Objectives
Participants will understand...

- Reasons for the Smart Snack Policy
- What is the USDA’s Smart Snack Policy
- How to implement it
- Helpful resources
- Successful strategies from Montana School Wellness Champions

First Poll Question

Children’s Diet Quality Needs Improvement

- Key nutrients, like calcium, iron, zinc, and fiber and often lacking in children’s diets
- 40% of a child’s daily calories are from added fat and added sugar
But it’s just a mint..!

One mint per day adds up to over 3 cups of sugar and 3,600 extra calories over the course of the school year.

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Are Your Beverage Choices Weighing you Down?

<table>
<thead>
<tr>
<th>Beverage</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 oz OJ</td>
<td>110 calories</td>
</tr>
<tr>
<td>12 ounces Medium Mocha</td>
<td>400 Calories</td>
</tr>
<tr>
<td>20 ounces Regular Cola</td>
<td>280 calories</td>
</tr>
<tr>
<td>16 ounce Fruit Drink*</td>
<td>230 calories</td>
</tr>
<tr>
<td>16 ounces Sweet Tea</td>
<td>200 calories</td>
</tr>
<tr>
<td>12 ounces Beer</td>
<td>150 calories</td>
</tr>
<tr>
<td><strong>TOTAL for a Day of Beverages</strong></td>
<td><strong>1,370 calories</strong></td>
</tr>
</tbody>
</table>

* Energy, Sports Drinks, or Flavored Waters – Similar Calorie Levels

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School Meals & Snacks Improve Learning Environments

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The Learning Connection

- A recent study of 5,000 children found a significant association between diet quality and academic performance.
- A 2012 study also found a strong association between healthier weights in adolescents (6,300) in states that had policies requiring healthier snacks and drinks.

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GET REAL:

- **Really Good Taste & Eye Appeal**
- **Easy to Access**
- **ALLOW Only Healthy Options**
- **Learn Why Need Healthy Foods ---EDUCATION**
**Healthy, Hunger Free Kids Act 2010**

- Congress passes the law every four years
- **School Nutrition Programs**, Child and Adult Care Food Program and Women Infant Children
- Focused on strengthening support for child health and wellness, improving access to healthy foods and nutrition education

**As part of your School District's Wellness Policy...**
Nutrition Guidelines for All Foods Available on Each School Campus:

- 100% Montana schools are meeting the new breakfast and lunch meal patterns
- Smart Snack Policy (including Fundraising methods)

*2014-15 SY Priority*

**Montana Students Have Better Access to Balanced and Nutrient Rich Meals**

**Serve up Smart Snacks with My Plate**

[Image: www.opi.mt.gov/smartsnackinschools]

**Smart Snack Policy... Nutrition Standards for Foods**

- Start gradual implementation in School Year – 2014-15
- Affects all Foods and Beverages sold in Student Stores, Vending Machines, À la Carte Programs and Fundraising
- **During the School Day** – which is midnight to 30 minutes after the bell
- What is **not affected**: Lunches brought from home, classroom parties, sports concessions, fundraisers not held during the school day

*Handout: Smart Snacks With My Plate*

**An Opportunity to Step up to the Plate for SNACKS and BEVERAGES**

[Image: www.opi.mt.gov/smartsnackinschools]
What Areas Will the Rule Affect?

- School Stores
- Foods sold a la carte with in food service
- Vending Machines
- Snack Bars
- Food-based fundraisers that take place during the school day

What Areas Will the Rule Not Affect?

- Concessions after school, off campus, or on weekends
- Food & snacks students bring from home
- Classroom events (holiday parties)
- Teachers’ lounges

Second Poll Question

General Nutrition Standards for Foods

Any food sold in schools satisfy one of the following:

- Be a “whole grain-rich” product;
- First ingredient listed must be a fruit, vegetable, dairy product, or protein food;
- Be a combination food that contains at least ¼ cup of fruit and/or vegetable;
- Contain 10% of the Daily Value of one of the nutrients of public health concern (calcium, potassium, vitamin D or dietary fiber)

- Effective July 1, 2016, this criterion will be removed
- Allowable competitive foods must be food group based after that date

Use the Smart Snack Calculator to Check the Nutrient Standards for Items

- Calorie Limits
  - Snack items ≤200 calories
  - Entrée items ≤350 calories
- Sodium Limits
  - Snack items ≤230 mg**
  - Entrée items ≤480 mg
- Fat Limits
  - Total fat: ≤35% of calories
  - Saturated fat: ≤10% of calories
  - Trans fat: zero grams
- Sugar Limit
  - ≤38% of weight from total sugars in food

Specific Nutrient Standards for Foods:

- Food accompaniments (salad dressing, cream cheese, etc)
  - Must be included in nutrient profile and considered as part of the food sold.
  - Pre-portioning not required; an average portion may be determined.
- Fundraisers
  - Food items sold meeting nutrition requirements are not limited.
  - Don’t apply to fundraisers during non-school hours, weekends, off-campus events.

Smart Snack Calculator is available from Alliance for a Healthier Generation
Entrée (a la Carte) Foods – Choice 1

- If entrée is served in the regular meal (breakfast and/or lunch) and as a la carte offering, it doesn’t have to meet the Smart Snack nutrition standards on that day and the day after it is served.

