



Smart Servings for Students:  
How to Achieve LMCTC Goal III  
*Webinar*  
February 27, 2013

# Today's Presenters



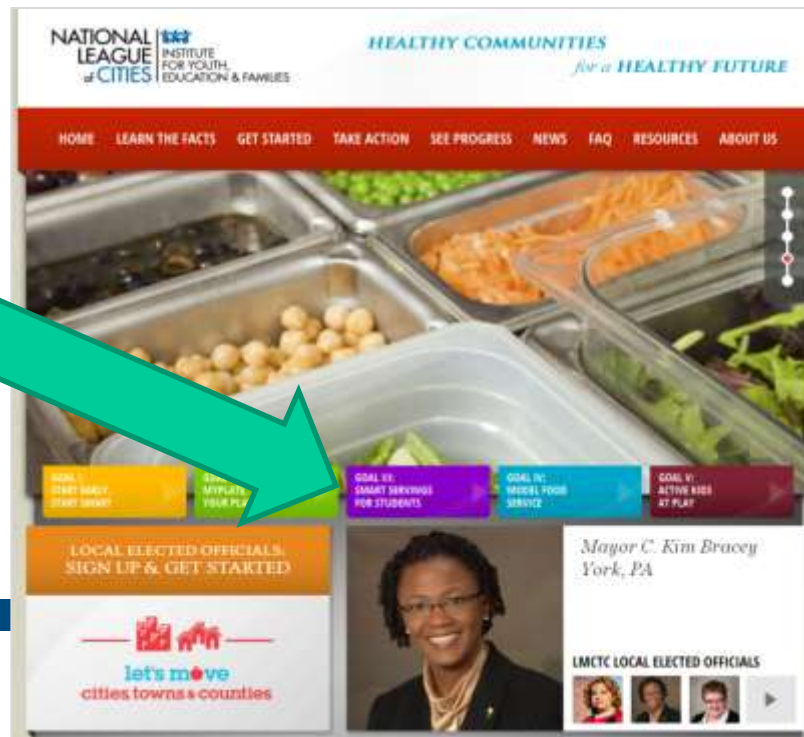
- J. Kevin Maskornick,  
Program Analyst,  
Child Nutrition Division, Food and  
Nutrition Service, USDA



- Doug Holloway,  
Director, City of Boise  
Department of Parks and  
Recreation, Boise, Idaho

# Goal III Basics

- GOAL III: To provide healthy food in schools, local elected officials commit to increasing participation in the School Breakfast Program (SBP) and the National School Lunch Program (NSLP).
- Goal III page:



# Local Elected Officials Can Earn Medals for Achieving the Goal's Benchmarks



At least 60% of public schools participate in the School Breakfast Program (SBP).

