Advancing Farm to School with Local School Wellness Policies

Monday, July 15, 8:15 AM

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Affiliation or Financial Disclosure

- Lacy Stephens
  - Nothing to disclose
- Gwen Holcomb
  - Nothing to disclose
Session Objectives

• Objective 1: Participants will be able to communicate how farm to school activities - including local food procurement, school gardens, and food and farm education - support healthy children and healthy school environments.

• Objective 2: Participants will be able to identify key farm to school language to integrate into school wellness policies.

• Objective 3: Participants will be able to identify resources and execute best practices in school wellness policy implementation.
Office of Community Food Systems (OCFS)

Gwendolyn Holcomb
Senior Technical Advisor
Overview

Introduction to USDA, OCFS

Team Nutrition Resources

Practices in Creating and Implementing
COMMUNITY FOOD SYSTEM

A community food system is one in which food production, processing, distribution, and consumption are geographically integrated and benefit the environment, economy, and social and nutritional health of a particular community.

START WITH FARMERS
Recognize the people that make your food. Farmers form the backbone of a community food system.

LEARN TOGETHER
Understand how your food is produced and its impact on community and environmental health.

GET ENGAGED
Eat local foods, educate others, and encourage your neighbors to get involved.

BOOST SUSTAINABILITY
Protect resources for future generations.
- Preserve the land
- Decrease pollution
- Lower transportation costs

IMPROVE ACCESS
Increase the availability of affordable, nutritious, and local foods.

SUPPORT LOCAL FOOD ECONOMIES
Create jobs for local workers from farm to fork.
Role of OCFS

❖ Section 18 of the Richard B. Russell National School Lunch Act was amended to create a Farm to School Program to:

1. Distribute *grant funding* to improve access to local foods in schools.
2. Provide *training and technical assistance* to improve access to local foods in schools.
3. Disseminate *research and data* on existing programs and opportunities for expansion.
OCFS Priorities

❖ Grant Program

❖ Technical Assistance to States
  • State Agency convening(s) & networks
  • Procurement trainings

❖ Integrate farm to school throughout USDA
  • local foods messaging & resources

❖ Evaluation
  • Grantee report
  • 2019 Farm to School Census

❖ Producer-focused training & resources
Local Food

Food Education
Why Farm to School

- Fresh, tasty food
- Willingness to try new foods
- Increased consumption of fruits and vegetables
- Improved knowledge and awareness regarding gardening, agriculture and healthy eating
- Increase program awareness and participation
- Markets for farmers, local economic benefit
Farm to School Stakeholders

- Students
- Teachers
- Parents and community members
- School administrators
- Food service staff
- Farmers, ranchers, and fishermen
Farm to School Grant Awards To Date

FY 2013 - FY 2018

• 437 projects
• 50 states, DC, Virgin Islands, Puerto Rico, and Guam
• ~30 M
• Requests from 1,900+ projects seeking ~$140 M
Farm to School TOOLKIT

Bring the farm to your school
USDA's Farm to School Census shows schools invest $790 MILLION in local communities.

That's a **105% increase** over previous results!
The Dirt!

USDA’s farm to school e-newsletter delivered monthly, chock full of updates, webinar info, relevant news, and resources!

Subscribe at www.usda.gov/farmtoschool
Tools for School Local Wellness
Team Nutrition
Nutrition Guidelines for All Foods

• Standards and nutrition guidelines for all foods and beverages available, but not sold.

LWP must be consistent with:
• Meal Pattern regulation
• Smart Snacks regulation
Smart Snacks in Schools

Before the New Standards

<table>
<thead>
<tr>
<th>Snack</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolate Sandwich</td>
<td>298</td>
</tr>
<tr>
<td>Cookies</td>
<td></td>
</tr>
<tr>
<td>(8 medium)</td>
<td></td>
</tr>
<tr>
<td>Fruit Flavored</td>
<td>249</td>
</tr>
<tr>
<td>Candies</td>
<td></td>
</tr>
<tr>
<td>(2.2 oz. pack)</td>
<td></td>
</tr>
<tr>
<td>Donut</td>
<td>242</td>
</tr>
<tr>
<td>(1 large)</td>
<td></td>
</tr>
<tr>
<td>Chocolate Bar</td>
<td>235</td>
</tr>
<tr>
<td>(1 bar - 1.5 oz.)</td>
<td></td>
</tr>
<tr>
<td>Regular Cola</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

