School Nurses Addressing Obesity in the School
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Let's Fight for Healthier Kids
Eat Better, Move More
Make A Difference!

How Will Florida School Nurses Get Involved and Make A Difference?

Today's Nutrition Environment

Obesity Trends* Among U.S. Adults
(*BMI ≥ 30, or about 30 lbs. overweight for 5'4" person)

Americans are Getting Heavier
One out of 7 low-income, preschool-aged children is obese
32% of the U.S. population older than 20 years old are overweight
34% of the U.S. population older than 20 years old are obese

All Americans will be overweight by 2048

Primary causes of childhood overweight are increasingly sedentary lifestyles and over consumption of high-calorie-low nutrient density foods and beverages.
**Dairy Intake Falls Short of the Recommended 3 Everyday**

The 2005 Dietary Guidelines recommend three servings of dairy daily. On average:

- All Americans consume 1.7 servings¹
- US-born Hispanics consume 1.5-1.6 servings²
- Hispanics born outside US consume 1.8-1.9 servings²
- African-Americans consume 1.1 servings²

“93% of American adults are not eating three dairy servings/day”

²Source for both Hispanic and African-American stats: JADA, 2004;104:1873-1877

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**Dairy’s Powerful Nutrient Package**

- Calcium: 90%
- Phosphorus: 60%
- Riboflavin: 70%
- Vitamin B12: 40%
- Niacin: 30%
- Protein: 30%
- Vitamin A: 30%
- Vitamin D: 75%
- Potassium: 33%
- Magnesium: 24%

% Daily Values for three 8-ounce glasses of fat-free milk based on a 2,000 calorie diet

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**Americans are Overweight and Undernourished**

Only 2% of children 2-19 meet the main recommendations from the USDA.

Studies show inadequate intake of vitamins A, E, magnesium, calcium

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**Osteoporosis: “Pediatric Disease with Geriatric Consequences”**

- Dr. David Satcher, former US Surgeon General

Inadequate calcium intake in youth results in higher risk of osteoporosis and bone fractures, which as we age, can prove life-threatening

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**Lactose Intolerance: A Barrier to Dairy Consumption**

- Lactose intolerance is the number-one barrier to health-professional recommendations for dairy
- More than 80% of pediatricians and dietitians agree that lactose intolerance is a major reason some people avoid milk and milk products
Dairy: The Most Reliable Calcium Resource

- Cow’s milk provides a naturally superior nutrient package
- Calcium-fortified beverages are less bioavailable¹
- Research shows calcium in fortified soy beverages can settle on the bottom of container, providing less in the glass²
- Soy beverages have no standard of identity and more variable levels of nutrient fortification²

Sources:

Consumer Wants

A proactive approach to eating rather than a defensive approach.
A focus on what they need to put into the body not what they have to take out.
Easy ways to teach their kids about healthy eating.
A positive and balanced approach to eating
Common-sense guidance

Consumer Trends in Health and Wellness

Sustainable Eating
- "Green," organic, low-carbon, local food

Simple Foods
- Little additives, preservatives, other "extras"

Functional Foods
- Health boosts from fortified products

Diet-Plan Backlash
- Choosing "better-for-you foods" instead of dieting


Which Food Groups Should Be Encouraged?

Nutrient Rich Foods
- Milk and Milk Products
- Low-fat and fat-free
- Whole Grains
- Vegetables
- Fruits

Clinical Caveat: Portion sizes matter as do total calories

Obesity is Driving Change
Federal Nutrition Guidance and Policy

Dietary Guidelines for Americans
Institute of Medicine
Child Nutrition Reauthorization Act
USDA, FDA, HHS

Healthy, Hunger-Free Kids Act 2010
Based on 2007 Institutes of Medicine
“School Meals: Building Blocks for Healthy Children.”
This rule affects only the reimbursable school meal line – breakfast, lunch and afterschool snack programs.

