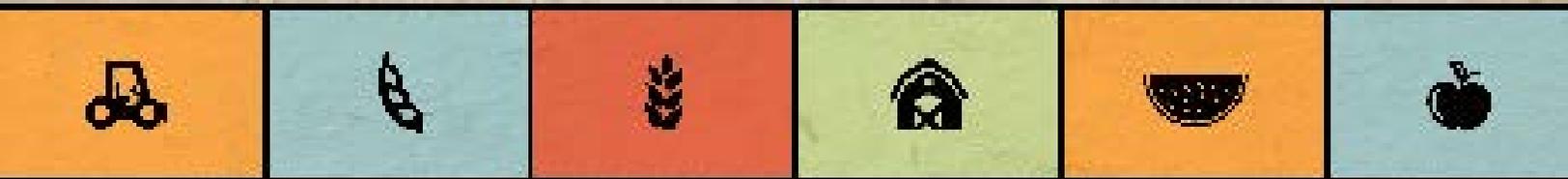


FOOD DAY



GUIDE FOR SCHOOL ORGANIZERS

foodday.org

www.foodday.org

Dear Food Day Leader,

Food Day inspires Americans to change their diets for the better, and improve our food policies.

Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies. This annual event involves some of the country's most prominent food movement leaders, including chefs, farmers, doctors, teachers, and parents united by a vision of food that is healthy, affordable, and produced with care for the environment, farm animals, and the people who grow, harvest, and serve it.

With sky-high rates of childhood obesity—at the same time that millions of children have limited access to healthy, fresh food—the Food Day effort is especially relevant to children and schools. Our resources for schools will help you build coalitions to work towards more healthy, locally-sourced options, and increased food and nutrition education in your school district.

Food Day is celebrated at thousands of events nationwide, and thousands of schools around the country carry out Food Day activities in the cafeteria, garden, and classroom.

This guide will provide you with the tools you need for organizing successful Food Day activities in your school's classrooms, lunchroom, or garden, and tips for improving school food policies. Remember to invite the entire school system to get involved—administrators, teachers, parents, nutrition and food services directors, family and consumer sciences teachers—and of course, students!

Please contact us for assistance as you develop your plans at foodday@cspinet.org or 202-777-8392. New resources and information for year-round use will be available throughout the year on www.foodday.org.

Thanks for your participation!

Sincerely,

The Food Day Team



Center for Science in the Public Interest
1220 L St. NW, Suite 300
Washington, DC 20005
foodday@cspinet.org
202-777-8392



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OUR VISION

Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies.

Food Day was created by the nonprofit Center for Science in the Public Interest, and is possible thanks to a network of more than 100 national groups and over 75 Advisory Board members that work together to raise awareness about food issues and strengthen the food movement.

With Food Day, we can celebrate our food system when it works and fix it when it's broken. Food Day is not just a day; it's a year-long catalyst for healthier diets and a better food system. Let's use this energy to make a meaningful and long-lasting difference!

FIND US ON FACEBOOK AND TWITTER



www.facebook.com/FoodDayEatReal

[@FoodDay2015](https://twitter.com/FoodDay2015) #FoodDay2015

FOOD DAY PRIORITIES: FOCUS ON FOOD EDUCATION

Schools are ideal sites for food education, which has become increasingly important as making healthy choices has gotten more difficult and our children are especially vulnerable to junk-food marketing and poor food choices. Instilling healthy and appropriate eating habits in children will impact their health as adults. In addition, balanced and healthy school meals improve school performance and behavior.

Introducing kids to new fruits, vegetables, and whole grains—along with a few basic recipes—can put them on track to become healthier and happier learners. If you teach a child to cook, a lot of other things fall into place.

To reinforce this idea, Food Day has partnered with the like-minded group Jamie Oliver Food Foundation (USA) on the initiative to *Get Food Education in Every School*. This nationwide campaign, supported by 80+ organizations, aims to raise awareness about the lack of food education and to build a broad coalition that will support food education at the local, state, and federal levels of government. We encourage you to get involved by using the hashtag #FoodEd to promote the issue on Twitter, and other social media channels to build support.

