

# NUTRITION NEWS

Education

School  
Meals

Health

February 2011

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## Highlights:

- No Kid Hungry Campaign
- Breakfast in the Classroom
- 2011 Poster Contest
- National School Breakfast Week
- CN Training
- Milestones
- Commissioner's Memos
- Application Process for FFVP

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## NO KID HUNGRY CAMPAIGN

### Feeding Hungry Kids Through Arkansas Government, Civic and Private Resources

**O**n Friday October 1, 2010 Governor Mike Beebe with Bill Shore, founder of Share Our Strength, kicked off the Arkansas "No Kid Hungry" Campaign. In Arkansas there are 160,000 children not regularly getting the food they need and one in four children do not know where their next meal will come from.

The "No Kid Hungry" Campaign is Arkansas's way of reaching the goal set by President Obama to end childhood hunger by the year 2015. Shore said, "The No Kid Hungry Campaign is bringing together leaders who have the knowledge, experience and resources to coordinate our ongoing efforts, to ensure that we invest public and private funds wisely and to make ending childhood hunger a priority." President Obama has allocated 10 billion dollars over a 10 year time period to the Child Nutrition Reauthorization Act. These additional dollars in state grants can greatly expand access of programs to hungry children in Arkansas.

A lack of food in Arkansas is not the issue, rather it is access to food and

programs that provide food that is considered to be a problem. Only 77% of those eligible for the Supplemental Nutrition Assistance Program (SNAP) are utilizing it.

A goal for school district child nutrition directors and all district staff should be to increase student participation in United States Department of Agriculture (USDA) feeding programs offered by the Arkansas Department of Education (ADE) including:

- School breakfast
- School lunch
- Afterschool snack and
- Summer food service programs such as the ADE Regular Summer, ADE Seamless summer and the Arkansas Department of Human Services (AR DHS) summer food service program.

Schools should emphasize the participation in all school nutrition programs and community food assistance programs such as food banks, back-pack programs for students, and church feeding programs.

## How Can Districts Increase Access to Breakfast in Schools?

### Try “Breakfast in the Classroom!”

**M**any district child nutrition directors have responded to No Kid Hungry Email Surveys asking about access and student participation in school food assistance programs for students. Watch for the “Breakfast in the Classroom” pilot results and promotions of this alternative method for serving more breakfasts to students.

To use this serving alternative to increase breakfast participation, please contact ADE CNU at 501 324-9502 and talk with an area specialist for ideas on how to serve “Breakfast in the Classroom” as well as meet all point of service and meal count requirements or create a “Breakfast on the Go” program in a school.

Here are some links to resources and ideas for implementing “Breakfast in the Classroom:”

- **10 Reasons to Try Breakfast in the Classroom**  
[http://www.fns.usda.gov/cnd/breakfast/expansion/10reasons-breakfast\\_flyer.pdf](http://www.fns.usda.gov/cnd/breakfast/expansion/10reasons-breakfast_flyer.pdf)
- **Educators Journey Into Nutrition**  
<http://www.nutritionexplorations.org/educators/school-nutrition-breakfast.asp>
- **Food Action Research Center – Breakfast in the Classroom Booklet**  
<http://www.breakfastintheclassroom.org/> ■

### Districts Offering “Breakfast in the Classroom” Alternative:

#### **KIPP Delta School District**

KIPP Delta Elementary Literacy Academy; grades K-2  
KIPP Delta College Preparatory School; grades 5-8  
KIPP Delta Collegiate High School; grades 9-12  
KIPP Blytheville College Preparatory School; grade 5

#### **Izard County Consolidated School District**

Izard County Consolidated Middle School- only 5&6 grade

#### **Berryville School District**

Berryville Intermediate  
Berryville Middle School “Breakfast on the Go”  
Berryville High School “Breakfast on the Go”

#### **Rogers School District**

Number of Schools in District OFFERING “Breakfast In the Classroom:” 5 Pre-K Centers that serve approximately 300 children.

