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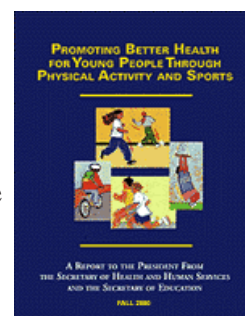
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Assessment and Planning

- Promoting Healthy Youth, Schools, and Communities: A Guide to Community-School Health Councils.** 2003. American Cancer Society. This guide is designed to assist school districts in developing new school health councils, strengthen existing councils, and maintain them as effective entities that can support and guide school health practices, programs and policies. The guide includes a CD-ROM that facilitates customizing worksheets and other materials. American Cancer Society or American School Health Association. Web sites: www.cancer.org, www.ashaweb.org.
- School Health Index.** 2005. Centers for Disease Control and Prevention (CDC). Easy-to-use self-assessment and planning tool that enables school health councils and others to analyze the strengths and weaknesses of their school health policies, curricula and services. It is available free to download or request a hard copy. A new interactive web version is also available at www.cdc.gov/healthyyouth. Technical assistance is available upon request by contacting Jim Tackett with KDE CSH at (502) 564-2154 or James.Tackett@education.ky.gov.
- Rhein, M, Lafronza, V, Bhandari, E, Hawes, J, Hofrichter, R. **Advancing Community Public Health Systems in the 21st Century: Emerging Strategies and Innovations from the Turning Point Experience.** ACCHO, 2001. A guide to strategies designed to provide a visible blueprint and answers on how our public health systems can compete with the challenges and changes of the 21st century. www.naccho.org
- Morbidity and Mortality Weekly Report, **Guidelines for School Health Programs to Promote Lifelong Healthy Eating.** Volume 45, Number RR-9, June 1996. A report listing guidelines to use in promoting programs in schools that teach sound, lifelong eating habits and promote healthy living. www.cdc.gov/mmwr/pdf/RR/RR4509.pdf
- Alcala, R, Bell, R. **Promoting Nutrition and Physical Activity through Social Marketing: Current Practices and Recommendations.** Center for Advanced Studies in Nutrition and Social Marketing, University of California, Davis, June 2000. The importance of social marketing and how to use it in order to promote physical activity and nutrition programs to the public, targeting specific populations and age groups. <http://socialmarketing-nutrition.ucdavis.edu>

Healthy Schools
Healthy Youth!



State and Federal Laws

State Laws

KRS 158.856 – Requires an annual evaluation and report on the nutrition program at all schools, and requires local school boards to discuss the findings of the nutrition report and solicit public comments. The law also requires that boards annually present a plan to improve the nutrition environment in the district. It must be presented on or before January 31 of each year.

Federal Laws

Child Nutrition and WIC Reauthorization Act of 2004 – Requires that the first day of the school year after June 30, 2006, each district will have established local school wellness policies for the schools in the district that include goals for nutrition education, physical activity, and other school-based activities.



The wellness policies will also include nutrition guidelines for all foods available on school campus during the school day. The development of the wellness policies should involve parents, students, school food service, school administrators, and the community. The group should also establish a plan for measuring implementation of the local wellness policies and designate one or more persons to ensure the district meets the policies.



Data¹

High School Youth

In Kentucky, only 13 percent of high school students eat five or more servings of fruits and vegetables a day, compared with 21 percent of students nationally.

Figure C-7 compares high school boys and girls. For both Kentucky and the U.S., the percentage of boys and girls that meet the five-a-day

recommendation is similar. However, fewer high school students in Kentucky eat at least five servings of fruits and vegetables a day than high school students in the U.S.

