

PETAL HIGH SCHOOL

WELLNESS POLICY 2018-19

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Our Mission

The mission of the Petal School District is to empower all students with the attitudes, knowledge and life-long learning skills essential to thrive as responsible citizens in an ever-changing global society.

Beliefs

- A person's potential to learn is limitless.
- All people have intrinsic worth.
- Strength comes from engaging the full diversity of the community.
- Teamwork is essential to the continuous success of an organization.
- Family is the most important influence in the development of the individual.
- People can direct their own future.
- People are influenced more by what others do than by what they say.

Petal School District Wellness Policy

Petal High School Wellness Policy

Rationale:

The link between the health of students and learning has been well documented. If students are tired, hungry, sick, suffering from drug abuse or worried about their safety at school, they probably will not be successful in school. It has become apparent that problems such as poor nutrition, lack of physical activity, substance abuse, depression, teen pregnancy, obesity, bullying, etc. can adversely affect not only a child's health, but also his or her ability to learn. A coordinated approach to school health helps address some of these issues. When families, schools, and communities work together to reinforce positive healthy behaviors students will learn the importance of healthy habits. Their health and capacity to learn improves as they learn that good health and learning go hand in hand. A coordinated approach to student health helps ensure that students develop healthy habits early in life and remain healthy throughout their lives.

Goal:

All students in the Petal School District shall possess the knowledge and skills necessary to make healthy choices that promote healthy lifestyles. All staff in the Petal School District are encouraged to model healthful eating and physical activity as a valuable part of daily life.

To meet this goal, the Petal School District adopts this school wellness policy with the following commitments to implementing a coordinated approach to school health. 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 and Food Safe Schools

The Petal School District 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 Mississippi Department of Education, Office of Child Nutrition Programs.
 - ❖ **Petal High School- School lunch program in place.**
- 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 Mississippi Department of Education, Office of Child Nutrition Programs.
 - ❖ **Petal High School- School breakfast program in place.**
- Encourage school staff and families to participate in school meal programs.
 - ❖ **Petal High School- Staff regularly participates in school meal programs.**
- Operate all Child Nutrition Programs with school food service staff who are properly qualified according to current professional standards (Mississippi Board of Education Policy, Code EE-2E)
 - ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department.**
- Follow State Board of Education policies on competitive foods and extra food sales (Mississippi Board of Education Policy, Code EEH). See Appendix A
 - ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department.**
- Follow established guidelines for all foods available on the school campus during the school day with the objective of promoting student health and reducing childhood obesity. See Appendix A-1 and A-2 for guidelines.
 - ❖ **Petal High School- Guidelines phased in beginning with 2006-2007 school year and were implemented during the 2007-2008 school year.**
 - **Food vending machines meet guidelines.**
 - **Beverage vending machines meet guidelines.**
 - **Candy fund-raisers eliminated beginning 2006-2007 school year.**
 - **Classroom celebrations and/or lesson units involving food and beverage have been redesigned to include healthy food choices beginning 2006-2007 school year. (This does not include Culinary Technology classes.)**
- Provide adequate time for students to eat and enjoy school meals by allowing a minimum of 15 minutes at breakfast and 24 minutes at lunch.
 - ❖ **Petal High School- Breakfast time equals 25 minutes.**
 - ❖ **Petal High School- Lunch time equals 27 minutes.**
- Encourage students to make food choices based on the 2005 Dietary Guidelines for Americans, by emphasizing menu options that feature baked foods, whole grains, fresh fruits and vegetables, and reduced-fat dairy products.

- ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department.**
- **Maintain a cafeteria environment conducive to a positive dining experience, with supervision by adults who model proper conduct, voice level, and healthy habits.**
 - ❖ **Petal High School- Breakfast is supervised by assigned staff.**
 - ❖ **Petal High School- Lunch is supervised by staff and administrators.**
- **Make school meals accessible to students with a variety of delivery strategies, such as breakfast in the bag, grab-and-go lunches, or alternate eating sites.**
 - ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department.**
- **Encourage the addition of 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. This would include vending machines, school stores, parties, celebrations, social events, and other school functions. See Appendix B for examples of guidelines and options.**
 - ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department.**
 - ❖ **Vending machines are in compliance.**
- **Encourage the elimination of foods as rewards for student accomplishment in the classroom and discourage the withholding of food as punishment. See Appendix C for non-food reward ideas and C-1 for Healthy School Parties.**
 - ❖ **Teachers are aware of alternative rewards and use those ideas as well as healthy party choices.**
- **Encourage all school-based organizations to use services, contests, non-food items, and/or healthy foods for fundraising programs. The sale of candy as a fund-raiser is not allowed in grades K-12. See Appendix D for alternative fundraising ideas.**
 - ❖ **Petal High School- Candy fund-raisers are no longer allowed beginning with 2006-2007 school year.**
- **Replace deep fat fryers with combination oven steamers as budget restraints will allow.**
 - ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department.**
- **Implement a food safety program based on HACCP principles for all school meals, as required by the U.S. Department of Agriculture and the Mississippi Department of Education, Office of Child Nutrition Programs and ensure that the food service permit is current for the school site.**
 - ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department.**
- **Adequate access to hand washing facilities and supplies will be available whenever and wherever students, staff and families prepare, handle, or consume food.**
 - ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department.**
- **The food safety assurance plan addresses strategies that minimize risks for students and staff who have food allergies and intolerances.**

- ❖ **Petal High School- Child Nutrition Program operated by Petal School District Food Services Department. (Food allergies noted. Students are given warnings regarding food content.)**

Goals:

- All school personnel have access to the Petal School District Wellness Policy to include food safety policies and procedures and relevant professional development.
- PHS Faculty have online access to Wellness Policy.

Commitment to Physical Activity / Physical Education

The Petal School District will:

- Provide 150 minutes per week of activity-based instruction for all students in grades K-8 (In accordance with Section 37-13-134, Mississippi Code of 1972, ann., reference 2008 Mississippi Public Schools Accountability Standards 33).
 - ❖ PHS- All students are required to take Comprehensive Health.
 - ❖ PHS- All students have access to Physical Education classes.
 - ❖ PHS- All students involved in extra-curricular activities have access to Advanced Physical Education classes.
- Offer a planned sequential program of physical education instruction incorporating individual and group activities, which are student centered and taught in a positive environment.
 - ❖ PHS- The physical education teachers are trained in the use of the latest physical education equipment and strategies.
- Implement the 2006 Mississippi Physical Education Framework.
 - ❖ PHS- The physical education teachers have implemented the 2006 Mississippi Physical Education Framework.
- Fifth grade students and students who are enrolled in P.E. at the Middle School and High School will participate in a yearly fitness test.
 - ❖ PHS- Students involved in regular physical education classes, advanced physical education classes, athletic classes, and comprehensive health classes will be given a yearly fitness test.
- All kindergarten students will participate in 40 minutes of physical activity daily.
- Collaborate with local recreational departments and youth fitness programs to promote participation in lifelong physical activities.
 - ❖ PHS- Students and staff are given discounts at local gyms, are informed of community athletic organizations and are provided opportunities to use fitness facilities such as tennis courts, parks, jogging and walking tracks, golf courses, and the YMCA.
- Implement the requirements of the Mississippi Healthy Students Act of 2007(Senate Bill 2369).
 - ❖ Said requirements in place

- Graduation requirements for 9th through 12th grade students shall include ½ Carnegie unit in physical education.
 - ❖ PHS- Said requirement is in place.

Goals:

- Each school will encourage curriculum integration activities.
- Encourage more students to participate in P.E. classes at the secondary level. See Appendix E for physical activity resources.
- Schedule recess or physical education before lunch times in order to increase food consumed, decrease plate waste and improve cafeteria behavior.
- Create wider opportunities for students to voluntarily participate in after school physical activity programs like intramurals, clubs and at the secondary level, interscholastic athletics.
- All students will participate in yearly fitness test.

Commitment to Comprehensive Health Education

The Petal School District will:

- Provide a minimum of ½ Carnegie unit of comprehensive health education and ½ Carnegie unit for physical education for graduation (2004 Mississippi Public School Accountability Standard 20).
- Implement the 2006 Mississippi Comprehensive Health Framework for grades 9-12 (2004 Mississippi Public School Accountability Standard 20, Appendix A).
- Offer comprehensive health education in grades K-8 (2006 Mississippi Comprehensive Health Framework).
 - ❖ In place at Petal High School- all of the above.
- Implement the nutrition strand of 2006 Mississippi Comprehensive Health Framework.
 - ❖ Taught as part of the Comprehensive Health class curriculum as PHS.
- Emphasize the disease and prevention strand in the 2006 Mississippi Comprehensive Health Framework.
 - ❖ Taught as part of the Comprehensive Health class curriculum.
- Participate in USDA nutrition programs such as *Team Nutrition Schools* and the *Healthier US School Challenge*. The school will conduct nutrition education activities and promotions that involve students, parents, and the community. The school team responsible for planning nutrition activities will include school foodservice staff, school nurses, health and PE teachers, coaches, and additional staff, as appropriate.
 - ❖ Nutritional activities are being developed at PHS.
- Implement the requirements of the Mississippi Healthy Students Act of 2007, which requires 45 minutes per week of health education instruction as defined by the State Board of Education for grades K through 8.