Pre K Center North- 120 Pre-K  
Tucker Pre-K Center South- 120 Pre-K  
Jones Elementary- 20 Pre-K  
Mathias Elementary- 20 Pre-K  
Eastside Elementary- 20 Pre-K

#### **Magnolia School District**

Magnolia Junior High – has carts at the door of the three entry points in to the school, students pick up breakfast and go directly into a classroom until the bell to go to first period.  
\*For Grades 7 – 9 the average number of students served increased from 100 to 300 on the days when students like what is on the Breakfast Menu.

*Reported to the Food Action Research Center- October 2010.*

## ASNA Nutrition Education Poster Contest 2011 “Eat Right with Color”

The Nutrition Committee of the Arkansas School Nutrition Association (ASNA), in collaboration with ADE CNU, is sponsoring a nutrition poster contest. The American Dietetic Association’s National Nutrition Month theme for 2011 is “Eat Right with Color”. This will also serve as the contest theme.

Awards for the five division winners at the state level will include a \$50.00 cash prize and a trophy. The Senior Division winner at the state level will receive a \$300.00 cash scholarship. The instructor/art teacher of each state level division winner will receive an award of \$100.00 for classroom art supplies. The Child Nutrition Manager at the school of each state level winner will receive paid ASNA dues for the year 2011.

In order for district winners to be considered for state competition, an entry form must be completed and mailed or faxed to the ADE Child Nutrition Unit no later than March 18, 2011. Posters should be delivered to the Child Nutrition office by TUESDAY, MARCH 29, 2011.

For complete details, rules and an entry form, see Commissioner’s Memo #FIN-11-056, 2011 Nutrition Education Poster Contest, on the CNU website. ■



# National School Breakfast Week

March 7-11, 2011

**W**here is it? Who has it? Who needs it? How can I get it? Can you help me find it? Can you help solve these mysteries? This year the National School Breakfast Week (NSBW) will be March 7-11, 2011. This year's theme is "School Breakfast Detective". There is much mystery centered around "The Search for Super Energy."

If you have not already started preparing to promote your Breakfast Program, it is time to get busy. Start marketing menus and events to get the students excited about the activities and food centered around this special week. Get the community excited by inviting some of the local politicians or a local celebrity to surprise the students. Challenge each student, class or group to guess who the special guest is and have some type of non-food reward for the winners.

If your breakfast program is in a slump? This may be just the opportunity for you to energize it. A challenge has been set before you to increase breakfast participation. It may be a time to survey your students and see why they are not eating breakfast at your schools. This year promote what you are doing so that the community, the county, the region and the state will know about your wonderful breakfast program. If you have not educated everyone about your breakfast program, this is the perfect time.

Exciting menu options include Private-Eye Pancakes with Blueberry Topping, I-Spy a Sausage Biscuit and The Case of the Breakfast Scramble. Students will enjoy these creative options and be encouraged to participate regularly in the breakfast program.

The School Breakfast Detectives Campaign has tools, menus, sweepstakes, design contest and merchandise available to aid in preparing to make this the best National Breakfast Week ever!

Find these resources and more at the School Nutrition Association (SNA) website, [www.schoolnutrition.org](http://www.schoolnutrition.org), Click on the NSBW 2011 Resources link.

Remember to take pictures of district events. Send pictures of NSBW activities to *Nutrition News* for possible publication in a future issue.

*Nutrition News*  
c/o ADE Child Nutrition Unit  
2020 West 3rd St., Suite 404  
Little Rock, AR 72205

For questions about NSBW, please contact Rita Hamilton, Area Specialist, at 501-324-9502. ■



**SCHOOL BREAKFAST DETECTIVES THE SEARCH FOR SUPER ENERGY**

## Child Nutrition Managers Training

Manager Certification Parts I and II will be held June 13-24, 2011 in Conway, AR. **In order to continue providing the best training possible, it will be necessary to limit the number of participants in Part I to 120.**

Participants that will be Directors and/or Managers during the 2011-12 school year will be given preference in Part I. A place may also be reserved in Part I for a Director or Manager who has yet to be hired for a vacant position in the district and who will need training for the 2011-12 school year. If this is the case, send a completed registration form, noting that the name of the participant will be mailed later, and payment to the Division of Academic Outreach at the University of Central Arkansas (UCA) in Conway.