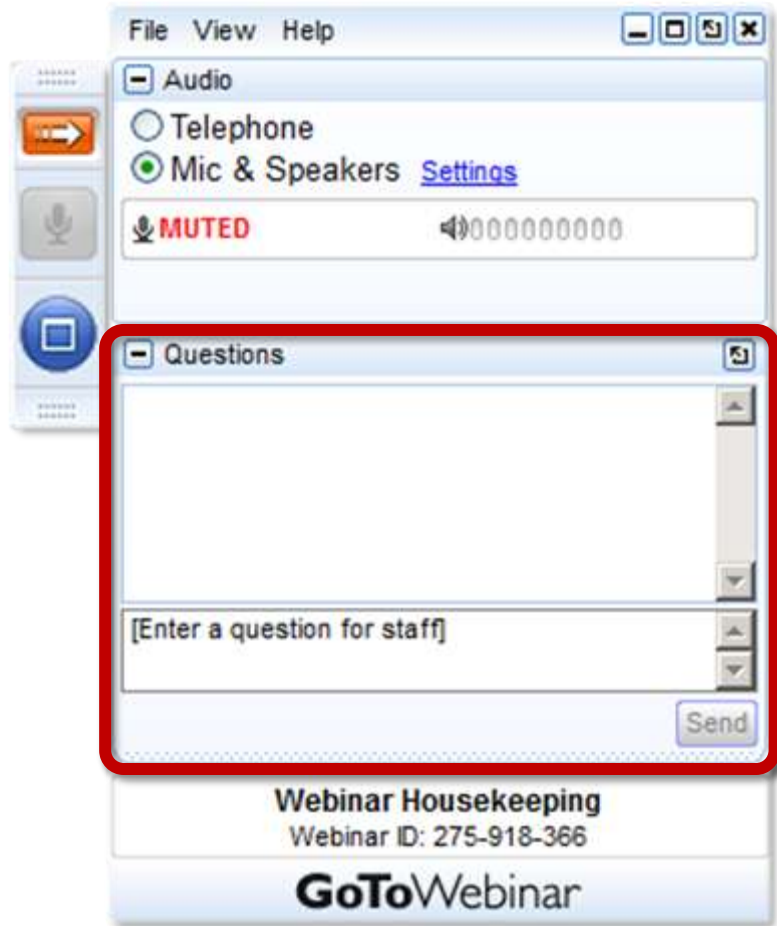


At least 70% of public schools participate in the School Breakfast Program (SBP), and at least 60% of public elementary and middle school students and at least 45% of high school students participate in the National School Lunch Program (NSLP).



At least 80% of public schools participate in the School Breakfast Program (SBP), and at least 75% of public elementary and middle school students and at least 65% of high school students participate in the National School Lunch Program (NSLP).

# Send Us Your Questions Throughout



## Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

# **Subject Matter Expert**

**USDA**

**J. Kevin Maskornick**



# OVERVIEW OF THE NATIONAL SCHOOL LUNCH PROGRAM & SCHOOL BREAKFAST PROGRAM

**Kevin Maskornick, USDA Food and Nutrition Service,  
Child Nutrition Division**

# FNS Mission

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- The **Food and Nutrition Service (FNS)** administers the school-based meal programs of the U.S. Department of Agriculture.
  
- **Program Mission:** “...to safeguard the health and well-being of the Nation’s children and to encourage the domestic consumption of nutritious agricultural commodities...”
  - Provide meals to school age children
  - Operate school and institutional settings
  - Mission statement reflects multifaceted role of school meal programs

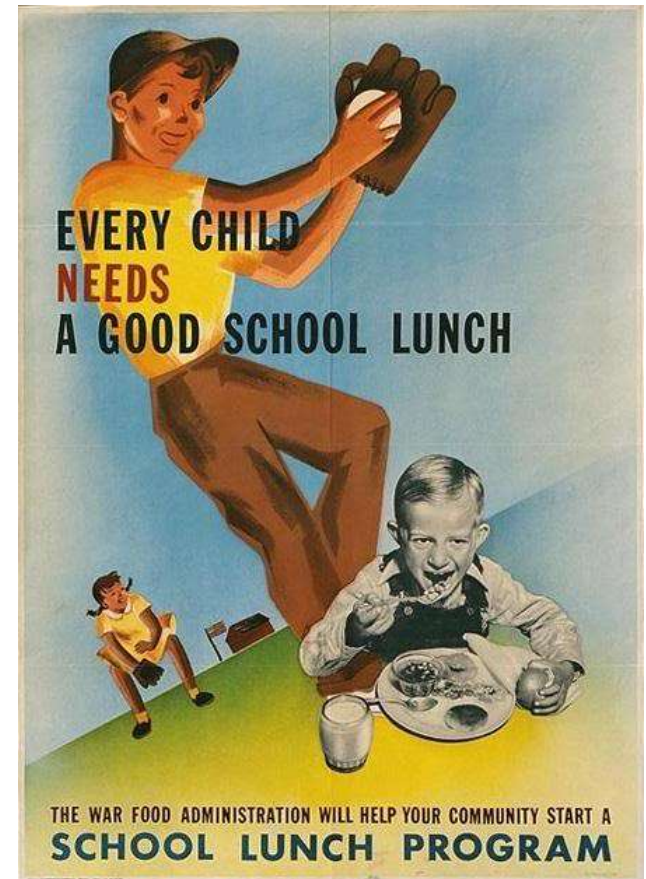




# The National School Lunch Program (NSLP)

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- Established in 1946 by the National School Lunch Act (NSLA)
- Schools sign an agreement with the State to operate a non-profit daily meal service
- Schools required to ensure that meals are nutritious and affordable
- Program is subject to accepted health and safety standards



# The School Breakfast Program (SBP)

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- ❑ Established in 1966 by the Child Nutrition Act (CNA)
- ❑ Provides nutritious and affordable breakfasts to students in fashion similar to the NSLP
- ❑ Participation traditionally lower than NSLP, though recent efforts to grow the program have seen success



# School Meal Programs by the Numbers

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## NSLP

- 31.0 million children served daily
- About 100,000 schools and institutions participate

## SBP

- 12.8 million children served daily
- About 91,000 schools and institutions participate

In total, Federal school meal programs provide for **over 9 billion** lunches, breakfasts, and snacks per year

