USDA United States Department of Agriculture

SOUTH DAKOTA TEAM NUTRITION

February 2008

Nutrition: It's a Matter of Fact

Theme for March National Nutrition Month®

During National Nutrition Month®, the American Dietetic Association (ADA) urges consumers to look beyond the myths of nutrition, focus on the facts and remember the theme for the month, *Nutrition: It's a Matter of Fact*. The ADA states, "New information about food and diet appears every day. An e-mail about 'secret' calories in soft drinks, a friend's personal endorsement of a trendy diet, news reports about conflicting research on red wine… what is true, and how do you separate the truth from the fiction when it comes to nutrition information?"

National Nutrition Month® promotes healthful eating by providing practical nutrition guidance and focusing attention on making informed food choices and developing sound physical activity habits. Consumers are reminded that registered dietitians are the most credible source of science-based information.

Nutrition Sudoko for Kids

http://www.eatrightsd.org

Click on Resources

Carrot		Egg	Banana	Ice Cream	Date	Fish		Ham
Ice Cream	Grapes	Banana	Fish		Ham	Apple	Date	Egg
Ham		Date	Apple	Grapes		Ice Cream		Carrot
Date	Carrot	Ice Cream	Egg		Apple	Ham		Grapes
Fish		Ham	Ice Cream		Grapes	Banana		Apple
Apple	Banana		Ham	Fish	Carrot	Date	Egg	Ice Cream
Banana	Ice Cream	Carrot	Grapes	Ham		Egg		Date
	Ham		Date	Egg	Banana		Ice Cream	Fish
Egg		Fish	Carrot		Ice Cream	Grapes		Banana

A spokesperson for ADA says, "National Nutrition Month® is the perfect time to take a fresh look at the big picture. No single food or meal makes or breaks a healthful diet. A wide variety of foods can fit within this pattern, if consumed in moderation, in appropriate portions and combined with regular physical activity. No one food or type of food guarantees good health, just as no single food or type of food is necessarily detrimental to health."

Ideas for National Nutrition Month are on the American Dietetics Association website at www.eatright.org/cps/rde/xchg/ada/hs.xsl/NNM_2007_landing_14217_ENU_HTML.htm

Tip of the Day Archive. Check out hundreds of tips to use in announcements or newsletters at www.eatright.org/cps/rde/xchg/ada/hs.xsl/home_4602_ENU_HTML.htm Some of the engaging titles include:

- A Simple 100 Calories a Day Can Be the Difference in Weight Maintenance versus Gain or Loss
- A Winter Alternative to Fresh Fruit
- All-Star Nutrition (NBA game)
- Gaining on Grains.

SD Dietetic Association

On the webpage at www.eatrightsd.org/ find recipes, word searches, and puzzles promoting nutrition. Click on "Resources".

Special points of interest:

- *March is National Nutrition Month®*
- *PSAs promote nutrition*
- *Gardening help on DDN*
- *Success of school lunch*
- *Social marketing tip*
- *New funding for fruits and vegetables*

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Celebrate February American Heart Month

The *Teacher Toolbox* on the website of the National Association for Sports & Physical Education describes a variety of heart strengthening activities for Heart Month. Find "Cardio Quick Shot—Multiplication Table Jump Rope, Cupid Tag, Prop Dance, and The Salsa" among the activities at www.aahperd.org/naspe/template.cfm?template=teacher_toolbox_feb08.html.

Staff wellness is also addressed with "Mirror Talk" and "Ten at a Time" (a challenge to keep track of 10 repetitions of strengthening exercises). Other activities for youth include coloring pages, vocabulary games, and puzzles.

PodCasts and PDAs Promote Health

Teachers or Wellness Committees that are looking for ways to promote healthy eating and activity at school or community events or in a local business can access MyPyramid PodCasts or "Bare Necessities" PSAs to show on monitors or laptops. Each month a new two to three minute PodCast will be added to the MyPyramid website at http://mypyramid.gov/podcasts/index.html. Check out the first entries on "New Years Resolutions" and "Just Get Moving".

Four "Public Service Announcements" also from MyPyramid are available on the SD web page at http://doe.sd.gov/oess/cans/nutrition/resources.asp.Two for young children feature Jungle Book characters and two are for tweens. Save to a computer or burn to a DVD for ease of viewing.