CHILDREN AND FOOD: FACTS AND FIGURES

- More than one-third of American children and adolescents ages 6 to 19 are overweight or obese.
- Up to 1 in 3 new cases of diabetes diagnosed in youth under age 18 is type 2 diabetes (formerly called adult-onset diabetes).
- 60% of children did not eat enough fruit to meet daily recommendations in 2007-2010. 93% didn't eat enough vegetables.
- Approximately 15% of the total calories consumed by children and adults come from added sugars, and more than 40% of those calories from added sugars comes from beverages.
- American children aged 8 to 18 years old consume nearly 3,400 mg of sodium per day, twice the recommended amount. High sodium intake is associated with risk of pre- and high blood pressure in children and adolescents.
- The FDA has concluded that artificial food dyes trigger hyperactivity in children with existing Attention Deficit Hyperactivity Disorder (ADHD).
- Obesity has immediate effects on a child's health, including increasing the risk of fatty liver disease, causing breathing or joint problems, and creating possible social discrimination. In the long-term, obese children are more likely to be obese as adults, which can increase the risk of other chronic diseases like diabetes, heart disease, and some cancers.
- Policies aimed at promoting healthy lifestyles in kids have led to promising drops in obesity rates in urban areas like New York City and Los Angeles.

FOOD DAY IN SCHOOLS

Thousands of schools participate in Food Day each year with a variety of activities including taste tests introducing children to new and healthy options, nutrition lessons, cooking demonstrations, lectures, workshops, conferences, and health fairs. Here are some event highlights from around the country:

Healthy Breakfast Challenge North Hampton, New Hampshire

Former New England Patriots tight end Jermaine Wiggins stopped by North Hampton School in North Hampton, New Hampshire on October 24 to remind students to eat a healthy breakfast in celebration of Food Day. The event was the kickoff for the New Hampshire School Breakfast Challenge, sponsored by the Children's Alliance of New Hampshire, New England Dairy and Food Council, School Nutrition Association of New Hampshire, and New Hampshire Department of Education.

"Lettuce Try It" Savannah, Georgia

In Savannah, Georgia, an elementary school participated in "Lettuce Try It," a lettuce taste test that is part of a statewide effort (through Georgia Organics) to get students to eat fresh lettuce during October. Three new types of lettuce (Bibb, Butter, and Red Leaf) were introduced to the students with a simple lettuce wrap recipe. Butter lettuce was the students' favorite with 44% of the vote.

DC Passport Challenge Washington, DC

The DC Passport Challenge hosted food education activities for students at several farmers markets

and other locations. Mundo Verde Bilingual Public Charter School, the school with the most participation, received a grand prize of a cooking demonstration from *Top Chef's* Spike Mendelsohn.

Apples to Apples San Francisco, California

Education Outside, a nonprofit that works in 22 elementary and K-8 public schools throughout San Francisco, led kindergartners in “Apples to Apples,” a standards-based science lesson that encouraged the use of all five senses in a seasonal fruit tasting. This fun lesson incorporated hands-on science, environmental awareness, and nutrition in one tasty activity. Nearby in Oakland, the Oakland Unified School District (OUSD) celebrated Food Day by hosting the first “California Thursdays” meal for the school year, showcasing fresh, California-grown meals.

Good Food for Oxford Schools Oxford, Mississippi

Oxford Elementary School celebrated with cooking demos, a passport to get kids to try new produce at local stores with their families, vegetable print art, and farm music.

MDAR Organizes Massachusetts Schools Boston, Massachusetts and statewide

In 2013, Massachusetts celebrated Food Day with more than 640 activities, highlighting collaboration and local food systems. For the third year, the Massachusetts Department of Agricultural Resources (MDAR) spearheaded Food Day organizing. Events ranged from a week-long celebration in Somerville to a Farm Share Fair in Watertown to dozens of events in Boston.



