

# Diocesan Wellness Policy

## Catholic Schools of Memphis

### **Rationale:**

The link between nutrition, physical activity, and learning is well documented. Healthy eating and activity patterns are essential for students to achieve their full academic potential, full physical and mental growth, and lifelong health and well-being. Healthy eating and physical activity, essential for a healthy weight, are also linked to reduced risk for many chronic diseases, like Type 2 diabetes. Schools have a responsibility to help students learn, establish, and maintain lifelong, healthy eating and activity patterns. Well-planned and effectively implemented school nutrition and fitness programs have been shown to enhance students' overall health, as well as their behavior and academic achievement in school. Staff wellness also is an integral part of a healthy school environment, since school staff can be daily role models for healthy behaviors.

### **Goal:**

All students in the Catholic Schools in the Diocese of Memphis shall possess the knowledge and skills necessary to make nutritious food choices and enjoyable physical activity choices for a lifetime. All staff in the Catholic Schools in the Diocese of Memphis are encouraged to model healthful eating and physical activity as a valuable part of daily life.

To meet this goal, the Catholic Schools in the Diocese of Memphis adopt this school wellness policy with the following commitments to nutrition, physical activity, marketing, and implementation. This policy is designed to effectively utilize school and community resources and to equitably serve the needs and interests of all students and staff, taking into consideration differences in culture.

### **Commitment to Nutrition**

*The Catholic Schools that participate in the National School Lunch Program will:*

- **Offer a school lunch program with menus that meet the meal patterns and nutrition standards established by the U.S. Department of Agriculture and the Tennessee Department of Education, Office of Child Nutrition Programs.**
- **Offer school breakfast and snack programs (where approved and applicable) with menus that meet the meal patterns and nutrition standards established by the U. S. Department of Agriculture and the Tennessee Department of Education, Office of Child Nutrition Programs.**
- **Encourage school staff and families to participate in school meal programs.**
- **Establish food safety as a key component of all school food operations and ensure that the food service permit is current for the Food Service school site.**

- **Follow State Board of Education policies on competitive foods and extra food sales. Provide foods and beverages in accordance with the Tennessee School Vending Law:**
  - Add nutritious and appealing options (such as fruits, vegetables, nuts, trail mix, beef jerky, reduced-fat milk, reduced fat-yogurt, reduced-fat cheese, 100% juice, and water) whenever foods/beverages are sold or otherwise offered at school, including vending machines, school stores, concessions stands at sporting and academic events, parties, celebrations, social events, and other school functions.  
**See Appendix A for a summary of the requirements of the Tennessee School Vending Law.**  
**See Appendix B for nutrition guidelines and options.**

*All Catholic Schools in the Diocese of Memphis will:*

- Provide adequate time for students to eat and enjoy school meals (a minimum of 15-20 minutes at breakfast and 18-25 minutes at lunch). When possible, offer a few minutes of quiet time at the start of the meal period to promote a relaxed eating environment.
- Offer nutrition education that will be integrated into other areas of the curriculum such as math, science, language arts, and/or social studies.
- Encourage students to make food choices based on the 2005 Dietary Guidelines for Americans, by emphasizing menu options that feature baked (rather than fried foods), whole grains, fresh fruits and vegetables, and reduced-fat dairy products.
- Discourage the use of foods as rewards for student accomplishment and the withholding of food as punishment (e.g., restricting a child's selection of flavored milk at mealtime due to behavior problems, or requiring that a child eat certain foods).  
**See Appendix C for non-food reward ideas.**
- Encourage all school-based organizations to use services, contests, non-food items, and/or healthful foods for fundraising programs. The sale of candy as a fund-raiser is discouraged.  
**See Appendix D for alternative fundraising ideas.**

## **Commitment to Physical Activity**

*The Catholic Schools in the Diocese of Memphis will:*

- Provide physical education for all elementary and middle school students. Physical education courses will provide the environment where students learn, practice, and are assessed on developmentally appropriate motor skills, social skills, and knowledge.
- Provide a physical and social environment that encourages safe and enjoyable activity for all students, including those who are not athletically gifted.
- Discourage the use of recess/physical education as reward or punishment.

