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NEWS

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GLICKMAN JOINS STUDENTS TO COMMEMORATE NATIONAL NUTRITION MONTH

WASHINGTON, March 4, 1996--For the first time, children in thousands of classrooms will be using new educational tools to motivate them to improve their diets, as schools prepare to implement historic policy changes to ensure healthy meals at school.

In recognizing March as National Nutrition Month, Agriculture Secretary Dan Glickman and Under Secretary for Food, Nutrition, and Consumer Services Ellen Haas joined students today at the New Hampshire Estates Elementary School in Silver Spring, Md., to highlight Team Nutrition education tools in the classrooms and recognize the school's commitment to Team Nutrition.

Glickman also announced the USDA Team Nutrition Time Capsule competition, a national nutrition education tool designed to engage schools across the country in a series of creative projects to teach children healthy eating habits for a lifetime. "The competition is designed to be fun for children, and teach them about improving their diet," said Glickman.

"Team Nutrition is making exciting, historic changes to the School Meals Program which will result in healthier children who will learn better," said Glickman. "Fifty years from now, when the Team Nutrition Time Capsule is opened, today's healthier children will be tomorrow's healthier adults."

The nutrition education competition will motivate tens of thousands of children nationwide to create original art, video, and written entries, based on Team Nutrition educational messages, that teach them how to choose a healthy diet. The winning entries will be reproduced and distributed to teach millions of other children about nutrition -- "kids talking to kids, in a language they understand," said Glickman.

The event showcased nutritional education activities developed through Team Nutrition partnerships. In five classrooms at New Hampshire Estates Elementary School, over 100 children participated in Team Nutrition education activities. The curricula ranged from "label lowdown" and "pyramid power" to lessons from a local farmer explaining from "seed to plate - where food comes from." Each lesson plan has a luncheon link, tying the classroom learning experience directly to the cafeteria.

"The nutrition education lesson plans and activities demonstrate Team Nutrition's purpose -- to reach children in fun and engaging ways to teach them about eating a wider variety of foods, including more fruits, vegetables, and grains, and constructing a diet lower in fat," said Glickman.

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"Over 4,000 schools across the country have already joined Team Nutrition, USDA's innovative program to improve school meals and promote the health and education of children," said Haas.

"Team Nutrition Schools are engaging students, educators, food service staff, parents, and community leaders in new ways -- and, these schools are leading the way for real change in improving the diets and the health of children," Haas said.

The Team Nutrition Time Capsule is one part of USDA's comprehensive educational effort to support USDA's policy change by motivating children to choose a healthy diet, both in and out of the cafeteria.

"The Time Capsule competition will generate thousands of classroom nutrition education activities," said Haas. "The competition's winning entries will be used and re-used in nutrition education materials that will reach millions of children in schools nationwide with effective messages developed by kids, for kids."

"Team Nutrition is the implementation tool for USDA's School Meals Initiative for Healthy Children -- the historic policy change updating school meals nutrition standards to reflect the Dietary Guidelines for Americans," Haas said. "Team Nutrition helps schools gain access to innovative education and technical resources that actively involve children and parents in nutrition education at home and in school. Team Nutrition also provides food service professionals with state-of-the-art tools and techniques to help them prepare nutritious, appealing meals through training and technical assistance."

Detailed rules and information about the Team Nutrition Time Capsule competition will be provided to schools, and also are available from Team Nutrition by calling (703)305-1624. Additional information about Team Nutrition Schools is available on the Internet World Wide Web at <http://www.usda.gov/fcs/team.htm>.

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NOTE: USDA news release and media advisories are available on the Internet. Access the USDA Home Page on the World Wide Web at <http://www.usda.gov>



Team Nutrition Schools Time Capsule Competition

A healthier tomorrow begins today with USDA's Team Nutrition Time Capsule Competition--a National nutrition education tool designed to engage schools across the country in a series of creative projects to teach children healthy eating habits for a lifetime.

Who will participate?

Over 4,000 Team Nutrition Schools across the country will be invited to participate. Participating students (Grades K-12) will be divided into the following categories: K-3, 4-6, 7-9, 10-12.

How does the competition work?

Entries will be judged in art, video, and written categories according to originality/creative expression; accuracy of nutrition/health information; and relevance to the Team Nutrition theme. Students will be challenged to submit entries communicating to children 50 years from now using Team Nutrition's theme "*making food choices for a healthy diet*" focusing on one of the key Team Nutrition messages--expand the variety of foods in their diet; add more fruits, vegetables and grains to the foods they already eat; and construct a diet lower in fat. The competition will generate thousands of classroom nutrition education activities reinforcing nutrition messages where children live, learn and play.

How will the winners be selected?

The competition will be administered by teachers in each Team Nutrition School and entries forwarded to Washington, DC, for judging. Judges will include leaders from the nutrition, agriculture, health, education, media, and art communities. Thirty-six semi-final entries will proceed to the final judging; twelve winning entries will be selected for the Time Capsule. Winners and winning entries will be recognized at a special ceremony in Washington, DC, in June timed to coincide with the 50th Anniversary of the National School Lunch Program. The competition's winning entries will be used and re-used in nutrition education materials that will reach millions of children in schools nationwide.

What is the timing of the competition?

- * Announced March 4, 1996
- * Final entries must be postmarked by April 23, 1996
- * Winners will be notified mid-May
- * Winners and winning entries recognized at a special ceremony in June

Team Nutrition School Totals:**3/1/96**

Unassigned	0
Alabama	52
Alaska	4
Arizona	11
Arkansas	100
California	196
Colorado	17
Connecticut	20
D.C.	3
Delaware	12
Florida	80
Georgia	52
Hawaii	6
Idaho	38
Illinois	83
Indiana	67
Iowa	80
Kansas	46
Kentucky	354
Louisiana	110
Maine	26
Maryland	33
Massachusetts	44
Michigan	57
Minnesota	66
Mississippi	61
Missouri	71
Montana	21

Nebraska	37
Nevada	3
New Hampshire	25
New Jersey	65
New Mexico	15
New York	150
North Carolina	60
North Dakota	32
Ohio	88
Oklahoma	150
Oregon	18
Pennsylvania	312
Puerto Rico	2
Rhode Island	8
South Carolina	45
South Dakota	26
Tennessee	141
Texas	234
Utah	34
Vermont	33
Virgin Islands	2
Virginia	49
Washington	26
West Virginia	155
Wisconsin	143
Wyoming	39
Total:	3602



GOOD IDEAS

There are several story ideas that could interest your readers/viewers, regarding Team Nutrition. If you want to pursue any of the ideas below, please contact USDA Food and Consumer Service Public Affairs at (703) 305-2286.

1. Looking ahead to the future of the National School Lunch Program. The first school lunch and fifty years later — explore the history and chronology of the school lunch program.
2. The changes taking place in schools: school meals, the cafeteria, culinary techniques, lunch menus, lunch prices, children's clothing, attitudes, lifestyles, families, etc.
3. Provide Team Nutrition recipes to television chefs for live cooking demonstrations.
4. Ask school cafeteria staff to submit their best recipe that meets the Team Nutrition principles. Hold a judging contest to rank the recipes, and publish a list of top ten schools in your area that serve the best cafeteria food.
5. If, as a parent, you don't understand the new dietary guidelines, serving sizes, daily allowances and other dietary terms, ask your Team Nutrition child. Some Team Nutrition schools are already teaching children how to read food labels. Parents could learn useful information from their children.
6. From farm to plate...how does food get to your local school (and community)? Follow the trail of Team Nutrition food items from the farm to school meals programs. Interviews with key people along the trail.
7. Compare typical "shopping lists" for schools/school districts from the 50's through the 90's and examine the trend toward low-fat, low-cholesterol, low-sodium foods.
8. Evaluate a cross section of brown bag lunches. Parents might be surprised! Then, create a tip sheet for parents of brown baggers to reduce fat, sodium and cholesterol content in their food to match Team Nutrition meals.
9. From nursing and infant formulas to Team Nutrition — how can parents shape the eating habits of their children during various stages? From infant to toddler, through day care and kindergarten, right into school — teaching healthful habits at home and at school.
10. The new USDA Dietary Guidelines and Team Nutrition, a classic example of medical science and educational programs coming together to improve people's health.

Ag News FAX

OFFICE OF COMMUNICATIONS, UNITED STATES DEPARTMENT OF AGRICULTURE, ROOM 506-A, WASHINGTON, DC 20250, (202) 720-9045

Release No. 0067.96

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GLICKMAN INVITES 94,000 PRINCIPALS TO JOIN GROWING NETWORK OF TEAM NUTRITION SCHOOLS

WASHINGTON, Feb. 15, 1996--Agriculture Secretary Dan Glickman invited the principals of over 94,000 National School Lunch Program schools to join in what he called "one of the most exciting initiatives in the history of the school lunch program: Team Nutrition."

In a letter to elementary and secondary principals, Glickman urged them to join thousands of their colleagues across the country, and organizations representing food, agriculture, nutrition, and health, in working for a healthier future for America's children.

"Since we announced Team Nutrition last June, schools in all 50 states have become Team Nutrition Schools, leading the way to more healthful, nutritious school meals," Glickman said in the letter. "By June 1996, when we celebrate the 50th anniversary of the National School Lunch Program, we hope to have thousands of schools participating in Team Nutrition -- including yours."

Team Nutrition is a nationwide program designed to support schools implementing USDA's School Meals Initiative for Healthy Children, the Administration's historic policy to ensure that children have healthy meals at school. Team Nutrition helps schools plan, purchase, prepare, and serve healthy school meals, and teach children about making food choices for a healthy diet for a lifetime.

"USDA cannot make the changes by itself," Glickman said. "Real, lasting change requires the involvement of local communities -- involvement mobilized across the nation through Team Nutrition Schools."

"This Administration is linking hands with schools, with communities, with business and agriculture," said Glickman. "That is what we mean by reinventing government -- that is why we call our program Team Nutrition."

By joining Team Nutrition, schools gain access to innovative educational and technical resources that will actively involve children and their parents in nutrition education programs at home and in school. Team nutrition will also provide school food service professionals with state-of-the-art tools and techniques to help them prepare nutritious, appealing meals.

Under Secretary for Food, Nutrition, and Consumer Services Ellen Haas said the School Meals Initiative for Healthy Children has already led to the most widespread changes in school meals since the National School Lunch Program began in 1946.

"More than 2,000 schools have already signed up to become Team Nutrition Schools," said Haas. "And they are sharing wonderful stories of working together with students, parents, and the local community in new ways -- learning together the importance of a healthy diet."