- Collaborate with other school staff to provide health services as part of a Coordinated School Health Program.
 - ❖ In place at Petal High School through district school nurses and district food service department.
- Work with students, parents, and local health care providers to effectively manage and treat chronic diseases in Grades K-8.
- Integrate Health Education into other subject areas- Health in Action
 - ❖ In place at Petal High School

Goals:

- Provide students with quality disease prevention instruction based on the Comprehensive Health Education Framework and other selected materials approved by the district.
- Host a School Health Fair for all students.

Commitment to Healthy School Environment

The Petal School District will:

- Ensure that there are no pad locks or chains on exit doors: exits should never be obstructed (in accordance with Mississippi State Fire Code). Ensure that all exit signs are illuminated and clearly visible.
- Ensure that all chemicals are stored properly (in accordance with the Material Safety Data Sheet)
- Refer to the U.S. Consumer Product Safety Commission's Handbook for Public Playground Safety for federal guidelines for playground safety.
- Ensure that fire extinguishers are inspected each year and properly tagged.
- Complete yearly maintenance of the heating and cooling system in schools to maintain safe operation and healthy air quality.
- Conduct at least one emergency evacuation drill per month.
- Ensure that two means of egress are available in each classroom in case of an emergency; if there is only one door, designate a window (properly sized) as a means of egress.
- Never use extension cords as a permanent source of electricity on a school campus.
 - ❖ The above are in place at PHS, monitored by the district police department and safety council.

Comply with the applicable rules and regulations of the State Board of Education in the operation of its transportation program (in accordance with the MS Code 37-41-53; State Board of Education Policies 7903, 7904, and 7909; and Accreditation Standard #35).

- Inspect all buses monthly and ensure that they are well maintained and clean.
- Require that all bus drivers have a valid bus driver certificate and a commercial driver's license and operates the bus according to all specified safety procedures. Maintain a record of yearly motor vehicle reports on each bus driver and evidence that each driver

has received two hours of in-service training per semester. (State Board of Education Policy 7903)

- Ensure arrival of all buses at their designated school sites prior to the start of the instructional day.
- Conduct bus evacuation drills at least two times each year. (State Board of Education Policy 7904)

❖ The above listed are in place at Petal High School

Provide facilities that meet the following criteria:

- Provide facilities that are clean and safe.
- Provide proper signage that explains tobacco, weapons, and drugs are prohibited on the school campus and at school functions.
- Provide operational facilities that are equipped and functional to meet the instructional needs of students and staff.
- Provide air conditioning in all classrooms, Code 37-17-6(2).

❖ The above listed are in place at Petal High School.

Comply with the requirements for Safe and Healthy Schools:

- Maintain a comprehensive School Safety Plan on file that has been approved annually by the school board.
- Prohibit the possession of pistols, firearms or weapons by any person, other than duly authorized law enforcement, on school premises or at school functions.
- MS Code 97-32-9 prohibits students from possessing tobacco on any educational property. MS Code 97-32-29 further prohibits the use of tobacco on any educational property for adults who, if in violation, would be subject to a fine and issued a citation by a law enforcement officer.
- Install exhaust fans in restrooms to eliminate odors.
- Eliminate unnecessary school bus idling that causes pollution and creates health risks for children
- Hire a District Safety Officer or a School Resource Office
- Conduct random drug testing on students in extra curricular activities at the High School.
- Implement a local Communicable Disease Policy per State Department guidelines.
- Install security cameras on the school campus.
- Utilize regularly scheduled meetings with the School Health Council, school board members, etc. to determine and discuss the current strengths, weaknesses, opportunities, and challenges associated with implementing and maintaining your school's healthy and safe environment.

❖ All of the above are in place at Petal High School

- Utilize best practices for the use of pesticides and integrated pest management in school buildings and on school grounds
- Utilize incentives for integrating energy-efficient and money-saving technologies in school construction.

❖ In place at Petal High School; energy supervisor hired by district.