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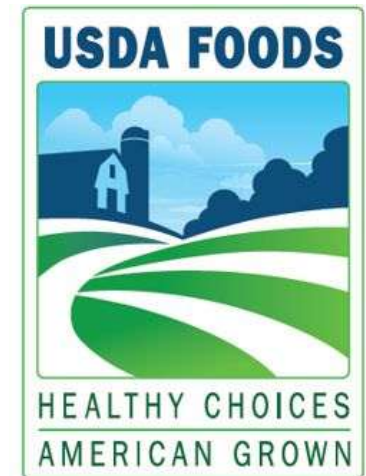
Federal appropriations for Lunch/Breakfast was over \$13.4 billion for the Fiscal Year 2012



# How the Programs are Funded

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- Federal Government
  - ▣ Reimbursements for meals
  - ▣ State Administrative Expense (SAE) funds
  - ▣ USDA Foods
  - ▣ Grants and performance awards
- State and local funding
  - ▣ Share of administrative expense
  - ▣ Revenue from paid meals
  - ▣ Supplemental State and local initiatives



Lunch	Breakfast
Free: \$2.86	Free: \$1.55
Reduced Price: \$2.46	Reduced Price: \$1.25
Paid: \$.27	Paid: \$.27



# Accountability

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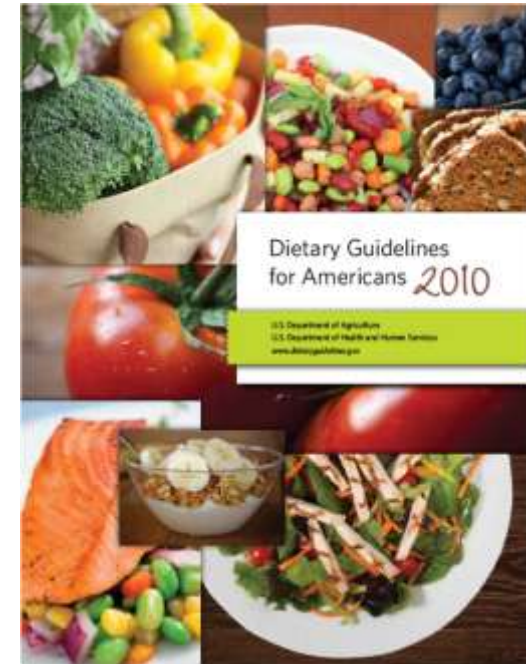
- Schools responsible for determining eligibility for free and reduced price benefits either via application or through data matching techniques
- Initial eligibility determinations are subject to review and verification
- State and local operators subject to regular management evaluations or administrative reviews



# Updated Nutrition Standards

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- Recently updated to place a new emphasis on health and nutrition
- Limits on:
  - Calories
  - Saturated fat
  - Trans-fats
  - Sodium
- Federal government updates its nutrition research on a regular basis



# Nutrition Requirements for the School Meal Programs

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- All meals served must meet nutrition standards set at the Federal level
- Food items credited to broadly reflect their nutrient content

- Meal Components

- Fruits
- Vegetables
- Grains
- Meat/Meat Alternate
- Fluid Milk



# School Breakfast Expansion

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- Serving breakfast at school helps to ensure that all students have an opportunity to enjoy a morning meal
- 5.5% participation growth in previous school year
- Alternative serving methods increase access to breakfast
  - ▣ Grab and Go
  - ▣ Breakfast in the Classroom (BIC)
  - ▣ Provision 2/3 SBP Service
- Initiatives like Let's Move! and the NFL's Fuel up to Play 60 complement SBP expansion





# Technical Assistance and Resources

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- USDA supports the school meal programs with extensive guidance and information resources
- **Team Nutrition** provides training and technical assistance for foodservice, nutrition education for children and their caregivers, and school and community support for healthy eating and physical activity
- The **HealthierUS School Challenge** is a voluntary initiative that recognizes schools for making improvements to their nutrition environments



*HealthierUS School Challenge*  
Recognizing Excellence in  
School Nutrition and Physical Activity