"In the community, Team Nutrition Schools are leading the way for real change in improving the health of children," said Haas. "The community is the heart of the country, and the school is the hope of the community."

Team Nutrition Schools commit themselves to providing school meals that meet the Dietary Guidelines for Americans, and use Team Nutrition materials to motivate children to make food choices for a healthy diet. Local coalitions of teachers, parents, and food service and community groups have been involved in nutrition education activities in schools, including nutrition fairs, taste tests, school gardens, classroom nutrition projects, and more.

Haas noted that the effort to enlist educators in Team Nutrition received a boost recently when Secretary of Education Richard Riley expressed his support.

"Since good nutrition is essential for children's health and learning, it was good to see that schools, families, community organizations, and the media are joining together to help children learn about healthy food choices," Secretary Riley wrote in a letter to Haas. "The U.S. Department of Education is eager to support your efforts to work with schools and school districts to promote healthy eating habits for all children."

For more information on Team Nutrition Schools, call (703) 305-1624. Additional information is also available via the Internet World Wide Web at the following URL: <http://www.usda.gov/fcs/team.htm>.

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NOTE: USDA news release and media advisories are available on the Internet. Access the USDA Home Page on the World Wide Web at <http://www.usda.gov>

Ag News

OFFICE OF COMMUNICATIONS, UNITED STATES DEPARTMENT OF AGRICULTURE, ROOM 506-A, WASHINGTON, DC 20250, (202) 720-9045

Release No. 0690.95

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USDA'S FIRST TEAM NUTRITION SCHOOLS LEADING THE WAY FOR CHANGE

ST. LOUIS, Sept. 28, 1995--Under Secretary for Food, Nutrition, and Consumer Services Ellen Haas today introduced the U.S. Department of Agriculture's first Team Nutrition Schools in each state. These schools are leading the way to serving healthier school meals and promoting better nutrition information for children and their families.

At Team Nutrition Schools, children will be eating lunches that are lower in fat and sodium and have more variety, including more fruits, vegetables, and grains. These major changes reflect historic policy changes to improve school meals, and reduce health risks from heart disease and some cancers.

"In communities across the country, Team Nutrition Schools are working to actively implement the new school meals nutrition standards to meet the Dietary Guidelines for Americans," said Agriculture Secretary Dan Glickman. "Team Nutrition Schools are part of USDA's Team Nutrition initiative which assists in providing the tools necessary to implement this new policy that will result in real improvements in children's diets."

USDA's Team Nutrition provides training and state-of-the art tools and techniques to support school food service staffs in preparing nutritious meals that children like to eat. Team Nutrition's network of public and private partnerships provides new technology to get children and their parents nutrition information. This national network of Team Nutrition Schools will demonstrate the results of the changes in school meals and showcase their successful nutrition education programs.

"Team Nutrition Schools are about the community taking action," Haas said. "They involve school principals, teachers, children and their parents, school food service professionals, and local community organizations working together to promote nutrition education and information for better health. Building these coalitions will help reach children and their families in new ways, with the skills and knowledge they need to make healthier food choices."

At schools in Athens, Ga., Springfield, Ill., Albuquerque, N.M., Shelburne, Vt., Hanover, Pa., and Bellevue, Wash., events were held to highlight the Team Nutrition Schools program. Parents and grandparents enjoyed school lunches with their kids, participated in nutrition classes and health fairs, sampled a variety of foods and collected nutrition information from many state and local organizations and health groups. Farmers and chefs together talked about food from the seed to the table; and school food service staffs worked with volunteer chefs in preparing nutritious school meals.

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Haas announced the nation's first Team Nutrition Schools from Wyland Elementary School in St. Louis, where state and local officials, community organizations, educators, chefs, and agricultural groups participated in nutrition classes, tastings, a school garden project, physical fitness activities, and a special ceremony. Also at the school were examples of other Team Nutrition partnerships, including Disney character Timon from the "Lion King"; and samples of Scholastic's classroom and community materials that will be widely distributed across the country.

"As leaders in the effort for healthier school meals, Team Nutrition Schools show that real change can be made," said Haas. "And these achievements will challenge all schools throughout the nation to become USDA Team Nutrition Schools and promote the health of children."

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STAR MARKET

FOOD

STAR MARKET

A lesson in nutrition



USDA program teaches kids healthy eating habits

By JANE DORNBUSCH

At 11:15 on a Tuesday morning, the cafeteria of the Lincoln School in Brookline looks and sounds much like any similar facility in Massachusetts: full of the activity and high-pitched noise of first- and second-graders eating lunch. Some students have lunch boxes toted from home, but the majority are enjoying the offerings of the lunch line. Today, it's a chicken pattie on a bun, cole slaw and Jell-O.

But the Lincoln School is different, in that it is Massachusetts' model school for the USDA's Team Nutrition program. One school in each state was chosen last spring for the launch of this comprehensive educational and support program whose stated mission is "to improve the health and education

of children by creating innovative public and private partnerships that promote food choices for a healthful diet through the media, schools, family and the community."

Translated, this means USDA has teamed up with various partners to create a snappy nutrition curriculum and support network for schools to implement and promote the new school-meals guidelines, published last spring and required to be in place by next fall.

The program provides a dizzying array of resources: classroom materials, magazines, parents' guides, posters and videos developed by Scholastic Inc.; posters and public service announcements featuring Disney "spokestons" Timon and Pumbaa, from "The Lion King"; Team Nutrition OnLine, on the Internet, a kit of 53 new recipes developed by USDA and Pennsylvania State University; training for schools on procurement and use of fresh fruits and vegetables, developed in conjunction with the Fresh Produce Marketing Association; and on and on.

The list of "private partners" in this enterprise is even longer than this summary would suggest. Supporters number more than 200 to date, and the list includes organizations both expected (American Heart Association, National Education Association) and surprising (Archway Cookies, the Keebler Company, the Sugar Association).

Maris Segal-Goodis, national director of Team Nutrition, says these supporters are critical to the success of the program, providing grass-roots support and

DIG IN: Oliver Sames above takes a bite of his sandwich, while, from left in photo at right, Ruby Johnson and Tiecha Alexander have lunch together at the Lincoln School in Brookline, Massachusetts model school for the USDA Team Nutrition program.

Staff photo by Michael...



Team Nutrition teaches kids a healthy lesson

From Page 43

community outreach. "Strategic partners Disney and Scholastic have enabled the USDA to leverage its investment," says Segal-Goodis, using their expertise to reach children in ways the department couldn't do on its own.

Donna Lombardi, director of food services for Brookline Schools, says the results are impressive: "The materials USDA is giving us are top notch." Joanne Morrissey, food service coordinator for Quincy Public Schools, concurs: "The education materials are beautiful — very upbeat, colorful and professionally done." (Quincy has just signed on with Team Nutrition, and other Bay State schools are coming on board during the next few months.)

Brookline was chosen as a model school, says Lombardi, because its menus already come close to conforming to the new guidelines. Those guidelines will require compliance with the 1990 Dietary Guidelines for Americans: eat a variety of foods; choose a diet low in fat, saturated fat and cholesterol; select plenty of vegetables, fruits and grain products; use salt and sodium only in moderation.

Perhaps most significant, it will allow food-service directors to base menu planning on nutrient analysis, rather than food-group components. Yogurt, for instance, can be counted as a protein, not just a milk-group component. Morrissey welcomes this particular change for the flexibility it allows — and Quincy schools have invested in the computer software necessary to change over to the nutrient-analysis model.

For any food-service director, of course, the challenge is getting the kids to eat the stuff. Lombardi says it's a struggle to leave behind the mystery-meat image, but she's hoping the Team Nutrition materials will help. "A lot of the emphasis is on presentation. You can run a good menu or a bad menu, but the success is in marketing it."

There are many other nutrition curricula around, developed

For any food-service director, of course, the challenge is getting the kids to eat the healthy stuff.

by groups ranging from the American Heart Association to McDonald's, and Lombardi has used some of them, but she feels Team Nutrition's approach is the most comprehensive she's seen, providing training for food-service workers as well as education for children.

Another component is providing more nutritious commodity foods, the basis for many school meals. Stanley Garnett, acting regional director of the department's Northeast regional office, says there's been progress in that area. "Canned fruits are no long-

er packed in syrup; hamburger is lower in fat; there are more whole grains and beans."

All these changes don't come cheap. Segal-Goodis says Team Nutrition's appropriation was \$20 million last year, and \$10 million this year. But, she says, that works out to about 40 cents per child — a small price to pay when you consider what's at stake: educating children about good eating habits. "When you look at the numbers, it's a wise investment."

Is that investment paying off? It's probably too soon to say. A tableful of small girls, asked about their favorite foods, dutifully chorus healthy choices: "Apples! Strawberries! Bananas! Seafood!"

"Chicken nuggets!" chirps one voice in the wilderness.

Why are they learning about nutrition in their classrooms?

"So we can be healthy."

Garnett says the impetus for launching Team Nutrition was the approach, this spring, of the school lunch program's 50th anniversary. "The time was right to do a multifaceted program," he said. "It's an uphill battle getting the message across, but we hope to change the eating habits of today's children."

The New York Times

New Jersey Section

Sunday, November 5, 1995

S O A P B O X

Weight: Too Heavy. Fortune: Bleak.

The State's Children Need Less Junk Food and More Nutrition Education

By JULIE O'SULLIVAN MAILLET

NEWARK

IN a day-care center here, a 5-year-old boy sits among his friends, a smile lighting up his face. Marcus is a jovial, outgoing child. He is also more than 50 pounds overweight, which means that he may not always be so happy: weight-related ailments like heart disease and stroke kill 300,000 Americans a year.

Marcus is an extreme example of a frightening trend. According to the Federal Centers for Disease Control and Prevention, 10.9 percent of all American children aged 6 to 17 are overweight, twice the percentage three decades ago. And most of the increase has come in the last 10 years or so.

New Jersey is not exempt. Marcus's day-care center is among several we are studying for a nutrition project at the University of Medicine and Dentistry; more than 35 percent of the children in the study are considerably heavier than the national standards call for. In another study, in grades two through five at elementary schools in East Orange, 36 percent of the children were obese.

The best way to treat obesity is to prevent it as early as possible, and New Jersey should make a concerted effort to reach young children and their parents and provide the information and incentives they need to achieve that goal. Our pediatricians, nurses and nutritionists now do a

good job of teaching mothers how to feed their infants; we should do no less for school-age children.

