition guidelines for all foods and beverages available to students on each participating school campus under the LEA during the school day. This requirement, consistent with HHFKA, ensures that policies include guidance about foods and beverages available for sale that is consistent with the regulations governing school meals and competitive foods for sale in schools (Smart Snacks in Schools), and also encourages districts to establish standards for foods made available, but not sold, during the school day on school campuses.
- Last week we highlighted the final of NUTR Education. The final rules are now required to include goals for nutrition education and promotion that promote students' wellness.
- In developing these goals, LEAs must review and consider evidence-based strategies and techniques that link education with the school environment.
- Today we will be focusing on the fourth element of SWP, Nutrition Promotion.



# 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.



The final rule are now required to include goals for nutrition promotion to improve the nutrition environment. Changing the school environment to support healthy eating. Nutrition promotion and education positively influence lifelong eating behaviors by using evidence-based techniques and nutrition messages, and by creating food environments that encourage healthy nutrition choices and encourage participation in school meal programs. 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, teachers, parents, students and the community.



## 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



In addition to Nutrition education, schools also need to include goals for Nutrition promotion (which is changing the school environment to support healthy eating)

There are many ways schools can achieve that (*These are merely ideas – LEAs can decide for themselves what works in your district/school*):

- They can apply to become a US Healthier school and Team Nutrition school
- Schools with a high free and reduced percentage can apply for the USDA fresh fruit and vegetable program ( receive funding to purchase fresh fruits and vegetables throughout the year that can be provided as a snack to students along with some nutrition education)
- Staff can model healthy eating and Physical Activity (make a huge impact on students)
- Schools can make their eating environment more appealing and include nutrition information in areas where kids wait in line etc.
- Host Harvest of the month events or taste testing days (with new menu items)
- Schools can organize community meal events featuring a healthy menu
- A school garden is also a wonderful nutrition promoter on many levels.
- Finally, schools can organize health fairs and publish wellness newsletters to promote healthy eating



## **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.



Here is two samples policy language on Nutrition promotions.

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

**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



According to a comprehensive review by the National Academies' Institute of Medicine, television food advertising affects children's food choices, food purchase requests, diets, and health.

Studies also show that labeling and signage on school campuses affect students' food selections at school.

The majority of public school students are exposed to some form of food and beverage marketing at school; in 2012, 70% of elementary and middle school students and 90% of high school students attended schools with food marketing.

The overwhelming majority of foods marketed to children are of poor nutritional quality, including in schools.

A national survey found that 67% of schools have advertising for foods that are high in fat and/or sugar.

Candy and snack food manufacturers, beverage companies, and fast-food restaurants are among the companies that market most heavily in schools.

In 2009, beverage companies accounted for more than 90% of marketing expenditures directed at children in schools.<sup>4</sup>

The 2010 Healthy, Hunger-Free Kids Act resulted in new USDA guidelines that are making school meals more wholesome and nutritious, and improving the nutritional quality of foods sold through vending, a la carte, school stores, fundraisers, and other foods outside of the school meal programs.



For purposes of this final rule, marketing is defined as advertising and other promotions in schools. Food marketing commonly includes oral, written, or graphic statements made for the purpose of promoting the sale of a food or beverage product made by the producer, manufacturer, seller, or any other entity with a commercial interest in the product.<sup>4</sup> Food and beverage marketing are commonly present in areas of the school campus that are owned or leased by the school and used at any time for school-related activities such as the school building or on the school campus, including on the outside of the school building, areas adjacent to the school building, school buses or other vehicles used to transport students, athletic fields and stadiums (e.g., on scoreboards, coolers, cups, and water bottles), or parking lots.



