

School Foods



A Guide to Implementing the New Hampshire Administrative Rules for Education Regarding Food and Nutrition

June 2012



Community Health Institute
JSI Research and Training Institute, Inc.



Obesity Prevention Program
Division of Public Health Services
NH Department of Health and Human Services



Bureau of Nutrition Programs and Services
Division of Program Support
NH Department of Education



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The contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.

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Foreword



Purpose

- The purpose of this toolkit is to help school administrators, food service directors, food service personnel, teachers, students, and families comply with the December 2011 updates to the New Hampshire Administrative Rules for Education regarding food and nutrition services.
- Many of the changes required by the Administrative Rules will help schools prepare for changes required by the Healthy Hunger-Free Kids Act of 2010 (HHFKA), a federal law. HHFKA sets policy for the United States Department of Agriculture (USDA) core child nutrition programs.

Use

This toolkit addresses areas that have been identified as potentially challenging to schools as they implement the December 2011 updates to the NH Administrative Rules for Education regarding food and nutrition services.

Development

- This toolkit was developed by the

**Obesity Prevention Program
Division of Public Health Services
NH Department of Health and Human Services**

in collaboration with the

**Community Health Institute
JSI Research and Training Institute, Inc.**

and the

**Bureau of Nutrition Programs and Services
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Technical Advisory



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New Hampshire

Department of Education *Technical Advisory*

Serving New Hampshire's Education Community

Subject: School Food and Nutrition Services

School Approval Standard:

Ed 306.02, 306.04, 306.11

This is the twenty-first in a series of Technical Advisories issued by the Department to clarify the School Approval Standards

On December 14, 2011, the NH State Board of Education adopted changes to the NH Administrative Rules for Education, Minimum Standards for Public School Approval, including Ed 306.02, Ed 306.04, and Ed 306.11 regarding food and nutrition services. The actual text is below. Following the actual text is the Department's comment. If you have further questions regarding any of this information please call the Bureau of Nutrition Programs and Services at (603) 271-3646.

I. Actual Text

Ed 306.02 Definitions

- (e) "Nutrient dense foods" means those foods that provide substantial amounts of vitamins and minerals and relatively fewer calories as identified and defined by 7CFR Part 210.10.
- (f) "Nutrient density of foods" means the specific nutrient in a food per 100 calories of that food as defined 7CFR Part 201.11.
- (g) "Nutrient targets" means the specific number and types of food that a student must select. The targets are the scientific bases of the standards for menu planning. Targets provide the foundation for setting meal requirements which encompass meal patterns and other specification for school menu planning purposes.
- (h) "Portion size" means the amount of food that will ensure each serving will be the appropriate size and that a recipe will produce the expected number of servings.

Ed 305.04 Policy Development

(a) In accordance with Ed 303.01, the local school board shall adopt and implement written policies and procedures relative to:

- (21) Supporting the availability and distribution of healthy foods and beverages that create a healthy environment in all schools throughout the school buildings during the school day.

Ed 306.11 Food and Nutrition Services

(g) The policy relative to distribution of healthy foods and beverages that create a healthy environment required by Ed 306.04(a)(21) shall include:

- 1. Standards for nutrient dense food and beverages for grade level needs elementary, middle and high school as identified and defined by 7CFR part 210.10;

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2. Portion size for nutrient dense foods and beverages in schools which support the framework for healthier food choices in all school environments;

3. Nutrition targets for foods and beverages made available outside the federally regulated school meals program. The targets shall follow those developed by a nationally recognized research-based organization, such as but not limited to USDA, or as determined by the department to have standards equivalent to the USDA;

4. Developmentally appropriate opportunities to learn food preparation skills that support nationally recognized research-based nutrition standards; and

5. Annual communication information about the policy and procedure and related curricula to the school community, including but not limited to school staff, school board, parents and students.

(h) Any school in (g)(3) choosing a standard for foods available at school which is not consistent with the USDA standard for Child Nutrition Programs, shall request a waiver from the Bureau of Nutrition Programs and Services. The Bureau shall evaluate the alternative standards and shall grant the waiver if the alternative standards are determined to be equivalent to the nutrition standards of 7CFR Part 210.

