

# Nourishing Kids

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Leaders in Health

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# Project Background

- ▶ Nourishing Kids
- ▶ Boston Public Schools proposes to improve the health and education outcomes of students.

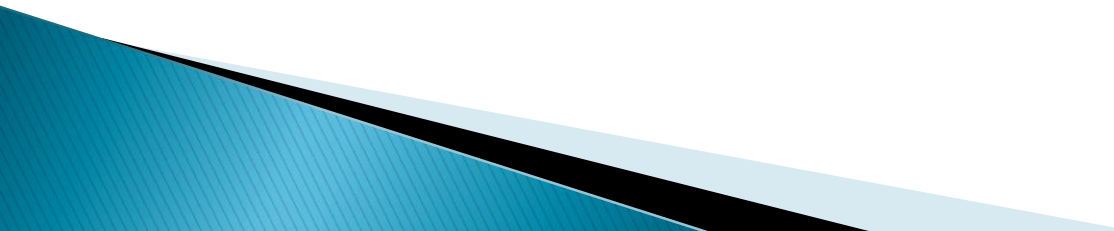
# Background continued

- ▶ Over 57,000 students attend Boston Public Schools at 127 locations. Over 80% qualify for free or reduced meals, exacerbated by a local economy which has a 31% higher cost of living than the national average. Over 17% of Boston families live below the poverty level compared to a 11% national average. Poverty is a risk factor for becoming overweight, obese, and having poor health, such as heart disease, type 2 diabetes, cancer, and asthma. This past school year, over 40% of the student population were overweight or obese.
- ▶ Director, Food and Nutrition Services

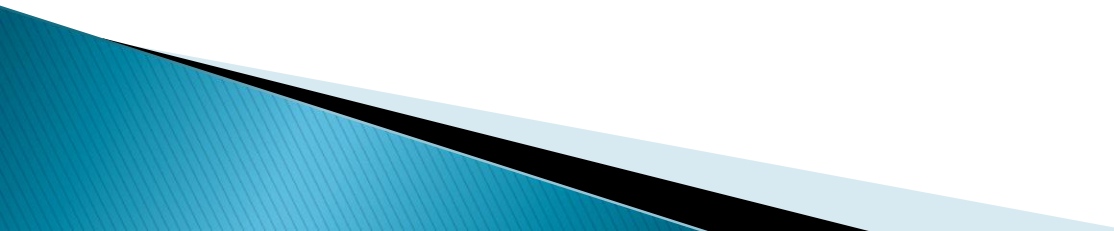
# Aims & target population

- ▶ Increase
  - access to breakfast for all students in grades K–8
  - breakfast participation in grades K–8 to 80% or more
- ▶ Integrate
  - breakfast after-the-bell to all students in grades K–8
  - Integrate nutrition education to all students in grades K–8
- Reduce processing in foods
- Target Population: Boston Public Schools students enrolled in grades K–8

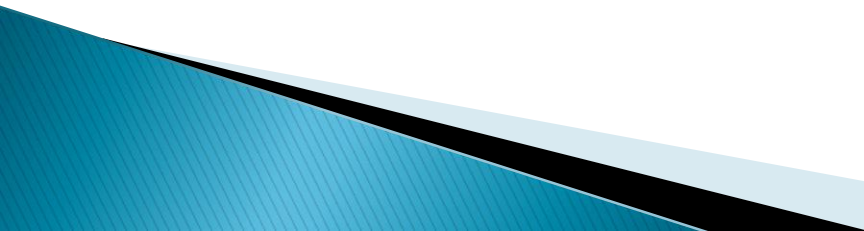
# Key activities

- ▶ Grant applications: Newman's Own Foundation, Food Research and Action Council, Fuel up to Play 60, New England Dairy and Food Council, Eos Foundation
  - ▶ Develop a comprehensive approach to a versatile solution
  - ▶ Establish standards of prohibited ingredients
  - ▶ Farm to school initiatives
  - ▶ Fresh Fruit and Vegetable Program
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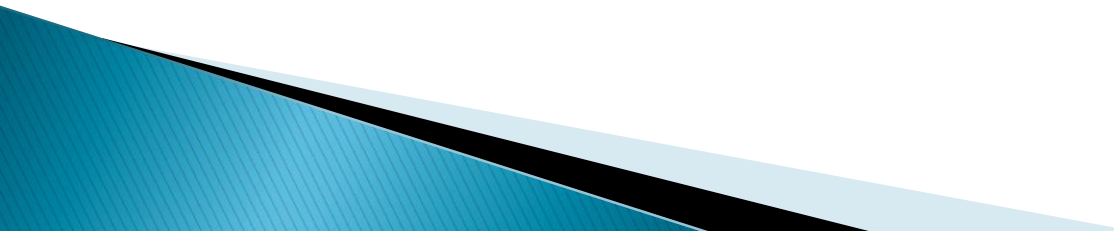
# Outcomes

- ▶ Establish life-long healthy eating habits
  - ▶ Replace a chaotic environment with a welcoming, calm, organized, nutritional routine
  - ▶ Provide setting for one-on-one interactions between students and adults in addition to interactions among students
  - ▶ Setting tone for successful day of learning
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# Breakfast after-the-bell

- ▶ Key strategies
    - Coordinate grant funding
    - Enlist stakeholders
    - Build energy
  - ▶ Short term action steps (Year One)
    - Hire grant writer
    - Develop Request for Proposal (RFP)
    - Review RFP at cross functional team meeting
    - Develop budget
    - Receive funding approval
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# Breakfast after-the-bell

- ▶ Short term action steps (Year One) continued
    - Hire Project Manager/staff
    - Utilize school-based Wellness Action Councils to develop systems team
    - Establish test models at select schools
    - Evaluate test models
    - Prepare for implementation of first cohort of schools
    - Report to Boston Public Schools, grant funders, and others
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# Breakfast after-the-bell

- ▶ Long term action steps (Year Two)
  - Launch first cohort of 20 schools
  - Implement nutrition education and promotion
  - Implement student engagement activities

# Breakfast after-the-bell

- ▶ Long term action steps (Year Three)
  - Continue the program in the first cohort of schools (Year Two)
  - Launch the remaining cohort of schools
  - Maintain nutrition education and promotion
  - Maintain student engagement activities

# Conclusion

- ▶ Funding Partners:
  - Fuel up to Play (New England Food and Dairy Council)
  - Newman's Own Foundation
  - Project Bread
  - Eos Foundation
  - Food Research and Action Council
- ▶ Next Steps:
  - Coordinate known funding sources
  - Plan SY14