Why are children getting fatter? Part of the answer is life style: the abundance of high-fat, processed foods, for example. Many children skip breakfast or lunch and end up overeating later in the day. Some use their pocket change to buy sodas and junk food at convenience stores on their way home from school, adding pounds while depriving themselves of needed nutrients.

At the same time, supervised exercise programs in the schools have dwindled. Almost half of all the nation's high school students do not take part in daily physical education classes, which were mandatory 30 years ago. After-school athletic programs tend to consist of organized sports for the very fit, leaving the rest to become couch potatoes.

What can be done? Our schools should start issuing a health report card for each student. Like the academic report card, it would provide standards — in this case national norms — against which students' progress could be judged. School personnel would compile data on children's height and weight in relation to their age and their exercise levels. A health profile should be developed for each school so parents can measure their own children against the school average.

Schools also need to put more emphasis on the importance of better

eating habits and the dangers of obesity. They need to provide more opportunities for exercise, during and after school hours. Doctors need to do a better job of educating young patients and their parents in good nutrition and the value of exercise.

In all of this, parents themselves have a major responsibility. They need to teach their children, by example, to eat healthier food. Instead of cookies or chips for after-school snacks, homes should be stocked with fruit, crackers, pretzels, low-fat yogurt — healthy foods the child will enjoy. Parents should see that youngsters have daily exercise, even if it means a family walk or bike ride in the evening or on the weekend.

Just recently, a program has begun in New Jersey that gives parents and schools a chance to do something about the obesity problem. Team Nutrition, sponsored by the United States Department of Agriculture, is distributing material to help schools develop a nutrition curriculum for grades one through three; conducting training sessions for school food-service workers, and sending information on healthy eating to parent organizations. How to get Team Nutrition in your school? You can start by calling the department's regional office at (609) 259-5091.

Julie O'Sullivan Maillet is associate dean at the School of Health-Related Professions at the University of Medicine and Dentistry of New Jersey.

MORE CHILDREN LIVE HEALTHY, HAPPY, NURTURED LIVES THANKS TO THE EXTRAORDINARY EFFORTS OF THESE EIGHT EVERYDAY HEROES.



Friends of the Family

HAAS

For serving up healthier school lunches

When nutrition activist Ellen Haas was appointed by President Clinton to oversee the federal school-lunch program, she didn't need to be briefed about all the fat, cholesterol, and salt being dished out in school cafeterias. She was well aware that less than 1 percent of the 25 million school lunches served each day met the U.S. Department of Agriculture's own guidelines for a healthy diet.

In the ten years that she'd spent as executive director of the Washington-based consumer group Public Voice for Food and Health Policy, Haas could do little more than advocate reforms in the school-lunch program from afar. Suddenly she had the power to change it.

She wasted little time. Within three months of becoming undersecretary of agriculture for food, nutrition, and consumer services, Haas initiated plans to increase the amount of reduced-fat meats and cheeses, as well as fresh fruits and vegetables sent to school lunchrooms. Soon after, her agency issued regulations requiring that school lunches adhere to the federal guidelines for a healthy diet (no more than 30 percent of calories from fat, no more than 10 percent from saturated fat). School dietitians were also required to reduce the sodium and cholesterol in lunches and boost grains and foods high in fiber. In October 1994, Congress ordered schools to meet the new stan-

dards by the 1996-97 academic year.

To ensure that school lunches are as tasty as they are healthy, Haas challenged a team of high-profile restaurant chefs and school food-service workers to concoct creative new recipes—one result: crispy chicken salad—and then distributed the ideas to schools across the country. She produced a free pamphlet to help parents guide their kids to healthier choices in the cafeteria and launched a national public-service campaign to teach kids the basics of good nutrition.

Haas' innovations constitute the most sweeping reform in the history of the \$4.5 billion school-lunch program, says Michael Jacobson, executive director of the Washington, D.C.-based Center for Science in the Public Interest, a nutrition-advocacy group better known for criticizing government officials than praising them. "Ellen Haas deserves tremendous credit." D.R. □

March 1996 PARENTING 113



Lighthouse school recognized for nutrition efforts

Page 1

'It brings awareness of the importance of nutrition and lifelong habits'

By Rozanne Sonneborn
Staff Writer

JUPITER — Lighthouse Elementary School was recognized by the federal government as a leader in the effort for healthier school meals, on Friday.

As part of a nationwide tour to promote Team Nutrition schools, Ellen Haas, the U.S. Department of Agriculture's undersecretary for food, nutrition and consumer services, escaped the Washington snow and cold to host a public information forum on Team Nutrition at the elementary school.

Team Nutrition, a program directed by Haas, is part of a USDA initiative to improve school meals and ensure the health of the children.

"The program is unique because it's a different way of government working," said Haas. "In the community, Team Nutrition schools

are leading the way for real change in improving the health of the children."

The program is a network of public and private partnerships that promotes food choices for a healthy diet through the media, schools, families and the community. With more than 1,000 schools nationwide, including 78 schools in Palm Beach County, Team Nutrition Schools support updated nutrition standards to reflect new Dietary Guidelines for Americans. More than 200 organizations have pledged support for Team Nutrition's mission.

The Walt Disney Company is providing Team Nutrition "spokestoons" Timon and Pumbaa from *The Lion King* to help deliver messages that promote health to elementary-school-age children. The characters appear on posters and can be seen in

classrooms throughout Lighthouse Elementary School.

"I think it's important because it brings awareness of the importance of nutrition and lifelong habits in children, and those are habits that will carry with them as adults," said Una Hukill, the principal of Lighthouse Elementary.

As part of the undersecretary's visit, Haas was joined by U.S. Rep. Mark Foley, R-West Palm Beach, who joined a first grade class in singing the praises of orange juice and a balanced diet.

"Their dietary habits are going to be critically important to the future of this country," said Foley. "If we could start correcting some of their behavior at an early age, I think we can obviously prolong their lives."

Prior to Haas' forum, Hukill gave the government officials a tour of the school, where they observed children participating in interactive learning activities about nutrition.

During the tour, one student in Lori Brimanson's first grade class recognized Foley as the man from the "big sugar" ads on television — referring to political ads about a proposed tax on sugar.



JEFF ALEXANDER/The Jupiter Courier

Rep. Mark Foley, R-West Palm Beach, hands out food-shaped trinkets to first graders in Lori Brimanson's class at Lighthouse Elementary School, Friday. Foley visited the school during a public information forum hosted by Ellen Haas, the U.S. Department of Agriculture's undersecretary for food, nutrition and consumer services.

SCHOOL NEWS



JEFF ALEXANDER/The Jupiter Courier

Fresh juice

JUPITER — Ellen Haas, the U.S. Department of Agriculture's undersecretary for food, nutrition and consumer services, watches Stephanie McAiley, first grader at Lighthouse Elementary School, squeeze an orange during a Team Nutrition program at the school. Haas visited the school on Jan. 19 to kick off the nationwide program.

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they need to fund raise; their announcements are in their interest, not in the consumers' interest," she says.

But CSPI says its claims are the only way to get the attention of food-makers. "Marketers don't take us seriously until we criticize them publicly."

Some companies repeatedly wind up on Jacobson's hit-and-miss list. McDonald's is one. The Big Mac is CSPI's favorite four-letter word. Still, the fast-food chain's low-fat muffins get Jacobson's praise.

To be sure, many food marketers have taken to matching Jacobson's criticisms with their own.

"Thanks to CSPI, people associate good nutrition with guilt and deprivation," says Kraft spokesman Michael Mudd. "I wish Jacobson would hold himself to the same standard of truth that he demands of everyone else. Lines like 'heart attack on a plate,' are no less outrageous than if a food company claimed 'eat this and live forever.'"

But some, such as Dunkin' Donuts' Eddie Binder, take Jacobson and CSPI in stride.

"We do not market doughnuts as healthy, good-for-you products;

they're indulgent," he says. "CSPI serves a good purpose but, ultimately, the consumer is very sharp."

Jacobson says CSPI's sole motivation is to save American lives by changing eating habits.

"If diet-related diseases were 1% of what they are and if the advertising we saw was for apples and oranges and spinach, CSPI wouldn't have a problem," he says.

High on Jacobson's 1996 hit list: Olean, trade name for olestra, the fat-replacement product developed by Procter & Gamble that earlier this month received Food and Drug Administration approval for use in salty snacks.

If Jacobson hates fat, what's his beef with Olean? Concern over gastrointestinal problems and vitamin depletion that the

product may cause. P&G and Frito-Lay are expected to offer snacks made with Olean this year.

"We'll scrutinize its advertising, which shouldn't indicate that there's a health benefit from eating products with Olean," Jacobson says.

About Jacobson

Title: Executive director, Center for Science in the Public Interest, Washington.

Age: 52.

Career: Co-founded CSPI as a public-interest advocacy group in 1971; founded *Nutrition Action Healthletter* in 1974.

Education: B.A., chemistry, University of Chicago; Ph.D. in microbiology from MIT.

Favorite foods: Sweet potatoes, pasta or brown rice with vegetables and tomato sauce.

Hobbies: Cooking, photography, jogging.

Contributing: Laura Petrecca
► Bad-news breakfasts, 3D

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BY JOHN O'HARA/THE CHRONICLE

Donna Pittenger, Susan Parris and Jacqueline Franklin attend Greystone cooking school in Napa

LUNCH: Putting Pizzazz in School Menus

**PHOTOCOPY
PRESERVATION**

United States Department of Agriculture
Food and Consumer Service
3101 Park Center Drive, Room 802
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Team Nutrition USDA

A Healthier Tomorrow...



A
Healthier
Tomorrow ...



What Is Team Nutrition ?

What Is Team Nutrition?

Team Nutrition is the implementation tool for USDA's School Meals Initiative for Healthy Children. This is the plan to continuously improve school meals, and promote the health and education of 50 million children in 92,000 schools nationwide.

By leveraging government resources through public-private partnerships, Team Nutrition promotes food choices for a healthful diet through schools, families, the community and the media.

What's The Goal?

Our goal is to empower schools to serve meals that meet the Dietary Guidelines for Americans, and motivate children in grades pre-K through 12 to make for choices for a healthy diet. Based on the best science, education, communication and technical resources available, Team Nutrition will help children and their families to:

- Expand the variety of foods in their diet
- Add more fruits, vegetables and grains to the foods they already eat
- Construct a diet lower in fat.

How Does Team Nutrition Work?