- The marketing of products on the exterior of vending machines, through posters, menu boards, coolers, trash cans, and other food service equipment, as well as cups used for beverage dispensing are all subject to local school wellness policy standards. Under these standards, the logos and products marketed in these areas and items are required to meet the competitive foods standards for foods sold in schools.
- Although the Federal Local Wellness policy standards for marketing do not apply to marketing that occurs at events outside of school hours such as after school sporting or any other events, including school fundraising events, LEAs have discretion to enact broader policies that address these situations.
- The rule does not require schools to immediately replace menu boards, coolers, tray liners, beverage cups, and other food service equipment with depictions of noncompliant products or logos to comply with new local school wellness policy standards. However, as the school nutrition services review/consider new contracts and as scoreboards or other such durable equipment are replaced or updated over time, replacement and purchasing decisions should reflect the applicable marketing guidelines established by the LEA in the wellness policy.
- Now I would like to turn it over to Jessie to talk about some of the best practices and success stories on nutrition promotion element.

# How to Increase appeal in your lunchroom

Education and Communication

Jessie Coffey, RDN

Lincoln Public Schools



We have worked over the last eight years to try to do nutrition education and promotion within our schools in the district.

## 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



Two Types of Promotional Goals are:

Long Term: goal is to sustain an increased participation or change an image.

Short term: specific objectives which increase sales or celebrate an event



The best way to partner with those within your building is to work with students and teachers to market and promote nutrition right at the decision making point. This is an example of a healthy eating door collage right at the entrance to the cafeteria. This is a student led project that you can work on in a consumer science or related class to take what is in their curriculum or you could take from “My Plate” lesson and have them apply what their learning. We did something similar to this where we covered tables with poster paper and the students wrote fun facts about nutrition as it related to their curriculum. E.g/i.e.... Red food group with red etc....

## Above all....

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



All promotions should have one goal in mind: to be fun! Teens and pre-teens typically like to see other people looking silly, but they don't want to be made to look silly themselves. You'll find that while elementary students want to participate in events, older kids enjoy seeing food service staff dressed in costumes, and for the most part they tend to shy away from participating themselves. It just isn't "COOL."



There are all kinds of ways you can decorate your serving line and/or your cafeteria. If you have the money, you can buy things such as fruit and vegetable ornaments and posters. The Produce For Better Health Foundation is an excellent source for *Fruits and Veggies More Matters* promotional items. The *Fruits and Vegetables Galore* kit distributed by the USDA contains 5 colorful posters you can use, including the one shown in the lower corner of the slide. Don't forget creating colorful displays on your serving line.

You can also get posters and other promotional materials from various fruit and vegetable associations exhibiting at food shows during conferences or check out their web sites.

Posters are included in many of the materials provided free by the USDA. Look on your shelves at work for Team Nutrition materials or visit the Team Nutrition web site ([www.fns.usda.gov/tn](http://www.fns.usda.gov/tn)).

**Ask:** What have you done to decorate? *Allow time to answer. Some schools have sewn curtains with fruit and vegetable material, many have bulletin boards and several display pictures made by the students.*



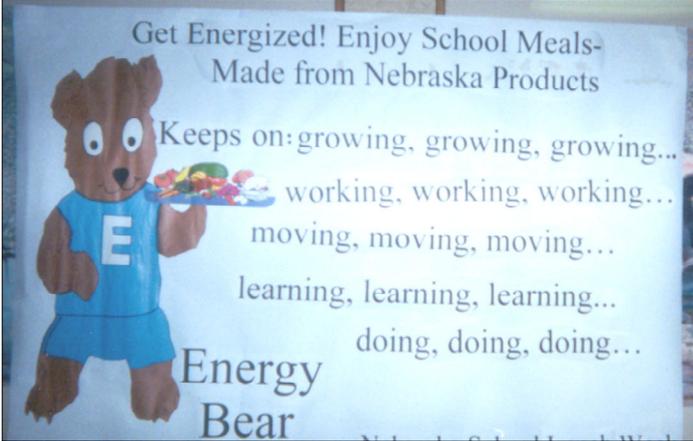
Bulletin Boards don't need to be fancy - start simple. It just needs to convey your message.

## Add to Your Promotion



You can always add more to further explain your message. The bulletin board on the slide is from a previous Nebraska School Lunch Week. The theme centered on “Get Energized Enjoy School Meals”. The sun symbol shows getting energy for growth, exercise, work, learning and for activities.