After the New Standards

<table>
<thead>
<tr>
<th>Snack</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peanuts</td>
<td>170</td>
</tr>
<tr>
<td>(1 oz.)</td>
<td></td>
</tr>
<tr>
<td>Light Popcorn</td>
<td>161</td>
</tr>
<tr>
<td>(Snack bag)</td>
<td></td>
</tr>
<tr>
<td>Low-Fat Tortilla</td>
<td>118</td>
</tr>
<tr>
<td>Chips</td>
<td></td>
</tr>
<tr>
<td>(1 oz.)</td>
<td></td>
</tr>
<tr>
<td>Granola Bar (wheat)</td>
<td>95</td>
</tr>
<tr>
<td>(1 bar - 1 oz.)</td>
<td></td>
</tr>
<tr>
<td>Fruit Cup (w/100%)</td>
<td>68</td>
</tr>
<tr>
<td>Juice (Snack cup)</td>
<td></td>
</tr>
<tr>
<td>(4 oz.)</td>
<td></td>
</tr>
<tr>
<td>No Calorie</td>
<td>0</td>
</tr>
<tr>
<td>Flavored Water</td>
<td></td>
</tr>
<tr>
<td>(32 fl. oz.)</td>
<td></td>
</tr>
</tbody>
</table>

*Calories from food components such as added sugars and solid fats that provide little nutritional value. Empty calories are part of total calories.
Do You…

- Coordinate school fundraisers,
- Manage a school store or snack bar,
- Sell food during the school day on campus,
- Manage school vending machines, or
- Want healthier foods on your school’s campus?

Help make the healthy choice the easy choice for kids at school

A Guide to Smart Snacks in School

A New User-Friendly Guide
**Nutrition Promotion**

**Activity Ideas:**

- Offering contest, surveys, promotions, or taste-testing
- Providing information to families to encourage consumption of healthy foods at home
- Posting nutrition and health posters
Nutrition Education

• Integrating nutrition into health education classes
• Promote skill development
• Integrating nutrition into core subjects
Physical Activity

Ideas:

• Amount and frequency of PE
• Fitness assessments
• Bike/walk to school
Other School-Based Activities

• Staff wellness trainings
• Sponsor health fairs
• School gardens
Team Nutrition Popular Events Idea Booklet

Fun ways to promote nutrition and physical activity at your elementary or middle school

- Ideas for 20 themed events
- Spotlights of real-life events
- Ways to team up for success

http://teamnutrition.usda.gov
Wellness Team

**Permit** certain groups to participate in LWP development, implementation, review and updates:

- Parents
- Students
- School food authority representatives
- PE teachers
- School health professionals
- School board
- School administrators
- SNAP-ED coordinators
- The general public
Policies for Food and Beverage Marketing

• Market/advertise only Smart Snacks
• On school campus
• During the school day
Local School Wellness Policy Outreach Toolkit

Be A School Wellness Champion
Local School Wellness Policy Outreach Toolkit

- Letter to principal
- Parent flyer (English and Spanish)
- Presentation for staff
- Presentation for parents
- Newsletter article and social media posts
Dear Wellness Policy Coordinator,

We are excited to share a new communications toolkit to assist school districts in talking with parents and school staff about wellness policies and increasing their involvement in the process. Parents play an important role in helping school districts create and carry out strong wellness policies that work. When parents are engaged in school activities, their children are more likely to get better grades, choose healthier behaviors, and have better social skills. So their participation can really have a positive impact.

Developed under the United States Department of Agriculture’s Team Nutrition Initiative, these dynamic resources include a letter to principals, parent flyer, newsletter insert, social media posts, and presentation slides about local school wellness policies.

These customizable templates can be adapted to meet your district’s specific needs. If desired, these materials can be edited at the district level, and then distributed at the school level. Anyone can give the presentation on the wellness policy, but it will be most effective if the principal gives opening remarks to show their support.