II. Department Comment:

School districts must now develop policy surrounding any food or beverage distributed/sold outside of the regular United States Department of Agriculture's (USDA) school meals program. The foods that are distributed in schools that are outside of the regular USDA school meals program are often referred to as "competitive foods". These include but are not limited to foods found in vending machines, snack bars, school stores, a la carte, fundraisers, school parties and any other food and beverage distribution/sales on the school campus while school is in session. While the Department recognizes that classroom parties and celebrations may be difficult to address, it is also recognized that there are many benefits to holding healthy celebrations. Healthy celebrations complement classroom health lessons, promote a healthy school environment and allow students the ability to better able to concentrate after eating healthy snacks.

Some possible strategies to employ when offering healthy celebrations include; 1) limiting the number of classroom parties to one per month to recognize birthdays of the month, 2) send a sign-up sheet to families that suggest healthy items 3) celebrate without using food. The following two websites may offer other strategies and suggested lists of non-food celebrations:

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Kansas City Healthy Kids, "Healthy Alternatives for School Celebrations, Fundraisers, and Snacks," www.kchealthykids.org/Resources/Detail/Healthy-Alternates-for-School-Snacks-and-Rewards Yale Rudd Center for Food Policy and Obesity, "Healthy Celebrations," www.yaleruddcenter.org/resources/upload/docs/what/communities/healthycelebrationsCT.pdf

This rule is only meant to include foods that are distributed/sold during the school day. This rule does not encompass food distributed/sold either prior to the school day beginning or after the school day has ended. Therefore, food distributed/sold during after-hours events, such as sporting events, is not included.

As per Ed 306.11 (g), the following resources may be of assistance to schools as they write their competitive foods policy.

USDA offers nutrient standards for competitive foods to schools via the HealthierUS School Challenge (HUSSC). <http://www.fns.usda.gov/tn/healthierus/application.html> USDA is developing a list of foods that meet the requirements of the Healthy, Hunger-Free Kids Act of 2010. It is targeted for release in 2013. For now, the USDA's HealthierUS School Challenge (HUSSC) contains information about standards for nutrient dense food and beverages for grade level needs elementary, middle and high school. It is recommended that schools go to: <http://www.fns.usda.gov/tn/healthierus/application.html> for more information about HUSSC and the competitive foods nutrient standards.

In addition, a school district may choose to adopt one of the below lists of foods. The below lists are frequently revised to contain foods that meet the portion size and nutrition targets standards found in the HUSSC. These lists include:

1. The A-List from John Stalker Institute of Food Nutrition at Framingham State University is a lengthy list of vending and snack products. While the A- list was created to meet the Massachusetts Standards for Competitive Foods, it is continually updated and includes indicators to identify which items meet the HUSSC requirements thus, making it a more universal tool. In addition, the A-List indicates product portion size and nutrition targets. To find the A-list, go to: <http://www.johnstalkerinstitute.org/alist/>
2. The Alliance for a Healthier Generation's "List of Compliant Items" is a list of snacks and beverages that follow the 2005 Dietary Guidelines for Americans and the American Heart Association's Dietary Guidelines for Healthy Children recommendations. You can view

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snack and beverage suggestions for elementary, middle and high school by going to <http://www.healthiergeneration.org/schools.aspx?id=3425>

Both product portion size and nutrition targets are taken into consideration.

ED 306.11 (g)(4) of the above rule describes Family and Consumer Science (FACS) classes and Culinary Arts classes held during the school day. Family and Consumer Science classes as well as Culinary Arts classes, where students learn the proper preparation techniques of foods for either home use or career use are exempt from this rule due to the fact that they have their own minimum standards that govern what they teach.

As per Ed 305.04 (a)(21) any written policy will be communicated annually to the school community. This can be done through a school district's website, parent handbook, as a part of the "beginning of the year school packet" or any other means that the school district has for communication of policy.

As stated above in Ed 306.11 (h) a school district may create and adopt their own alternative standards for nutrient dense food and beverages for grade level needs elementary, middle and high school. If this option is chosen, a waiver would have to be sought by the school to the Department. This will require a school or district to provide written information to the Department on the scientific basis of the alternative standards. If, after evaluation, the standards are deemed appropriate, the Department will grant a waiver. Please send a waiver to: Cheri White, Administrator, Bureau of Nutrition Programs and Services, NH Dept. of Education, 101 Pleasant St., Concord, NH 03301.

III Contact: Cheri White, Administrator, Bureau of Nutrition Programs and Services, phone (603) 271-3860 or cheri.white@doe.nh.gov.

