

Changing the School Nutrition Scene: Making it Happen - Policy, Programs and Promotion



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Vision National Leadership for Change



- ◆ President's Taskforce
- ◆ First Lady's Let's Move Campaign
- ◆ First HHS/USDA Nutrition Summit



Overview of Presentation



- School Meals-
History Perspective
- National Efforts
- Meals Standards
- Initiatives



School Meals Programs

- School Breakfast Program
- National School Lunch Program (NSLP)
- Child Adult Care Food Program (CACFP)
- After School Snacks
- Supper Program
- Summer Food Service Programs



Junior Iron Chef
Kids-schools across Vermont took part in the event earlier this year.



School Meals: A Historical Perspective



- Began in 1946 after World War II
- Matter of national security
- Recruits couldn't pass military health and physical activity tests




Dual Challenge of Obesity

- Government at all levels
- All segments of government
- Advocacy groups
- Organizations


All of Society!
(Everyone has a role to play)





And Childhood Hunger

16.7 Million Children live in households with food insecurity... and for many, school meals may be the only healthy food all day.

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OUR COMMITMENT

All of America's children have access to safe, nutritious, and balanced meals.

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Meeting the Challenge

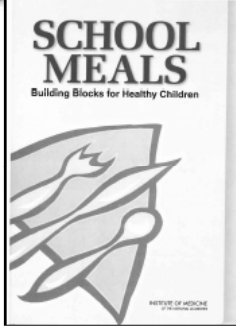
National Standards for Foods Served/Sold at School


Creating a Healthier Community Food Environment



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IOM Report: School Meals – Building Blocks for Healthy Children



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Exploring New Ways and Approaches


- Providing Support for Schools
- Exploring ways to use Behavioral Economics




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IOM Recommendations: Next Steps

- Drafting Proposed Rule
- Public Notice and Comment Period
- Review and Analysis of Comments
- Final Rule



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HealthierUS School Challenge

Recognizing Excellence in Nutrition and Physical Activity



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HUSSC : Standards for Certification

- Closely mirror the IOM recommendations
- Encourage more NSLP participation
- Nutrition and physical education
- Physical Activity
- School wellness
- Stricter sodium criteria for the 'Gold Award of Distinction'

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HUSSC: Rewards/Incentives

Award Levels:

- Bronze
- Silver
- Gold
- Gold Award of Distinction Team Nutrition School



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New Resources

Grow It! Try It! Like It!

- Garden-themed nutrition education kit
- Audience is young kids
- Lesson plans, parent-child activities, recipes and more!



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Farm to School-Know Your Farmer-Know Your Food




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CACFP Child Care Wellness Grants



Up to \$8 million in competitive grants will be awarded to States



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USDA Foods

Making Changes-Making **A Difference!**

- ✓ More Fruits & Vegetables
- ✓ More whole grains
- ✓ Less sodium
- ✓ Less sugar
- ✓ Less fat




THANK YOU