## Food Buying Guide

for Child Nutrition Programs

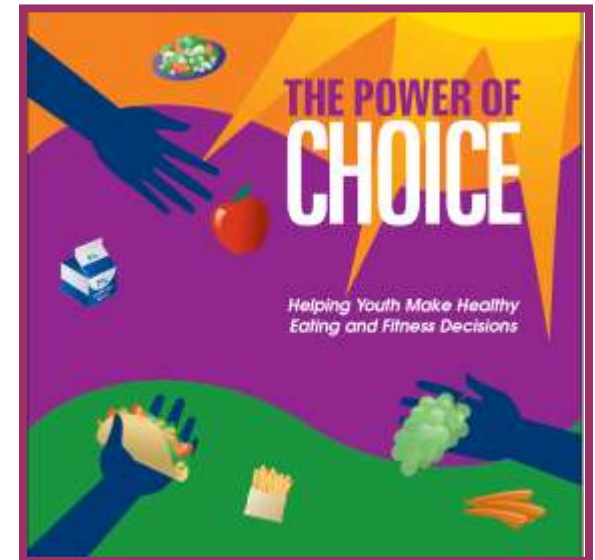
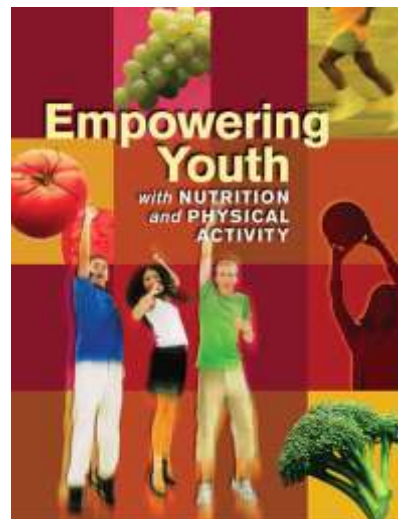


U.S. Department of Agriculture  
Food and Nutrition Service

# RECIPES FOR HEALTHY KIDS



[www.teamnutrition.usda.gov](http://www.teamnutrition.usda.gov)



# How Can You Become Involved?

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- Local elected officials can engage with their communities to promote a healthier school nutrition environment in a variety of ways:
  - Make school nutrition a priority with public appearances, speeches, and events
  - Lend support as well as a public face to existing efforts by school officials and advocates to improve school nutrition
  - Identify local needs and integrate school nutrition into your administration's policy goals where appropriate



# How Can You Become Involved?

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- Local elected officials can help to build partnerships between key stakeholders throughout the State and community:
  - Work with parents and families to raise awareness of school meal programs and the benefits they provide
  - Reach out to local school boards, school administrators, teachers, and others in the education community to promote robust participation and lower barriers to access
  - Help to ensure that schools are taking full advantage of resources offered by State agencies and USDA
  - Connect with local agricultural producers to explore partnerships with schools



# Promoting the Summer Food Service Program (SFSP)

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- The SFSP is a federally assisted program that helps to fill the summer meal gap for low-income children by reimbursing organizations that serve children meals at feeding sites during summer months when school is out
  
- USDA is currently offering a series of **free webinars** on expanding the SFSP to your own communities:
  - Wednesday, March 27<sup>th</sup> session titled **“Summer Food Service Program and Seamless Summer - Getting Local Elected Officials Involved”**
  - Register at: <http://vovici.com/wsb.dll/s/17fb9g5263b>
  - And visit [www.summerfood.usda.gov](http://www.summerfood.usda.gov) for more info



# **LMCTC Community Spotlight:**

**Boise, Idaho**

**Doug Holloway**

# Goal III: Smart Servings for Students

*A partnership with the Boise School District*



Doug Holloway, Director  
Boise Parks & Recreation Department  
Boise, Idaho

# Welcome to Boise, Idaho

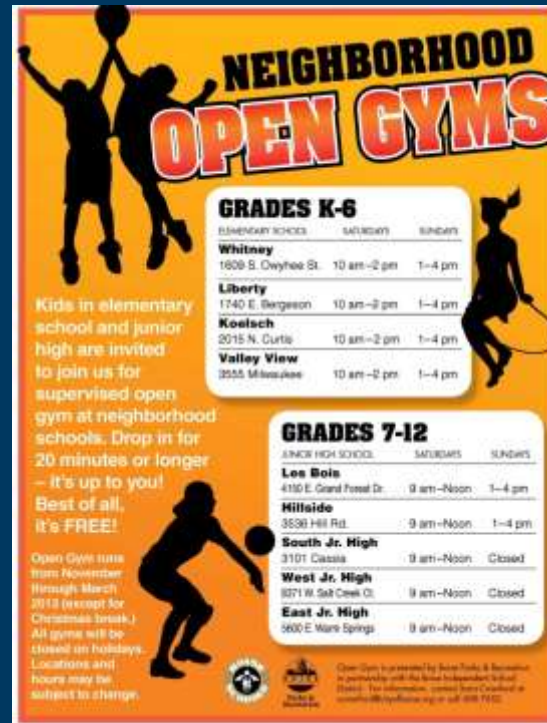
- Population: 205,000
- State capitol
- Idaho's largest city





# Overview

- Partnerships with 2 school districts
- Joint use agreements/shared facilities
- Open gyms
- Sports fields
- Tennis courts



**NEIGHBORHOOD OPEN GYMS**

Kids in elementary school and junior high are invited to join us for supervised open gym at neighborhood schools. Drop in for 20 minutes or longer – it's up to you! Best of all, it's FREE!

