

# **SNA Plan to Partner with the First Lady's Initiative to Fight Obesity**

2/10/2010

## **SCHOOL NUTRITION ASSOCIATION COMMITMENT TO THE FIRST LADY**

The School Nutrition Association commends the First Lady in setting as a high priority the health and well-being of our nation's children. Reducing childhood obesity in this generation through improved health is an investment in our nation's future. The School Nutrition Association will make the following commitments to partner with the First Lady to that effort. We are dedicated to the following key initiatives:

- Challenge our country's school nutrition programs to achieve USDA Healthier US School Challenge Certification
- Challenge our school nutrition directors to partner with Coordinated School Health Programs to work together to improve the school health environment
- Challenge school nutrition program directors to strive for achieving the Institute of Medicine recommendations through recognition of those who are leading efforts in innovative best practices in menu planning and recipe development
- Advance opportunities for all students to learn about good nutrition and a healthy life style as part of their education experience.

The following strategies show how the School Nutrition Association will work with the First Lady to reduce Childhood Obesity in this generation:

### **USDA Healthier US School Challenge**

The USDA Healthier US School Challenge is an outstanding program leading to important changes in schools throughout the United States. SNA members are committed to partnering with the First Lady and USDA to greatly increase the number of schools meeting the criteria to become a bronze, silver, or gold school by the following strategies:

- SNA to recognize Healthier US Schools Challenge recipient members to inspire all districts to work towards meeting the challenge
  - o Recognition at SNA Annual National Conference
  - o Article in School Nutrition magazine and recognition of SNA members meeting the Challenge
  - o Listing on website of all existing and new SNA Healthier US Schools Challenge recipients
- Publicize the program in our media and public relation efforts

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- o National School Breakfast Week
- o National School Lunch Week
- o Spokesperson Network
- Offer training and mentoring programs for school nutrition directors and managers on how to meet the criteria to become a Healthier US School
  - o Training program for members attending SNA national and state affiliate conferences
  - o Webinar to be later archived for use by members
  
- SNA will increase the number of Healthier US School Certification Awards given the support of USDA, state child nutrition program directors, and school community partners to achieve this goal:
  - o increase the number of Healthier US Schools from the current 600 to 2000 in year 1 by working with USDA to eliminate current barriers for recognition, and
  - o continue to achieve the same incremental increases to 10,000 schools by year 5, given support of other education community partners

## **CDC Coordinated School Health Program**

SNA members are committed to enhance and expand CDC's Coordinated School Health program in districts throughout the United States as a means to involve the entire education community to work towards reducing childhood obesity.

- SNA commits to be an active partner with CDC to promote the adoption of the Coordinated School Health Program in districts around the country
- SNA commits to offer educational programs to members on implementing the coordinated School Health Program successfully; model programs will be highlighted
- SNA commits to show how Coordinated School Health Programs can be instrumental in assuring success in implementing District Wellness Policies

## **Institute of Medicine's Nutrition Standards**

SNA commits to support the Institute of Medicine's (IOM) Nutrition Standards as a means of supporting efforts to reduce childhood obesity in the United States by initiating the following strategies:

- SNA will create and promote to all member districts a recognition

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program titled LAMP Awards (leading advancements in menu planning) These awards in the area of menu planning, recipe and product development are to be developed and implemented in 2010–2011 school year. This recognition program will encourage districts to achieve IOM goals prior to timeline for implementation and develop model programs for districts across the country to emulate.

- SNA will work with USDA to develop criteria and resource materials for the awards. SNA could expect to receive over 100 applications from school food service programs and 50 applications from industry within the first 12 months from the point it is introduced. In the following year, this recognition program should continue to grow leading to improved menus and quality food products in school food service programs.
- Partner with local fruit and vegetable growers through Farm to School Programs to promote consumption of more fresh fruit and vegetables
- Partner with SNA industry members to provide more whole grain products that are affordable and meet student acceptability
- Partner with the National Dairy Council on campaign that leads to students drinking more milk in light of studies showing significant deficiency in meeting RDA's for calcium and other key nutrients during a significant time in a student's physical development

## **Nutrition Education for All Students**

SNA members are committed to see that all students have an opportunity to learn about good nutrition and a healthy life style as part of their education experience. With government funding, SNA recommends the formation of a partnership of PBS and/or the Discovery Channel with USDA, SNA and the American Dietetic Association to bring turnkey nutrition education into the classroom, cafeteria, and home.

In addition, SNA recommends the First Lady partner with Microsoft/Apple to create vibrant and fun White House Fitness and Nutrition website for students, parents, teachers and community leaders. SNA members commit to promoting the website in school cafeterias throughout the United States.