Team Nutrition's two components are:

Technical Assistance and Training, which supports school food service personnel by giving them the tools and skills they need to implement the School Meals Initiative for Healthy Children. New recipes created by teams of food service personnel, dietitians,

and chefs, and taste-tested by children, are just one example of the materials USDA provides to help schools serve healthier meals with "kid appeal."

Nutrition Education, a multi-faceted educational program delivered in schools, through the media, at home and in the community to motivate and empower children to make food choices for a healthy diet. This effort brings science-based nutrition messages to children in fun and interesting ways in a language they understand, while strengthening social support for children's healthful food choices among parents, educators, and food service professionals.

What Is A Team Nutrition School?

Team Nutrition Schools participate in an exciting incentive program designed to coordinate Team Nutrition activities at the local level and to encourage prompt implementation of the new school meals standards. Team Nutrition Schools represent the community focal point for individuals and organization with a shared interest in working for healthier school meals and more nutrition information for children and their families.

USDA will highlight Team Nutrition Schools as they enroll to recognize schools and communities that demonstrate their commitment to improving the health and nutrition education of children.

In June 1996, thousands of USDA's Team Nutrition Schools from coast to coast will celebrate the 50th anniversary of the National School Lunch Program. USDA Secretary Dan

Glickman invited over 92,000 principals in the country to enroll their school in the Team Nutrition Schools Program. Urge schools in your area to join the team and be a part of the celebration!

Who's on the Team?

We want every child in the nation to have the opportunity to learn how to eat for good health. This ambitious goal is made possible by extensive, strategic public-private partnerships and over 200 Team Nutrition Supporters who represent all of the industries that touch children's lives, including:

Nutrition/Health, Education, Food/Agriculture, Consumer, Media/Technology and Government

Partnerships with Scholastic, Inc. and The Walt Disney Company are examples of Team Nutrition's strategic plan to work with organizations to leverage the government's investment and to extend the reach of this unique program.

We are working closely with Scholastic to develop age-specific nutrition curricula, children's magazines, parent's guides, posters and videos which are being offered to schools nationwide. Walt Disney is providing Team Nutrition "spokestoons" Timon and Pumbaa from *The Lion King* to help deliver positive nutrition messages in ways that capture children's attention.

In an innovative public-private partnership with The Walt Disney Company, we have leveraged a small government investment into tens of million of dollars in top-quality media promotion and education materials. With investments like these, Team Nutrition reaches millions of children in ways they can relate to through multiple, reinforcing channels. By being a part of Team Nutrition, partners and supporters have an opportunity to touch children's lives.

Why Is Team Nutrition Important?

Team Nutrition is a wise investment in family health. Today:

- ◆ 35% of elementary school-age children eat no fruit, and 20% eat no vegetables on a given day
- ◆ 27% of children 6-11 are considered obese
- ◆ 90% of children consume fat above the recommended level

Four of the leading causes of death — heart disease, cancer, stroke, and diabetes — are diet-related.

Accounting for more than 1.4 million deaths annually, these conditions cost society an estimated \$250 billion each year in medical costs and lost productivity.

Nutrition promotion efforts like Team Nutrition have had a proven impact; they can change behaviors, improve health, and lower these huge costs. Between 1972 and 1992, deaths from heart disease decreased by 50 percent and from stroke by 60 percent as the results of social marketing campaigns to change behavior to reduce high blood pressure, lower cholesterol, and reduce smoking.

How Do Supporters Get Involved?

Enrolling schools in Team Nutrition.

Working with USDA's Team Nutrition Regional Coordinators to enroll schools from preK and up as part of "the team."

Participating in Team Nutrition School activities.

Team Nutrition schools across the nation will be presenting nutrition and health fairs, tasting events, The Great Nutrition Adventure, and other nutrition education activities throughout the year. Local Supporters participate in any or all of these activities at Team Nutrition Schools.

Writing about Team Nutrition in their newsletters.

Supporters let their members know about the great changes taking place in schools and communities across the nation. Updated newsletter information pieces are available through USDA.

Reinforcing Team Nutrition messages in the community.

Personalizing and reproducing Team Nutrition materials for employees, constituents and community organizations to reinforce the Program's messages. Reproducible materials are available through the Team Nutrition headquarters, as listed below.

How Can I Get More Information?

USDA Public Affairs
Team Nutrition Information
3101 Park Center Drive, Room 802
Alexandria, VA 22302
Phone: (703) 305-2286
Fax: (703) 305-1117



SCHOOLS
FOR
THE
FUTURE

WHAT IS A TEAM NUTRITION SCHOOL?

Team Nutrition Schools represent the community focal point for USDA's Team Nutrition. They serve as the catalyst for bringing together all stakeholders who will work to ensure healthier school meals that meet the Dietary Guidelines for Americans by providing comprehensive nutrition information to children and their families. Through participation in Team Nutrition, a growing national network of local schools will showcase healthy changes in school meals and new nutrition education programs. Over 92,000 schools across the nation currently participating in the National School Lunch Program are eligible and have recently been invited by Department of Agriculture Dan Glickman to become a Team Nutrition School.

WHAT IS A TEAM NUTRITION SCHOOL ACTIVITY?

Each Team Nutrition School will designate a Team Nutrition School Leader who will involve teachers, students, parents, food service personnel, and the community in interactive and entertaining nutrition education activities with classroom and cafeteria components. Activities may range from Team Nutrition tastings to health and nutrition fairs. A comprehensive "how to" guide will be provided to our supporters for Team Nutrition activities.

WHAT ARE THE ELEMENTS OF A SUCCESSFUL ACTIVITY?

Successful activities include specific elements: supporter and community volunteer involvement, interactive nutrition education, cafeteria link, teacher involvement, parent involvement and a public information/leadership roundtable. Following are descriptions of each element; turn this page over for an exciting example of how supporters were involved in a recent Team Nutrition School activity:



Supporter & Community Volunteer Involvement

School activities should include community representatives that touch all aspects of children's lives such as PTA chapters, farmers, small businesses and corporations, health and nutrition experts, volunteer chefs, and athletes to name a few. School events are a great opportunity to bring the community

together to present and participate in nutrition education activities and to share ideas for working with schools in the future.



Interactive Learning Activities

A wide range of these activities can be planned for indoors or outside, including lessons on where food comes from, how food works in the body, or learning about foods, health and nutrition. An activity might include learning how to plant or harvest a garden, or the geographical origins of our food. It could also include a physical fitness game or test.



Cafeteria Link

Food Service Staff are the direct link to year-round nutrition in the cafeteria. Their menus should reflect healthy, tasty and nutritious meals for children. Parents and community members can help demonstrate the cafeteria link by eating a healthy school lunch with children, participating in a taste test or coordinating a tasting fair. Local volunteer chefs can participate in a meal preparation with food service staff, providing new recipes to schools, speak to classes about their careers and involve children in hands-on meal preparation..



Teacher Involvement

Teachers can reinforce the important link between nutrition and good health with their students. The materials from Scholastic, Inc. are a valuable tool in helping them integrate health and nutrition messages into regular coursework. Other classroom materials featuring Timon and Pumbaa from Disney's *The Lion King* reinforce these messages throughout the day.



Parent Involvement

Parents reinforce Team Nutrition's messages at home and should be included in Team Nutrition school activities. Parents can help in the classroom, eat a school lunch with the children, hold nutrition workshops for parents, or participate in other nutrition education activities.



Public Information Roundtable

This community forum brings involved and concerned parties to the table to share ideas and develop an action plan to support Team Nutrition Schools following the Mission and Principles of Team Nutrition.

Phantom Lake Elementary, Bellevue, Washington

Supporter and Community Volunteer Involvement

- The Phantom Lake Elementary School in Bellevue, Washington, brought together more than 24 organizations during the Team Nutrition Schools national roll out incorporating the elements of a successful Team Nutrition School activity. Community organizations including educators, food service staff, parent organizations, farmers, small businesses and corporations, health and nutrition experts and volunteer chefs provided interactive nutrition and health activities and in-class and take-home resource materials, and shared ideas on how they could continue to work together to support the mission of Team Nutrition in their local schools. Examples of their involvement are highlighted below.

Interactive Learning Activities

- **Washington State University** created a vegetable guessing game where children were asked to put their hands into a mystery food box, to feel and identify the vegetable.
- Using a pyramid filled with models of grains, breads and pastas, **The Wheat Commission** asked children to identify which foods were grains and where in Washington grains were grown.

Cafeteria Link

- The **Bellevue district's dietitian** shared nutrition tips that have made them successful:
 - find lower fat versions of popular foods such as chicken nuggets and pizza;
 - wash ground beef before preparing spaghetti sauce to reduce the fat
 - make sure that there's a produce bar (salads, vegetables and fruits) in your schools
- **The Apple Commission, Beef Commission, Wheat Commission, Dairy Council and the Potato Commission** covered the cafeteria walls with colorful posters of foods and a map of Washington that displayed the various agricultural products raised in the state and spoke to classes about the function of their products in the body.
- **The Washington Beef Commission** provided "taco-making and tasting" for the children.
- **Volunteer chef "Fruity"** talked about fruits, how to select them, and how they function in the body.

Teacher Involvement

- Teachers organized an all school assembly which allowed all the children to be a part of the Team Nutrition School Banner presentation.
- A **first-grade class** arranged pictures of food on a food pyramid.
- Some teachers used Scholastic, Inc., lesson plan suggestions for various courses: **math** teachers asked students to count calories; **social-studies** classes explored the role of farming in American life; and **English** teachers assigned students to write about the best meal they had ever eaten. In addition, Walt Disney materials featuring Pumbaa and Timon from *The Lion King* reinforced messages in the cafeteria and classrooms throughout the day.

Parent Involvement

- **Parents** were involved in the event and children were given take-home tasting samples, educational resource materials, and fun activities to share with their families.
- The **Bellevue PTSA Council** provided activity support and participated in the Public Information Roundtable.