## 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

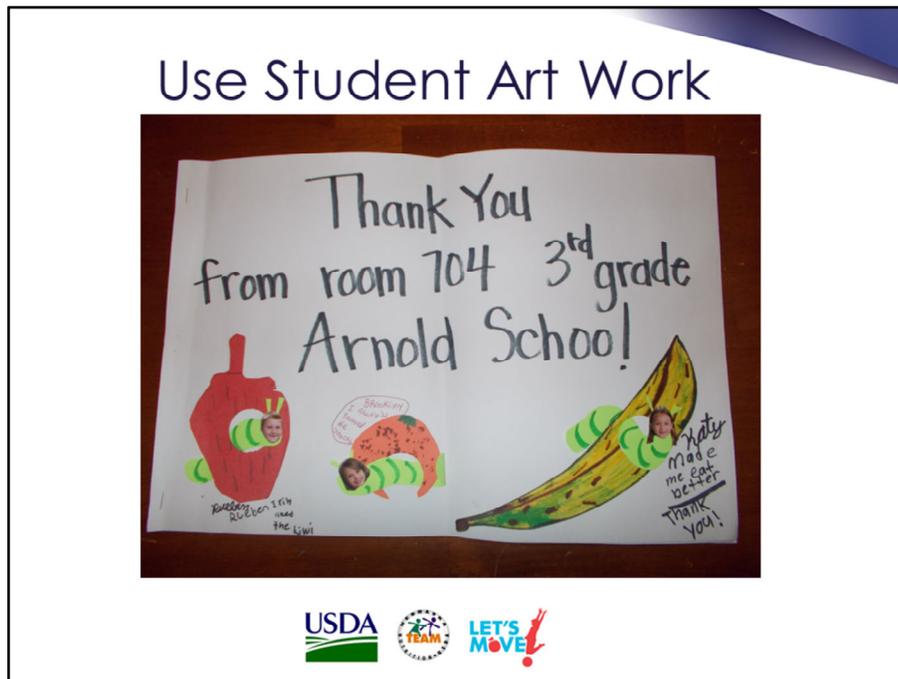
USDA TEAM LET'S MOVE!

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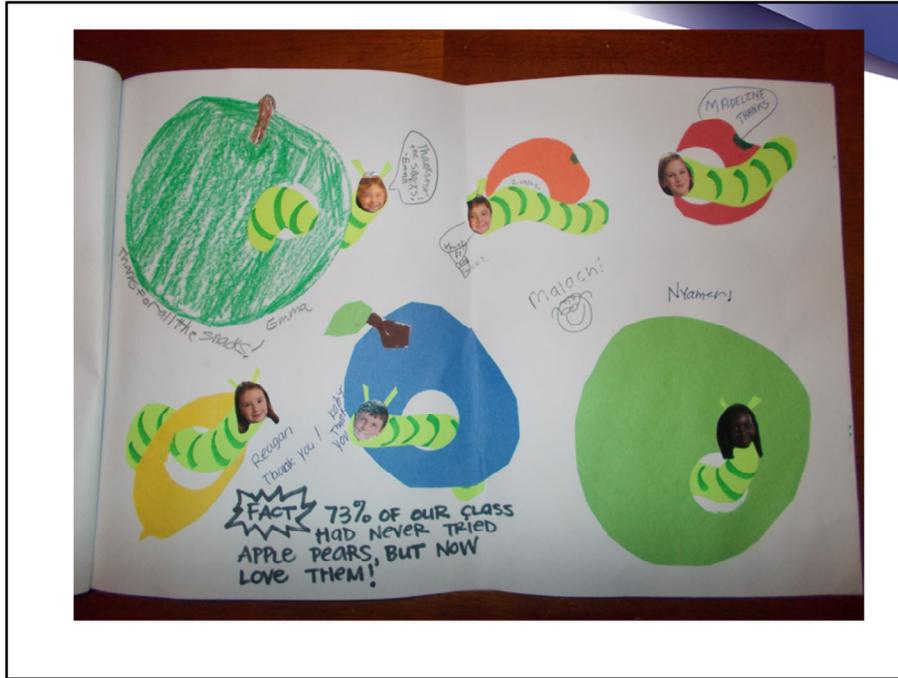
Don't forget your school mascot! Including the school mascot is a great way to draw attention to your message.



