Support and Promote the Michigan Nutrition Standards

It takes careful planning to implement the Michigan Nutrition Standards in and around the school so that all foods and drinks served while at school or at school-related functions meet the standards. Thoughtful planning by your school wellness team can make implementing the standards easier and can ensure that the standards will remain at the forefront of wellness team members’ and schools staff members’ minds throughout the school year.

Following are some suggestions for how, at a monthly school wellness team meeting, you might organize and discuss implementation of specific components of the Michigan Nutrition Standards.

SEPTEMBER. Educate stakeholders. After you’ve decided which area of the standards you will focus on first, schedule a Michigan Nutrition Standards, back-to-school information session to inform and update school staff, parents, and community members about what the standards are, where they will be implemented in the school environment, and what your school will focus on implementing and in what order. Use the PowerPoint Presentations included in the Michigan Nutrition Standards Toolkit to train them. Allow for adequate question and answer time and make sure participants are informed of who to contact for more information or additional questions.

OCTOBER. Start Talking! Because food and drink are available to students in so many venues it’s important that all school staff, parents and community supporters know how to “talk the talk” when it comes to explaining and promoting the Michigan Nutrition Standards. Use face-to-face meetings, e-mail, or the Web to make sure everyone shares the same Key Messages about the Michigan Nutrition Standards. To get students involved, be sure to start a Fuel up to Play 60 team.

NOVEMBER. Help school staff plan healthy parties. Ask wellness team members to attend a building staff meeting this month to talk to teachers and other school staff members about making sure that food and beverages served at classroom parties and celebrations are healthy and consistent with the Michigan Nutrition Standards. Provide them with support materials such as the Healthy Party Letter, GO! for Parties, and the handout 20 Snacks for Under $15 from the Michigan Nutrition Standards Toolkit.
DECEMBER. **Tune up your Web Site.** Ask Wellness Team Members to review the school district, or school building Web sites. Are healthy nutrition messages present and promoted? If not, develop a plan to effectively use your web sites and other social media such as Twitter, to educate others about the standards. Start small. Choose a few resources from the *Michigan Nutrition Standards* Toolkit to put up on your Web site and appoint someone from your wellness team to make sure they get posted, and to update sections when needed, according to the schedule your team decides on.

JANUARY. **Re-energize School Staff.** Remind school staff members how important it is for them to be healthy role models and recognize and reward them for their wellness efforts this year. Create games, races and competitions that focus on wellness for staff. Post winners and participants’ names on the school Web site and in the school or district newsletter with their permission. Read the handout *Wellness Recognition Ideas* for suggestions on how to get started.

FEBRUARY. **Get Athletics on Board.** Ask members of your school wellness team to talk to coaches, assistant coaches, parent volunteers, and the athletic boosters about the importance of providing student athletes with healthy foods and beverages that meet the standards. Discuss athletic concession and share the handouts *Go! for Concessions* and *Nutrition for Athletes*.

MARCH. **Be Consistent!** As a school wellness team, take a 15-minute tour of a school in your district. Look for activities, messages, food and advertising, that may be inconsistent with the *Michigan Nutrition Standards* and might send students and school staff members a mixed message. Create a plan for eliminating inconsistencies and for making sure all schools in the district are educated about what the standards say about food marketing. Students should receive messages that support healthy eating wherever they go such as the school cafeteria, school stores, the classroom, vending machines, or when they’re at a school sponsored function such as a band concert, a school play or an athletic event.

APRIL. **Be Proactive About Fundraising.** In many districts school and group fundraising plans need to be submitted and approved in the spring, before the next school year begins. Make sure all school staff and other groups that fundraise such as athletic boosters, PTA/PTO and sports teams know that all fundraising activities held on the school campus must be consistent with the *Michigan Nutrition Standards*. Provide them with the *Go! for Fundraising* handout.

MAY. **Focus on Fruits and Vegetables.** The *Michigan Nutrition Standards* promote and encourage consumption of colorful fruits and vegetables. Ask the foodservice director if she/he is able to provide fruit and vegetable taste-testing opportunities for students. Share resources on taste-testing found in the Team Up in the School Cafeteria section of the *Michigan Nutrition Standards Toolkit* and volunteer to help with taste-testing events.

JUNE. **Encourage Families to Get Moving.** With summer break coming soon, educate parents about how important it is for their children to be active for 60 minutes a day. Discuss the possibility of holding a family physical activity event during the summer months. Distribute information about what types of physical activity resources and programs are available for families in your community during the summer months. As a wellness team, review the *Fuel Up to Play 60* resources and determine how you might use them in the summer or during the next school year.