Public Information Round Table, & School Activity Participants:

Bargreen Ellington	King County WIC Program	Tony's Food Service
Bellevue Journal American	KOMO, KKOZ and KASB Radio	TreeTop
Bellevue PTSA Council	National Frozen Foods Corporation	Washington Agriculture in the Classroom
Bellevue Nutrition Service	Neighborhood House	Washington Apple Education Foundation
Coastal Marketing	Office of US Rep. Jennifer Dunn	Washington Dept. of Health and Human Services
Coyote Grill	Public Health Nutrition Service,	Washington Food Policy Action Center
Encore Brokers	Washington Dept. of Health	Washington OSPI
Evans Food Group	Seattle Times	Washington State Beef Commission
Food Service Specialists	Share Our Strength	Washington State Dairy Council
Kenco Food Service	Sysco Food Service	Washington State University





Team Nutrition Talk



WHAT KIDS ARE SAYING

If I could have this [food] everyday, I'd come to school Saturday, Sunday and even in the summer." *Student, Ogden Elementary school, Chicago, IL*

I didn't know it was so nutritious because it was so good."
8-year-old student Jessica Simao, CT

It's very good, and I never skip lunch because everything here is good."
Student, Portsmouth, VA

"We got kiwis and we got oranges, we got honeydew, we got everything."
Elementary school student Andrew, Longfellow Elementary, Albuquerque, NM

The better you eat, the better your body feels and functions."
Student, Harriet Tubman Elementary School, MD



WHAT PARENTS ARE SAYING

"My son constantly complains about school menus. I feel it's important, very important, to make this program work. It is a good program for kids."
Richard Long, Executive Chef, Illinois

"I think this is really excellent. School lunch looks a lot more exciting now than when I was in grade school." *Sue Brinner, mother of a 5-year-old Illinois student*

"If nothing else, it'll help [my daughter] have an appreciation for what good food is and why we don't always want to eat junk foods."
Kevin Callas, father of a 5-year-old Illinois student



WHAT EDUCATORS ARE SAYING

"I am very excited about Team Nutrition; I think that it has great potential in terms of educating the public on healthy eating practices for adults as well as children. One of the greatest strengths of Team Nutrition is the partnerships that have and continue to be formed among

more . . .

government agencies, academia, industry, and the community at the federal, state, and local levels.”
Sheri Zidenberg-Cherr, Ph.D. Nutrition Science Specialist, University of California at Davis

“Our kids are having a great time. I wish every school in America could have the same experience today.”
Dr. Barry Weston, Principal, Wyland Elementary, St. Louis, Missouri

“As the steward of California’s public schools, I am committed to making Team Nutrition a priority because it reflects on many of our priorities - better health and better opportunities to learn for all of our children.” ***Delaine Eastin, California Superintendent of Public Instruction***

“USDA is doing something great for the country. It’s a very comprehensive plan, very ambitious, and USDA is trying to reach from top to bottom.” ***Lilian Cheung, Director of the Harvard Nutrition and Fitness Project at the Harvard School of Public Health***

“It’s just not enough to teach about nutrition and physical fitness. We needed to provide an example for our students.” ***H. Lawrence Jones, Superintendent of Ohio county schools***



WHAT SCHOOL FOOD SERVICE PROFESSIONALS ARE SAYING

“If at an early age, the students start hearing about healthy food choices at school and they also hear it at home, it will become natural to them.” ***Patrick Tague, Food Service Director for the Hanover, PA South Western School District***

“The Team Nutrition Culinary Skills Workshop for Healthy School Meals at the Culinary Institute of America was tremendous! I hope there will be more workshops like this for our managers and technicians. USDA’s understanding as to why these changes are so important for our youth was evident, thus their attitude toward change is inspiring to those that could not attend.” ***Joannie Forcier-Miller, Director of School Food Service, Bogalusa City Schools, LA***

“I’m looking forward to it. I think it’s a step in the right direction for the nation’s lunch programs.”
David Killory, Director of Business and Finance for the Scituate public school system, Massachusetts

“We intend to be leaders in this improvement of the nutrition of the nation’s schoolchildren.”
Fal Fischer, Manager of Nutrition Services, Hammond/Spry Elementary School, Chicago, IL

“All of us get better at providing good nutritious food if we work as a team.” ***Betty Caldwell, Director of Child Nutrition for the the Arkansas Department of Education***

“The materials USDA is giving us are top notch.” ***Donna Lombardi, Director of Food Services for Brookline Schools, MA***

“The programs promote increased interest on the part of the entire school community regarding nutrition.”
Shelly Terry, Maryland State Director of Child Nutrition



WHAT AMERICAN CHILDREN ARE EATING TODAY

Scientific evidence indicates that a diet high in total fat, saturated fat and cholesterol causes increased incidence of cardiovascular disease. Lack of fruits, vegetables and grains increases the risk for some forms of cancer. High level of sodium is associated with hypertension.

According to recent studies based on USDA *Continuing Survey of Food Intake by Individuals* 1989 data, American children today consume food containing high amount of fat, saturated fat and sodium. Their intake of fruits, vegetables and grains is below the recommended quantity.

◆ TOTAL FAT

- ◆ Children, on the average, consume over 35% of their total calories from fat (*recommended 30% or less*).
- ◆ 9 out of 10 children consume fat above the recommended level.

◆ SATURATED FAT

- ◆ An average of over 13% of calories in food children eat comes from saturated fat (*recommended less than 10%*).
- ◆ 9 out of 10 youngsters exceed the upper limit of saturated fat intake.

◆ SODIUM

- ◆ Boys, 12-18, consume, on the average, 3800 mg and girls, 12-18, over 2800 mg of sodium per day (*recommended less than 2400 mg/day*).
- ◆ 9 out of 10 boys and 7 out of 10 girls consume above the recommended level.

◆ FRUITS & VEGETABLES

- ◆ The average daily consumption of fruits by children, 5-15, is 1.4 servings (*recommended 2 to 4 servings*).
- ◆ Their average daily consumption of vegetables is 2.4 servings (*recommended 3 to 5 servings*).

◆ GRAINS

- ◆ On the average, children consume 5.9 servings of grains per day (*recommended 6 to 11 servings*).

Team Nutrition's Healthier Version of An Old Favorite: New Macaroni and Cheese

Team Nutrition menus include both new recipes and healthier versions of old favorites. Team Nutrition's New Macaroni and Cheese is substantially lower in fat and sodium than the previous version served in schools. Additionally, the new recipe uses a wider variety of ingredients - with tastier results.

Macaroni and Cheese (previous ingredients)

Water
Elbow Macaroni
Reconstituted nonfat dry milk
Butter or margarine
Dry mustard
Black or white pepper
Processed American Cheese, shredded



Team Nutrition Macaroni and Cheese (new ingredients)

Elbow Macaroni
Margarine or Butter
All-Purpose Flour
Salt
Dry Mustard
White Pepper
Paprika
Lowfat milk or reconstituted nonfat dry milk
Worcestershire sauce
Lowfat cheddar cheese, shredded
Parmesan cheese, grated

Team Nutrition's Healthier Version of An Old Favorite: New Macaroni and Cheese

Team Nutrition menus include both new recipes and healthier versions of old favorites. Team Nutrition's New Macaroni and Cheese is substantially lower in fat and sodium than the previous version served in schools. Additionally, the new recipe uses a wider variety of ingredients - with tastier results.

Macaroni and Cheese (previous version) Nutrients per Serving

Calories	341
Protein	17 g
Carbohydrate	19 g
Fat	22 g
Cholesterol	64 mg
Vitamin A	199 RE/827 IU
Vitamin C	0.4 mg
Thiamin	0.13 mg
Riboflavin	0.35 mg
Niacin	0.84 mg
Iron	0.9 mg
Calcium	431 mg



Team Nutrition New Macaroni and Cheese Nutrients per Serving

Calories	277
Protein	16 g
Carbohydrate	30 g
Total Fat	10.1 g
Saturated Fat	3.7 g
Cholesterol	12 mg
Vitamin A	158 RE/599 IU
Vitamin C	1 mg
Iron	1.6 mg
Calcium	296 mg
Sodium	604 mg
Dietary Fiber	1 g



1996 Marks the fiftieth birthday of the National School Lunch Program (NSLP) — a vital part of our Nation's effort to safeguard the health and well-being of children. The history of the program shows how it has evolved with our understanding of the relationship between nutrition and good health, culminating in the School Meals Initiative for Healthy Children — a historic policy change that renews the program's original health mission.

The Beginning

On June 4, 1946, President Harry S Truman signed the National School Lunch Act, creating a program that would eventually grow to serve a mid-day meal to more than 25 million children each school day in more than 92,000 schools. While the passage of the National School Lunch Act permanently established the program, efforts to feed hungry school children began almost a century before.

The earliest record is from 1855 in New York City, where children who attended industrial schools got a free lunch from the Children's Aid Society.

The 1904 publication of *Poverty*, a book written by Robert Hunter, really sparked public interest in the hunger of poor children. Hunter described the European system of school feeding and advocated for a similar program in the United States.

At that time, relatively little was known about the science of nutrition. The primary reason for school lunches was to provide a warm meal to hungry children. Some students were encouraged to bring food from home in a pint jar. All the pint jars were placed in a bucket of water and kept on top of the schoolroom heater until lunch time.

School lunch efforts gained momentum during the 1920s, with Parent Teacher Associations (PTAs) becoming increasingly active through the donation of funds and equipment.

Federal Assistance

The first federal assistance for the school lunch program came in 1932, when The Reconstruction Finance Corporation provided loans to several communities in Missouri to pay labor costs of preparing and serving meals. By the end of 1934, assistance was being provided in 39 states through the Civil Works Administration and the Federal Emergency Relief Administration.

The Depression heightened concern over hunger and malnutrition among school children. With widespread unemployment, many families were chronically short of food, and millions of school children were unable to pay for their lunches.

It became clear that local governments and school boards could not provide the funds necessary to meet increasing demand. So, in 1935 Congress passed a law that removed surplus food from the market and turned it over to schools operating lunch programs.

In the late 1930s, many unemployed women were hired through the Works Progress Administration to help prepare and serve school meals. Lunch prices were held down, more children participated, and there was a rapid expansion of school lunch programs. By March 1942, lunches were being served to more than 6 million children in school lunch programs operating in all states, the District of Columbia and Puerto Rico. America's entry into World War II brought an unprecedented demand for food, leading to a huge increase in production. In March 1943, the Department of Agriculture began providing federal assistance through cash reimbursements, to allow schools to buy food.

The huge supply of food required for the war quickly drained farm surpluses. Direct distribution of commodities to schools continued but in substantially smaller quantities. WPA labor was eliminated as the workers joined the military or took defense jobs. School lunch participation dropped dramatically and Selective Service physical examinations documented widespread health problems related to malnutrition.

To improve children's health, Congress appropriated \$50 million a year for the operation of school food programs in 1944, 1945 and 1946. But these year-to-year appropriations, without legislation to assure the program's continuation, made local school Boards of Education hesitant to participate.