IDEAS FOR FOOD DAY IN SCHOOLS

The following is a sampling of suggested Food Day activities in schools. Many of the activities can be adapted to any educational level or situation. Be creative!

- Create a class mural of favorite fruits and vegetables. Follow up with a discussion about eating whole fruits and vegetables.
- Build a “Junk Food Hall of Shame” or “Super Food Hall of Fame.” Have students cut out junk-food advertisements in magazines or bring in food packages, and display items.
- Pick three recipes that all students will learn to prepare or cook during the week of Food Day.
- Protest junk-food advertising on television and the use of cartoon characters on junk foods by emailing or writing companies..
- Host a classroom tasting of farm- or garden-fresh fruits, veggies, and herbs. Get students involved—have them vote on meal options or lead taste tests, appoint a student ambassador, and help to increase school meal participation.
- Have a grade-wide or school-wide super-food or junk-food drawing or coloring competition for healthy snack or physical activity promoting prizes.
- Organize a five day challenge about eating fruits and vegetables at your school. All kids that get to five servings can be entered for a prize drawing.

- Evaluate the nutrition policy of a school or school district and petition for improvements.
- Take a field trip to a farm, pumpkin patch, or apple orchard.
- Organize a school-wide assembly and invite farmers and/or chefs to talk and give demonstrations.
- Host a cooking competition involving local chefs and student helpers.
- Take a trip to get hands-on experience at an urban garden or local health-oriented restaurant.
- Organize a debate about food, agriculture, or the environment, either in the classroom or at a school assembly.
- Show a film and have a discussion afterwards. Check out the resources section of www.foodday.org for ideas from the Film Screening Guide.
- Encourage your school or district to participate in the Healthier US School Challenge or become active in the First Lady's *Let's Move!* Campaign.
- Organize recipe swaps among parents and teachers to help educate kids about good nutrition and cooking.
- Coordinate a research project for students around food, agriculture, or biology on or around Food Day.
- Coordinate with other subject areas such as health, physical education, science, or English for integrated lessons and projects (e.g., essay competitions about science topics, guest speakers, etc.).
- Hold a classroom poster or essay contest about food and farms.
- Assess food marketing in your school and share with your principal and ask for the removal of any unhealthy ads or marketing. Assessment tool: http://www.cspinet.org/nutritionpolicy/final_assessment_tool.doc.



Apple Crunch

Join the Food Day Apple Crunch on or around October 24, 2015! The Apple Crunch originated in New York City in 2012, with approximately 400,000 New Yorkers biting into a locally grown New York State apple at the same time on Food Day. In 2013, the Big Apple Crunch in New York City set a world record with 1,000,000 people participating. The activity has spread across the country, and thousands of locations had Apple Crunches for Food Day 2014. Join us for the Food Day 2015 Apple Crunch on or around October 24, 2015! Here are steps for holding a city-wide Apple Crunch:

1. Determine where you will get your apples (or another local fruit or vegetable) for the Crunch; many growers, farmers markets, or retail stores may donate them.
2. Build partnerships with the Farm to School network, teachers, parents, school nutrition services, and local farmers.
3. Decide how you will promote the Crunch: posters, flyers, social media, email.
4. Use the map at www.foodday.org to register your participation. Make sure to list how many people will be participating!
5. Make a media strategy. What outlets (TV, radio, print, other) will write about your Crunch?
6. Take a bite on October 24! Remember to document and spread the word on social media using the hashtag *#FoodDay2015*.





ACTION IDEAS AROUND SUGAR DRINKS

Sugar drinks are the single greatest source of calories in the American diet and a large contributor to chronic health problems like obesity, diabetes, heart disease, and cancer. To raise awareness about the harmful health effects of consuming sugar drinks, students can take action in a variety of ways:

- Create a display to show the actual amounts of sugar in a variety of sugar drinks or the enormous amount consumed by the average American each year.
- Film a video or event with students.
- Encourage students, teachers, and parents to pledge to give up sugar drinks for a period of time.
- Get involved with your community and encourage elected officials to adopt or create healthy beverage policies for public property, restaurant children's meals, or other venues.

