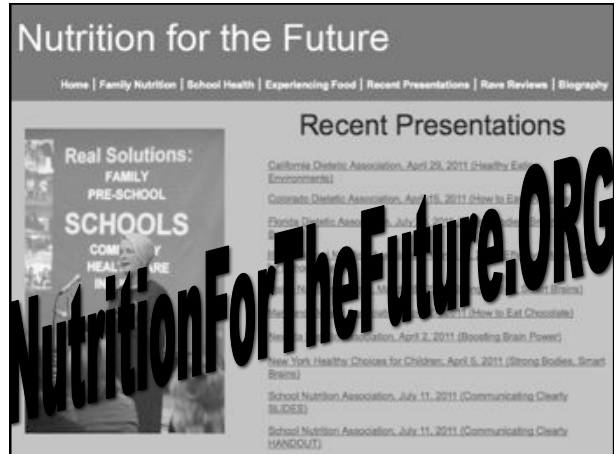


SCHOOL MEALS THAT ROCK

WA School Nutrition Association ~ July 2011



Dayle Hayes, MS, RD
Nutrition for the Future ~ EatWellatSchool@gmail.com
www.eatwellatschool.blogspot.com/
www.facebook.com/SchoolMealsThatRock

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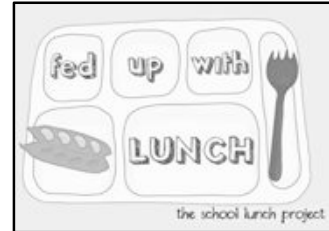
TODAY ...

Everyone is a
school meals
commentator,
critic, or
basher ...



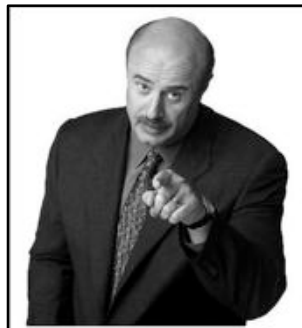
TODAY ...

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TODAY ...

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**SCHOOL MEALS
THAT ROCK**


Dayle Hayes, MS, RD
President,
Nutrition for the Future, Inc.




Dayle Hayes, MS, RD
Nutrition for the Future ~ EatWellatSchool@gmail.com
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**Strategies
to Prevent Childhood
Obesity,
Promote Healthy
Weights, and Support
Academic Success**



**Strategies
to Get YOUR Message
Across, Increase
Participation, and Get
the Recognition Your
Program Deserves**



What YOU can do

1. Serve SCHOOL MEALS THAT ROCK.
2. Partner up on FUTP60 and or HUSSC.
3. Start to TOOT YOUR HORN every day.

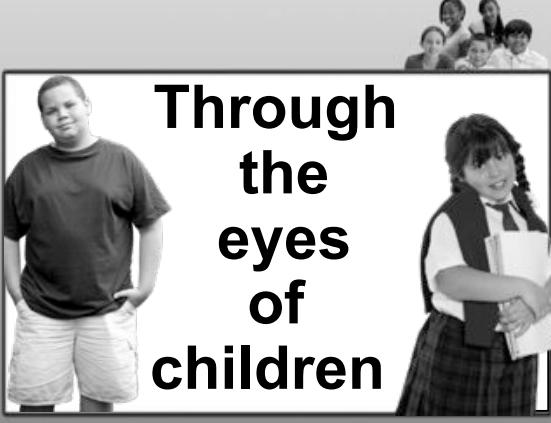
Building Healthy Children



Dayle Hayes, MS, RD
Nutrition for the Future ~ EatWellatSchool@gmail.com
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**Through
the
eyes
of
children**

**Looking at the
Big Picture of
Childhood
Health:**



**Overweight,
Undernourished,
Sedentary,
... and At Risk**

FACTS



1. The causes of childhood obesity are complicated.
2. Overweight students are much more likely to be bullied in school.
3. Being under-nourished is the most common nutrition problem in US.

FACT...



**#1. The
causes of
childhood
obesity are
complicated.**

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FACT ...



#2. Overweight students are much more likely to be bullied in school.

BULLYING and BMI

Krukowski RA, Smith West D, Philyaw Perez Z, Bursa Z, et al.
Overweight children, weight-based teasing and academic performance. *Int J Pediatr Obes.* 2009; 4(4): 274-280.
Obese children aren't doing worse in school because they're not as smart as thinner students.
They're doing worse in school because they face frequent (and often daily) victimization and harassment from peers because of their weight. They are made fun of in physical education classes, mocked in the school cafeteria, and teased on the bus.