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Tools



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Impact of the Rules

The NH Administrative Rules for Education Ed 306 Minimum Standards for Public School Approval impact school foods in many ways as shown below.

Note: The statements below refer to both foods and beverages.

Note: Check your school wellness policy to see if it provides any guidance on school foods and beverages.

Note: Sample standards are listed in Appendix A.

Competitive Foods and Beverages

- Schools must **select and follow a standard** for all competitive foods sold in the school.
- **USDA defines competitive foods** as “foods offered at school, other than meals served through USDA’s . . . school lunch, school breakfast, and after-school snack programs.” In other words, they include any food or beverage offered during school mealtime that is not part of that meal.
Competitive foods and beverages may include:
 - Vending machine foods and beverages if the machines are open for use during school meals.
 - À la carte foods and beverages if they are sold during school mealtimes in all school locations including the school store.

Vending Machine Foods and Beverages

- Schools must **select and follow a standard** for vending machine foods and beverages sold throughout the school day.
- Vending items sold during other hours are not required to follow the standard, however your school may elect to follow the standard all the time.

À La Carte Foods and Beverages

- Schools must **select and follow a standard** for à la carte foods and beverages sold throughout the school day.
- À la carte foods and beverages sold during other hours are not required to follow the standard, however your school may elect to follow the standard all the time.

Celebration Foods and Beverages

- Schools must **select and follow a standard** for celebration foods and beverages served throughout the school day.
- Celebration foods and beverages served during other hours are not required to follow the standard, however your school may elect to follow the standard all the time.

Fundraiser Foods and Beverages

- Schools must **select and follow a standard** for fundraiser foods and beverages sold throughout the school day.
- Fundraising foods and beverages sold during other hours or sold off campus are not required to follow the standard, however your school may elect to follow the standard all the time.

Communicate Your Policy

Communication is an important part of policy implementation. The NH Administrative Rules for Education require schools to communicate policies, procedures, and related curricula to the school community each year. That includes the:

- School staff
- School board
- Families
- Students



Rationale for the Rules

- In New Hampshire, more than one in three children and one in four teens are overweight or obese.
- Nationally, childhood obesity rates have tripled since 1980.
- Diseases and conditions once only seen in adults, such as diabetes, glucose intolerance, hardening of the arteries, high blood pressure, and high cholesterol, are now seen in overweight and obese children.
- Helping students eat healthy every day gives them a better chance at developing healthy eating habits for a lifetime.
- Healthy foods comply with nutrition lessons.

Sample Letter to Families

Dear Families,

School plays a powerful role in creating an environment that promotes healthy eating and academic performance.

At *<Name of School>*, we are continually taking steps to improve the nutrition quality of our foods and to make the school day healthier for all students. Our policies are designed to help all of our students meet their full potential.

Per the NH Administrative Rules, Ed 306.02, Ed 306.04, and Ed 306.11, our school has selected the following standard for foods made available during the school day: *<Standard Name>*. This standard became effective on *<date>*.

Feel free to contact me at *<contact information>* if you have any questions about these policies.

Maximize Financial Gain§



Changes in school foods often raise concerns about loss of revenue. Consideration of all the factors that impact revenue may actually bring financial gains.

Make Competitive Foods Into Remimburseable Meals

Encourage students to pick à la carte items that create a reimbursable meal. At first, track the number and percent of students that buy à la carte items each day. Consider ways to encourage them to purchase a reimbursable meal instead. Here are three ways:

- Bundle healthy competitive foods to create reimbursable meals.
- Provide directions for students to pick items from several food components.
- At checkout, have the cashier encourage students to add items (such as milk or fruit) to create a reimbursable meal.

Know Your Costs

Assess your food and labor costs so you can make changes. Serving healthier foods often means more cooking from scratch, and that may increase labor costs, but will probably lower foods costs.

Use USDA Commodities

Use USDA commodity foods to make healthy items from scratch at low cost. Buy unprocessed ingredients to increase flexibility in what you prepare.

Buy Cooperatively

To reduce food costs and increase your buying power, consider joining an existing cooperative buying group or form a new one.

Increase Staffing Resources

- Clarify work assignments with job descriptions or verbal instruction.
- Cross-train staff.
- Encourage new ideas from staff.

Close the Campus

Closed campus policies are linked to more nutritious meals and snacks, and raise school lunch participation rates. Ideally, they keep students on campus to encourage healthy eating for all.