Open Gyms run from November through March 2013 (except for Christmas break.) All gyms will be closed on holidays. Locations and hours may be subject to change.

**GRADES K-6**

ELEMENTARY SCHOOLS	SCHEDULES	SUNDAYS
<b>Whitney</b> 1808 S. Owyhee St.	10 am–2 pm	1–4 pm
<b>Liberty</b> 1740 E. Bergeson	10 am–2 pm	1–4 pm
<b>Koelsch</b> 2015 N. Curtis	10 am–2 pm	1–4 pm
<b>Valley View</b> 2555 Milwaukee	10 am–2 pm	1–4 pm

**GRADES 7-12**

JUNIOR HIGH SCHOOLS	SCHEDULES	SUNDAYS
<b>Lee Bois</b> 4150 E. Grand Forest Dr.	9 am–Noon	1–4 pm
<b>Hillside</b> 3838 Hill Rd.	9 am–Noon	1–4 pm
<b>South Jr. High</b> 3101 Cassia	9 am–Noon	Closed
<b>West Jr. High</b> 8071 W. Salt Creek Ct.	9 am–Noon	Closed
<b>East Jr. High</b> 1600 E. Warm Springs	9 am–Noon	Closed

Open Gyms sponsored by Boise Parks & Recreation in partnership with the following school districts:  
Boise • The information comes from Central & Southern Idaho Parks & Recreation on 10/18/12.

# School-based Community Centers

- Gap analysis after-school programs
- Title 1 schools
- \$91 million bond -- 2 sites
- City funded -- 1 site



# After-School Snack

- Provided by Boise School District
- USDA sponsor
- 3 community centers & other sites
- 300+ per day



# Hot Meal Program



- Introduced fall 2012
- 3 school-based community centers
- USDA reimbursable
- 300+ per day

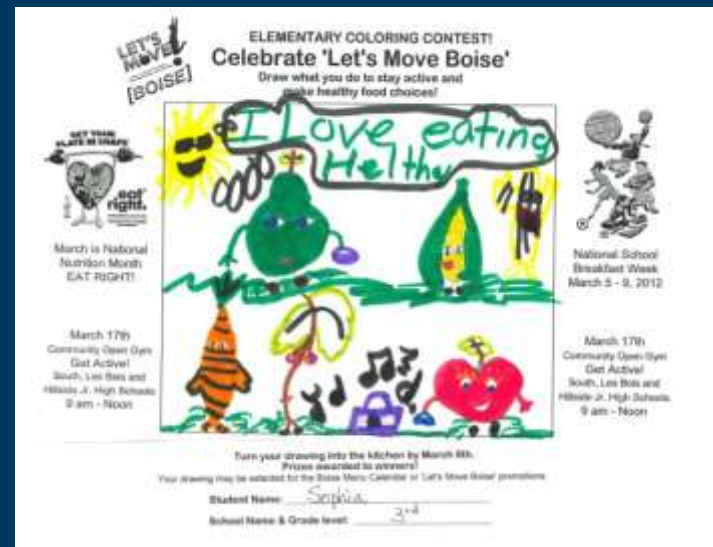
# Mobile Recreation Vans

- School year: lunch & after school
- Summer: parks & apartments
- Games and art activities
- Healthy snack



# Let's Move Boise

- Goal III Chair: Peggy Moore-Bodnar, Food & Nutrition Services Director, BSD
- Collaboration
- Cross promotions



# Collateral Materials

**LET'S MOVE!**  
 LEARN AND HAVE FUN!  
 A PROGRAM OF THE BOISE SCHOOL DISTRICT

**[BOISE]**

**Weekly Tips**



**Breakfast is a Smart way to start your day!**

Research has shown that children who eat breakfast have better overall health, higher test scores and get along with classmates.

Breakfast is available at every school in the Boise School District.  
[www.boiseschools.org](http://www.boiseschools.org)



**Walk your way to better health!**

Trim your waistline while spending quality time with family and friends!