Goals:

- Conduct self assessments of the schools safety and security annually prior to school opening using the Bureau of Safe and Orderly School's Process Standard #37.1 monitoring tool.
- Implement a school chemical cleanout campaign to reduce hazardous chemicals.

Commitment to Quality Health Services

The Petal School District will:

- Ensure all school nurses are working under the guidelines of the Mississippi School Nurse Procedures and Standards of Care.
- Offer comprehensive health services for students in grades K-8, through the employment of school nurses, as a means to academic success.
- Collaborate with other school staff to provide health services as part of a Coordinated School Health Program.
- Work with students, parents, and local health care providers to effectively manage and treat chronic diseases.
- Promote healthy lifestyles through school and community events (PTA meetings, open houses, health fairs, teachers- in-services, and other events).
- Participate in administrative claiming for reimbursement of administrative cost associated with health and medical outreach.
 - ❖ In place at Petal High School

Goals:

- Optimize the provision of health services with a school nurse-to-student ratio of 1:750
- Offer comprehensive health services for students in grades 9-12

Commitment to Providing Counseling, Psychological and Social Services

The Petal School District will:

- Provide training sessions for administrators and teachers in mental health related areas in order to make employees more aware of topics relevant to children and youth.
- Provide parents and children with educational materials and support in the area of mental health resources.
- Adhere to the details outlined in the Licensure Guidelines (451) when hiring guidance counselors and psychologists. The state does not have a policy specifically outlining the requirements for a school social worker. For licensure as a social worker in the state of Mississippi, a candidate must: provide verification of a baccalaureate degree in social work from a college or university accredited by the Council in Social Work Education

(CSWE) or Southern Association of Colleges and Schools (SACS) and scores a minimum of 70 on the ASWB basic exam.

- Provide a minimum , a ½ time licensed guidance counselor for high school and ensure that all elementary school students have access to qualified student support personnel such as: guidance counselors, social workers, nurses, psychologists, psychometrists and others, (as required by the Mississippi Public School Accountability Standards, Process Standards 6.1 and 6.2).
- Hire school guidance counselors with a minimum of a Master’s Degree in Guidance and Counseling, or in an emergency situation, an appropriate certification as determined by the Commission on Teacher Administrator Education, Certification and Licensure and Development.
- Hire school counselors who agree to abide by the American School Counselor Association Code of Ethics.
- Ensure that all school guidance counselors provide comprehensive counseling services such as:
 - Academic and personal/social counseling
 - Student assessment and assessment counseling
 - Career and educational counseling
 - Individual and group counseling
 - Crisis intervention and preventive counseling
 - Referrals to community agencies
 - Educational consultations and collaborations with teachers, administrators, parents and community leaders
 - Education and career placement services
 - Follow-up counseling services
 - Conflict resolution
 - Other counseling duties or other duties as assigned by the school principal
- Offer quality counseling, psychological and social services provided by professionals such as certified school counselors, psychologists, and social workers.
- Hire qualified counselors who will address the mental health, academic, and career needs of students in the school setting.
- Participate in administrative claiming for reimbursement of administrative cost associated with health and medical outreach.
 - ❖ **Petal High School has three academic counselors and one vocational counselor. The school works with the district social worker and community agencies.**

Goals:

- Begin planning to adopt a school board policy for middle school and high school students that requires any student who tests positive after a school monitored drug screening to attend counseling services provided by a mental health agency.
- Provide additional services to improve students’ mental, emotional, and social health.

- Offer counseling, group assessments, interventions and other mental health services, as well as referrals to community health professionals.

Commitment to Family and Community Involvement

The Petal School District will:

- The Petal Schools will give parents and community the opportunity to serve on the School Health Councils.
- Recruit, train, and involve families as volunteers by taking advantage of their time, experience, and resources.
- Invite family members to a school meal for students in grades K-6.
- Invite family members to tour physical education facilities (during open house)
 - ❖ Parents and community professionals serve on Petal High School's health advisory committee.

Goals:

- Encourage family mealtimes at home to enhance both nutrient intake of children and their successful performance at school. Provide recipes and nutritional information for parents.
- Develop learning activities for students that involve family discussions about health topics and age-related health issues.