The proposed rule would impose nearly $7 billion in additional costs on schools over five years, according to USDA’s analysis.

Dietary Guidelines for Americans 2010
U.S. Department of Agriculture
www.DietaryGuidelines.gov

Child Nutrition and Fitness Initiative
Fuel Up to Play 60

Dairy Farmers have a long history of helping youth make healthier choices. Fuel Up to Play 60 is part of this legacy.
NFL is committed to making the next generation of youth the most active and healthy.
How Will FASN Become a Powerful Partner?

What is Fuel Up to Play 60?
- School-wide nutrition and physical activity social marketing program
- Designed to engage and empower youth to take action for their own health
- Students and schools are provided with tools and resources to implement healthy changes

Reaching Youth at School Through A Social Marketing Approach

- A selfless attempt by a sponsor of a program to influence human behavior.
- Sponsors wish to make society a better place.
- Intended as a means of changing behavior in a socially desirable manner.

Behavior Change is the Key to Social Marketing

FUTP 60: Powerful Players
A Closer Look: 2010/2011 Program Elements

1. Program Advisor
   - A network of supportive adults in the school community who guide youth and adults toward program goals.

2. Student Ambassador Program
   - A group of students selected to share information about the program and its goals.

3. Playbook Plays
   - A online database of plays to provide ideas and inspiration to increase student involvement in the program.

4. Challenges
   - Formats for school and community challenges to create fun and active competition among students.

5. Social Media
   - Leverage social media to reach a wide spectrum of audiences.

Fuel Up To Play 60 - TODAY!!!

1. Tool and Resources: Wellness Kit Overview
   - A searchable database of easy nutrition tips, resources, and tools that can be used by students, schools, and Program Advisors.
   - A DVD, guide, and all clings will be included in the kit.
   - A Quick Start Guide will be provided to help motivate and recognize students, schools, and Program Advisors who take action and meet the program goals.

2. Playbook Plays
   - A searchable database of easy nutrition tips, resources, and tools that can be used by students, schools, and Program Advisors.
   - A DVD, guide, and all clings will be included in the kit.
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FuelUpToPlay60.com

In 2010/2011 Program Elements

- A closer look at the program elements and how they support the FUTP 60 initiative.

The Wellness Kit, including a school wellness kit and an overview kit, will be sent to schools to help students and program advisors understand the program.

FuelUpToPlay60.com is an interactive website where youth and adults can learn about and share information about the program.

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2/20/2011
How Can You Make A Difference?
Getting Involved: Program Advisor

Helping Organize Others at your School

Getting Involved: Get Kids Excited

1. Go to www.fueluptoplay60.com and sign up
2. Take the personal pledge
3. Track behaviors
4. Be a part of the school ambassador team
   - Assess current school wellness environment
   - Work with the program advisor to develop “plays” to create a healthier school
   - Design, implement & evaluate healthy eating and physical activity “plays”
   - Engage other students
5. Get involved in youth incentives, challenges and rewards
6. Sign up for the FUTP 60 Student Ambassador regional or national team
7. Celebrate school-wide successes!!
What Are You Going to Do Next?

Champion
- Encourage program involvement for 2011-2012
- Get kids excited and involved
- Become a program advisor or co-advisor
- Participate and/or help with “play” design and implementation
- Help secure funds
- Help monitor and evaluate the program against wellness policy goals and objectives
- Celebrate/reward success!!!

Awareness
- Find out what's happening at your school.
- Make students, parents and school staff, teachers and administrators aware of the program.
- HOW: Staff meetings, newsletters, menus, morning announcements, signage, school board meetings, SHACs, PTA, professional associations, community outreach, classroom education, contests

Discussion & Sharing
What areas need improvement at your school?
Pick One Nutrition and One Physical Activity Goal
THE PRESENT GENERATION OF CHILDREN ARE AT RISK TO DIE BEFORE THEIR PARENTS DUE TO OBESITY RELATED ILLNESSES