Take a walk on the Greenbelt, at the park or around the block. It's safe, simple and doesn't require any practice!

**Family**



[www.letsmoveboise.com](http://www.letsmoveboise.com)

**WAYS TO WELLNESS**

Let's Move Boise and Let's Go to Play are just a few of the ways Boise School District encourages children to stay healthy and active.

**Let's Go to Play!** Boise's Let's Go to Play program is part of the National Let's Move Initiative. Let's Move Boise has many partners including Boise School District and the Boise Health Department. The program focuses on:

- Reduce childhood obesity
- Increase healthy food in schools
- Increase physical activity

The Let's Go to Play program was awarded the National City Council and National Health Council award in January 2012. The program focuses on making healthy food choices and being active for at least 60 minutes every day.

**Let's Go to Play this year:**

- Engagements & Events (Events): While the Events of the National Let's Go to Play are held in the fall, these events are held in the spring and summer months to encourage participation throughout the year.
- Let's go... (Events): Let's go... is a fun, interactive program that encourages children to get up and move every day.
- Let's Go to Play (Events): Let's Go to Play is a fun, interactive program that encourages children to get up and move every day.

Boise School District is proud to be a part of the Let's Move Initiative. To see a map of all programs in our district, visit [www.letsmoveboise.com](http://www.letsmoveboise.com).



**MEAL PRICES**

**Breakfast**  
 School \$1.00  
 District \$1.50  
 Family \$1.75

**Lunch**  
 School \$2.25  
 District \$3.00  
 Family \$3.50

**Why go to Wellness?**  
 Let's Go to Play is a fun, interactive program that encourages children to get up and move every day. It's a great way to stay healthy and active.

**NOVEMBER 2012**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Breakfast • Breakfast • Fruit • Milk	2 Breakfast • Breakfast • Fruit • Milk	3 Breakfast • Breakfast • Fruit • Milk	4 Breakfast • Breakfast • Fruit • Milk	5 Breakfast • Breakfast • Fruit • Milk	6 Breakfast • Breakfast • Fruit • Milk	7 Breakfast • Breakfast • Fruit • Milk
8 Breakfast • Breakfast • Fruit • Milk	9 Breakfast • Breakfast • Fruit • Milk	10 Breakfast • Breakfast • Fruit • Milk	11 Breakfast • Breakfast • Fruit • Milk	12 Breakfast • Breakfast • Fruit • Milk	13 Breakfast • Breakfast • Fruit • Milk	14 Breakfast • Breakfast • Fruit • Milk
15 Breakfast • Breakfast • Fruit • Milk	16 Breakfast • Breakfast • Fruit • Milk	17 Breakfast • Breakfast • Fruit • Milk	18 Breakfast • Breakfast • Fruit • Milk	19 Breakfast • Breakfast • Fruit • Milk	20 Breakfast • Breakfast • Fruit • Milk	21 Breakfast • Breakfast • Fruit • Milk
22 Breakfast • Breakfast • Fruit • Milk	23 Breakfast • Breakfast • Fruit • Milk	24 Breakfast • Breakfast • Fruit • Milk	25 Breakfast • Breakfast • Fruit • Milk	26 Breakfast • Breakfast • Fruit • Milk	27 Breakfast • Breakfast • Fruit • Milk	28 Breakfast • Breakfast • Fruit • Milk
29 Breakfast • Breakfast • Fruit • Milk	30 Breakfast • Breakfast • Fruit • Milk	31 Breakfast • Breakfast • Fruit • Milk				

**Boise School District**

**Summer Feeding Locations**

**Serving Breakfast & Lunch**

June 5 - July 27, 2012 (No meals served July 4th)

**Elementary Locations**

- Lowell Elementary - 1507 N. 28th St.
- Hawthorne Elementary - 2401 W. Targee St.
- Morley Nelson Elementary - 7701 W. Northview St.
- Grace Jordan Elementary - 6411 W. Fairfield Ave.
- Horizon Elementary - 730 N. Mitchell St.

**Secondary Locations**

- West Jr. High - 8371 W. Salt Creek Ct.
- Frank Church High - 8051 W. Salt Creek Ct.