- **Discourage the removal of recess/physical education time in order to complete class work.**
- **Where possible, schedule recess or physical education before lunch times in order to increase food consumed, decrease plate waste, and improve cafeteria behavior.**

**See Appendix E for physical activity resources.**

## **Commitment to Marketing a Healthy School Environment**

*The Catholic Schools in the Diocese of Memphis will:*

- **Provide positive, motivating messages, both verbal and non-verbal, about healthy lifestyle practices throughout the school setting. All school personnel will help reinforce these positive messages.**
- **Promote healthful eating, physical activity, and healthy lifestyles to students, parents, teachers, administrators, and the community at school events (e.g., school registration, parent-teacher conferences, PTA meetings, open houses, health fairs, teacher in-services, and other events).**
- **Encourage parents who send meals for their children to provide nutritious options for their children.**
- **Eliminate advertising and other materials on the school campus that promote foods of minimal nutrition value.**

**See Appendix F for marketing resources.**

## **Commitment to Implementation**

*The Catholic Schools in the Diocese of Memphis will:*

- **Establish a plan for implementation of the school wellness policy.**
- **Designate one or more persons to insure that the school wellness policy is implemented as written.**

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To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

## Appendix A: Summary of the Guidelines for Tennessee's "School Vending Law" for Grades PreK- 8

### Food and Beverages Affected

- **All foods and beverages sold starting 45 min. before school to 30 minutes after school to include foods sold in:**
  - Vending machines
  - School stores
  - Fund raising items including bake sales (items sold off campus or "door-to-door" are excluded)
  - *A la Carte* in cafeterias that are not included in that day's school lunch
  - Snack bar items

### Summary of Guidelines for Beverages

- **Low calorie beverage (includes flavored, sweetened, and non-caffeinated water):** A flavored, non-carbonated beverage that does not contain additional caloric sweeteners and does not contain more than 15 calories per serving.
- **Beverage Serving:** Does not exceed 8 fluid ounces except plain water
- **Only fluid reduced fat, low fat or non fat milk (Alternative dairy beverages such as soy milk is not allowable at this time)**
- **Only 100% fruit and vegetable juices (blends are acceptable)**

### Summary of Nutritional Guidelines for Foods

- **Maximum Calories From Fat: 35%** (Exceptions are nuts, seeds and nut butters)
- **Maximum Calories From Saturated Fat: 10%**
- **Maximum Sugar by Weight: 35%** (Exceptions are fresh, dried, or frozen fruits)
- **Maximum Sodium 230 mg per Serving**

### Summary of Portion Guidelines

- **Chips, crackers, popcorn, cereal, trail mix, nuts seeds, dried fruits or jerky:** 1.25 oz or less
- **Cookies:** 1 oz or less
- **Cereal bars, granola bars, pastries, muffins, doughnuts, bagels, other bakery:** 2 oz or less
- **Frozen desserts such as ice cream:** 4 fluid or less
- **Pure cheese with  $\leq$  3.5 grams or less fat:** 1 oz or less
- **Non-frozen yogurt:** 8 oz or less
- **Beverages:** 8 oz or less (excluding water)
- **Fruits and non-fried vegetables are exempt from portion size limits.**

(Note: All except fruits and non-fried vegetables must meet the sugar, fat, saturated fat and sodium guidelines.)

### **Implementation**

- ***Takes effect August 8, 2005***
- ***Schools serving grades PreK-5 must be 100% compliant within 1 year***
- ***Schools serving grades 6,7,8 must be at least 50% compliant within 1 year; 100% in 2 years***
- ***Local Board of Education ensure compliance and designates a person for oversight***

**Source:** "Minimal Nutritional Standards for Items Sold or Offered for Sale During the School Day in Grades K-8, Rule" Tennessee State Board of Education, August 8, 2005, found at: [http://www.tennessee.gov/sbe/Apr05/IVL\\_Minimal\\_Nutritional\\_Std Rule.pdf](http://www.tennessee.gov/sbe/Apr05/IVL_Minimal_Nutritional_Std Rule.pdf).

## Appendix B: Nutrition Guidelines

**GOAL:** The goal of establishing guidelines for all foods and beverages served or sold during the school day (outside of Child Nutrition Programs that follow USDA guidelines) is to improve the nutritional intake of Tennessee children. This can be done with a combination of two strategies.