FOOD DAY SCHOOL CURRICULUM

Teachers College of Columbia University has created a unique school curriculum for Food Day. Designed for upper elementary and middle school students, it offers five lessons designed to teach children the importance of eating real, fresh food, cutting back on processed foods, and advocating for a healthier community.

In the Food Day curriculum, you will find instructions for connecting the lessons to **Common Core State Standards** and **Science Education Standards**. The lessons can be easily adapted for older or younger students. Teachers are highly encouraged to use the curriculum during the week of October 24 and connect their efforts with the Food Day movement. Although the five lessons have been designed to be taught in sequence around the time of Food Day, you can use them individually and at any time.

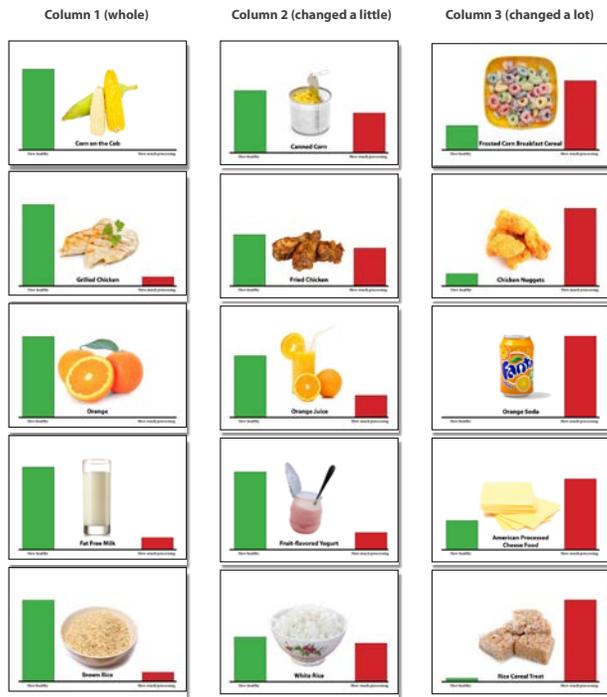
Download the curriculum for free at www.foodday.org.

The curriculum includes:

- Activities to explore the differences between whole and processed foods, with beautiful accompanying graphic materials.
- Interactive lessons on using USDA's MyPlate to plan meals.
- An "Eat Real Action Plan" to help students make healthy choices.
- Tips and facts on plant-based diets and reducing portion sizes as well as sugar, fat, and salt.
- An advocacy project that takes students into their communities to learn to navigate the food environment.
- Additional classroom activity materials.