Permanent Legislation

In 1946, Congress introduced legislation to make the school food program permanent. A House Committee on Agriculture report stated, "The need for a permanent legislative basis for a school lunch program, rather than operating it on a year-to-year basis, has now become apparent."

The House report also emphasized the need for nutrition education. "The educational features of a properly chosen diet served at school should not be underemphasized. Not only is the child taught what a good diet consists of, but his parents and family likewise are indirectly instructed," it said.

In 1946, the 79th Congress passed Public Law 79-396, the National School Lunch Act. The program's objectives are clearly defined as "a measure of national security, to safeguard the health and well-being of the Nation's children, and to encourage the domestic consumption of nutritious agricultural commodities and other food."

President Harry S Truman signed the National School Lunch Act on June 4, 1946. "Today, as I sign the National School Lunch Act," he said, "I feel that the Congress has acted with great wisdom in providing the basis for strengthening the nation through better nutrition for our school children."

During the 1946-47 school year, almost 3,000 new schools entered the program. Participation increased from 6.7 million to 7.1 million, and more than a billion meals were served.

Twenty years later, The Child Nutrition Act of 1966 made important changes to the school lunch program

— adding the Special Milk and School Breakfast Programs, and expanding administrative support. The Act also placed USDA in charge of all food services to ensure uniform standards of operation. The Act's "Declaration of Purpose" emphasized the growing "recognition of the demonstrated relationship between food and good nutrition and the capacity of children to develop and learn."

USDA made minor changes in the meal pattern and some fine tuning of the system over the years. Bread servings were to be counted over a period of a week rather than by individual meal. Enriched pasta was counted as a bread. Schools were required to offer lowfat or skim milk. The requirement that butter be served with each meal was removed from the meal pattern in June 1976.

Today, throughout the country, school lunch menus are changing fundamentally to reflect new nutrition knowledge and awareness of the important relationship between diet and health. In June 1995, the School Meals Initiative for Healthy Children rule was finalized, updating the nutrition standards of the school meals program. For the first time since the program began, the school meals served in 92,000 schools will reflect the Dietary Guidelines for Americans.

To accomplish this landmark change, USDA launched Team Nutrition. USDA's Team Nutrition is designed to help make the implementation of the new policy easier and more successful. Through Team Nutrition, research-based messages have been developed reflecting the Dietary Guidelines for Americans and the Food Guide Pyramid, and will help children to expand the variety of foods in their diet; add more fruits, vegetables and grains to the foods they already eat; and construct a diet lower in fat. USDA's Team Nutrition brings to life the promise of healthy children.

In 1946, President Truman said, "Nothing is more important in our national life than the welfare of our children, and proper nutrition comes first in attaining this welfare." USDA's Team Nutrition fulfills that commitment.

In 1996, Ellen Haas, Undersecretary for Food, Nutrition, and Consumer Services says, "In the community, Team Nutrition Schools are leading the way for real change in improving the health of children. The community is the heart of the country, and the school is the hope of the community."



What is the National School Lunch Program?

Every school day, the National School Lunch Program serves meals to more than 25 million of the nation's children, more than half of whom receive their meals free or at a reduced price. For many, it is the only nutritious meal they will have all day.

A Department of Agriculture study released in the fall of 1993 found that school breakfasts and lunches offered to students exceeded dietary guidelines for fat, saturated fat, cholesterol and sodium. USDA has made it a priority to improve the nutritional quality of school meals.

In October, 1994, Congress passed S.1614, the Healthy Meals for Healthy Americans Act, also with the goal of bringing school meals into compliance with the Dietary Guidelines.

The Dietary Guidelines were developed jointly by USDA and the Department of Health and Human Services, and constitute the official nutrition policy of the U.S. Government.

USDA has increased the amount and variety of fresh fruits and vegetables it offers schools through the program. The Department reviewed specifications for all school commodities and reduced fat, sodium, and sugar levels for 23 products. It is also offering new low-fat products, including low-fat turkey sausage, and low-fat mozzarella and cheddar cheeses for use in the school lunch program. The variety of poultry products that are offered to schools is being expanded, including ground turkey burgers with a fat content of less than 11 percent. Beef patties with a fat content of 10 percent are also being

offered, and USDA is purchasing lower-fat pork products and low-calorie salad dressing.

A series of hearings in the fall of 1993 sought input from the public about ways to improve the school lunch program. Partly in response to the concerns expressed at those hearings, USDA launched the School Meals Initiative for Healthy Children. New regulations were published in June of 1995 to help ensure that meals served to school children comply with the Dietary Guidelines for Americans.

USDA's Team Nutrition, also launched in June of 1995, has developed a series of public-private partnerships aimed at carrying the good-nutrition message to children, school food service professionals, parents, teachers, and anyone with an interest in good nutrition for children.

Many more program changes are ahead as USDA incorporates the findings from the hearings, implements the new law, and works closely with schools to bring meals up to date with modern nutritional knowledge.

At the Federal level, the National School Lunch Program is administered by the Food and Consumer Service, an agency of the U.S. Department of Agriculture. At the State and local levels, it is usually administered by the State education agency in cooperation with local school districts.

How does the program work?

Schools in the lunch program get cash subsidies and donated commodities from the U.S. Department of Agriculture for each meal they serve. In return, they must serve lunches that meet Federal requirements, and they must offer free or reduced-price lunches to eligible children.

How do children qualify for free and reduced-price meals?

Any child at a participating school may purchase a meal through the National School Lunch Program. Children from families with incomes at or below 130 percent of the poverty level (currently \$19,695 for a family of four) are eligible for free meals. Those between 130 percent and 185 percent of the poverty level (currently \$28,028 for a family of four) are eligible for reduced-price meals.

Children from families over 185 percent of poverty pay a full price, though their meals are still subsidized to some extent.

How many schools take part in the school lunch program?

More than 93,000 schools and residential child care institutions participate in the National School Lunch Program. Public schools or non-profit private schools of high school grade or under, and residential child care institutions are eligible. The program is available in 99 percent of all public schools, and 83 percent of all schools, public and private. It is available to 92 percent of all students. On a typical day, about 56 percent of the school children to whom the lunch program is available participate.

How much reimbursement do schools receive?

Most of the support USDA provides to schools in the National School Lunch Program comes in the form of cash reimbursements for meals served. The current cash reimbursement rates are:

Free meals: \$1.7950

Reduced-price meals: \$1.3950

Paid meals: \$0.1725

Schools can charge no more than 40 cents for a reduced-price lunch. USDA sets no limit on the amount they can charge for full-price meals. Higher reimbursement rates are in effect for Alaska and Hawaii, and for some schools in special circumstances.

What other support do schools get from USDA?

In addition to cash reimbursements, schools are entitled by law to receive commodity foods, called "entitlement" foods, at a value of 14.25 cents for each meal served. Schools can also get "bonus" commodities as they are available from surplus stocks.

What types of food do schools get from USDA?

States select entitlement foods for their schools from a list of more than 60 different kinds of food purchased by USDA and offered through the school lunch program. The list includes fresh, canned and frozen fruits and vegetables; meats; fruit juices; vegetable shortening; peanut products; vegetable oil; and flour and other grain products.

Bonus foods are offered only as they become available through agricultural surplus. The variety of both entitlement and bonus commodities schools can get from USDA depends on quantities available and market prices.

About 20 percent of the food that goes on the table in school lunch programs is provided directly by USDA as commodities.

What food is a school required to serve in a school lunch?

USDA does not require schools to serve — or not serve — any particular foods. School meals must meet Federal nutrition requirements, but decisions about what foods to serve and how they are prepared are made by local school food authorities.

Until the School Meals Initiative for Healthy Children, the Federal nutritional requirements for school meals had not changed significantly since the school lunch program began in 1946. As part of the Initiative, USDA published regulations to help schools bring their meals up to date to meet the Dietary Guidelines for Americans.

The new regulations require schools to meet the Dietary Guidelines by school year 1996-1997, unless they receive a waiver to allow an extension until 1998-1999. They establish a standard for school meals to provide one-third of the Recommended Daily Allowances of protein, Vitamin A, Vitamin C, iron, calcium, and calories. Schools' compliance with both the Dietary Guidelines and the RDA's is measured over a week's menu cycle.

Under the regulations, schools have the option to choose one of three systems for their menu planning: NuMenus, Assisted NuMenus, and food-based. Both the NuMenus and Assisted NuMenus systems base their planning on a computerized nutritional analysis of the week's menu. The food-based option bases its menu planning on minimum component quantities of meat or meat alternate; vegetables and fruits; grains and breads; and milk.

How long has the School Lunch Program been in existence?

The National School Lunch Act in 1946 created the modern school lunch program, though USDA had provided funds and food to schools for many years prior to that. In signing the 1946 act, President Harry S Truman said, "Nothing is more important in our national life than the welfare of our children, and proper nourishment comes first in attaining this welfare."

About 7.1 million children were participating in the National School Lunch Program by the end of its first year, 1946-47. By 1970, 22 million children were participating, and by 1980 the figure was nearly 27 million. In 1990, an average of 24 million children ate school lunch every day.

How much does the School Lunch Program cost?

For FY 1996, Congress appropriated \$4.4 billion for the National School Lunch Program. Another approximately \$675 million is included for the purchase of entitlement commodity foods. For

FY 1995, Congress appropriated \$4.2 billion for the program, with another \$648 million for the purchase of entitlement commodity foods.

By comparison, the lunch program's total cost in 1947 was \$70 million; in 1950, \$119.7 million; 1960, \$225.8 million; 1970, \$565.5 million; 1975, \$1.7 billion; 1980, \$3.2 billion; 1985, \$3.4 billion; and 1990 was \$3.8 billion.



SCHOOL LUNCHES, SMART YET SATISFYING!

