



clean environment, healthy children, better education

Workshop Presentation

October 2008

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Healthy Schools Campaign

Topics to Address

- Strategy Chart
- Understanding School Decision-Making
- Child Nutrition Act
- Others?

Strategy Chart

Goals	Org. Consid.	Constituency	Targets	Tactics
Long Term	What resources can you put in?	Who cares about the problem?	The Decision Maker. The person with the power to give you what you want.	Steps in the campaign.
Intermediate	How will it build the organization?	How are they organized?		Petitions Actions Boycotts Electoral Media Hits
Short Term	Internal problems that will get in the way?	What power do they have over the target?	Secondary Targets	What the constituents do to the targets to make them give you the goals.
Goals are always won from someone				

Local, State and Federal Policies

Key Elements	Federal	State	District	School
Wellness Policy	Requires Policy	Goal of compliance with CDC	Establish policy.	Develop wellness teams
Quality School Meals	Federal Food programs	Some Additional funding	Purchase and manage	
Healthy Food Options through the school day	Outdated guidelines	Guidelines for grammar schools	Guidelines in place.	School fundraisers. Food as reward. Food and school celebrations
Pleasant Eating			Physical set up	Time Ambience
Comprehensive Nutrition Education	Some USDA resources.	Learning Standards Provides some resources	Health Curriculum	Integrate into curriculum
Comprehensive Physical Activity	NCLB diminishes importance of PE	State policy on PE/waiver system	Waiver	Determine PE schedule, recess, integrate into classroom
Integrated Marketing			Requires contractor to provide support.	Implement

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Local Wellness Policy

Must contain the following components:

- ✓ Goals for ***nutrition education, physical activity and other school based activities*** designed to promote student wellness
- ✓ ***Nutrition guidelines for all foods available during the school day***
- ✓ Assurances that school meal guidelines are not less restrictive existing federal guidelines
- ✓ Measurement & implementation plan

- **Public Act 094-0199**, “The State Board of Education shall establish a State goal that all school districts have a wellness policy that is consistent with recommendations of the Centers for Disease Control and Prevention (CDC)”

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What does the CDC say?

- Ensure that all food venues within the school (e.g., cafeteria, a la carte, vending machine, school store, or concession stand) offer foods that are appealing and low in fat, sodium, and added sugars (e.g., fruits, vegetables, whole grains, and low fat dairy products).
- Prohibit the sale and distribution of foods of minimal nutritional value and other foods of low nutritive value anywhere on school property until after the end of the last lunch period.
- Engage in fund-raising efforts that support healthy eating through the sale of healthy foods as well as nonfood products and services.
- Prohibit giving students low nutritive food as a reward or withholding food as punishment.

Competitive Foods:

State policies to enhance nutritional value

Illinois' Policy:

No competitive foods in elementary schools during regular breakfast and lunch periods. Competitive foods include all confections, candy, potato chips, carbonated beverages, fruit drinks containing less than 50% pure fruit juice, tea, coffee, and any other foods or beverages designated as such by the State Board of Education. Income from sale of all food and beverages provided in any dining or serving area during the designated breakfast and lunch periods shall accrue to the food service

CPS Vending Policy-Oct 04

- Food Items: No more than 30% of calories from fat, no more than 40% sugar by weight
- Beverages: waters, noncarbonated sports drinks and juice containing 100% fruit juices in elementary schools and no less than 50% fruit juice in high schools
- No vending machines in lunch rooms

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What does the CDC say?

- Provide students with at least 10 minutes to eat breakfast and at least 20 minutes to eat lunch, counting from the time they are seated.
- Maintain safe, clean, and pleasant areas to eat.



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According to the CDC

- Students in grades K-12 should receive...
 - nutrition education that is interactive and teaches the skills they need to adopt healthy eating behaviors.
 - opportunities to practice skills to adopt healthy lifestyles.
 - consistent nutrition and healthy eating messages throughout the classroom and entire school from teachers, food service staff, administrators, family, and community leaders.
- School staff who teach nutrition education receive pre-service or ongoing in-service training that focuses on teaching strategies for promoting healthy eating habits.

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According to the CDC..

- “Daily physical education programs for children in kindergarten through 12th grades.”
- “Eliminate or sharply reduce the practice granting exemptions for physical education classes.”
- “Increase the amount of time that students are active in physical education classes.”

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Child Nutrition Act

- School Meals
- Local Wellness Policies
- Nutrition Education

School Meals

- Increase funding for school meals, taking into account rising food costs
- Provide incentives for schools to offer healthier foods and increase access to fresh produce
- Improve nutrition standards for school meals so that the standards align with the most recent dietary guidelines
- Establish standards for food sold in schools outside of the school meals programs, such as foods sold at snack bars and à la carte lines

Wellness Policies

- Raise awareness and engagement among school leaders, parents and community on the implementation of wellness policies at a school level
- Provide technical assistance in implementing the policies

Nutrition Education

- Provide resources to facilitate the delivery of nutrition education programs, including those focused on school gardens and farm-to-school initiatives