A brochure for workshop registration will be mailed mid-March 2011 to all school district Superintendents and Child Nutrition Directors.

Part I participants will attend workshops on Child Nutrition program regulations, food safety and sanitation, personnel management and food service math/food buying guide skills. Part II participants will receive training in food production, food science, nutrition, organization and management, cafeteria-classroom connection and menu analysis.

Manager Certification will be given after successfully:

- 1) Completing Part I and Part II, and
- 2) Functioning as a Manager for one year.

A high school diploma or GED certificate is required for certification by ADE. Part I participants are required to provide information on date of high school graduation or GED certification, or sign a statement of intent to earn a GED certificate prior to being certified.

Certification lasts for six years and may be renewed by attending a recertification course.

Training of child nutrition professionals is an allowable program cost for federal child nutrition programs. It is a local school district decision to underwrite staff expenses for this training. This type of funding may be discussed with an administrator or Child Nutrition Director. ■

## Distance Learning SY 2010-2011

The schedule for Distance Learning Training workshops for the rest of SY 2010-11 is:

- |                |                                         |
|----------------|-----------------------------------------|
| <b>March 3</b> | CNU Regulatory Changes & Summer Feeding |
| <b>April 7</b> | End of the Year Financials and Claims   |

## Director's Certification

As of July 1, 2006, it is a requirement of the ADE that all local education agencies (LEAs) or school districts employ Child Nutrition Directors that have been certified. For additional information, see Commissioner's Memo #FIN-06-063, Child Nutrition Director Certification Requirements, on the Child Nutrition website: <http://cnn.k12.ar.us>

The CNU Director's Certification Training program will be held July 11-22, 2011 in Conway, AR.

The program will consist of concentrated training on the topics of Food and Equipment Procurement, Personnel Policies and Management, Financial Management, Computer Applications in Child Nutrition and Child Nutrition Program Management. Course content is based on research by the National Food Service Management Institute (NFSMI) on competencies needed for Child Nutrition Directors.

Look for a Commissioner's Memo announcing important deadlines. ■



## Manager's Recertification

Recertification for Managers will be held June 27-July 1, 2011 at the Brewer-Hegeman Conference Center on the University of Central Arkansas campus in Conway, AR. Manager's certification is valid for six years. At the end of six years, certification is renewed by attending the Manager's Recertification course.

This course is only offered every other year (in the odd years). If a Manager had been certified in an even year, for example 1998, recertification would be required after only five years. After the first recertification, the six-year rule applies. The certified Manager is responsible for keeping track of and meeting this requirement.

A brochure for workshop registration will be mailed mid-March 2011.

REMINDER: If certification is allowed to expire, the Manager must attend Part I, as well as the next Manager's Recertification course, to regain certification. ■

## SHARED MOMENTS

### Hope Students Visit Italy

In February, ABC students from Hope School District had the opportunity to learn about Italy's culture. Deanna Gilbert, Child Nutrition Director for Hope School District, was invited to attend the Little Italy luncheon. Italian music was played and tables were decorated in an Italian theme. The menu consisted of chicken spaghetti, broccoli salad, garlic bread, grapes and sherbet.

Teachers took the opportunity to teach the children about manners and cultural characteristics of Italy. Ms. Gilbert shared nutrition facts about the menu and the children shared with her what they had learned.

There are so many possibilities for nutrition education within schools. Please take the time to help Arkansas children learn the importance of nutrition. ■

*Nutrition News thanks Deanna Gilbert for submitting the information and picture for this article.*



*Deanna Gilbert, Hope School District Child Nutrition Director, takes the time to share an educational message with ABC students.*

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#### *No Kid Hungry Campaign - continued from page 1*

Shore indicated that last year, the Arkansas food banks purchased 858,000 pounds of nutritious, fresh food from Arkansas vendors, farmers, manufacturers, and producers. These food purchases included rice, eggs, canned vegetables, and back-pack food items that are provided to needy families.