10 STEPS FOR PARENTS HEALTHY EATING AT SCHOOL

Do you know if your kids are eating healthy school meals? The only real way to be sure is to get involved. Show you care. Show the school that what your kids eat matters a lot. Because it does. Here's a checklist of what you can do to get results:

- 1 Do Lunch With the Kids** Eat breakfast or lunch at school with your kids. See what the meals are like. Notice the atmosphere. If you don't like what you see, *do something*.
- 2 Talk Out of School** Make your opinions heard. Talk to other parents. Work with your PTA and school board to support healthy school meals.
- 3 Discuss Your Principles** Go to the principal. Discuss the importance of good nutrition and physical activity. Suggest programs. Ask for cooperation. Follow through.
- 4 Know What's for Lunch** Get a weekly menu of school meals. Ask for the nutrition facts so you can be sure the menu meets the official Dietary Guidelines for Americans. Keep it magnetized to your refrigerator. Discuss all the healthy choices with your kids.
- 5 Team Up With Food Service Staff** Visit the school cafeteria. Get to know the staff. Let them know you value their services ... and appreciate good daily nutrition for your child.
- 6 Plant a Seed** Show your kids and their friends where healthy food comes from. Help your school start an edible landscape with a garden of goodies like fruits, vegetables and herbs.
- 7 Throw a Tasting Party** Volunteer to organize a classroom tasting party to introduce and encourage nutritious new foods the kids may never have tried.
- 8 Set Up a Group** Get Involved. Form a parent advisory committee for school meals. Recruit enthusiastic, "can-do" people to work with you.
- 9 Serve Your Kids Food for Thought** Make sure kids appreciate how healthy breakfasts and lunches serve their minds as well as their bodies.
- 10 Listen** If you listen to what your kids are learning at school about good nutrition, you can help them put their knowledge to work at home, too.

TEACHING KIDS HOW TO EAT RIGHT AT HOME & AT SCHOOL

Good nutrition begins at home. It should continue at school. The Food Guide Pyramid is based on the official U.S. Government guidelines for healthy eating. It's designed so kids and adults can learn and remember how to eat right every day.

So study it • Practice it  **Show it to your kids**



Tack it up • Talk it up

Give examples • Make it fun  **Your kids will eat it up**

And they'll grow up knowing how to choose foods that promise healthier, happier lives.

Food Guide Pyramid A Guide to Daily Food Choices

Fats, Oils, & Sweets
USE SPARINGLY

KEY

 Fat (naturally occurring and added)

 Sugars (added)

These symbols show fat and added sugars in foods.

Milk, Yogurt,
& Cheese
Group
2-3 SERVINGS

Meat, Poultry, Fish,
Dry Beans, Eggs,
& Nuts Group
2-3 SERVINGS

Vegetable
Group
3-5 SERVINGS

Fruit
Group
2-4 SERVINGS

Bread, Cereal,
Rice, & Pasta
Group
**6-11
SERVINGS**

Source: U.S. Department of Agriculture/U.S. Department of Health and Human Services

Produced by USDA's TEAM NUTRITION • In cooperation with the National PTA

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Fall '95

Team Nutrition Connections

A Message from Ellen Haas,

Under Secretary for Food, Nutrition and Consumer Services, United States Department of Agriculture

Welcome to USDA's Team Nutrition — our groundbreaking effort to ensure healthier school meals for 92,000 schools across America.

Throughout the country school lunch menus are changing. Children will be eating lunches that are lower in fat and sodium, and have more variety. These major changes reflect the Administration's historic policy announcement — the School Meals Initiative for Healthy Children.

Team Nutrition is a network of public and private partnerships that span the country linking USDA to all those who touch children's lives. Organizations like yours representing the agriculture and food industry, consumer health and nutrition advocates and educators, the media, and Federal and state agencies extend Team Nutrition's reach and amplify its nutrition education messages to help children change their behavior. You help make our vision a reality.

In this first issue of Team Nutrition Connections, we invite you to learn more about Team Nutrition, our new partnerships, upcoming events and activities, and our latest plans for an exciting new school and community program.

USDA's Team Nutrition brings to life the promise of healthy children, and we look forward to your continued support to fulfill that promise.

Ellen Haas

Ensuring Healthier School Meals

1

Who's On the Team: Partnership Profiles

2

Team Nutrition—Activity Update

3

ENSURING HEALTHIER SCHOOL MEALS

This past June — just one year after it was proposed, the School Meals Initiative for Healthy Children rule was finalized — updating the nutrition standards of the school meals program. For the first time since the program began in 1946, school meals will reflect the Dietary Guidelines for Americans. To ensure that the promise of healthier children becomes a reality, USDA launched Team Nutrition. USDA's Team Nutrition is designed to help make implementation of the new policy easier and more successful.

 Team Nutrition promotes food choices for a healthy diet to children by actively involving them in making those food choices, reaching them where they learn, live, eat and play. Through Team Nutrition, research-based messages have been developed reflecting the Dietary Guidelines for Americans and the Food Guide Pyramid, and will help children to:

- expand the variety of foods in their diet
- add more fruits, vegetables and grains to the foods they already eat
- construct a diet lower in fat.

 Team Nutrition provides training and technical assistance to schools to ensure that school nutrition and food service personnel have the education, motivation, training and skills necessary to provide healthy meals that appeal to children.



First Lady Hillary Rodham Clinton, USDA Secretary Dan Glickman, USDA Under Secretary Ellen Haas, and local children celebrate Team Nutrition's launch.

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FOR IMMEDIATE RELEASE

Contact: Richard K. Delano
(212) 343-6558

SCHOLASTIC INC. DEVELOPS USDA's TEAM NUTRITION
IN-SCHOOL PROGRAM

*The curriculum addresses children's health & nutrition skills,
and urges change in behavior & habits*

NEW YORK, NY, June 12, 1995 — Scholastic Inc. today announced its participation in USDA's TEAM Nutrition. Scholastic partnered with the USDA to develop USDA's Team Nutrition In-School Program, a comprehensive, activity-based program designed for children in Pre-K to grade 12. This collaboration will utilize Scholastic's wide educational distribution network in support of USDA's mission to engage and empower children to make informed, nutrition habits for a healthy diet with respect to the foods they eat in school and at home.

USDA's TEAM Nutrition In-School Program offers an innovative approach to teaching nutrition by providing children with the 'how' and 'why' to change their eating behaviors. Offering practical information in a variety of formats, the program will address the following concepts:

- Nutrition links agriculture and health;
- We are all empowered to make food choices for a healthy diet;
- Food appeals to all our senses and to our creativity.

"USDA's TEAM Nutrition In-School Program offers teachers a fresh approach for instructing students that goes beyond nutrition awareness, and actually helps motivate children to change their eating behavior," said Dr. Ernest Fleishman, senior vice president of Scholastic Inc. "Our job as educators is also to reinforce USDA's TEAM Nutrition messages at home as well as in school by involving parents, caregivers, and the community in the process."

"Children—and parents— need nutrition information they can understand and use," said Ellen Haas, Under Secretary for Food, Nutrition and Consumer Services. "Scholastic's success in reaching children through every media—magazines, books, television, instructional materials, and technology—make them the ideal choice for delivering our nutrition message in the classroom."

USDA's TEAM Nutrition program is divided into four grade-cluster specific classroom kits: for children in Pre-K to K, grades 1-2, grades 3-5 and secondary school. Kits will have:

- A Teaching Guide full of easy-to-use nutrition lessons.
- Classroom Posters that keep USDA's TEAM Nutrition messages top of mind year-round.
- Video (for grades 1-2 and grades 3-5) that take students on food-related adventures.
- Scholastic Classroom Magazines to engage students on food and nutrition.
- *Take Out* - a family newsletter, available in both English and Spanish, that delivers the USDA's nutrition message straight to parents and caregivers.
- Reproducible Worksheets that help teachers bring teaching guide lessons to life.
- Nutrition Analysis Software (at secondary school level) that helps students see how their daily diets shape up next to the USDA's Food Guide Pyramid, and the Dietary Guidelines for Americans.

SCHOLASTIC INC. DEVELOPS USDA's TEAM NUTRITION IN-SCHOOL PROGRAM

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All of USDA's TEAM Nutrition materials will take advantage of leading edge electronic distribution methods. Beginning in September 1995, selected teacher and student materials will be accessible online through Scholastic Central, a World-Wide Web site that can be reached at: <http://www.scholastic.com/>.

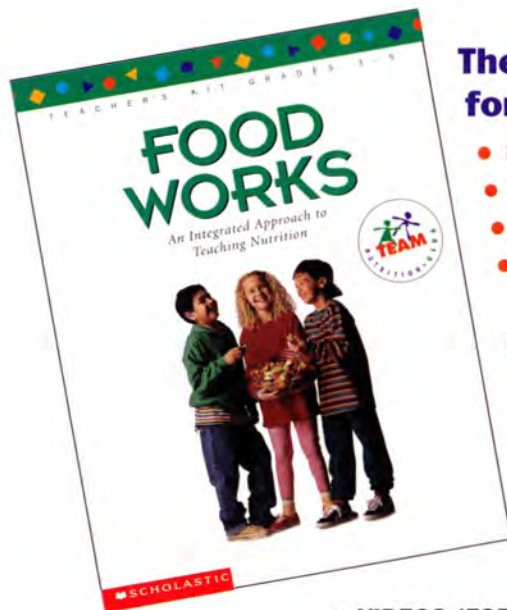
Scholastic will also collaborate with the country's leading distance learning networks to offer the video component of USDA's TEAM Nutrition to classrooms via satellite. Ti-In of San Antonio, Texas is the first network to agree to participate in this nationwide educational outreach. Programming distribution is planned for Fall, 1995.

For 75 years, Scholastic Inc. has been committed to creating quality educational materials for students and teachers. The Company is one of the leading publishers and distributors of children's books, classroom and professional magazines and other educational products. In addition, Scholastic publishes educational software and in 1993 launched Scholastic Network, the first and largest on-line network for teachers and students. The Company also produces family-oriented movies, video and television programming. Scholastic's international operations include Canada, Australia, the United Kingdom, New Zealand, France and Mexico.

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USDA'S TEAM NUTRITION

Program Components



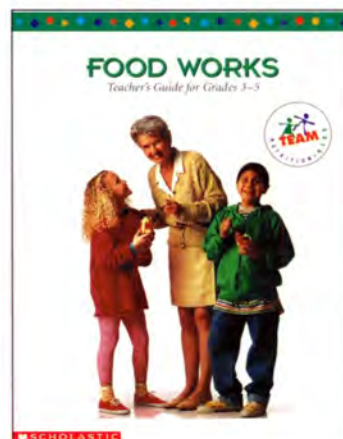
The program consists of classroom kits for the following grade levels:

- **PRE-K AND KINDERGARTEN**
- **GRADES 1-2**
- **GRADES 3-5**
- **SECONDARY SCHOOLS**

Each kit will have:

- **TEACHING GUIDE**

Easy-to-use instructional materials, packed with activities and hands-on learning ideas, integrate nutrition into the basic curricular areas.



- **VIDEOS (FOR GRADES 1-2 AND GRADES 3-5)**

These fun and informative videos promote the Team Nutrition message through songs, jokes, trips to exciting events such as the USDA's Great Nutrition Adventure, a visit to New York City's famous Farmers Market, and more!