Here are a few tips for successfully reaching parents and staff with this kit:

- **Introduce the Toolkit:** Kick things off with the letter to principals. Invite them to share the newsletter insert, parent flyer, and slides in their ongoing parent and staff communications, but at least once a year.

- **Share Everywhere:** Make the most of every opportunity to educate parents and staff on the wellness policy and ways to get involved. Opportunities to distribute parent flyers or present the slides include when your parent organization elects new officers, back-to-school nights, school orientations, at school events focused on physical activity and healthy eating, and before meetings of a school or district wellness committee.

- **Amplify Your Reach:** Use social media posts to reach as many parents and staff as possible via your Twitter feed or Facebook page.

Sometimes, parents have difficulty finding a copy of the school wellness policy or knowing who to contact about the wellness policy. We encourage you to work with schools and others in your district to make this information easy for parents to find through both the school district and individual school Web pages. It also helps to make sure all school staff are aware of their role and how parents can get involved.

We hope these communication tools serve as a first step to engage parents in school wellness efforts. There are even more resources at:


Sincerely,

Your Friends at Team Nutrition

USDA’s Team Nutrition supports Child Nutrition Programs through training and technical assistance for foodservice, nutrition education for children and their caregivers, and school and community support for healthy eating and physical activity. To find other supporting resources, visit TeamNutrition.usda.gov.

teamnutrition@usda.gov | TeamNutrition.usda.gov | USDA is an equal opportunity provider and employer.
Principal Letter

• Recommend to send via email

• Attach all of the other materials (flyers, PowerPoints, newsletter, and social media)
Parents, we need your help to make our school healthier!

Children spend most of their day at school. So, it’s important that they have healthy foods and drinks while they are there. Good nutrition also helps kids learn better at school. Our school wellness policy tells how our school is making the healthy choice, the easy choice for kids. Parents can help update the school wellness policy and to put it into action.

4 ways parents can help:

1. Join the school wellness committee. Our next meeting is at [insert date and time]. The wellness committee meets [insert how often] and works on projects to help make our school healthier. You do not need any special training to be on the committee; just an interest in keeping our school healthy!

2. Read the school wellness policy at [insert URL]. For questions or more information, contact [insert contact information].

3. Support classroom and school events to have healthy foods and get kids physically active. Keep the wellness policy in mind when planning what foods and beverages to have at events and celebrations.

4. Rate our school wellness. Share how our school is doing in promoting good nutrition and physical activity at [insert URL].

What is in our school wellness policy?
The full school wellness policy is online at [insert URL].

Major topics in the policy are:

- Nutrition education and promotion
- Physical activity
- Other wellness activities (such as school gardens and walk/bike to school)
- Nutrition standards for all foods and drinks sold to kids at school
- Foods and drinks that may be given to students (such as at classroom celebrations or foods given as rewards for behavior)
- Food and beverage marketing

We are looking forward to working with you to ensure our school continues to be a healthy place that supports growth and learning.

Better Health = Better Learners

Parent Flyer
(English and Spanish)
[Name of School District] invites parents to a meeting about the school wellness policy on [date] at [time] at [location]. Having healthy choices at school helps keep our children healthy and ready to learn. The school wellness policy helps our school create an action plan for nutrition and physical activity at school. Parents can share their opinions and help make sure the policy is meeting the needs of our students. [Name of school district]'s wellness policy is available at: [insert Web site address].

Parents who are unable to attend the meeting can email comments about the wellness policy or nutrition and physical activity at their school to: [insert email address].

We hope you will join us!
Social Media

Help Us Make the Healthy Choice the Easy Choice at School!
#schoolwellness

Facebook

Parents, help create a healthier school environment! Join an upcoming wellness committee meeting [insert schedule] at [insert time and location]. If interested, contact: [insert wellness leader contact information]. #schoolwellness
Healthier Middle Schools: Everyone Can Help

© Copyright 2019 | School Nutrition Association | Annual National Conference | July 14-16, 2019 | St. Louis, Missouri
Contact Team Nutrition

Email: TeamNutrition@fns.usda.gov
@TeamNutrition

http://teamnutrition.usda.gov
Question for Reflection

What does participation in your school wellness policy look like in your school?