BULLYING and BMI

Media contact: Margarita Souza
 E-mail: mhsouza@med.umich.edu
 Phone: 734 761-2222

May 25, 2010

U-M study: Being obese can attract bullies

Interventions needed to reduce bullying of obese children, U-M researchers say



ANN ARBOR, Mich. - Obese children are more likely to be bullied regardless of gender, race, socioeconomic status, social skills or academic achievement.

Those are the findings of the study "Weight status as a predictor of being bullied in third through sixth grades," which is available online now and will be published in the June issue of the journal *Pediatrics*. Julie C. Lumeng, M.D., assistant professor in the Department of Pediatrics and Communicable Diseases at the University of Michigan's C.S. Mott Children's Hospital, is lead author of the study.

Meet the expert:
 Julie C. Lumeng, M.D.

Authors conclude that being obese, by itself, increases the likelihood of being a victim of bullying. Interventions to address bullying in schools are badly needed, Lumeng adds.

"Physicians who care for obese children should consider the role that being bullied is playing in the child's well-being," Lumeng says. "Because perceptions of children are connected to broader societal perceptions about body type, it is important to fashion messages aimed at reducing the premium placed on thinness and the negative stereotypes that are associated with being obese or overweight."

www.stopchildhoodobesity.com/



Dayle Hayes, MS, RD
 Nutrition for the Future ~ EatWellatSchool@gmail.com
www.eatwellatschool.blogspot.com/
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Take Obese Kids From Parents ??

Atlanta say taking obese kids from parents is wrong | ajc

Atlantans say taking obese kids from parents is wrong

By Grace Davis Shipes
The Atlanta Journal-Constitution

4:48 p.m. Wednesday, July 13, 2011

The idea of taking custody of their children because they are obese gave metro Atlanta parents pause. Asked if such a step were plausible, they initially went silent on the other end of the telephone.

"What?" was Benjamin Downs' first reaction.

"Oh, that's just awful," Corral Kinobe said.

That was their partied response to an opinion piece in Wednesday's Journal of the American Medical Association that suggested parents of extremely obese children lose custody for not controlling their kids' weight.

Dr. David Ludwig, an obesity specialist at Harvard-affiliated Children's Hospital Boston, said the purpose isn't to blame parents, rather act in the children's best interest and get them help that, for whatever reason, their parents can't provide.

Downs, 43, a school social worker and father of two daughters from Jonesboro, said that solution was ridiculous.

Continuum of Weight Issues in US

University of Minnesota
School of Public Health

Project EAT (Eating Among Teens)

Project EAT Under

Journal of Adolescent Health 44 (2009) 206–213

ELSEVIER

JOURNAL OF ADOLESCENT HEALTH

Review Article

Preventing Obesity and Eating Disorders in Adolescents: What Can Health Care Providers Do?

Dianne Neumark-Sztainer, Ph.D., M.P.H., R.D.*

Division of Epidemiology and Community Health, School of Public Health, University of Minnesota, Minneapolis, Minnesota

Comprehensive Strategies

Nutrient-rich meals/snacks + active lifestyles to:

- Promote a healthy weight for all children
- Improve overall health status
- Enhance academic performance

1. create a healthy start on life for our children, from pregnancy through early childhood;

2. empower parents and caregivers to make healthy choices for their families;

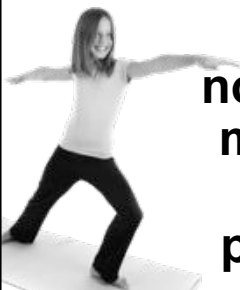
3. serve healthier food in schools;

4. ensure access to healthy, affordable food; and

5. increase opportunities for physical activity.

FACT...

#3. Being UNDER-nourished is the most common nutrition problem in US.



Dayle Hayes, MS, RD
Nutrition for the Future ~ EatWellatSchool@gmail.com
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UNDERNOURISHED 2010