At the launch of the Arkansas No Kid Hungry Campaign, the First Lady Ginger Beebe and Bill Shore announced a \$150,000 contribution from the lead corporate partner Walmart! Joyce Hardy, Campaign Manager for the Arkansas initiative is coordinating monthly meetings with committee representatives and this group has formulated initiatives in schools and community programs.

#### **Initiatives to Feed More Hungry Children in Arkansas**

The No Kid Hungry Campaign Committee will actively pursue the following initiatives to increase accessibility of food assistance to Arkansas school age children by an:



*A Green Forest student takes the opportunity to participate in the National School Lunch Program.*

- **Increase Provision 2 Schools in School Districts**

District child nutrition directors should look for a push to apply the Provision 2 alternative to schools in the districts that have 80% or more Free and Reduced students. See ADE Commissioner's Memo FIN-11-59: [http://cnn.k12.ar.us/Files/ade\\_memos/Feb%202011/FIN-11-059.pdf](http://cnn.k12.ar.us/Files/ade_memos/Feb%202011/FIN-11-059.pdf).

- **Increase Breakfast Participation in Schools**

The Coordinated School Health Grant Schools in Arkansas will be encouraged to take a leadership role to increase the number of schools where breakfast is served in the classroom. Incentive opportunities will be offered to those grant schools to implement this service alternative, Breakfast in the Classroom, for SY 2011-12.

- **Increase Participation of Students in Summer Food Service Programs**

All superintendents and child nutrition directors will be encouraged to consider feeding students this summer by offering either the Seamless Summer Program or the AR DHS Summer Food Service Programs. For more details, please look for the ADE Commissioner's Memo on Summer Meals 2011 that should be posted early next week. The ADE CNU Distance Education topics for March 4, 2011 from 1 to 4 pm will include Summer Feeding Programs and Provision 2 Alternative to the regular Free and Reduced Meal Application Process. ■

*A special thanks to Wanda Shockey, Director and Melissa Cullen, Area Specialist, for their assistance in writing this article.*

## MILESTONES

The Arkansas Department of Education (ADE) Child Nutrition Unit (CNU) is happy to welcome new additions to the Little Rock staff.

Ronna SeGraves joined the CNU in November 2010 as the Area Specialist for the Northeast counties in Arkansas. Ronna comes well qualified with a background in management, retail and clinical dietetics. Ronna received a Bachelor of Science degree from Northern Illinois University in 1975, Master of Science from Texas Woman's University in 1990 and became a registered, licensed dietitian in 1986.

She describes her most interesting experience while working for Dallas County Meals on Wheels (Dallas, TX), which serves over 5,000 meals per day. While in this position she provided nutrition care and teaching for homecare services. Before coming to CNU Ronna worked for North Arkansas Regional Medical Center in Harrison.

Ronna now lives in Searcy near her family. She is looking forward to "country living" with flowers and gardening. Ronna loves spending time with her four grandchildren and traveling.



*Ronna SeGraves*

Ronna is excited to be part of the CNU team and has already proven to be a great fit.



Krista Jackson, Area Specialist, also came to work for the CNU in November 2010. Krista's education and work experience combined make her a real asset to child nutrition.



*Krista Jackson*

She received her undergraduate degree in Dietetics from the University of Central Arkansas in 2007, Master of Science in Nutrition and Food Management from the University of Central Oklahoma in 2008 and completed her dietetic internship to become a registered dietitian in 2009.

Before working with CNU she worked as a Nutritional Services Coordinator with Methodist Children's Home in Little Rock.

Krista and her husband, Andy, just bought a house in October 2010. She is excited about making it a home for her, Andy and their puppy, Pudge. She is happy to be working in the field of child nutrition. ■

### ADE COMMISSIONER'S COMMUNICATION MEMOS

The following Arkansas Department of Education Commissioner's Communication Memos relate to Child Nutrition Programs. A complete list can be accessed on the Child Nutrition Web page at <http://www.arkansaschildnutrition.org>.