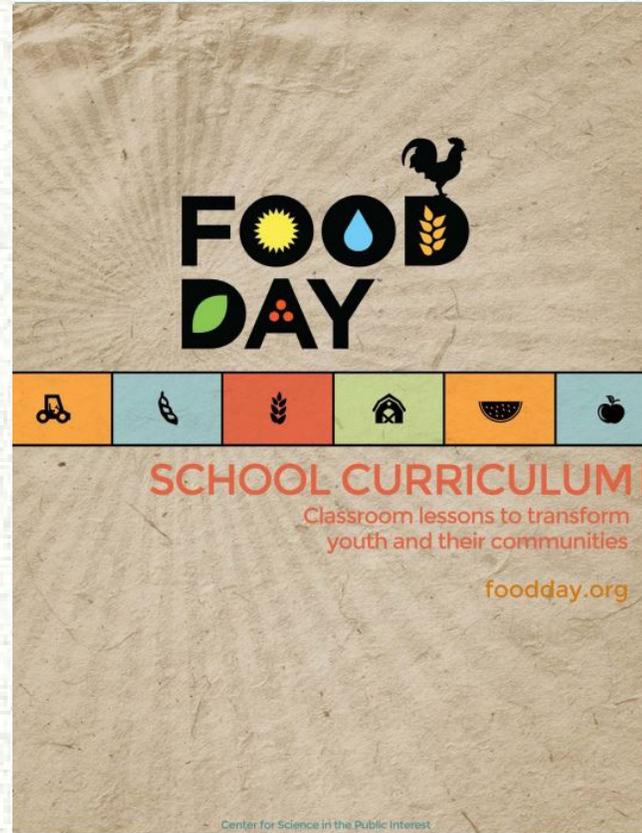
Lesson 1: Eat Real

Food Change



Food Day Lessons

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FOOD DAY IN THE CAFETERIA

With the passage of the *Healthy, Hunger-Free Kids Act* in 2010, Food Day is a perfect opportunity to highlight successes and support the work toward healthier school food options. Use this momentum to improve school meals and help schools meet the new USDA standards!

Students now have more fruits, vegetables, and whole grains and less salt and unhealthy fats on their school lunch trays. Schools are working hard to implement these healthier standards, but they could use some support. Here are some ways to celebrate Food Day in the cafeteria and help to support improvements in school foods:

- Host taste and food education activities in the cafeteria to encourage kids to eat new, healthier choices.
- Use Food Day to educate students on where their local food is sourced from. Organize a meet and greet with a local farmer and have him/her explain the process.
- Start a Farm to School program (www.farmtoschool.org).
- Have a “Parents Come to Lunch” day on Food Day and invite parents to join students in the cafeteria to experience new healthy school meal options.
- Urge food services directors to serve a special Food Day cafeteria meal featuring local foods and highlighting new healthy menu options, and ask them to increase the variety of fruits and vegetables and explore options for local sourcing.
- Ask cafeteria managers to increase meal appeal: cook veggies to preserve vibrant color,

vary the cuts of fruits, veggies, and sandwiches; use catchy names like *zippin' zucchini* and *fire-engine red tomatoes*. Suggest and implement behavioral tactics to change the placement and prominence of healthier choices – place plain milk closer to students than flavored milk, serve healthier options first in service lines, place fruit in colorful bowls, etc.

- Start a “healthy snack club” like one Food Day organizer did and organize parents to come cut up fruits and vegetables in the cafeteria each morning so that kids are more likely to eat them.



SCHOOL WELLNESS POLICY

Work with your school district or school to strengthen your school wellness policy and ensure that it is implemented:

- Ensure that there is a wellness policy coordinator in each school who could serve as a liaison with the district and coordinate implementation.
- Send information about wellness policies to parents or post on your school’s website.
- Conduct only healthy fundraisers and apply nutrition standards to all school events.
- Provide ideas to teachers and parents for healthy celebrations at schools (http://cspinet.org/new/pdf/healthy_school_celebrations.pdf).
- Remove all marketing for unhealthy food and beverage brands, including on signs, scoreboards, vending machines, and label redemption boxes.

A local **School Wellness Policy** is a written document that guides a school district’s efforts to establish a school environment that promotes students’ health, well-being, and ability to learn. The Healthy, Hunger-Free Kids Act of 2010 requires that each school district participating in the National School Lunch Program and/or School Breakfast Program develop a wellness policy. The responsibility for developing a wellness policy is intentionally placed at the local level so the unique needs of each school can be addressed.

All School Wellness Policies require nutrition education and promotion to engage students on the importance healthy eating. Food Day offers the perfect opportunity to highlight or improve School Wellness Policy requirements to put students in the best place to be healthy and active. Here are some ideas on how you can improve your Wellness Policy for Food Day:

1. Work with school chefs and school management, including nutrition and food services directors, the district board of education, the local school board, PTA parents, school administrators, and local food suppliers, to support implementation of your school wellness policy.
2. Make healthy changes in food-related fundraisers by including a policy to eliminate unhealthy food-based fundraisers in school in your local wellness policy. Commit to providing nutritious foods to teachers and staff on teacher appreciation days and serve only foods with nutritive value at school gatherings and meetings.
3. Promote consumption of fruits, vegetables, whole grains, and other healthy choices through implementing Smarter Lunchroom techniques (<http://smarterlunchrooms.org/>).
4. Ensure that your Wellness Policy requires only food-free or healthy celebrations and non-food rewards. Provide information on healthy celebrations (http://cspinet.org/new/pdf/healthy_school_celebrations.pdf) and alternative ways to reward children (http://cspinet.org/new/pdf/constructive_classroom_rewards.pdf).
5. Incorporate limits on food marketing in school. Either eliminate all food marketing, or ensure that the products and brands marketed to students meet the USDA’s Smart Snacks standards (<http://www.fns.usda.gov/healthierschoolday/tools-schools-focusing-smart-snacks>). Food marketing can include posters, scoreboards, logos on vending machines, publicity for fundraisers such as label redemption programs and branded candy ads, Pizza Hut’s BookIt program, or Sunny Delight’s Book Spree.



FOOD DAY IN THE SCHOOL GARDEN

Become part of the food system! Because Food Day is at the end of October, it may not be the time to plant a garden in many parts of the country, but it can certainly be a day to announce plans for a garden. Use Food Day to announce your garden or rally people around an existing one.

- Host an event on the site of the upcoming garden.
- Take pictures of the site “before,” and next year follow up with the “after” pictures.
- Hold a class on vegetable gardening or cooking to demonstrate meals that can be made with future crops from the garden.
- Hold harvest celebrations or use Food Day curriculum activities.
- Get a “pet plant” and allow children to take turns caring for it.
- Plant a class window garden.
- Join The Edible Schoolyard Project (www.edibleschoolyard.org).

Get other teachers, nurses, administrators, and food service providers—in addition to parents and student organizations—on board to make Food Day special for everyone.



GET FOOD EDUCATION IN EVERY SCHOOL

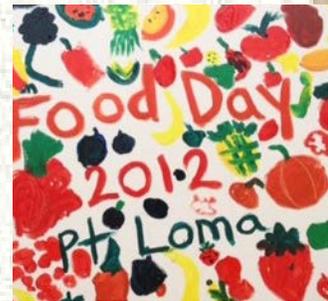
Increasing Food Literacy

Get Food Education in Every School is a national initiative launched by Food Day and the Jamie Oliver Food Foundation (USA) in May of 2013 to raise awareness about the critical importance of food education in schools across America.

It provides a chance to start talking about how food education should be an integrated part of the school curriculum, and that hands-on cooking and essential food skills should be taught to every child, at every school in the country.

If every child had the opportunity to learn about, grow, and cook food and understand the implications of food waste on the wider community, they'd have the knowledge and tools to help them lead healthier and more fulfilling lives.

Supporters of the campaign include a wide array of organizations such as the American Association of Family & Consumer Sciences, The Edible Schoolyard Project, the Center for Ecoliteracy, and the National Black Child Development Institute. Individuals including nutritionist Walter Willett, Chef Ann Cooper, and Kate Adamick, Co-Founder of Cook for America, have also signed on to the campaign. Learn more about the campaign and show your support: www.foodday.org/food_education.





Jamie Oliver Food Foundation (USA)

The Jamie Oliver Food Foundation (JOFF), a 501(c)3 non-profit, works to bring food education to schools and youth groups through raising awareness and hands-on training, throughout the year and on their annual Food Revolution Day in May (in collaboration with Jamie's foundations in the UK and Australia). Similar to Food Day, JOFF believes that food skills are one of the most valuable life skills and that every child should learn about food—where it comes from and how it affects our bodies. You can get involved with the Jamie Oliver Food Foundation by applying to become a voluntary Ambassador, searching for your nearest Ambassador to connect with, or joining the movement online on Facebook and Twitter. Check out their school food page for lots of great toolkits and support tools to help you start your own Food Revolution.