So here is an example of an electronic promotion, this is one of the electronic images that we used last month and this month at LPS on our web page. This is located on our menu page,  
Which receives about ten thousand hits every month so we know it is a high traffic area, you may want to display it in the same location.



This is an example of our fresh fruits and vegetable program. One of the teachers created this thank you card for the students and this is a great example of how to incorporate it in to your curriculum.



On this slide is an example of a project that was used to list and display what they had learned. They used this in the cafeteria to promote healthy eating.

### Seasonal Themed Promotions





Fall is one of the fun times to decorate in the lunch room and you can do many things to dress up your lunch room. Here are just a few examples.



There are such creative ways to decorate at varying times in the fall. Here is an example of a door decoration, putting up your logo to collaborate with nutrition is a great way to support healthy eating.

Dorchester Public School's  
Halloween Menu



Bat Roll  
Haystacks  
Spook Juice  
Halloween Cake  
Witches Brew



USDA  LET'S MOVE!

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See how the attractive fall decorations would work nicely with this fun menu from Dorchester Public Schools. See how just changing the font on the menu adds interest.



Here is an example where the cafeteria staff, principal and the custodian dressed up for Halloween, you don't necessarily have to go this far but it is one of fun things to do. Fredstrom Elementary in the LPS district does this every year along with a healthy meal.



This is another example of what you can do on the fruits and veggie bar to promote the Fresh Fruits and Vegetable program. This is also a great way to celebrate the holidays around the new year.



Here is one our cafeterias decorated for Christmas, for example this year we are considering a fun theme red desert item on the menu which is a frozen fruit cup.



This is another example from one of our vegetable bars, in the fruits and vegetable program.



Then again with the decorations located on the outside of the cafeteria. You can always add nutrition messages with this as well.



After the promotion has ended, make sure you thank all those involved. Send thank-you notes to your staff, vendors who helped sponsor aspects of your events, speakers, special guests, key administrators and volunteers.



On teachers appreciation we provided our teachers with a smart snack that models healthy eating.

Others will thank you too!!



In one of our schools to thank our kitchen staff the students wrote messages to our lunch ladies to thank them for all their hard work.

## 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.



Many of you may already be doing promotions at your school. What are some of the promotions you have done? How have these promotions affected your program?

A few of the major benefits of having promotions include increased participation and customer satisfaction. Promotions usually have some kind of time frame.

## Get Students involved!



One of the really great thing about student nutrition programs are getting the students involved. Here is an example of a taste test. Adding something new to the menu is always a fun way to get students involved with taste tests.

Have students vote for what they like!



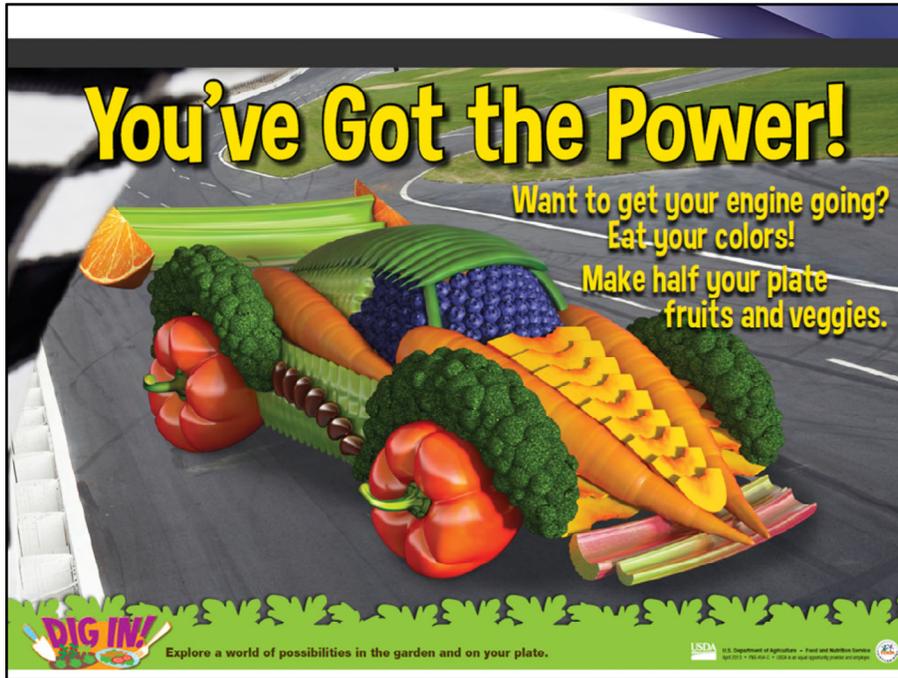
Have students vote for what they like it is a very simple way to get students involved and eating healthy.