Promote New Foods

Promotion and marketing of new foods and beverages is critical to increase sales. Students need to be prepared for changes, otherwise revenues may be impacted. Make the introduction of new foods fun so students look forward to trying them.

Spread the Word

- Take new foods to student groups and get their opinions. Let students know that popular foods and beverages will be offered again.
- Ask the student council for suggestions on new foods and beverages.
- Encourage students to spread the word to their friends. This is an easy and effective way to advertise.

Ideas from Other Schools

Copy the success of others. Ask the NH DOE staff and other schools about:

- What foods and beverages are popular?
- What prices do they charge?
- How do they market their new foods and beverages?

Try, Try Again

Students often need to try a food more than once to decide if they like it. Serve the new food or beverage a few times. Track the number who try it each time. If the number goes up, try it again. It may be a winner.

Taste Tests

Offer a sample of a new food or beverage a day or week before it is on the menu. Offer a small taste in a classroom or on the cafeteria line. Allow students to taste it, feel it, see it, and smell it. Engage all their senses to help them decide if they like the new food.

Ask for Feedback

Ask students to complete a survey as part of a taste test. Sample survey forms can be found in "Fruits and Vegetables Galore" and in the *Fruit and Veggie Quantity Cookbook – Revised Edition*.

The Eyes Have It

Pay attention to how new foods and beverages are presented.

- Lighting can enhance how a food looks.
- Pair foods with complementary shapes or colors.
- Place at the students' eye level.
- Place at a bottleneck in the line.
- Place at the beginning of the line.
- Combine new foods and beverages with familiar ones.

Keep It Positive

Let students, faculty, and parents know about the healthy new food or beverage. If a student or their family knows a new item was made with 100% juice or 100% whole wheat, they may buy it.

Buy Local

- Work with local farmers to get fresh fruits and vegetables and to support the New Hampshire Farm to School Program.
- Consider buying local produce in bulk and freezing the surplus for use throughout the year.

Special Activities

Plan a fun activity on the day a new food is introduced. This may sway students to try it.

- **Get Caught (Eating Healthy)** Post photos of students eating healthy new foods or beverages on a bulletin board (virtual or real). Only post photos of students eating *healthy* foods.
- **Lucky Plate Day** Hide a select number of stickers under some of the plates with the new food. Those who choose a plate with a sticker receive a prize.
- **Special Guest** Invite a special person to lunch on the day a new food or beverage is served. For example, if you buy food from a local farm, invite the farmer to lunch. Have administration promote the event to families.



Celebrate Healthy



Healthy and active celebrations promote a healthy school environment and leave students ready to learn. They also complement classroom health lessons rather than contradict them. Students will be better able to concentrate after being active and eating healthy snacks than after a celebration full of unhealthy foods. Healthy celebrations are an opportunity for students to try new activities, learn about different cultures and traditions, and sample new healthy foods.

Celebrate Without Food

- Do a fun activity that does not focus on food. Try one of these ideas:
 - Provide extra recess or outdoor time
 - Build an obstacle course
 - Recognize birthdays during daily announcements
 - Designate the birthday child as the special assistant for the day
 - Take a nature walk
 - Let students pick a book and invite a guest reader
 - Let the birthday child pick a game to lead or play at recess
 - Organize a community service project
 - Do an arts and crafts project
 - Do a scavenger hunt
 - Make a collage
- Focus on costumes, decorations, or activities of the season or holiday:
 - Make cards for senior citizens living in nursing homes
 - Decorate flower pots and plant seeds
 - Visit a local farm to learn about fruits and vegetables

Hold Fewer Parties

Combine monthly birthday celebrations with the month's national cultural celebration, such as Chinese New Year, Women's History Month, or Irish American Heritage Month. Hold no more than one classroom party per month.

Plan Ahead

Ask families to sign up to bring suggested healthy item such as:

- Fruits or veggies in the colors of the holiday – for example, strawberries for Valentine's Day
- Low-fat yogurt, fruit, and granola parfaits
- Finger foods like fruit kabobs, cut-up veggies, or whole-wheat crackers with low-fat cheese

Think About Timing

Schedule parties after students eat lunch instead of in the morning.

The Bottom Line

When foods are brought into the classroom, they need to meet the nutrition standard selected by the school.

Fundraise Healthy



School fundraisers often include unhealthy foods, such as candy and bake sales. Planning fundraisers that do not involve food or focus on healthy food promotes a healthy school environment. When they are consistent with health lessons, they add credibility to the lesson.