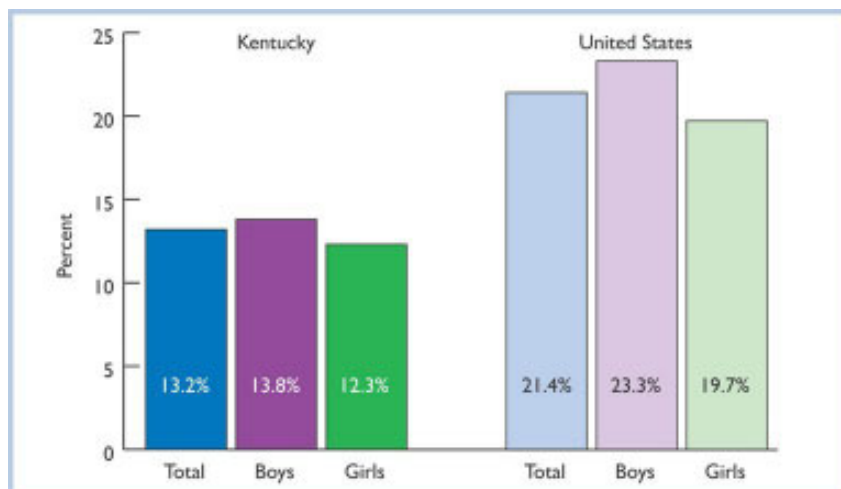


Figure C-7. High school students who ate five or more daily fruit and vegetable servings in the past week by sex in Kentucky and the U.S. (Source: YRBSS, 2001, 2003)

Figure C-8 compares high school students who eat five servings of fruits and vegetables a day by grade for all grades, the percentage of Kentucky students meeting the recommendation is lower than for students in the U.S.

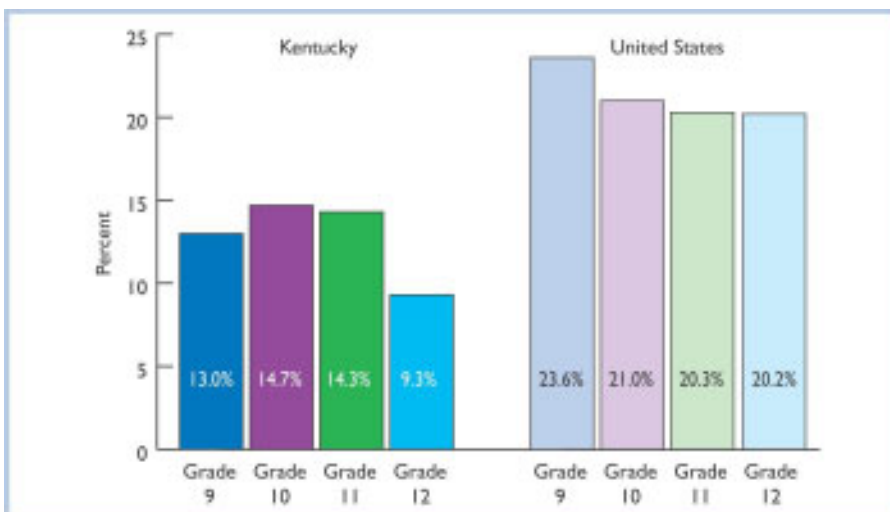
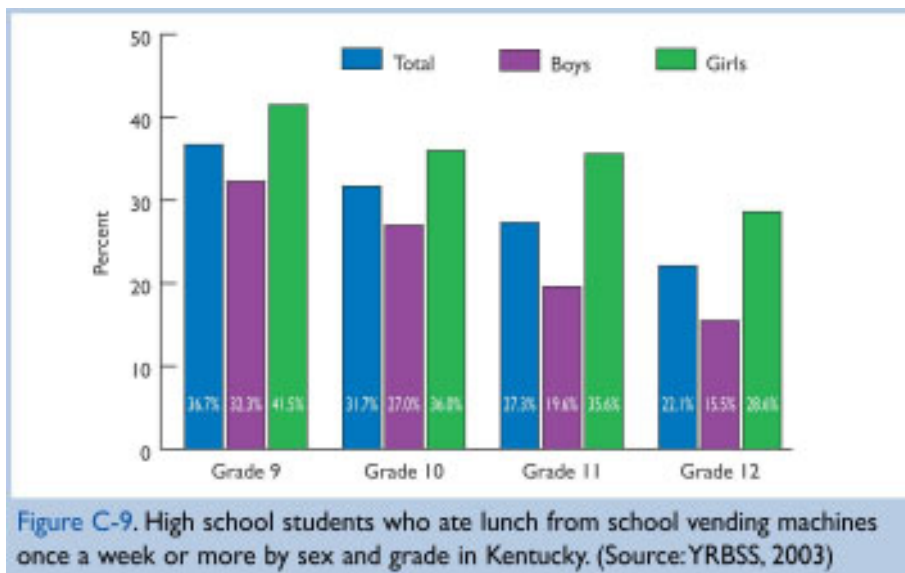


Figure C-8. High school students who ate five or more daily fruit and vegetable servings in the past week by grade in Kentucky and the U.S. (Source: YRBSS, 2001, 2003)