2010 Dietary Guidelines for Americans Advisory Committee Report

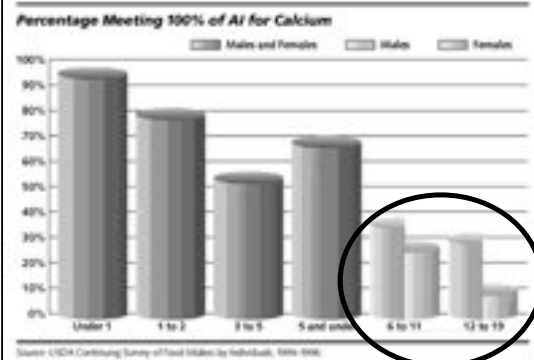
SHORTFALL NUTRIENTS

For children, especially teens



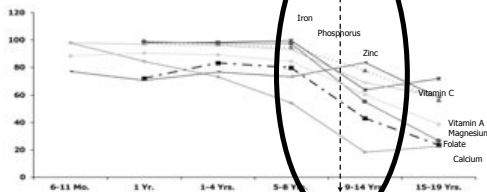
VITAMINS A, C, D, and E
MAGNESIUM, PHOSPHORUS,
and POTASSIUM
CALCIUM
DIETARY FIBER

UNDERNOURISHED



UNDERNOURISHED

% Children Consuming Daily Recommended Intake



Data compiled by Dr. John Lasekan, Ross Labs
NHANES 1999-2000 and the Continuing Food Survey 1994-96, 1998



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It is not just what you take OUT of schools ... it's also what you put IN.

ENVIRON STUDY



JADA April 2008
Children who drink flavored milk:

- Have comparable or lower BMIs
- Consume more nutrients
- Do not consume more sugar.



"Put some brain food in there."

A healthy lifestyle can help your child succeed
Learn how at www.MyPyramid.gov

SCHOOL SUPPLIES WHOLE GRAIN VEGETABLES MILK FRUITS Physical Activity

MyPyramid.gov USDA Afterschool

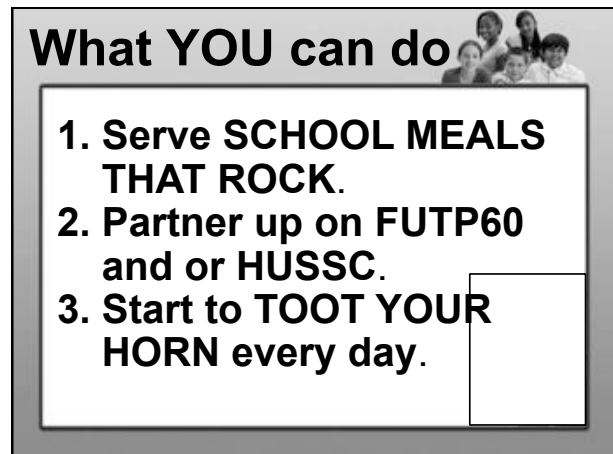


ALL children need more fruit, veggies, & whole grains, more calcium, and more outdoor play ...

Dayle Hayes, MS, RD
 Nutrition for the Future ~ EatWellatSchool@gmail.com
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Dayle Hayes, MS, RD
Nutrition for the Future ~ EatWellatSchool@gmail.com
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What YOU can do ...



**Serve
SCHOOL
MEALS THAT
ROCK.**

SCHOOL MEALS THAT ROCK



**BREAKFAST
LUNCH
SNACK
SUPPER**

- Meet or EXCEED guidelines
- APPEAL to eyes and taste buds
- SUPPORT local farmers/ranchers
- MOTIVATE kids to try new foods

**FIT, WELL-NOURISHED, and
READY TO SUCCEED**

Best Practices ...

Breakfast



**Every child needs
breakfast every
day –
if not at home,
then in school.**

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Breakfast = Achievement

Breakfast at School

- Fewer students tardy or absent
- More settling down to work
- Better focus & concentration
- Increased student time on task
- Fewer visits to the nurses office
- Fewer disciplinary actions



Best Practices ...



Success!

Increase in Student Breakfast Participation from 20 to 250!

Teachers reported less disciplinary problems in the classroom and few students sent to the Principal's office.

Fewer complaints of stomach aches with less visits to the nurses office.

Improved focus in the classroom.

BREAKFAST WEEK CAMPAIGN

"We served 250 middle school students in 20 minutes!"

The goal was to increase student participation and create healthier breakfast menus with an emphasis on being variety. They also encouraged them to make items that had been normally chosen on their own.

Submitted by Nancy Lytle, RD
Hess Lake Washington School District

Factors that increased breakfast participation:

- **Make it Free!** Breakfast was offered to all students for one week.
- **Champions For Breakfast.** Obtain support from foodservice, administration, teachers, staff and students. Girls Basketball Team served live every morning along with the Principal and other members.
- **Smart Marketing.** Spread the word. Parents we had one week prior to the event. Family and Community 7th grade students designed and displayed posters promoting the free breakfast. The leadership stable hosted the event with daily PSA announcements.
- **Make Cafeteria Appealing.** Developed a breakfast menu to encourage "Grab and Go" type service. Package meals in a fun way (i.e. cereal sets). Chinese take-out cartons, yogurt parfaits in clear jugs and colorful food wrappers and eye-catching table set-ups.
- **Creative Menu Items.** Sugar Parfaits were made with banana slices, honey, cinnamon and OJ concentrate. Smart Balance Cereal, sliced strawberries and granola topped with Vanilla and Strawberry yogurt.