- 1. Adding more nutrient-rich, appealing options** whenever foods and beverages are sold (or otherwise offered), including vending machines, school stores, parties, celebrations, social events, concessions stands at sporting and academic events, , and other school functions. Possible options include fruits and vegetables (fresh, canned, and dried); nuts, seeds, and trail mix; beef jerky and peanut butter; reduced-fat dairy products (milk, cheese, yogurt, frozen yogurt, and smoothies); 100% juice, and water.
- 2. Limiting intake of discretionary calories** (in the venues described above). These are calories from fat and added sugar that provide few if any important nutrients (like protein, vitamins, minerals, fiber, etc.). As described in the 2005 Dietary Guidelines for Americans, discretionary calories **include intrinsic fats in the basic food groups** (like the fat in whole milk versus low-fat milk), **most solid fats** (like butter and margarine), and **all added sugars**. Limiting intake of discretionary calories can be done both by limiting portion size of and access to regular soft drinks, sweetened tea, candy, cookies, and high-fat snacks (regular potato chips, corn chips, crackers, sausage sticks, etc.).

### MARKETING:

The goal of improving nutritional intake can also be accomplished by applying basic marketing strategies to sales of healthful options. Schools can consider the four P's when establishing guidelines for foods and beverages served or sold during the school day:

- **Product:** Vendors and companies have increasing numbers of products available – many with a more healthful profile than traditional snack foods and beverages.
- **Placement:** The sales of more nutrient-rich foods and beverages can be increased by placing them in “prime” locations –like at students’ eye level in a vending machine.
- **Price:** Another way to increase the sales of healthful items is to offer them at a lower cost. For example, water can be sold for \$.25 to .50 less than regular soft drinks.
- **Promotion:** There are many creative ways to promote healthy options – like offering samples of new healthful products or giving discount coupons during the introductory period.

For more information on these strategies and schools that have successfully increased healthful food and beverage options, read: **Making It Happen! School Nutrition Success Stories**

[www.fns.usda.gov/tn/Resources/makingithappen.html](http://www.fns.usda.gov/tn/Resources/makingithappen.html)

**EXAMPLES:** The following two sets of guidelines are for discussion purposes only. Schools can use these guidelines and others from the sources listed below to begin the discussion on what is appropriate for the health of students, based on the community input mandated by **PL # 108-265**.

#### Colorado Department of Education:

[www.cde.state.co.us/cdenutritran/nutriSB04-103.htm](http://www.cde.state.co.us/cdenutritran/nutriSB04-103.htm)

#### Philadelphia Public Schools:

[www.philsch.k12.pa.us/offices/foodservices/bevpol04.pdf](http://www.philsch.k12.pa.us/offices/foodservices/bevpol04.pdf)

#### South Carolina Department of Education:

[www.fns.usda.gov/tn/Healthy/SC\\_report.pdf](http://www.fns.usda.gov/tn/Healthy/SC_report.pdf)

#### Texas Department of Agriculture School Nutrition Policy:

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

## Appendix C: Non-Food Rewards

Kids naturally enjoy eating nourishing foods and being physically active. Schools and teachers can provide them with an environment that supports these healthy behaviors by using non-food rewards. Here are effective alternatives – from outstanding educators across the country – to offering food as a reward to individual students or entire classes.

Read a book.  
Sit by friends.  
Read outdoors.  
Teach the class.  
Have extra art time.  
Enjoy class outdoors.  
Have an extra recess.  
Play a computer game.  
Read to a younger class.  
Get a no homework pass.  
Sing a silly song together.  
Make deliveries to the office.  
Listen to music while working.  
Play a favorite game or puzzle.  
Earn play money for privileges.  
Walk with a teacher or principal.  
Eat lunch outdoors with the class.  
Be a helper in another classroom.  
Eat lunch with a teacher or principal.  
Start and maintain a vegetable garden.  
Dance to favorite music in the classroom.  
Get a “free choice” time at the end of the day.  
Listen with a headset to a book on audiotape.  
Have a teacher perform special skills (i.e. sing).  
Be first in line when the class leaves the room.  
Have a teacher read a special book to the class.  
Take a trip to the treasure box (filled with stickers, pencils, erasers, bookmarks, etc.).