Commitment to Implementing a Quality Staff Wellness Program

The Petal School District will:

- Promote health and reduce risk factors through professional and staff development programs, providing information flyers and newsletters, introducing incentives for participating in healthy practices and activities, and offering an employee assistance program.
- Provide health promotion programs for school staff to include opportunities for physical activity, health screenings, nutrition education, weight management and stress reduction and management.
- Implement a healthy weight program for staff, such as Weight Watchers at Work Programs.
- Develop relationships with community health providers (e.g., local health departments, hospitals, neighborhood clinics, health professionals), recreational facilities, voluntary health organizations (e.g., American Cancer Society, American Lung Association, American Heart Association), and other community members who can provide resources for or support school employee wellness activities.
- Coordinate school employee wellness activities with student health-promotion activities
- Ensure that all staff are aware of the Mississippi State and School Employee's Health Insurance plan that has been enhanced to include Motivating Mississippi: Keys to Living

Healthy, a new wellness and health promotion program designed to help individuals live a healthy lifestyle and increase their overall wellness benefit amount.

- Establish and enhance physical activity opportunities for staff.
 - ❖ In place at Petal High School.

Goals:

- Develop a Staff Fitness Center on the school site.
- Encourage after school health and fitness sessions for school staff.
- Organize employee walking teams or clubs.
- Coordinate Staff Wellness events and activities with state health-promotion activities

Commitment to Marketing a Healthy School Environment

The Petal School District 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.
- Students will be involved in planning for a healthy school environment. Students will be asked for input and feedback through the use of student surveys, student health councils and attention will be given to their comments.
- 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 advertising and other materials on the school campus that promote healthy foods.
- Work with local media, to inform the community about the health problems facing Mississippi children, as well as the need for and benefits of healthy school environments. See Appendix F for marketing resources.
- Complete an online success reporting form on the Office of Healthy Schools web site at www.healthyschoolsms.org/ohsmain/success.
 - ❖ In place at Petal High School.

Commitment to Implementation

The Petal School District will:

- Establish a plan for implementation of the school wellness policy.
- Designate a District Coordinator and the site Principal (or his/her designee) to insure that the school wellness policy is implemented as written.
- Maintain the School Health Council (SHC) that addresses all aspects of a coordinated school health program, including a school wellness policy.
- Conduct a review of the progress toward school wellness policy goals each year to identify areas for improvement.
- The District Coordinator shall form a committee to prepare and submit a yearly report to the school board regarding the progress toward implementation of the school wellness policy and recommendations for any revisions to the policy as necessary.



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APPENDIX A

PETAL SCHOOL DISTRICT COMPETITIVE FOODS POLICY

School districts shall comply with the Mississippi Board of Education Policy on competitive food sales as outlined in the Mississippi Board of Education Policies.

- No food item shall be sold on the school campus for one (1) hour prior to or during any meal service period (breakfast and lunch).
- The Child Nutrition Department shall serve only those foods which are components of the approved federal meal patterns being served (or milk products) and such additional foods as necessary to meet the caloric requirements of the age group being served.
- With the exception of milk products and water a student shall purchase individual components of the meal only if the meal unit is being purchased.
- Students who bring a lunch from home shall purchase milk products and water only.
- Students shall not bring carbonated beverages in original containers into the cafeteria.
- Competitive food items shall not be sold or delivered to the school campus during normal school hours except if approved by the Principal and the Child Nutrition Director.



APPENDIX A-1

NUTRITION STANDARDS FOR FOOD AND BEVERAGES SOLD ON CAMPUS

Nutrition Standards Intent/Rationale:

The Petal School District strongly encourages the sale or distribution of nutrient dense foods for all school functions and activities. Nutrient dense foods are those foods that provide students with calories rich in the nutrient content needed to be healthy. In an effort to support the consumption of nutrient dense foods in the school setting, the school has adopted the following nutrition standards governing the sale of food, beverage, and candy on school grounds.

Food:

- Encourage the consumption of nutrient dense foods, i.e. WHOLE GRAINS, FRESH FRUITS, VEGETABLES, and REDUCED-FAT DAIRY PRODUCTS.
- Any given food item for sale prior to the start of the school day and throughout the instructional day, will have no more than 30% of its total calories derived from fat.
- Any given food item for sale prior to the start of the school day and throughout the instructional day, will have no more than 10% of its total calories derived from saturated fat.
- Food items for sale in individual packages shall not exceed 200 calories per package.
- Nuts and seeds with minimal added fat in processing (no more than 3 grams of added fat per 1.75 ounce or less package size) and reduced-fat dairy products are exempt from these standards because they are nutrient dense and contain high levels of monounsaturated fat.
- It is recognized that there may be rare occasions when the school principal may allow a school group to deviate from these Standards, but those special occasions must be recorded and included in the Nutrition & Physical Activity Advisory Council Annual Report.