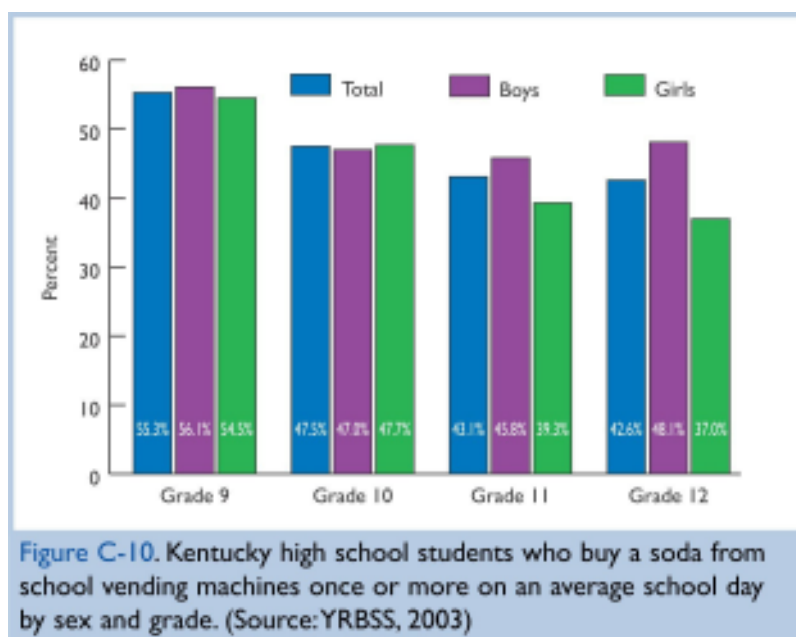
In Kentucky, over 30 percent of high school students eat lunch bought from school vending machines once a week or more.

Figure C-9 shows these percentages for all students and for boys and girls across grades 9 to 12.



Overall, more than a third of girls and a quarter of boys eat lunch from school vending machines. Their 12th grade counterparts eat lunch from vending machines much less—28 percent and 15 percent respectively.

Figure C-10 shows the percentage of high school students who buy one or more sodas a day from school vending machines for all students and for boys and girls across grades 9 to 12.



More than half of all ninth grade students buy one or more sodas a day from school vending machines. This occurrence drops steadily by nearly 13 percentage points by the 12th grade.

Evidence-Based Curricula and Best Practices

Choose 1% or Less Campaign - The Choose 1% of Less Campaign is a health education program that focuses on lowfat dairy foods and aims to increase calcium intake and reduce total and saturated fat in the diets of adults and children over age two years.

This campaign has developed videos and classroom activities for elementary, middle and high school students. Guidelines for blind taste tests are also available. For more information contact: Cynthia Sullivan at cynthiad.sullivan@ky.gov or phone (502) 564-3827, extension 3856

5 A Day The Color Way – Eating five or more servings of colorful fruits and vegetables a day is part of an important plan for healthier living. That's because deeply hued fruits and vegetables provide the wide range of vitamins, minerals, fiber, and phytochemicals your body needs to maintain good health and energy levels, protect against the effects of aging, and reduce the risk of cancer and heart disease. For more information go to: <http://www.5aday.org/index.php>.



Dairy Council Tools for Schools – This initiative provides different programs to involve children in learning about nutrition and practicing sound nutritional habits in their daily living. For more information, go to: <http://www.nationaldairycouncil.org/nationaldairycouncil/tools>.

Eat Smart, Play Hard™ – Eat Smart, Play Hard is about making America's children healthier. It's about practical suggestions to motivate children and their caregivers to eat healthy and be active. The Eat Smart, Play

Hard™ Campaign messages and materials are fun for children and informative for caregivers. The messages are kid-tested and based on the Food Guide Pyramid and Dietary Guidelines for Americans. For more information, go to:

<http://www.fns.usda.gov/eatsmartplayhard/About/overview.html>.

MyPyramid for Kids Classroom Materials - Educational materials developed at the elementary school level to help children learn the MyPyramid food guidance system. Lesson plans for teachers are available in three levels: Level 1 (grades 1-2); Level 2 (grades 3-4); and Level 3 (grades 5-6). Classroom materials include the following:

- Teacher's Guide including lesson plans with reproducible worksheets.
- CD with the MyPyramid Blast Off Game
- MyPyramid for Kids poster
- Tips for Families
- Fruit and Vegetable Challenge poster packet

For additional information, visit

<http://www.mypyramid.gov/kids/index.html>, scroll to Classroom Materials.