Novel fundraising ideas increase profits and do not compete with other school fundraisers.

| | | |
|--|---|---|
| Hold an Event | <ul style="list-style-type: none"> ▪ Dance ▪ Talent show ▪ School fair with local businesses and healthy foods ▪ Craft fair ▪ Craft class | <ul style="list-style-type: none"> ▪ Car wash ▪ Car show ▪ Host a home party vendor fair at the school. Charge table rent from each vendor. ▪ Pennies from Your Pocket (collect loose change) |
| Sell Non-Food Items | <ul style="list-style-type: none"> ▪ Gift certificates or discount cards ▪ Flower bulbs or plants ▪ Magazine subscriptions ▪ Reusable shopping bags | <ul style="list-style-type: none"> ▪ Greeting cards ▪ Family photo portraits ▪ Wreaths ▪ Gift wrap ▪ Crafts |
| Sell School-Pride Gear | <ul style="list-style-type: none"> ▪ Backpacks ▪ Bumper stickers ▪ Calendars ▪ Car magnets ▪ Decals | <ul style="list-style-type: none"> ▪ Frisbees ▪ Mugs ▪ T-shirts ▪ Water bottles |
| Hold a Raffle | <ul style="list-style-type: none"> ▪ Theme baskets ▪ Tickets to a local event ▪ Extra graduation tickets ▪ Movie theater passes | <ul style="list-style-type: none"> ▪ Front rows seats for a school event ▪ Gift certificates from local businesses |
| Hold an Activity-a-Thon | <ul style="list-style-type: none"> ▪ Bike-A-Thon ▪ Dance-A-Thon ▪ Walk-A-Thon ▪ Jump Rope-A-Thon | <ul style="list-style-type: none"> ▪ Bowl-A-Thon ▪ Knit-A-Thon ▪ Read-A-Thon |
| Hold a “Bakeless” Bake Sale | <p>Instead of holding a bake sale, ask families to make a direct donation to the organization for the same amount they would have spent on ingredients.</p> | |
| Add Fundraisers to Your Catering List | <p>Offer healthy foods and beverages. Set prices to make a small profit for the school food service. The fundraiser will add to this amount to make their profit.</p> | |

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Appendices



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Appendix A

Sample Nutrition Standards

To be in compliance with the Administrative Rules Ed 306, New Hampshire public schools are required to select a standard, such as the samples provided below.

Note: *The Dietary Guidelines for Americans* cannot be used as a standard because its guidance is based on daily intake, and does not offer specifics for meals, snacks, or foods.

Note: In the summer of 2013, USDA is scheduled to announce new regulations for competitive foods. At that time, the NH Department of Education will notify all NH schools of the new standards.

Standards Accepted by the NH Department of Education

Healthier U.S. School Challenge (HUSCC) Criteria

from the US Department of Agriculture (USDA)

<http://bit.ly/HUSCC-Criteria>

- Note: Inclusion of HUSCC is based on its nutrition standards for competitive foods and beverages, and does not imply a need for schools to participate in the Challenge.

Nutrition Standards for Foods in Schools: Leading the Way Toward Healthier Youth

from the Institute of Medicine (IOM)

<http://bit.ly/IOM-SchoolNutritionStandards>

- The Centers for Disease Control and Prevention (CDC) undertook this consensus study with the IOM to make recommendations to the United States Department of Agriculture regarding competitive foods in schools.

Competitive Foods Guidelines for K-12 Schools

from the Alliance for a Healthier Generation Competitive Foods Guidelines for K-12 Schools

<http://bit.ly/AFHG-CFguidelines>

- To access online resources, registration is required.

Massachusetts Nutrition Standards for Competitive Foods and Beverages in Public Schools

from the Massachusetts Department of Public Health

<http://bit.ly/MA-NutrStdsCompetitiveFds>

See Vending Standards on next page.

Vending Standards Accepted by the NH Department of Education

The A List

from the John C. Stalker Institute of Food and Nutrition (JSI)

www.johnstalkerinstitute.org/alist

- Identifies *vending* products that meet various standards including:
 - **The four HUSSC levels:** Bronze, Silver, Gold, and Gold Award of Distinction. Some products may not meet the Gold Award of Distinction criteria.
 - *Massachusetts Nutrition Standards for Competitive Foods and Beverages in Public Schools*
- USDA does not review or approve the list.