### **Additional online resources for non-food reward ideas:**

#### **Connecticut Team Nutrition**

[www.state.ct.us/sde/deps/Student/NutritionEd/Food\\_As\\_Reward\\_HO1.pdf](http://www.state.ct.us/sde/deps/Student/NutritionEd/Food_As_Reward_HO1.pdf)

#### **Michigan Team Nutrition**

[www.tn.fcs.msue.msu.edu/foodrewards.pdf](http://www.tn.fcs.msue.msu.edu/foodrewards.pdf)

#### **New England Food and Dairy Council**

[www.newenglanddairyCouncil.org/PDF/alternativefoodrewards.pdf](http://www.newenglanddairyCouncil.org/PDF/alternativefoodrewards.pdf)

#### **Texas Department of Agriculture**

[www.squaremeals.org/vgn/tda/files/983/1034\\_NonFoodRewards.pdf](http://www.squaremeals.org/vgn/tda/files/983/1034_NonFoodRewards.pdf)

# Appendix D: Healthy Fundraising

## Fundraising Alternatives

Many new school fundraising strategies are being developed with school financial needs and concerns about student nutrition in mind. Instead of candy, schools are selling:

- Fresh and exotic fruit, like cases of citrus fruit
- High quality potatoes, onions, or other produce items
- Nuts and trail mix
- Popcorn

Schools are also selling an ever-expanding variety of non-food items such as:

- Gift wrap
- Magazine subscriptions
- Garden seeds
- Candles
- Discount coupon books
- Raffles of gift baskets
- Plants and flowers
- School spirit items

Schools are also utilizing a wide variety of traditional and non-traditional fundraising events such as:

- Car washes
- Walk-a-thons, bike-a-thons, jog-a-thons, skate-a-thons, etc.
- Family game nights
- “Hire a student day” for odd jobs (with proceeds going to the school)
- 3-on-3 basketball tournaments
- Silent auctions
- Talent shows

## Additional online resources for healthy fundraising ideas:

### Connecticut Team Nutrition

[www.state.ct.us/sde/deps/Student/NutritionEd/Healthy\\_Fundraising\\_Color.pdf](http://www.state.ct.us/sde/deps/Student/NutritionEd/Healthy_Fundraising_Color.pdf)

### Montana Office of Public Instruction

[www.opi.state.mt.us/pdf/MBI/fundraiser.pdf](http://www.opi.state.mt.us/pdf/MBI/fundraiser.pdf)

### Parents Advocating School Accountability

[http://pasaorg.tripod.com/nonfood\\_fundraising.pdf](http://pasaorg.tripod.com/nonfood_fundraising.pdf)

## Appendix E: Physical Activity Resources

### **American Alliance for Health, Physical Education, Recreation, and Dance**

<http://www.aahperd.org/>

The latest resources for health, physical activity, recreation, and dance professionals, including presentations from February 2005 conference on relationship of physical activity in relationship to *No Child Left Behind*.

### **California Dept. of Education: Academic Achievement and Physical Fitness**

[www.cde.ca.gov/nr/ne/yr02/yr02rel37.asp](http://www.cde.ca.gov/nr/ne/yr02/yr02rel37.asp)

This study, released in December 2002, supports the connection between physical fitness levels of students in grades 5, 7, and 9 – and student performance of CA Department of Education Achievement Tests.

### **Centers for Disease Control and Prevention (CDC)**

[www.cdc.gov/nccdphp/dnpa/](http://www.cdc.gov/nccdphp/dnpa/)

The CDC site is an essential resource for nutrition and activity issues. Search for surveillance data (including maps of obesity prevalence); pediatric growth charts; and several national activity campaigns, like *Kids Walk-to-School* and *Turn Off Your TV*.

### **Montana Team Nutrition Resources**

[www.opi.state.mt.us/](http://www.opi.state.mt.us/)

Search on-site for PDF of physical activity resources from Big Sky country, including *Mind and Body: Activities for the Elementary Classroom*, and *Recess Before Lunch: A Guide for Success*.

### **PE4life**

<http://pe4life.org/>

This organization inspires active, healthy living by advancing the development of quality, daily physical education programs for all children. The site features a free newsletter and action kit, as well as information about PEP grants and National PE Day.