Taste Education

Systematically exploring food through the senses can lead to greater knowledge about food and make kids more open-minded eaters who are less likely to turn up their noses at new and different foods. Tasting new foods is especially effective with foods that students have raised or prepared themselves.

Whatever you do in your classroom or lunchroom for Food Day, incorporating some aspect of taste education can enhance the students' experience and may even introduce them to a new favorite vegetable! To get started, download the "To the Origins of Taste" kit.

EDUCATIONAL RESOURCES

Planet Health

Interdisciplinary middle school curriculum; includes 33 lessons across different subject areas, plus an introductory lesson and physical education.

<http://www.planet-health.org/>

Nourish

Middle school curriculum for grades 6-8 interdisciplinary; aligned with national curriculum standards.

Set of resources to open a conversation about food and sustainability, contains a viewing guide, six learning activities, action projects, and student hand-outs.

<http://www.nourishlife.org/teach/curriculum/>

Jamie Oliver's Food Revolution "Learn Your Fruits and Vegetables" program

Use this free starter pack to teach lessons about individual fruits and vegetables. Comes with kid-friendly recipes. The Food Revolution team has partnered with Boys & Girls Clubs of America to promote the kit.

<http://www.jamieoliver.com/pdfs/us-veg-sample.pdf>

Big Ideas: Center for Ecoliteracy

Conceptual framework for an integrated curriculum; includes AAAS benchmarks. Not lessons.

<http://www.ecoliteracy.org/downloads/big-ideas-new-alignment-academic-standards>

SAMPLE LETTER TO THE SCHOOL BOARD

Dear ____,

I am writing to invite your school system to join Food Day on or around October 24. Food Day inspires Americans to change their diets *and* our food policies. Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies. I hope you'll use this nationwide day to improve the nutritional quality of foods and beverages offered at our schools and to provide more food/nutrition education.

With sky-high rates of childhood obesity—at the same time that millions of children have limited access to healthy, fresh food—teaching children about the benefits of a nutritious diet and how to eat healthfully is invaluable to the success of our students.

I hope the entire school system will consider participating in Food Day and using it to raise awareness about healthier options in schools and to improve school food policies.

- Use Food Day to support new school meal standards. In 2011, the Los Angeles Unified School District used Food Day to highlight their Menu Transformation Initiative and healthy breakfast program.
- Pledge to improve school foods and beverages sold in vending machines, a la carte, fundraisers, etc.
- Employ the Food Day nutrition curriculum, developed by professors at Teachers College, Columbia University, available for download at www.foodday.org. The curriculum provides for week-long education activities on a variety of nutrition and health subjects.
- Install school gardens where students can learn how to grow and harvest healthy, fresh foods.

Celebrating Food Day is a great opportunity to highlight the projects and initiatives you may already be working on to improve nutrition and health education.

Sincerely,
NAME

REGISTER YOUR EVENT

Use the Food Day website to register and collect RSVPs for your Food Day event. Once you have registered your event(s), spread the word by sharing it with your colleagues, friends, and family. Others will also be able to find your events by searching locally through a ZIP code search or browsing the map of Food Day events.

IMPORTANT!

Share your photos, videos, and event highlights after Food Day. Connect your activities to Food Day on Twitter at @FoodDay2015 and on Facebook at: www.facebook.com/FoodDayEatReal.

CONTACT US

National Partnerships, Lilia Smelkova (lsmelkova@cspinet.org)

General Inquiries, foodday@cspinet.org or 202-777-8392

To find your local Food Day coordinators, please visit www.foodday.org. (If there is no coordinator, will you step up and take the lead?)

NOTES:

Food Day and CSPI

Food Day was created by the Center for Science in the Public Interest (CSPI) and grew with the support of hundreds of national partner groups. CSPI is a consumer-advocacy organization whose twin missions are to conduct innovative research and advocacy programs in health and nutrition, and to provide consumers with current, useful information about their health and well-being. Visit <http://www.cspinet.org> to learn more.



OCTOBER 24

www.foodday.org