For more information visit our website at [www.boiseschools.org/food](http://www.boiseschools.org/food)



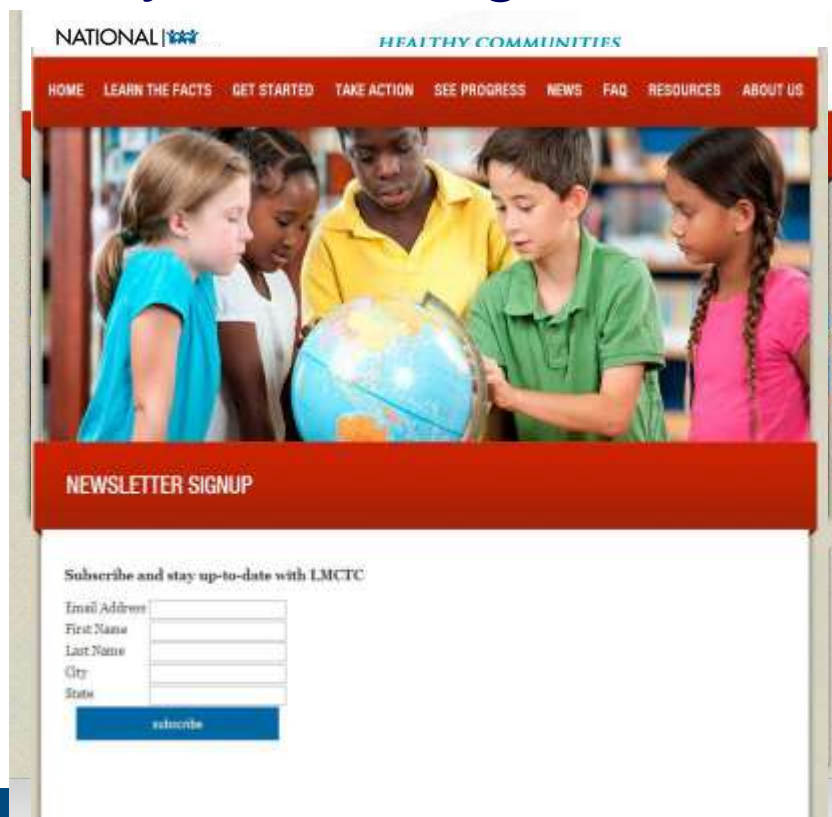
**Breakfast is a Smart way to start your day!**

More tips at [www.letsmoveboise.com](http://www.letsmoveboise.com)




# Want More Information on LMCTC?

- Visit:  
[www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org)
- Sign up for the LMCTC newsletter: go to homepage, click on Newsletter signup in the footer, fill out information in box.



The screenshot shows the homepage of the National Association of Counties (NACo) Healthy Communities website. The header includes the NACo logo and the text "HEALTHY COMMUNITIES". A navigation menu contains links for HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, and ABOUT US. The main content area features a photograph of a group of diverse children gathered around a globe. Below the photo is a red banner with the text "NEWSLETTER SIGNUP". Underneath the banner is a form titled "Subscribe and stay up-to-date with LMCTC" with input fields for Email Address, First Name, Last Name, City, and State, and a blue "subscribe" button.

officials reduce childhood obesity. In collaboration with the National Association of Counties, NACo is leading efforts to support local officials who sign up to participate in *Let's Move!* Cities, Towns, and Counties (LMCTC), a key component of First Lady Michelle Obama's comprehensive *Let's Move!* initiative.