- Who leads the efforts
- Who is engaged
Farm to School and School Wellness Policies – Opportunities for Alignment
WHAT IS FARM TO SCHOOL?

CORE ELEMENTS OF FARM TO SCHOOL

EDUCATION

SCHOOL GARDENS

PROCUREMENT
OUR CORE FUNCTIONS

A hub for:

Information
Networking
Advocacy

Connecting people to:

Resources
People
Policy
A GROWING MOVEMENT

Growth of Farm to School in the U.S. (1997-2014)

- **42,587** Schools
- **42%** of US Schools
- **23.6M** Students Engaged
- **$789M** Spent on Local Food
- **46** States with Supportive Policies
- **20,000+** NFSN Members
STATE NETWORKS

• Mirror national success of growth and movement building
• 32 states with networks
STATE POSITIONS

• State agencies and university Extension
  • 155 positions
    • 96 state agencies
    • 59 Extension
  • 48 Full-time
    • 29 state agencies
    • 19 Extension
SUCCESSFUL FARM TO SCHOOL BILLS

[Map showing different states with varying colors indicating levels of successful farm to school bills enacted.]
WHY FARM TO SCHOOL?

KIDS WIN

FARMERS WIN

COMMUNITIES WIN
Key Requirements

• Broad participation in creation, review, and implementation.
• Specific goals for nutrition education, physical activity, and activities that promote student wellness.
• Nutrition standards for all foods on campus.
• Policies for food and beverage marketing.
<table>
<thead>
<tr>
<th>Policy Goal</th>
<th>Farm to School Language</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nutrition and Food Guidelines</strong></td>
<td>Schools are encouraged to source fresh fruits and vegetables from local farmers when practicable.</td>
</tr>
<tr>
<td>Policy Goal</td>
<td>Farm to School Language</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Nutrition and Food Guidelines</td>
<td>Use applicable funds to purchase as many locally grown products for school menus as possible.</td>
</tr>
<tr>
<td>Policy Goal</td>
<td>Farm to School Language</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Nutrition and Food Guidelines</td>
<td>BVSD will continue to emphasize the following values for food procurement: local economies, environmental sustainability, valued workforce, animal welfare, nutrition, and value-chain equity and innovation.</td>
</tr>
<tr>
<td>Policy Goal</td>
<td>Farm to School Language</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Nutrition Promotion and Wellness Activities</td>
<td>Eating experiences and school gardens should be integrated into the academic curriculum at all grade levels whenever possible.</td>
</tr>
<tr>
<td>Policy Goal</td>
<td>Farm to School Language</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Nutrition Promotion</td>
<td>Through Food Services educational programs, BVSD students will learn where food comes from, what fresh food tastes like, and even how to grow and cook their own food. Additionally students will have educational experiences that provide understanding of food waste, climate change and the symbiotic relationship between healthy food, a healthy planet and their health.</td>
</tr>
<tr>
<td>Wellness Activities</td>
<td></td>
</tr>
<tr>
<td>Policy Goal</td>
<td>Farm to School Language</td>
</tr>
<tr>
<td>------------</td>
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</tr>
<tr>
<td><strong>Food Marketing</strong></td>
<td>Foster a cafeteria environment that promotes healthy eating, including the incorporation of fresh, locally grown foods into student meals.</td>
</tr>
</tbody>
</table>
Why F2S in school wellness policies?

• Supports achievement of policy goals
• Institutionalize activities
• Ensure sustainability
• Garner team support
• Create healthy schools for all!
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National Farm to School Network
@FarmtoSchool

National Farm to School Network
@FarmtoSchool
Question for Reflection

• How can farm to school fit in your school wellness policy?
• What are first steps to making that happen?
Evaluate This Session

Use the ANC App to evaluate the education sessions you attend and you will automatically be entered to win a FREE registration to ANC 2020 in Nashville.*

One entry per person. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
Thank You!