Gardening, Social Marketing Next in DDN Series

Tips and resources on how to do a gardening project at your school or agency will be presented February 27th, 1-3 MST or 2-4 CST, via DDN. The 20 schools and agencies in SD who received the $500 gardening mini-grants are encouraged to attend as well as other schools who might be considering a **Garden Project** in the future. Presenters, including SDSU Cooperative Extension educators and a K-12 teacher with experience in school gardening, will share on forming a resource team, curriculum to connect with the classroom, and practical how-to tips. Community leaders in 4-H and out of school programs are welcome as well.

The March 19 session, called **Social Marketing 101**, will describe the use of social marketing by schools and agencies. Learn how to use the tools of commercial marketing to create healthful behavior change in youth by planning a campaign for your site. A common goal of social marketing is to get students excited about nutrition and physical activity and get them to try new foods. Staff from Colman-Egan, winner of the Governor's Healthy Schools Award, will also share their creative ideas.

The DDN locations include: Brandon Valley MS, Brookings MS, Colman-Egan HS, DeSmet HS, Huron MS, Lennox HS, Menno MS, Mitchell Technical Institute MTC 155, Montrose ES, Newell, Pierre Capitol Studio A, Plankinton HS, Rapid City SDSM&T CB 109, SDSU Brookings SPC 203, Sioux Falls University Center 185, Sisseton MS, Wagner HS, White Lake MS, Yankton HS. If you would like to attend at one of these sites, please contact the school's main office to tell them that you are coming. You may be asked to check in when you enter the building.

Streaming video of the January DDN session, "Getting Ready for Changes in Meal Patterns", will be available soon at http://doe.sd.gov/oess/cans/nutrition/trainingandassistance.asp.

Helping School Kids Eat Healthfully

Food service managers and other school staff can use the results of the following three new studies. In a report from Texas Middle Schools after three years of tracking student food intake, the Children's Nutrition Research Center said, "After implementation of the nutrition policy, student lunch consumption of vegetables, milk, and several nutrients increased...and consumption of less desirable items decreased...as did percentage of energy from fat. The National School Lunch Program meal was the source of most of the desired nutrients." Results showed fewer sweetened beverages, candy, chips, and dessert foods were purchased and consumed after vending machine offerings were limited following implementation of a statewide Texas Public School Nutrition Policy. Reducing snack bar options significantly increased participation in the more healthful reimbursable school lunches. Students made more healthful choices when fewer high-fat sugary and salty foods were available.

According to a University of Minnesota study reported by MSNBC, "school lunch sales don't decline when healthier meals are served, and that more nutritious lunches don't necessarily cost schools more to produce." The study found that serving better meals means higher labor costs but those are offset by the lower cost of fruits and vegetables compared to more processed foods.

A study by the School Nutrition Association found that strawberries, watermelon, white milk, and string cheese are among children's 20 favorite foods showing that children will eat fruits, vegetables, and dairy products. Elementary children ranked fruit higher than older children while middle and high school students ranked chicken nuggets and hamburgers as less preferred.

Power Panther Returns to Tour South Dakota

Child and Adult Nutrition Services and Team Nutrition are putting together a tour of the Power Panther, the mascot of the USDA's Eat Smart. Play Hard.™ Campaign. This is an opportunity to use the Power Panther costume for the implementation of your wellness policy or to call attention to other events that focus on nutrition or physical activity! The Power Panther costume will be in South Dakota from August 18 to October 17, 2008.

Volunteers from Child and Adult Nutrition Services, Team Nutrition, and other agencies will be traveling with Power Panther on the Panther's journey across South Dakota. Plans are for the Power Panther to stop at state attractions such as Mt. Rushmore, Crazy Horse Monument, Falls Park, and the Corn Palace to promote the South Dakota Tour. If you would like for children or students from your school, after school program, or childcare site to join the Power Panther at one of these attractions or if you would like to suggest another location including your school, after school program or childcare program, please complete the site application form that is available to download at http://doe.sd.gov/oess/cans/nutrition/index.asp. Click on "request forms here".

Even if it doesn't work for your site to have students go on an outing or participate in an organized onsite event, please let TN staff know if you would like a quick visit to your cafeteria, classroom or pep assembly as the Panther is traveling by your town. More information about the Power Panther and the Eat Smart. Play Hard.™ Campaign is available at www.fns.usda.gov/eatsmartplayhard/Collection/main.html.