Beverages:

- ONLY reduced-fat milks (including flavored milk), water, and beverages containing 100% fruit juices with no added artificial or natural sweeteners may be sold in Child Nutrition Programs.
- Student access to vending beverages will be as follows:
 - Elementary Schools – Bottled Water
 - Middle School -Bottled Water and 100% Juice
 - High School - Bottled Water, 100% Juice, Sports Drinks, Light Juices and Zero or Low Calorie options.

Candy:

- Candy is defined as any processed food item that has:
 - Sugar (including brown sugar, corn sweetener, corn syrup, fructose, glucose (dextrose), high fructose corn syrup, honey, invert sugar, lactose, maltose, molasses, raw sugar, table sugar (sucrose), syrup), is listed as one of the first two ingredients and sugar is more than 25% of the item by weight.
- Vending sales of candy will not be permitted on school grounds.

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 Mississippi 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.
- **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

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.

Sit by friends.

Read a book.

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.

Sing a silly song together.

Get a 'no' homework pass.

Make deliveries to the office.

Listen to music while working.

Earn play money for privileges.

Play favorite games or puzzles.

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.

Be first in line when the class leaves the room.

Listen with a headset to a book on audiotape.

Get a "free choice" time at the end of the day.

Have a teacher perform special skills (i.e. sing).

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:

[www.healthyschools.ms.org/ohs main/initiatives/schoolwellnesspolicy.htm](http://www.healthyschools.ms.org/ohs_main/initiatives/schoolwellnesspolicy.htm)

APPENDIX C-1

HEALTHY SCHOOL PARTIES

Schools can play a major role in helping students become fit, healthy and ready to learn. One way to accomplish this is for foods offered in schools to support lessons learned in the classroom regarding nutrition and physical activity. What better venue than schools which have a great impact on children to support the message that proper nutrition and physical activity are a key part of a healthy lifestyle? Positive examples of making healthy eating choices and encouraging physical activity should be visible throughout the school. Parties as well as cafeterias, school stores, vending machines, and after school events offer opportunities for schools to reinforce the message that making healthy food choices and being physically active means a healthier body and a sharper mind.

SNACK IDEAS FOR SCHOOL AND CLASSROOM PARTIES

The food offered at school parties should add to the fun but try to avoid making them the main focus. Schools are responsible for helping students learn lessons about good nutrition and healthy lifestyles and students should practice these lessons during school parties. For example, consider combining student birthday parties into one monthly event that incorporates physical activities as well as healthy snacks. Also, be sure to consider ethnic and medical food restrictions and allergies when providing classroom snacks.

Here is a list of healthy snack choices to consider for classroom events. Serving all healthy foods and incorporating physical activities make a powerful statement. Actions speak louder than words: lead by example.

- Fresh fruit and vegetables
- Yogurt
- Bagels with low fat cream cheese
- Baby carrots and other vegetables with low fat dip
- Trail mix, nuts and seeds*
- Graham crackers, animal crackers, whole grain/low fat crackers
- Jell-o (sugar free, pre-packaged) , pudding
- Baked chips, low fat popcorn
- Granola bars/cereal bars*
- Applesauce, fruit cups (pre-packaged)
- Soft pretzels and mustard, string cheese
- Pizza (no extra cheese and only one meat)
- Milk, low fat or fat free, flavored or regular

* May be allergens and/or a choking risk for some people, please check with a health care provider.

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 and other produce items
- Nuts and trail mix
- Popcorn and naturally low fat pretzels
- Bottled water with school name/logo
- Gift baskets with fruit/cheese

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

- Gift wrap
- Magazine subscriptions
- Garden seeds
- Candles
- Discount coupon books
- Plants and flowers
- School spirit items
- Stadium cushions
- Cookbooks

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, jump rope -a-thon, etc.
- Family game nights
- "Hire a student day" for odd jobs
- 3-on-3 basketball tournaments
- Silent auctions
- Talent shows

Additional online resources for healthy fundraising ideas:

[www.healthyschools.ms.org/ohs main/initiatives/schoolwellnesspolicy.htm](http://www.healthyschools.ms.org/ohs_main/initiatives/schoolwellnesspolicy.htm)

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

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/

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*.

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/

Physical activity and awards program for Americans of ALL ages. Site offers activity logs for children and adults as well as cool online tools and ways to win awards for activity.

Take 10!

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.

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 fruits and vegetables 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