



Eat Smart, Get Moving! Program Overview 2008-2009



Overview

Eat Smart, Get Moving is a personal wellness program designed for School Nutrition Association (SNA) members that emphasizes individual and team progress toward personal wellness goals. This program began in July 2006 at SNA's Annual National Conference 2006 in Los Angeles, California. New features have been added to Eat Smart, Get Moving and other modifications have been made as a result of feedback from participants in the 2007-2008 program. The third *Eat Smart, Get Moving!* contest was announced on July 23, 2008 at SNA's Annual National Conference 2008 in Philadelphia, PA.

School nutrition professionals and other school faculty and staff are role models to children. By helping school nutrition professionals attain and maintain their own personal wellness, this program will help them be better role models for the children they serve every day.

The Eat Smart, Get Moving program takes a four-phased approach to help participants make incremental changes towards improved personal wellness. The 2008-2009 program starts **September 16, 2008** and runs through **April 13, 2009**. Incentives will be provided in December and March. Prizes will be awarded to three winning teams at the school level, three second-prize teams at the school level, and one overall winning district in June 2009.

Individual goals for participating SNA members focus on meeting and exceeding nutrition and physical activity behaviors that translate into "points". These points contribute to the team's average points, calculated on a weekly basis. Throughout the four phases of the program, the team's points are translated into miles to help the team "walk" approximately 2,500 miles on a planned route from Philadelphia to Las Vegas, the site of SNA's Annual National Conference 2009. Winners will be recognized in Las Vegas. This program is open to all SNA members, though teams must represent a specific school or district team. Only the team leader must be an SNA member. SNA members may also invite others school faculty and staff to join their teams.

Personal Wellness Goals

The overall focus of the program is energy balance between food and activities. The goals of each phase build upon the previous phase to emphasize gradual increases in positive behavior. Both the nutrition and physical activity goals reflect key recommendations of the 2005 Dietary Guidelines for Americans, which stress the importance of balancing food choices and activity and draw particular attention to low-fat and fat free dairy products, fruits and vegetables, and whole grains as "Food Groups to Encourage". Additionally, research indicates that enjoying 3-A-Day of Dairy – 3 servings of milk, cheese or yogurt – as part of a reduced-calorie weight loss plan may help adults achieve better results, than just cutting calories and consuming little or no dairy.

A Four Phase Approach

The program is divided into four phases over 30 weeks. The first phase lasts 6 weeks and begins with moderate but realistic goals for the numbers of servings of three key food groups and 20 minutes of physical activity per day. The second phase, beginning in late October and lasting 7 weeks, steps up those goals to help participants make progress toward meeting key dietary recommendations for those same food groups and recommended levels of physical activity for adults. The third phase, lasting for 8 weeks from mid-December until February, provides another progressive increase in goals for servings from all food groups and recommended minutes of physical activity each day. The final 10-week phase, beginning in mid-February and ending on April 13, 2009, reflects the Dietary Guidelines targets. The

goals of this phase match the recommended number of servings for the three key food groups as well as the nationally recommended 60 minutes of physical activity per day.

Throughout all four phases, bonus points are also available to help individuals and teams meet the 3-A-Day™ of dairy goal early, to meet the servings recommendations in the other food groups early, and also meet the 60 minutes of physical activity goal. As the program progresses, individuals can earn bonus points for meeting specific, designated goals on the majority of days in each week. Teams can earn bonus points for specified team activities to help individual team members meet their goals. Teams can also earn bonus points for participating in “healthy meetings” that include nutritious foods and educate meeting participants on the importance of modeling healthy nutrition and physical activity behaviors for children.

A “Scavenger Hunt” will be available as an online group activity during the mid-point of each of the four phases. Five team bonus points will be available for each Scavenger Hunt. Each team member may earn up to one SNA CEU for the year by participating in a one-hour structured meeting with other team members that includes wellness activities. This CEU may only be applied to SNA's certification program if the participating team member is already SNA certified and does not have any other CEUs during the year for wellness activities. The team leader should download SNA's roster. Each team member should sign the roster and keep a copy for his or her own CEU records. SNA does not need a copy.

Overall Program Goals:

Team Goals:

- “Walk” from Philadelphia to Las Vegas, approximately 2,500 miles, in 30 weeks.
- Encourage all team members to improve personal wellness by making healthy food selections and incorporating physical activity into their daily routine.
- Educate team members about the importance of energy balance.
- Encourage team members and other stakeholders at the school and district level to be positive role models for children by educating about healthy behaviors and providing environments that enable them to practice healthy behaviors.

Individual Goals:

Nutrition:

- Increase and maintain **dairy** consumption to 3 servings per day.
- Increase and maintain **whole grain** consumption to 3 servings per day.
- Increase and maintain **fruit and vegetable** consumption to 6 servings per day.

Physical Activity:

- Increase and maintain physical activity to 60 minutes per day.

Timeline:

The program will be launched on July 23, 2008 at SNA's Annual National Conference 2008 in Philadelphia, Pennsylvania and officially begin on **September 16, 2008**. Teams may register at any time between before September 16, 2008. The program will officially end on **April 13, 2009** and winners will be acknowledged at the SNA Annual National Conference 2008 in Chicago, Illinois.

All team points must be submitted electronically at www.eatsmart-getmoving.org and received by the deadline for each phase. The final deadline to submit team points at the end of phase 4 is **April 24, 2009**. See official rules outlining all reporting deadlines.

The program calendar, available at www.eatsmart-getmoving.org outlines each week of the program, including suggested reporting deadlines, final phase reporting deadlines, and when new tracking forms will be available to reflect new bonus point opportunities.