Nutrition Standards for Beverages

- Vary by grade level
- Identify specific types of beverages allowed
- Address container size

Brain-Boosting Beverages

<table>
<thead>
<tr>
<th>Beverage Options for High Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Calorie Free Beverages: up to 20 oz. serving size</td>
</tr>
<tr>
<td>- Calorie-free, flavored water (carbonated or noncarbonated)</td>
</tr>
<tr>
<td>- Other flavored and/or carbonated beverages containing &lt;5 calories per 8 oz., or ≤20 calories per 20 oz.</td>
</tr>
<tr>
<td>• Low Calorie Beverages: up to 12 oz. serving size</td>
</tr>
<tr>
<td>- Beverages with ≤40 calories per 8 oz., or ≤60 calories per 12 fluid oz.</td>
</tr>
</tbody>
</table>

Brain-Boosting Beverages: 5 cal/oz

<table>
<thead>
<tr>
<th>Beverage Type</th>
<th>Elementary</th>
<th>Middle</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavored and/or Carbonated Beverages</td>
<td>NO</td>
<td>NO</td>
<td>≤8 fl oz</td>
</tr>
<tr>
<td>≤40 Calories per 8 fl oz</td>
<td>NO</td>
<td>NO</td>
<td>≤8 fl oz</td>
</tr>
<tr>
<td>&lt;60 Calories per 15 fl oz</td>
<td>NO</td>
<td>NO</td>
<td>≤12 fl oz</td>
</tr>
<tr>
<td>&lt;10 Calories per 20 fl oz</td>
<td>NO</td>
<td>NO</td>
<td>≤20 fl oz</td>
</tr>
<tr>
<td>Beverages with Caffeine</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>Rain-water or plain Carbonated Water</td>
<td>No size limit</td>
<td>No size limit</td>
<td>No size limit</td>
</tr>
</tbody>
</table>
Smart Snack Calculator and Approved Product Lists

Use the Alliance for a Healthier Generation Smart Snack Calculator found at this link:
http://tools.healthiergeneration.org/calc/calculator/

Connecticut State Department of Education – Lists of Approved Foods and Beverages

Fundraisers

- Fundraisers held during the school day do need to meet the nutrition standards
- Start working on making changes in this school year so can be in compliance by the 2015-16 School Year
- Resources and Ideas:
  - Making Money the Healthy Way – Montana Made Successful Fundraisers
    http://www.opi.mt.gov/pdf/SchoolFood/SmartSnacks/SuccessfulFundraisingIdeas.pdf
  - Fuel up to Play Cups Fundraiser - http://fuelupcups.com/

Ideas for Brain-Boosting Snacks:

- **Dried Fruit**: raisins, mango, banana
- **Whole Grain**: Baked Chips and Tortilla Chips, Baked Crackers, Granola Bars and Cereal Bars
- **Sauces**: Sandwiches, Wraps, Bagels
- **Toppings**: Beef Jerky, Peanut Butter, Hard-Boiled Eggs, Nuts and Seeds, Trail Mix
- **Yogurt**: String cheese, milk

Recordkeeping

Records must be maintained by those designated as responsible for any competitive food service in the school.
State Agency Monitoring

- State agencies will monitor compliance with the standards through a review of local educational agency records as part of the State agency administrative review.

- If violations have occurred, corrective action plans would be required to be submitted to the State agency.

Six Steps for Success

1. Know your Venues: Take an inventory of the locations of where snacks and beverages are sold. Use the Venue Survey Tool to complete this step.

2. Involve, Educate and Communicate with Others: Build consensus through education and involvement. Communicate with all stakeholders. Use the Smart Snacks... Just Enough Video to complete this step. Be sure to include Students!

3. Know Your Products: Make an inventory list of the snacks and beverages sold at each venue and use the Smart Snack Calculator to determine which of the snacks and beverages meet the guidelines.

Six Steps for Success

4. Work with Vendors: Determine your Vendors and Vendor Contracts that are affected. Work with them on product selection. Host a “Voice Your Choice Tasting Party” with Students. Use the Vendor Contact Tool to complete this step.

5. Determine the Fundraisers that are Affected: Explore successful and realistic new fundraisers or modify products in current food fundraisers to meet the guidelines.

6. Set a Realistic Timeline: Schools have all year to meet this rule so take time to gradually take steps to implement it. Use up current products, talk with others for successful strategies, or products.

LEARN MORE

- Montana Office of Public Instruction, School Nutrition Programs Smart Snack Rule website: http://opi.mt.gov/smartsnackinschools


- Alliance for a Healthier Generation Smart Snack website: https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/smart_snacks/

Third Poll Question

Assistance Available from Montana Team Nutrition and Partners

- School Wellness in Action Mini Grant Program coming in October 2014

- Fuel Up to Play 60 Grants – www.fueltoupplay60.com

- Ask for help from Partners like Eat Smart Coalition or Action for Healthy Kids or FoodCorps members

- Plan to attend... Thursday, October 30th at 3:30-4:30 School Wellness in Action Webinar. Registration information coming soon.
Thank you!

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Healthy Kids
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Achieves
More

Gallatin Gateway Snack Cart

Making the Healthy Choice
the Easy Choice

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Everyone
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More