SMOOTHIE STATION

Smoothie Station was a success! We had 100% participation in the event. The goal was to increase student participation and create healthier breakfast menus with an emphasis on being variety. They also encouraged them to make items that had been normally chosen on their own.

Submitted by Nancy Lytle, RD
Hess Lake Washington School District

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Best Practices ...

Nutrient-Rich Lunches

Lunch fuels afternoon classes. Kids need enough time to eat lunch.



Dayle Hayes, MS, RD
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What YOU can do ...

**Partner up
on HUSSC
and/or
FUTP60.**




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What YOU can do ...



**Start to
TOOT YOUR
HORN
every day.**


Effective Communicator

- Confident
- Clear
- Authoritative
- Prepared
- Persuasive



Effective Communicator

- Confident
- Clear
- Authoritative
- Prepared
- Persuasive



Dayle Hayes, MS, RD
Nutrition for the Future ~ EatWellatSchool@gmail.com
www.eatwellatschool.blogspot.com/
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Effective Communicator

- Confident
- Clear
- Authoritative
- Prepared
- Persuasive

YOU

???

Get YOUR message across

Like you, I want all children to have the nutrition they need to be fit, healthy, and ready to succeed.



Get YOUR message across

Make it short, keep it simple.

Like you, I want all children to have the nutrition they need to be fit, healthy, and ready to succeed.

- ✓ We know that busy families under stress do not always have the time or the resources to prepare meals at home.
- ✓ Our school breakfast meal is a convenient way for families and teachers to be sure that kids have the fuel to learn.
- ✓ Food is not nutrition if it goes into the trash, so we make sure that nutritious meals look good and taste delicious.

Get YOUR message across

Aren't school meals just killing kids with high-fat, high-sugar processed food?



Like you and other school nutrition professionals, I care deeply about children's health and well-being.

- In fact, 75% of our entrées are prepared from scratch in our central kitchen.
- Our meals average less than 30% calories from fat.
- Over the past 5 years, we've reduced added sugars in flavored milk and switched all fruits to either fresh or prepared in their own juice.

Dayle Hayes, MS, RD

Nutrition for the Future ~ EatWellatSchool@gmail.com

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Nutrition for the Future

Home | Family Nutrition | School Health | Experiencing Food | Recent Presentations | Rawe Reviews | Biography

Recent Presentations

California Dietetic Association, April 20, 2011 (Healthy Environments)

Colorado Dietetic Association, April 15, 2011 (How to Eat)

Florida Dietetic Association, July 15, 2011 (How to Eat)

Illinois Dietetic Association, July 15, 2011 (How to Eat)

New York Dietetic Association, April 2, 2011 (Boosting Brain Power)

New York Healthy Choices for Children, April 5, 2011 (Strong Bodies, Smart Brains)

School Nutrition Association, July 11, 2011 (Communicating Clearly SLIDES)

School Nutrition Association, July 11, 2011 (Communicating Clearly HANDOUT)

NutritionForTheFuture.ORG

Marketing is everybody's business.

Marketing is everybody's business.

Every member of your team is essential to marketing your program every day.

TRAY TALK

SCHOOL MEALS **OR** HEALTHY MEALS

Read on the Tray | Success Stories | Get the Facts | Get Involved | About Us | Contact Us

SCHOOL NUTRITION SUCCESS STORIES

Learn What's on the Tray

Lowfat or Fat Free Milk

This is one among the top sources of several nutrients including calcium, vitamin D, protein, potassium, magnesium, riboflavin and zinc.

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	Elementary school age children		Middle School Age Children	
	Breakfast	Lunch	Breakfast	Lunch
Calories	354	644	554	825
Protein (g)	10	10	10	16
Calcium (mg)	257	286	357	400
Iron (mg)	3.0	3.5	3.6	4.5
Vitamin A (RE)	197	225	197	300
Vitamin C (mg)	13	15	13	18
Total Fat	<30%	<30%	<30%	<30%
Total Saturated Fat	<10%	<10%	<10%	<10%

*In addition, we minimize salt and added sugars in all our recipes.

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