Early notice would be appreciated. To guarantee your school or agency a stop on the Power Panther tour send your application by May 15, 2008. A second round of applications, due by August 18, 2008, may be honored based on available time and planned route of the Panther.

Social Marketing Strategy #1: Think of marketing social changes as conversation.
To be a good social marketer means creating a "conversation with" instead of "marketing to" the people we want to influence toward changing their behavior to improve their lives. Good conversation includes stories told and information shared. Good conversation includes enjoying talking with the presenter, finding him or her to be someone with whom you are familiar, who shares your interests, or tells a wonderful story and listens to your stories.

25 NEW FRESH FRUIT AND VEGETABLE PROGRAMS OFFERED IN SD

USDA funding provided for free fruits & vegetables throughout the school day.

APPLY BY MARCH 7

http://doe.sd.gov/oess/cans/FFVP/docs/SD%20FFVP%20Application%20for%2025%20schools%2008_Final.pdf

United States Department of Agriculture

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70 Agencies Win Mini-grants

Team Nutrition mini-grants promote work on specific projects. Funding for the mini-grants is being provided by a partnership between USDA Team Nutrition and 21st Century Learning Center Grant funds (for the 21st Century Learning Centers that have an agreement with the SD Department of Education). Funding in this round of mini-grants totals $53,000.

Awards were made recently to schools, child care, and outside school time programs for up to $500 for **Fun Fruit & Veggies Events** to: Baltic FCCLA, Bethesda Sharing Center, Black Hills Workshop/Training Center, Colman-Egan, Corsica, Ellsworth AFB School Age Program, Enemy Swim, Eureka, Flandreau, Frederick, Friends Forever Childcare, FunShine Daycare/Preschool, Gayville-Volin, Grant-Deuel, Groton, Huron, Hyde, Jones County 21st Century Learning Center, Kimball, Loneman, M&M Day Care, Madison Central HS, Newell, Rapid City South Canyon ES, Roncalli Sonshine Patch, Sacred Heart, Sanborn Central, SD School for the Deaf, Sioux Falls Catholic Christ the King, Sioux Falls Hawthorne, Sioux YMCA, Sitting Bull, Spearfish MS. St. Thomas Aquinas ES, Youth and Family Services, YWCA Kid's Klub Mitchell.

Schools, childcare and outside school time programs receiving up to $500 for **Garden Project** mini-grants include: Bethesda Sharing Center, Children's Care Hospital/School, Children's Home Society of SD, Custer YMCA Child Development Center, Ellsworth AFB School Age Program, Friends Forever Childcare, FunShine DayCare and Preschool, Gayville-Volin, Grant-Deuel, Sioux Falls Catholic Holy Spirit Stretch Program, Kimball 21st Century Learning Center, Loneman, Lutheran Social Services New Beginnings Center, M&M Day Care, Madison HS, SD Human Services Center, SD School for the Deaf, Sitting Bull, and Volunteers of America Dakotas.

The following schools received up to $2000 to hire a registered dietitian: Brookings, Chester, Children's Home Society—Loving School, Enemy Swim Day, Frederick, Gayville-Volin, Loneman, Newell, Sioux Falls, Sitting Bull, Tiospa Zina Tribal, Webster, and West Central.

Quick Tips

Fruits & Veggies More Matters E-Mail Updates. Easy, practical tips at fruitsandveggiesmorematters.org/page_id=89.

"Enjoy Moving" Poster and Flyer. Promote the recommended 60 minutes of physical activity for children. Scroll down to *Enjoy Moving* at http://teamnutrition.usda.gov/library.html. Download.

SD Mile Pins. Obtain free pins for your community, club, or workplace to encourage walking. Contact the Department of Health to order through Linda.ahrendt@state.sd.us.

"Grow a Family Garden!" Use this newsletter with the Garden Project mini-grant or to encourage family gardening. One of many from the *Nibbles for Health* resource kit at http://teamnutrition.usda.gov/Resources/nibbles.html. Scroll down to newsletter #34.

Safe Routes to Schools Funding. Grants will be offered through the SD Department of Transportation in early March. Watch for the grant announcement at http://doe.sd.gov/oess/cans/nutrition/fundingprojects.asp. More information on Safe Routes to School is on the national website at www.saferoutesinfo.org.