### **President's Challenge ~ You're It. Get Fit!**

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

Physical activity and awards program for Americans of ALL ages. Site offers activity logs for kids, teens, and adults (you can register you whole school), as well as cool online tools and ways to win awards for activity.

### **Take 10!**

[www.take10.net/](http://www.take10.net/)

**Take 10** is a classroom-based physical activity program for kindergarten to fifth grade students, which is linked to academic learning objectives. The goal is to get American kids moving more – ten minutes at a time.

# Appendix F: Marketing

## Promoting Healthy School Meals: Marketing strategies that work

There are many reasons to do promotions for school food and nutrition programs. First and foremost, the students, faculty, and staff are customers. They have choices to make in deciding what to purchase and what not to purchase. Promotions are powerful marketing tools that have a direct, meaningful impact on customers and their purchasing decisions.

Promotions do not necessarily have to promote one particular product or event. After all, nutrition is something to promote all of the time. Some effects promotions might have:

- Show customers that the school food and nutrition department cares about them.
- Get customers excited or interested in the programs so that they keep participating
- Highlight specific services or products.
- Introduce new items on a continual basis, for instance to highlight a new recipe on the menu. Perhaps one new item might be featured each month.
- Introduce or reinforce an identity or a marketing theme, such as National School Lunch Week or School Breakfast Week.
- Celebrate a nutrition and health awareness event, such as National 5 A Day Month or National Diabetes Month.
- Establish a distinctive image or “brand” for the school food and nutrition department.
- Reinforce the school food and nutrition departments’ role in the total school environment through promotions around special school activities and events.

Keep in mind that promotions do not make a poorly run operation better. If promotions are poorly planned or done at the wrong time, they may create problems or make problems worse.

### Measure Your Promotion Success

Promotions are designed to cause **action**. Ultimately, a promotion is designed to change some attitude or belief and/or cause customers to buy something. For instance, a promotion may be designed to convince students that the fruits and vegetables on the school salad bar are good for them or just that they want to eat breakfast at school. National School Lunch Week and School Breakfast Week, for example, are designed around annual themes to promote the value of school meals to the entire school community. A promotion may strive to influence students to buy the reimbursable meal in general or to try a new product in particular.

Because promotions are supposed to change attitudes or behaviors, the effect of promotions should be evaluated -- that means that they need to be measured. How might a promotion be measured? That depends on what the goals of the promotion are. In general, the school nutrition department might measure:

- Sales, overall or of a particular product
- Participation
- Customer satisfaction
- Customer attitudes or customer perceptions

Reference: [www.asfsa.org/newsroom/sfsnews/promotemeals.asp](http://www.asfsa.org/newsroom/sfsnews/promotemeals.asp)

### Additional Marketing Resources

<http://schoolmeals.nal.usda.gov/Training/lesson10.pdf>

# Addendum:

## Policy Development Committee

Special thanks to the members of the committee dedicated to the formation of the Diocesan Wellness Policy.

- Deborah L. Slawson, Ph.D., R.D., Committee Chair, Diocesan Coordinator of Food Services
- Sr. Angela Lydon, S.B.S., Ph.D., Assistant Superintendent of Catholic Schools
- Teddi Niedzwiedz, Principal of St. John School
- Doug Workman, Principal of St. Francis Elementary

Sincere appreciation also goes to the principals, cafeteria managers, faculty, staff, parents, and students who reviewed the draft policy and offered their comments and suggestions. These comments were crucial in the development of the final policy document.

Key steps in the development process for the Diocesan Wellness Policy:

1. November 2005: Initial meeting of the Policy Development Committee
  - a. Draft policy reviewed in detail
  - b. Discussion around each section of the policy with suggestions offered for modification
  - c. Plans made for offering the draft policy for review by all segments of the schools' population who will be impacted by the policy:
    - i. Principals
    - ii. Teachers
    - iii. Cafeteria Managers
    - iv. Other staff members, including school nurses
    - v. Students
    - vi. Parents
2. January 2006: Presentation to the Principals at their monthly meeting
  - a. Information about the federal law that requires the development and implementation of the wellness policy;
  - b. Update on the status of the policy and plans for finalization
3. March to April 2006: Policy review and comment by representatives of all segments of the schools' population
4. May 2006: Final version of the policy submitted for approval to all Diocesan principals
5. 2006-2007 school year: Full implementation of the policy as required by federal law