



## Healthy Kids, Healthy Schools

★ *Posted: 05/10/09 2:28 AM*

This Action Team will focus on increasing access to appealing fruits, vegetables, whole grains and low-fat/fat-free dairy foods through creative cafeteria menu options and providing new, innovative food access points on campus.

\* Creating curriculum opportunities, customized food options, field trips, leverage communication expertise



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★ *Posted: 05/10/09 2:39 AM*

### Additional Stakeholder Suggestion



Suggestion from Vince Varjabedian:

We need to involve MilkPEP in our project team, as we combine stakeholders and get our project moving forward, MilkPEP can be the conduit for the Dairy processors nationally and help support our vision.



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### Project Title: Fuel 2 B Fit

#### Project Team Planning

**Key Leaders:** Janine Smiley, Team Leader; Ginny Hut, Project Manager for MMS - Helping HISD Coordinate the Summit and Outcomes

**Members:** Gail Barnes - DMI; Charles Beckendorf - Dairy Farmer and DairyMax Board Member; Steve Clough - Domino's Pizza; Ray Platter - Consultant; Bob Schiller - Schepps Dairy; Greg Schwarz - Dean Foods; Vince Varjabedian - Borden Milk/NDH; Mike Williams - Dean Foods/Schepps Dairy

#### Other Stakeholders

Who else would you like to involve in the project planning? We would like to recruit outside organizations such as MilkPep or IDFA as stakeholders in this project. We also want to collaborate with the Nutritious, Fun, Cool and Appealing Menu Development Team, since their idea and our group's ideas are similar.

#### Vision

Please enter your project team vision for the initiative. What would you see as success? Fuel 2 B Fit envisions a school environment where students have a range of dairy, fruits, vegetables and whole grain snacks and lunch options available to them via a more contemporary and portable

serving area.

### Objectives/Goals

Please enter any specific goals and objectives your project team would like to accomplish.

(1) Leverage communications expertise to showcase benefits of dairy: Promote dairy nutrients and benefits in a relevant and conveniently used manner to reach HISD students, such as wrapping a school bus.

(2) Offer a range of healthy food snack and lunch options that is readily accessible to students: Create a list and secure approval of a range of foods that would include more grab and go healthy meals as part of the school lunch program. Grab and go foods would include dairy, fruits, vegetables and whole grains. Meals would be available via a portable Fuel 2 B Fit Station that empowers students with making choices and selecting serving sizes. Consumption is tracked via the student's school lunch card.

(3) Reinforce healthy eating outside of the school day: Create a Fit Card that takes consumption data from the school lunch card and tie in with area grocery retailers' reward cards to support a continuum of healthy eating. Retailers can award points/rewards for buying healthy items that align with those offered on the Fuel 2 B Fit Station.

(4) Help students form an appreciation of agricultural practices and the safety of food produced in the U.S.: Through ongoing education, special guest speakers or interactive educational outreach, continue to promote our farmers, their practices and the nutritious products they produce.



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 **Posted: 05/10/09 2:37 AM**

Twitter Website



view

## Fuel 2 b Fit Prototyping



Twitter Post

**LesMcP - Fuel 2 b fit idea from brainstorming session of "innovative product partnerships with dairy & farmers"**

<http://twitpic.com/1m0c0>

Envision a school bus.....milk, fruits, vegetables, cows.....fueled to be fit...Fuel 2 b fit!

Kids get to school and are greeted with Fuel 2 b Fit products - dairy, fruits, vegetables, etc. available throughout the day for all dietary and "fuel" needs. Could even include items from their own gardens.

### Moving the Mission

- \* Purchase a "Fit card" - modified lunch cards, tracks consumption of fruits, vegetables, dairy, etc. - a nutrient tracker.

- \* Offer reward and incentive program to parents for purchasing whole grains, etc. purchases at grocery stores

Fuel 2 b fit funded through Dairy (other invested stakeholders) so no costs transferred back to HISD.



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**Posted: 05/10/09 2:33 AM**

## Brainstorming Ideas

Innovative Project Partnerships with Dairy & Farmers  
"Creating curriculum opportunities, customized food options, field trips, leverage communication expertise."

**Key questions:** How do we promote our products? How do we get the next generation to walk in our footsteps?

**5 Topics/Ideas Discussed:** Curriculum/Career, Customized Food, Field Trips, Communication, Influence Health

### Curriculum/Career

- Agriculture in the classroom
- Internships with food interested students
- Farm tours
- Recruit new flavors
- Payoff student loans to go into agriculture
- Healthy sections for students including fliers with healthy foods
- Education in sustainability, waste management, composting for farmers
- Nutrient rich bars/kiosks

### Customized Food

- Lactose intolerant program
- Develop your own flavors
- More relevant flavors
- Supersize milk - make sizes appropriate for size/age of the child
- Fortification, new products
- Flavor focus groups
- Shelf stable milk
- Milk machines/dispensers

### Field Trips

"Milk your own" field trip  
Trip to Dairy Museum in SW Texas  
Dairy tours  
Virtual tours  
"Pick your own farmer" field trip  
FFA tour  
Farm to Market, Dirt to Table, Agriculture Farm to Consumer

#### **Influence Health**

Bring farmers market to school  
Parent & Child healthy cooking classes  
Healthy eating card & scorecard, school & retail, nutrition sites, rewards program  
Positive media support  
Retailer partnership

#### **Communication**

Houston livestock show & rodeo  
Cow buses  
Partner with: Sports, Medicine, Dairy, TDA, HMOs, Foundations  
PDA, Track wellness  
Mobile electronic communication - Healthy kid blogger linkage

#### **Projects Focused On:**

Cow Bus  
Cow print with fruits and vegetables  
Include website on the bus

#### **"Ag Bar" - Agriculture Bar**

Kiosk where students can purchase agriculture foods - dairy, vegetables, fruits, etc.  
Children can use swipe cards to purchase  
Using agricultural products from across the US  
Educational opportunity - What is an Ag product?  
Kiosks would be placed throughout the school so that children can have easy access

Both projects could be tied together under the same program. A contest could be held for students to come up with a program name.



All times are displayed in your local time (Eastern)