NUMBER	DATE	SUBJECT
FIN-11-060	02/04/11	Funding Opportunity - Fresh Fruits & Vegetables Pgm - SY 2011/12
FIN-11-059	02/14/11	Provision 2 USDA Alternative For Feeding Students at No Charge in High Poverty Population Areas
FIN-11-056	01/24/11	2011 Nutrition Education Poster Contest
FIN-11-052	01/14/11	Severe Need Funding for Breakfast Program 2011-2012 School Year
FIN-11-039	10/28/10	Healthier US School Challenge Area Workshops
FIN-11-038	10/15/10	Registration of Food Service Management Companies
FIN-11-037	10/15/10	Procurement of food Service Management Company Services
FIN-11-029	09/16/10	Exclusion of Military Combat Pay and Deployment Extension Incentive Pay (DEIP)
FIN-11-021	08/26/10	APSCN Cycle 2 Report- Oct 1 Enrollments, Free & Reduced Price Eligibles
FIN-11-020	08/17/10	REQUIRED State Report- District Verification Results- Free & Reduced Applications 2010
FIN-11-019	08/17/10	October 1 Pre-School Report
FIN-11-017	08/17/10	2010-11 Income Eligibility Guidelines (in effect for the entire school year)
FIN-11-007	07/19/10	2010-11 Child Nutrition Reimbursement Rates
FIN-11-004	07/13/10	Non cash Transactions for Donated Foods and FFV in SY 2010
FIN-10-096	06/14/10	Classified Employee Minimum Hourly Rate for 2010-11 Consumer Price Index

# Apply Now!

## 2011-2012 Fresh Fruit and Vegetable Program

The Fresh Fruit and Vegetable Program is a U.S. Department of Agriculture program that provides reimbursement for fresh fruits and fresh vegetables served free to elementary students during the school day (not before school or after school) and outside the lunch and breakfast meals. The fresh fruits and vegetables cannot be served at regular student meal periods.

The Arkansas Department of Education (ADE) Child Nutrition Unit is accepting applications from elementary schools that want to participate in the Fresh Fruit and Vegetable Program for the 2011-2012 school year.

Schools participating in the program during 2010-2011 that want to continue to participate during the 2011-2012 school year must complete and return a Renewal Application Form by March 10, 2011. Note: Prior participation does not guarantee funding.

Schools not currently operating the Fresh Fruit and Vegetable Program during the 2010-2011 school year should complete and return the Arkansas Fresh Fruit and Vegetable Program Application – school year 2011-2012.

### School selection criteria:

- Must be an elementary school (K-8 based on USDA criteria)
- Must operate the National School Lunch Program
- Submit an application for participation that meets all criteria
- Must have 50 percent or more of the school's students eligible for free/reduced price meals
- Be chosen based on the percentage of free/reduced price students with the highest priority given to schools with the highest percentages of low income students, to the maximum extent practicable.
- The selection of elementary schools will be based on applications as submitted by schools with the highest evaluation scores and using criteria required by federal regulations.
- Pre-school enrollment will only be funded if the pre-school program is a part of a district funded elementary school (i.e. included in the local education agency's October 1, 2010, enrollment).

This grant is for the period August 1, 2011, to June 30, 2012. The level of funding provided is based on October 1, 2010, official school enrollment at a level ranging from \$50 to \$75 per student.

**Applications must be received by Alicia Casteel no later than 4:30 p.m. on Thursday, March 10, 2011.**

Applications must be mailed to:  
Alicia Casteel, Fresh Fruit and Vegetable Program Manager  
Child Nutrition Unit, Arkansas Department of Education  
2020 West 3rd Street, Suite 404  
Little Rock, AR 72205

Full details on the Fresh Fruit and Vegetable Program and application materials are available under Commissioner's Memo FIN-11-060 on the Arkansas Child Nutrition Website: [arkansaschildnutrition.org](http://arkansaschildnutrition.org). ■

## NUTRITION NEWS

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**Reminder:  
HealthierUS School  
Challenge Workshops:**

**March 11, 2011 @ Dumas  
March 11, 2011 @ Mt. View  
March 29, 2011 @ Mena**