Appendix B

Resources

This resource section includes calculators, organizations, publications, and trainings.

Calculators

Food Buying Guide Calculator
<http://bit.ly/FBGcalculator>

HealthierUS School Challenge (HUSSC)
Competitive Foods Calculator
<http://1.usa.gov/HUSSCcalculator>



Organizations

Alliance for a Healthier Generation
Healthy Schools Program
www.healthiergeneration.org/schools.aspx

Center for Science in the Public Interest
www.cspinet.org

Food Research and Action Center
www.frac.org

HealthierUS School Challenge (HUSSC)
www.fns.usda.gov/tn/healthierus/index.html

Healthy Hunger-Free Kids Act
<http://1.usa.gov/HealthyHungerFreeKidsAct>

Let's Move! Schools
www.letsmove.gov/schools

The Lunch Box
www.thelunchbox.org

National Association of State Boards of
Education (NASBE)
www.nasbe.org

NH Department of Education, Bureau of
Nutrition Programs and Services
www.education.nh.gov/program/nutrition/index.htm

NH Department of Health and Human
Services, Obesity Prevention Program
www.dhhs.nh.gov/dphs/nhp/obesity.htm

Partnership for Prevention
www.prevent.org

School Nutrition Association
www.schoolnutrition.org

School Nutrition Association of New
Hampshire
www.snanh.org

Smarter Lunchrooms
<http://smarterlunchrooms.org>

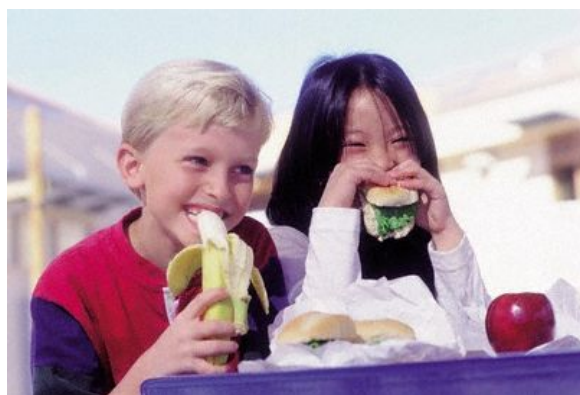
Tray Talk
www.traytalk.org



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USDA, Team Nutrition
www.fns.usda.gov/tn

Yale Rudd Center for Food Policy & Obesity
www.yaleruddcenter.org



Local Wellness Policy Toolkit
NH Department of Education, Bureau of
Nutrition Programs and Services
<http://bit.ly/NHDOE-WellnessPolicyToolkit>

New Hampshire Childhood Obesity Report
Foundation for Healthy Communities
<http://bit.ly/FHC-ChildhoodObesity>

*Resource List for School Food Service
Professionals*
Food and Nutrition Information Center
<http://1.usa.gov/FNIC-ResourceList>

*School Wellness Policy and Practice:
Meeting the Needs of Low-Income Students*
Food Research and Action Center
<http://bit.ly/FRAC-SchoolWellnessPolicy>

Publications

*Changing the Scene: Improving the School
Nutrition Environment*
USDA, Team Nutrition
www.fns.usda.gov/tn/resources/support.pdf

Childhood Obesity in New Hampshire
NH Department of Health and Human
Services, Obesity Prevention Program
<http://bit.ly/OPP-ChildhoodObesity>

*The Community Guide, Promoting Good
Nutrition*
Centers for Disease Control and Prevention
www.thecommunityguide.org/nutrition

Fit, Healthy, and Ready to Learn
NASBE
<http://bit.ly/fit-healthy-and-ready-to-learn>

Fruit and Veggie Quantity Cookbook
NH Obesity Prevention Program, DHHS
<http://bit.ly/FruitVeggieQuantityCookbook>

Fruits and Vegetables Galore
USDA, Team Nutrition
<http://1.usa.gov/FVgalore>

HealthierUS School Challenge (*HUSSC*)
*Application Kit (pages 13-24): Tips for
Meeting the Challenge, Criteria and
Checklist*
<http://1.usa.gov/HUSSCkit-p13-24>



Trainings

NH Department of Education, Bureau of
Nutrition Programs and Services
<http://bit.ly/NHDOE-NutritionTrainings>

National Food Service Management Institute
www.nfsmi.org

School Nutrition Association of New
Hampshire
www.snanh.org

School Foods