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



USDA  LET'S MOVE!

In summary, make your lunchroom somewhere your students and staff learn about nutrition and the school meal program while having fun.



Team Nutrition and the Nutrition Education Program through Extension have nutrition promotion resources for you to use around your schools.

Team Nutrition has free posters for nutrition promotion.

These six “mini-billboards” visually express the theme of the *Dig In!* unit – namely, the world of possibilities found in growing and eating fruits and vegetables. Display them in your classroom, the school cafeteria, and other places throughout the school to motivate students to choose more fruits and vegetables at meals and snacks. (Note: A list of all vegetables pictured in the poster can be found at TN website.)



Here are a few more examples of the Dig In! posters.



More examples of Team Nutrition posters.



Each poster has easy suggestions and fun examples for students of how to incorporate the items on the posters into their diets.



Another poster Team Nutrition can provide your school is the:

**Eat Smart To Play Hard With MyPlate Poster in size (36"x24")**

This two-sided poster shows the MyPlate icon and foods in the five food groups.



A blank MyPlate on the reverse side can be used as a tool to assess students' understanding.

**The posters are also available in (8½"x11")**

The two-sided mini poster shows the MyPlate icon on one side and foods in the five food groups on the reverse. These posters can be found in *Serving Up MyPlate: A Yummy Curriculum*.

*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  
**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

**GO!**

**54321GO!**

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**Teach A Kid To Fish**

**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!

**Milk is packed with calcium, vitamin D and other nutrients. La leche proporciona 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!

**Computer games will not get your heart pumping or use your muscles. Los juegos de computadora no te harán saltar el corazón ni te usarán los músculos.**  
**Just 2** hours or less of screen time a day!  
**¡Solo 2** horas o menos frente una pantalla al día!

**Exercise keeps your muscles strong and gives your heart a workout. El ejercicio mantiene los músculos fuertes y 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!

**TEACH A KID TO FISH**

54321Go! materials are another great way to promote nutrition and physical activity in your school. These materials can be found in the School Enrichment kits through the Extension's Nutrition Education Program.



Infographics are an easy and effective way to get messages across to your audience.

This infographic highlights how a variety of healthy foods from each MyPlate food group are included as part of a school lunch.



Team Nutrition also has free stickers for Nutrition Promotion. These, *Make Today a Try-Day* stickers were already distributed to your school this year if you were a Team Nutrition school at the start of the school year.

# Launch Your Day with Breakfast





You can use these fun stickers to give a “high five” to kids for making a MyPlate meal that includes healthful food choices from each of the five food groups.

These stickers are also available for download from the graphics library on the Team Nutrition website.

Please let me know if you are interested in any of the nutrition promotion materials you saw today. I would be happy to help your school secure the materials you need.

Thank you and I will turn it back to Zainab for questions.



*Thank you Kristen, We will go ahead and take some time for questions now. Just a reminder, please be sure to type your questions into the question box in your control panel. Great! Thank you, everyone. We appreciate you being here. I will send a follow up email once we type the narrative of the webinars and send a link of this recorded webinar along with the slides. Next week we will cover NUTR promotion and marketing. Thanks again for joining us today and we will see you next week. Good bye.*