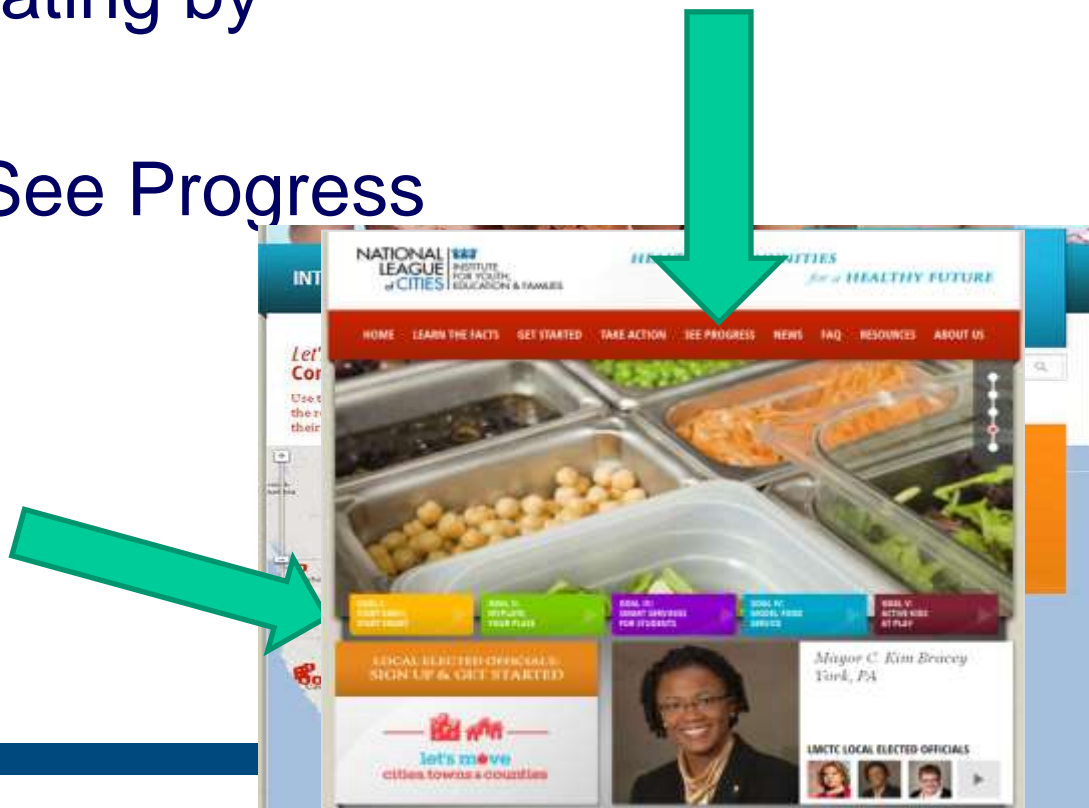




# Is Your Local Elected Official Committed to the 5 Goals?

- See if your city, town or county's local elected official is participating by going here:

Home page -> See Progress



# Additional Information

- Local elected officials or their designees can sign up to LMCTC by clicking here on the home page

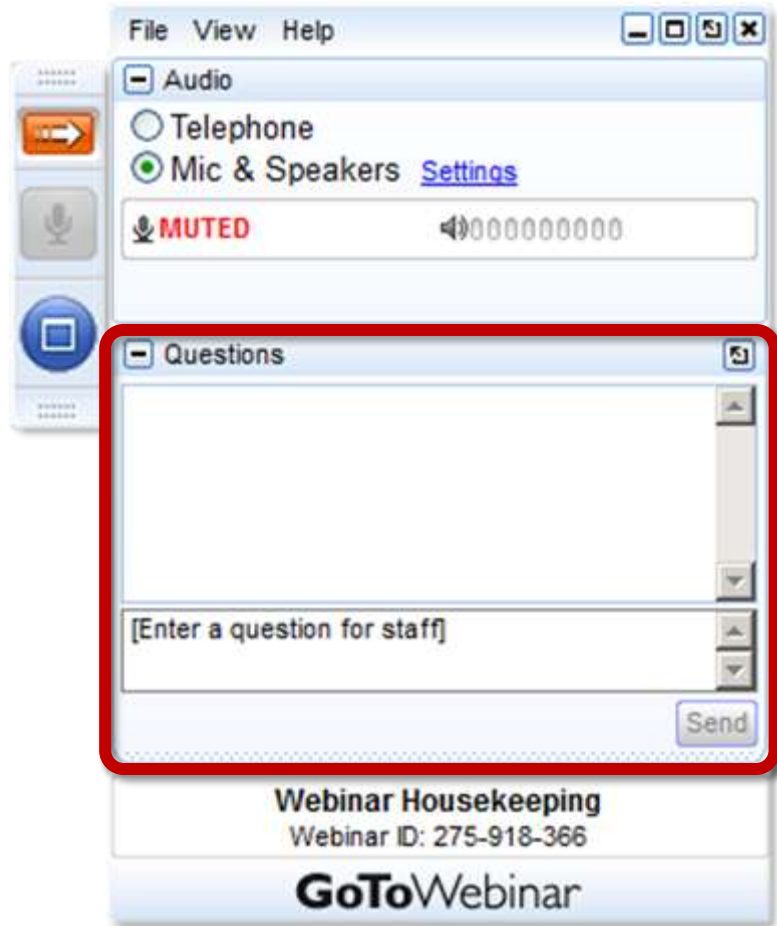
- For more info on committing to the goals,

News -> Webinar Archive -> Aug 15, 2012 webinar

- Not a local elected official? Connect with your local elected official about what support you can help them in their LMCTC participation, or encourage them to participate



# Questions and Answers



## Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

# Next Webinar (late March): Goal IV

**Model Food Service: Implementing healthy and sustainable food service guidelines in municipally- or county-owned or operated venues that serve food.**

- **Details to follow**

# THANK YOU!!!

## Contact info:

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[www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org)