Participation:

SNA and the National Dairy Council support school-based wellness initiatives. This program has been developed for SNA members and is intended to reach all levels of school nutrition professionals, especially those in direct contact with children and act as role models. Other members of the school environment (non-member school nutrition professionals, teachers, administrators, etc) may also join a school-based team and participate in the program at the school or district level. **Only SNA members may be team leaders**, as program registration does require use of a SNA username and password.

A school and school district must be designated for each team. Prizes are provided at the school and district level. SNA members who are not currently working in a school or district environment may join a team at the school or district level and participate in the program. Program *Frequently Asked Questions (FAQs)* address common questions regarding team composition, teams formed in central office or state agency environments, and additional participation and registration topics.

Final prizes are structured according to district size so that all teams have a fair chance to win. During the 2007-2008 program, SNA received many comments suggesting that larger teams felt disadvantaged by averaging many more individual's total points into the team total. For 2008-2009, SNA also expanded the prizes to include a second prize winner in each team size category to allow more school teams to have the opportunity to win final prizes.

A primary goal of the program is to encourage all potential team members to improve their personal wellness. As a result, prizes will be awarded to one team with the highest overall team average in the each of the following team membership categories: 2-4 team members; 5-9 team members; 10+ team members. A second prize will also be awarded to the team with the second highest overall team average in these same team membership categories: 2-4 team members; 5-9 team members; 10+ team members. One overall district prize will also be awarded to the school district with the highest overall team average, with a minimum of 3 participating schools. Teams must have at least 2 team members to be eligible for prizes.

How The Program Works:

Each team must designate a team leader to register the team and be a primary point of contact for SNA. Program officially begins on September 16, 2008. Registration may take place at any time between July 23 and September 16, 2008. **SNA strongly encourages discussing participation in the program with potential team members prior to actually registering the team. This will help ensure that the decision to participate is a team decision.**

The team leader collects weekly tracking forms from all team members and reports group progress electronically via the program website throughout the program. Tracking forms will be posted at www.eatsmart-getmoving.org before the beginning of each phase. As team points are reported, the team leader will receive a printable map showing the team's progress across the United States.

Tips with helpful suggestions and inspirational thoughts on nutrition, physical activity, and working towards the goals will be included on the printable map. These tips will change on a biweekly basis. Tips will also be available for download from the website. These tips are intended to provide support and encouragement throughout the program.

In addition to tips, downloadable newsletters with more in depth information on specific topics will be posted to the program website every month. Topics will include strategies for eating healthy and exercising while traveling, strategies for eating healthy in restaurants, tips for modifying recipes, fitting in physical activity, and more.

SNA will send an email update each month with reminders about key dates and deadlines, links to new newsletters and tracking forms, and other pertinent information.

After the program ends, the top three winning school teams (one in each team size category) and the overall winning district will be awarded prizes. The prizes will be awarded to the teams that have

accumulated the most points. The minimum team goal is 2,500 points; however, teams may earn more than 2,500 points.

Incentives:

For teams to be eligible for incentive gifts; the team leader must report team progress by designated deadline(s) as outlined in official rules.

At the end of phase 1, team leaders will need to confirm that school information and number to team members is correct, and the team leader will receive one 3-A-Day™ of dairy lunch tote for every active team member as an incentive to continue working toward individual and team goals. The team leader will also receive a 3-A-Day™ of dairy apron to recognize the extra effort involved in leading the team.

At the end of phase 3, team leaders will again need to confirm that school information and number to team members is correct, and the team leader will receive 3-A-Day™ dairy grocery list notepads for every active team member as an incentive to continue working toward individual and team goals.

Prizes:

For teams to be eligible for final prizes: Teams will need to participate in all 4 phases of program and report progress as outlined in the contest rules. Teams must have 2 or more team members to be eligible for prizes. The overall winning district must have a minimum of 3 participating schools.

First Prize School Team with highest average total points (2-4 Members):

All team members receive \$150 spa gift certificate
School receives a Milk Merchandiser valued at \$1,500

First Prize School Team with highest average total points (5-9 Members):

All team members receive \$150 spa gift certificate
School receives a Milk Merchandiser valued at \$1,500
Team receives \$200 Emporium Gift Card

First Prize School Team with highest average total points (10+ Members):

All team members receive \$150 spa gift certificate
School receives a Milk Merchandiser valued at \$1,500
Team receives \$400 Emporium Gift Card

Second Prize School Team with highest average total points (2-4 Members):

All team members receive \$75 spa gift certificate

Second Prize School Team with highest average total points (5-9 Members):

All team members receive \$75 spa gift certificate
Team receives \$100 Emporium Gift Card

Second Prize School Team with highest average total points (10+ Members):

All team members receive \$75 spa gift certificate
Team receives \$200 Emporium Gift Card

Overall Winning District with highest average points: (minimum of 3 participating school teams)

One time Wellness Grant valued at \$5,000

Eat Smart Get, Moving Website: www.EatSmart-GetMoving.org

The website contains complete program information, helpful resources, frequently asked questions, and the official contest rules.

Frequently Asked Questions:

The FAQ page on the Eat Smart, Get Moving website addresses many common questions that SNA has received related to the program. SNA recommends viewing the list of topics and questions prior to sending a question electronically in case your question is listed so that you can get an immediate answer.

Contact Information:

School Nutrition Association, 700 S. Washington St. Suite 300, Alexandria, VA 22314

Email: snf@schoolnutrition.org

Phone: (800) 877-8822

Fax: 703-739-3915