Bright Futures in Practice: Nutrition. A set of guidelines with a practical development approach to help health professionals, families, and others who care for children of all ages to be more effective in nutrition. <http://www.brightfutures.org/nutrition/index.html>

Training is available based on participant numbers. To request training, contact Emma Walters with the Nutrition Services Branch at Emma.Walters@ky.gov or phone (502) 564-3827, extension 3854.



Policy and Environmental Change

Policy and environmental change interventions are population-based approaches that complement and strengthen other public health programs and activities that traditionally have focused on individual behavior change.

Policies include laws, regulations and formal and informal rules. Examples include all schools offering physical education during school hours; laws and regulations for what should be included in vending machines at school; laws and regulations to restrict smoking on school campuses; and regulations permitting students to carry and administer their own asthma medications.

Environmental changes are implemented to improve the economic, social or physical environments of the school. Examples include incorporating walking paths or recreation areas into school campuses; offering low-fat foods in school cafeterias, removing designated smoking areas from school campuses; and reducing exposure to asthma triggers, such as secondhand smoke, in schools.

Model Policies

Suggested school health policies for schools to adapt and implement to provide a healthy eating environment and opportunities for proper nutrition:²

- ✓ Foods and beverages sold or served at school will meet the nutrition recommendations of the U.S. Dietary Guidelines for Americans.
- ✓ Qualified child nutrition professionals will provide students with access to a variety of affordable, nutritious, and appealing foods that meet the health and nutrition needs of students; will accommodate the religious, ethnic and cultural diversity of the student body in meal planning; and will provide clean, safe and pleasant settings and adequate time for students to eat.
- ✓ Schools will provide nutrition education to foster lifelong habits of healthy eating and will establish linkages between health education and school

meal programs and with related community services.

- ✓ Beverages allowed to be sold through a la carte lines, vending machines, student stores, and fundraising activities, are water without added caloric sweeteners, fruit and vegetable juices and fruit-based drinks that contain at least 50 percent fruit juice and that do not contain additional caloric sweeteners, and unflavored or flavored low-fat or fat-free milk.



- ✓ A choice of at least two fruits and/or non-fried vegetables will be offered for sale at any location on the school campus where food is sold.
- ✓ To support children's health and school nutrition education efforts, school fundraising activities will not involve food or will only use foods that meet the nutrition and portion size standards for foods and beverages sold individually.
- ✓ Schools will encourage fundraising activities that promote physical activity. Schools will not use food or beverages as rewards for academic performance or good behavior and will not withhold food or beverages as a punishment.
- ✓ Food and beverages offered at school-sponsored events (e.g. athletic events, dances or performances) outside the school day will meet the nutrition standards for meals or for foods and beverages sold individually.

The American Academy of Pediatrics Policy Statement (excerpt)³

In a policy statement issued in August 2003 by the American Academy of Pediatrics, pediatricians are encouraged to work with school administrators and others in the community on ways to decrease the availability of foods and beverages with little nutritional value and to decrease the dependence on vending machines,



snack bars, and school stores for school revenue. Regarding physical activity, advocacy is sorely needed for physical education programs that emphasize and model learning of daily activities for personal fitness (as opposed to physical education limited to a few team sports).

This policy statement, called Prevention of Pediatric Overweight and Obesity² asks that doctors actively encourage:

- low-fat dairy foods, and whole grains; encouraging children's autonomy in self-regulation of food intake and setting appropriate limits on choices; and modeling healthy food choices.
- routine promotion of physical activity, including unstructured play at home, in school, in child care settings, and throughout the community
- the limitation of television and video time to a maximum of 2 hours per day
- the help of parents, teachers, coaches, and others who influence youth to discuss health habits, not body habitus, as part of their efforts to control overweight and obesity.
- parents and caregivers to promote healthy eating patterns by offering nutritious snacks, such as vegetables and fruits,
- policy makers from local, state, and national organizations and schools to support a healthful lifestyle for all children, including proper diet and

adequate opportunity for regular physical activity

- organizations that are responsible for health care and health care financing to provide coverage for effective obesity prevention and treatment strategies.
- public and private sources to direct funding toward research into effective strategies to prevent overweight and obesity and to maximize limited family and community resources to achieve healthful outcomes for youth.