- **SCHOLASTIC CLASSROOM MAGAZINES**

Colorful and engaging, each age-appropriate magazine presents students with lively articles, stories, and activities on food and nutrition.

- **TAKE OUT — A FAMILY NEWSLETTER**

Available in both English and Spanish, *Take Out* delivers the USDA's nutrition message straight to parents and caregivers.

- **CLASSROOM POSTERS**

Colorful and motivational posters help teachers to keep the topic of food choices before their students all year long.

- **REPRODUCIBLE WORKSHEETS**

Attractive activity sheets provide teachers with the tools to bring the teaching guide lessons to life.

- **NUTRITION ANALYSIS SOFTWARE (AT SECONDARY SCHOOL LEVEL)**

Interactive software helps students see how their daily diets compare to the Food Guide Pyramid and Dietary Guidelines for Americans.



For more information call 1-800-SCHOLAS(TIC)

USDA'S TEAM NUTRITION

*An Innovative Approach to Teaching Nutrition
from Scholastic Inc.*

The Team Nutrition In-School Program is a comprehensive, activity-based program to build skills and motivate children to make food choices for a healthy diet. The program materials:

- are easy to use and fun for students
- can be integrated into the core curriculum
- are developmentally appropriate
- link the classroom to the lunchroom
- take the Team Nutrition message into the home



Program Concept and Subconcepts

The program presents Team Nutrition's message across all grade levels. This is accomplished through the use of lessons organized under consistent subconcepts, all intended to develop Team Nutrition's Big Idea.

Big Idea: Encourage students to make food choices for a healthy diet.

Behavior Changes Promoted:

- **Expanding the variety of foods in children's diet.**
- **Adding more fruits, vegetables, and grains to the foods children already eat.**
- **Constructing a diet lower in fat.**

Subconcept One:

Nutrition is the link between agriculture and health.

- Farming and gardening
- Food as something we need to grow strong and healthy

Subconcept Two:

We are empowered to make food choices for a healthy diet.

- The Food Guide Pyramid, the food label, and Dietary Guidelines for Americans
- Changing eating habits as a way to improve health and learning

Subconcept Three:

Food appeals to all of our senses and to our creativity.

- Sensory activities
- Cooking and food preparation activities
- Tasting celebrations





TEAM NUTRITION: PROGRAM SUMMARY

A network of public-private partnerships that brings to life the promise of healthy children.

Program Elements:

As of August 1995

- * **Team Nutrition Supporter Network** -- Over 200 organizations, including nutrition, health, education, and food industry groups, are supporting Team Nutrition's mission and guiding principles. Supporters around the country will be involved in Team Nutrition activities throughout the coming months.
- * **The Walt Disney Company** -- is providing Team Nutrition spokestoons Timon and Pumbaa from *The Lion King* to help deliver messages that promote health to elementary age children. The characters appear on posters for use in-schools and communities, in special events. Timon & Pumbaa are also featured on Public Service Announcements distributed through Disney home videos and TV networks currently airing on television stations across the country and will be included in the Scholastic classroom curriculum and on selected Disney home videos.
- * **Scholastic, Inc.** -- is developing age-specific nutrition curricula, children's magazines, parent's guides, posters, and videos. To reach the 92,000 schools nationwide, USDA will provide materials to targeted low-income schools; Scholastic will distribute through direct sales, corporate sponsorship, the Internet, and satellite uplink.
- * **National PTA** -- distributed nutrition education materials for parent involvement in helping their children make food choices for a healthy diet. A total of 90,000 Activity Planners and 300,000 sets of Parents' Guide materials have been distributed thus far.
- * **California Department of Education** -- is the first State Department of Education to join Team Nutrition thus demonstrating their commitment to integrating nutrition education into the State's schools.
- * **Team Nutrition Pilot Communities** -- seven Team Nutrition Pilot Communities will serve as models and evaluation projects for Team Nutrition's intensive, community-based nutrition promotion efforts.

- * **Team Nutrition Schools** -- is an incentive program designed to coordinate Team Nutrition activities at the local level and to encourage sharing of successful ideas and strategies among schools. Team Nutrition Schools are the link to local-level implementation of the School Meals Initiative Goals. A national network of local schools will demonstrate results of changes in school meals and showcase success of nutrition education programs in schools. Team Nutrition Schools will model involvement of partners at the grassroots level and actively promote healthy meals in the community.
- * **Great Nutrition Adventure** -- is a series of training and educational events taking place in school cafeterias and classrooms, linking volunteer chefs with school food service staff, teachers, and students. Chefs work closely with school food service staff in the cafeteria, and team up with teachers in the classroom to make food fun and interesting. The "Great Nutrition Adventure" is one training component of the School Meals Initiative for Healthy Children. An action packet with a video that highlights the national kick-off in seven cities is being distributed to 23,000 school districts nationwide.
- * **"The Missing Pyramid"** -- is a children's book being written by award-winning author Susan Shreve to teach healthy eating to 4th and 5th graders.
- * **Team Nutrition Exhibit Booth** -- will travel to family and nutrition conferences to distribute materials.
- * **Team Nutrition OnLine** -- is a mailbox that has been set up on the Internet for Team Nutrition inquiries (teamnutrition@reeusda.gov).
- * **Team Nutrition Connections** -- is a quarterly update to keep Team Nutrition partners and others informed about current Team Nutrition activities around the United States.
- * **Departments of Health and Human Services and of Education** -- will make nutrition education a priority in the Interagency Committee on School Health, which brings together over 40 Federal agencies. The Departments will distribute and promote Team Nutrition materials through regional, State, and local affiliates.
- * **Department of Defense** -- is implementing a project to test new ways of delivering fresh fruit and vegetables to States and schools.
- * **Cooperative State Research, Education, and Extension Service** -- will develop and distribute a community action kit through home economists in nearly 3,200 counties, 4-H clubs, and electronic bulletin boards and other communication technologies.
- * **Commodity Improvement Council** -- composed of USDA Under and Assistant Secretaries, is developing policy to promote the health of school children by improving the nutritional profile of USDA commodities while maintaining the Department's support for domestic agricultural markets.

Training and Technical Assistance Activities

- * **Healthy Meals Electronic Resource System** -- is an information system, developed by the National Agricultural Library's Food and Nutrition Information Center which is accessible by print, computer disk, and on-line, to provide food service professionals with access to up-to-date information and training materials on preparing healthy meals. This electronic system will include all State-developed materials (including NET Program materials) from across the nation that are related to training on meeting the Dietary Guidelines. The resource program is available on the Internet and is accessible to schools nationwide.
- * **Team Nutrition Training Grants** -- provide competitive funding to assist States in developing a sustainable training infrastructure to help local school districts serve healthy school meals. Nineteen grants, four of which were State consortiums, were funded this year at approximately \$3.4 million.
- * **Fresh Produce Training** -- training for schools on the procurement, storage and use of fresh fruits and vegetables being developed in conjunction with the Fresh Produce Marketing Association.
- * **"A Tool Kit for Healthy School Meals"** -- USDA, in cooperation with Pennsylvania State University and others, has developed 53 new recipes for the National School Lunch and School Breakfast Programs that meet the Dietary Guidelines and use USDA commodities. These recipes are part of a total package of materials that include: 53 recipes with nutrient analysis, a marketing manual to promote the healthier recipes to students, and an instruction guide on how to use the new recipes.
- * **Team Nutrition for Healthy School Meals Training** -- workshops will be conducted that concentrate on implementation of the three menu planning systems to meet the Dietary Guidelines. Training materials being developed to support the workshops include a trainer's manual, a student manual, a production staff handbook and a training video with tips on implementing the three systems.
- * **Assisted NuMenus Guidance** -- FCS is working under contract to develop "model" menus that meet the Dietary Guidelines with supporting recipes, food purchase specifications, market orders, and food preparation methods. Nutrient analysis of these designed menus also will be provided.
- * **National Nutrient Database-Child Nutrition Programs** -- a database has been developed in cooperation with USDA's Agricultural Research Service to assist those local schools that choose NuMenus (Nutrient Standard Menu Planning), in performing nutrient analysis of their menus. This database along with custom designed software provides schools with the information needed to do efficient and accurate analysis. All of the USDA-purchased food commodities and the USDA recipes are incorporated into this database. The database is available to industry, cooperators and all other interested parties on the USDA Nutrient Databank Electronic Bulletin Board at no cost.

- * **School Lunch Challenge Recipes** -- result from nationwide competitions held by The American Culinary Federation that teams chefs with school food service directors to develop nutritious, tasty recipes for school lunch that are low cost and popular with students. School Lunch Challenge II selected 15 recipes to standardize, print and disseminate.
- * **Culinary Training Videos** -- a series of eight training videos on healthy food production for school food service personnel being developed. The videos will explore new approaches to the production of healthy, tasty and attractive foods for the school meal programs.
- * **"Serving it Safe: A Manager's Tool Kit"** -- a comprehensive training package covering food service sanitation and safety to be used by local school food service managers. This "user friendly" kit features a trainer's manual with slides, posters, and handouts. A computer-based self-instructional training system in four different computer platforms using multimedia CD-ROM accompanies the written manual.
- * **Culinary Training Institutes** -- are designed to provide "hands on" food production information and skill development for local school food service managers and food production staff. This training will be in cooperation with several culinary academies around the country.
- * **Healthy School Meals Help Line** -- FCS, in cooperation with the National Food Service Management Institute, will provide "state of the art" avenues of information, enabling the local child nutrition programs to obtain quick responses to technical assistance inquiries. The local schools will be able to access this service through their computers and/or through a 1-800 phone line. The Internet will be available 24 hours, seven day a week, year round, beginning in early winter 1995. In addition, we are working with the Institute on a Food Purchasing Manual providing food specifications to assist the managers in writing purchase orders.

Into the Future

- * **USDA Team Nutrition's Recipes for a Healthier Tomorrow** -- is a recipe collection designed for families to create fun and interesting healthy meals to plan, prepare and enjoy together. Professional chefs from restaurants and other organizations have teamed up with USDA to provide 50 recipes in honor of USDA's 50th Anniversary Celebration of School Lunch!

Team Nutrition technology
 Educational films for classroom use
 Team Nutrition Community events
 Nutrition and fitness activities
 Physician's office materials
 Children's entertainment initiatives
 Team Nutrition celebrates 50th Anniversary of National
 School Lunch Program