- the support and advocacy for social marketing intended to promote healthful food choices and increased physical activity.



Resources

Internet Resources

Last accessed 9/1/06

5 A Day <http://5Aday.nci.nih.gov/> or www.5aday.org/index.php

American Academy of Pediatrics www.aap.org

ADA EVIDENCE LIBRARY:
www.adaevidencelibrary.com

CDC Division of Adolescent and School Health
<http://www.cdc.gov/HealthyYouth/>

CDC Division of Nutrition and Physical Activity home page
<http://www.cdc.gov/nccdphp/dnpa/>

DHHS We Can!: <http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/>

Kentucky Department of Education
www.education.ky.gov

Kentucky Department for Public Health
www.chfs.ky.gov

Kentucky Department for Public Health,
Medical Nutrition Therapy Program.
<http://www.chfs.ky.gov/dph/ach/Nutrition+Services+Branch.htm>

Kentucky Education Television Network:
www.ket.org

www.mypyramid.gov

Partnership for a Fit Kentucky :www.fitky.org

The American Dietetic Association
www.eatright.org

www.nutrition.gov

United States Department of Agriculture
www.usda.gov



Additional Resources

Last accessed 9/5/06

Cohen, J., Overweight Kids: Why Should We Care? California Research Bureau, 2000: 1-42. A review on the problem of obesity among children and how we can provide solutions to the problem. www.library.ca.gov/crb/00/08/00-008.pdf

DHHS Research, major resources, questions and answers on policy and administration: www.hhs.gov.

Fit, Healthy, and Ready to Learn: A School Health Policy Guide. 2006. National Association of State Boards of Education. A program designed to help state and local decision makers establish effective policies promoting high academic achievement and lifelong healthy habits. www.nasbe.org.

Glanz, K., Mullins, RM. Environmental interventions to promote healthy eating: a review of models programs and evidence. *Health Education Quarterly*, 1988; 15(4):395-415.

Healthier US School Challenge. Certification recognizing specific steps a school may take to improve the school environment and address obesity. <http://teamnutrition.usda.gov/HealthierUS/silvergoldtn.html>.

Kentucky School Board Association, Model Policies on School Health, Dara Bass, Director of Policy and Procedure Services, 1-800-372-2962, extension 220

Promoting Health: Intervention Strategies for Social and Behavioral Research. Institute of Medicine, National Academy Press, Washington, DC, 2000. A book on more ways in which social marketing can provide solutions for health problems connected with physical inactivity and poor nutrition.



Siegel, M., Doner, L. Marketing public health: strategies to promote social change. Apen Publications, Gaithersburg, MD, 1998. A book on social marketing and promotion of change connected to health behaviors.

Wellness Policy Guidance. Developed in collaboration with the CDC and the U.S. Department of Education, this U.S. Department of Agriculture (USDA) Web site provides information on how to create, implement, and evaluate, wellness policies that meet the requirements of federal law.



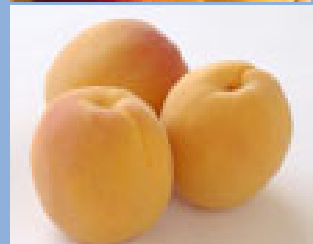
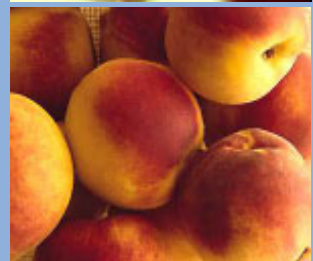
<http://www.fns.usda.gov/tn/Healthy/wellnesspolicy.html>.

Wellness Policy Tool. Developed by Action for Healthy Kids in partnership with the CDC and USDA. A searchable database that contains model nutrition and physical activity policies from around the country.

References

Last accessed 9/1/06

1. University of Kentucky Prevention Research Center, et al. The Kentucky Obesity Epidemic 2004.
2. National Alliance for Nutrition and Activity. Model School Wellness Policies. <http://schoolwellnesspolicies.org/>.
3. American Academy of Pediatrics. Prevention of Pediatric Overweight and Obesity. 2003; 424-430.
<http://aappolicy.aappublications.org/cgi/content/full/pediatrics;112/2/424>



Contact Information

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<http://chfs.ky.gov>



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Division of Adolescent and School Health

