

Healthy Fundraising An Oxymoron

Saturday November 5th, 2011

Kimberly McColl, RD, MHSC

Toronto Public Health

This presentation will provide an overview of:

- Why healthy eating is important for children
- The rationale for a School Food and Beverage Policy
- The School Food and Beverage Policy
- The Nutrition Standards
- Implementation & Fundraising strategies
- Resources



Rising childhood obesity rates may cause this generation of children to have shorter lives than their parents.

-Standing Committee on Health, House of Commons, 2007

In Ontario, 28% of children and youth are either overweight or obese.

-Canadian Community Health Survey, 2004

70% of children aged 4 to 8 do not meet the minimum 5 servings of Vegetables & Fruit in a day.

-Canadian Community Health Survey, 2004

1/3 of children aged 4 to 9 do not have the minimum recommended 2 daily servings of milk products daily.

-Canadian Community Health Survey, 2004

Roughly one-third of a child's daily food intake occurs at school.

-Dietitians of Canada, 2004

When nutritionally inadequate food and beverages are promoted at school every day, even along with healthier food and beverages, it becomes difficult for students to have healthy diets.

-Dietitians of Canada, 2004



Why is Healthy Eating Important?

- Promotes growth and development
- Helps children learn and concentrate better
- Leads to better school attendance
- Teaches children lifelong healthy eating habits
- Reduces the risk of heart disease, diabetes, and cancer later in life



The School Food and Beverage Policy applies to:

- *all* publicly-funded elementary and secondary schools in Ontario.
- food and beverages **sold in all venues** (e.g., cafeterias, vending machines, tuck shops/canteens), **through all programs** (e.g., catered lunch programs), and **at all events** (e.g., bake sales, sporting events) on school premises for school purposes.

The policy does *not* apply to food and beverages that are:

- offered in schools to students at *no* cost
- brought from home or purchased off school premises and *not* for resale in schools
- available for purchase during field trips off school grounds
- sold in schools for non-school purposes (e.g., sold by an outside organization that is using the gymnasium after school hours for a non-school-related event)
- sold for fundraising activities that occur off school grounds
- sold in staff rooms

Exemptions for Special-Event Days:

The school principal may designate up to 10 days during the school year as *special-event days*, on which food and beverages sold in schools would be *exempt* from the nutrition standards.

These include bake sales, hot dog days, pizza days, candy grams, freezie days, etc.

School Food and Beverage Policy Nutrition Standards



The 80/20 Rule

Sell Most

$\geq 80\%$

Products must make up *at least 80 per cent* of all food choices and all beverage choices offered for sale in all venues, through all programs, and at all events.

Sell Less

$\leq 20\%$

Products must make up *no more than 20 per cent* of all food choices and all beverage choices offered for sale in all venues, through all programs, and at all events.

Not Permitted For Sale

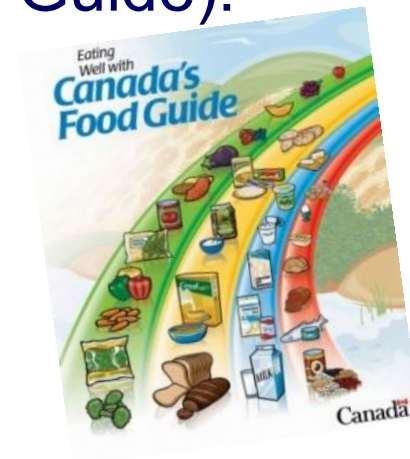
0%

Food and beverages in this category must not be sold in schools.

The 80/20 rule is based on the number of products offered for sale, not the number of products sold.

Food is divided into six groups (the first four food groups are from Canada's Food Guide):

- Vegetables and Fruit
- Grain Products
- Milk and Alternatives
- Meat and Alternatives
- Mixed Dishes
- Miscellaneous Items



Beverages are divided by:

- Elementary Schools
- Secondary Schools

Step 1: Product must meet Trans Fat Regulations

*not to exceed 2% for vegetable oil or spreadable margarine, or 5% for everything else

Step 2: Determine group and sub-group

Step 3: Compare relevant information from Nutrition Facts Table and/or Ingredient List

Reading a Nutrition Facts Table

Serving Size

Apply the nutrition standards to the serving size listed on the Nutrition Facts table.

Core Nutrients

The 13 core nutrients are mandatory in the Nutrition Facts table and are always listed in the same order.

Ingredient List

In the example above, whole grain wheat is the first ingredient. The first ingredient on the ingredient list is sometimes used to determine how a food product fits into the nutrition standards.

Nutrition Facts / Valeur nutritive	
Serving Size (10 g) / Portion (10 g)	
Servings Per Container / Portions par contenant	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	50
Fat / Lipides	4 g 6 %
Saturated / saturés	2 g 10 %
+ Trans / trans	0 g
Cholesterol / Cholestérol	5 mg 2 %
Sodium / Sodium	5 mg 0 %
Carbohydrate / Glucides	4 g 1 %
Fibre / Fibres	0 g 0 %
Sugars / Sucres	4 g
Protein / Protéines	1 g
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	2 %
Iron / Fer	2 %
Ingredient List:	

% Daily Value

Use the % Daily Value (DV) to determine if a product has a little or a lot of a nutrient. The % DV is also helpful in making comparisons between products.

Trans Fat

The formula to determine if a food or beverage product meets the trans fat requirement is:

$$\frac{\text{Trans Fat (g)}}{\text{Fat (g)}} \times 100 = \% \text{ of fat from trans fat}$$

Activity #1

School Food and Beverage Policy
Nutrition Standards Tool

Food: Applesauce

Food Group: Vegetables and Fruit

Subgroup: Fresh, Frozen, Canned, and Dried Vegetables and Fruit

Ingredients: apples, ascorbic acid

Nutrition Facts			
For 1 serving			
Amount		% Daily Value	
Calories 50			
Fat	0 g		0%
Saturated	0 g		0%
	+ Trans 0 g		
Cholesterol 0 mg			
Sodium	20 mg		1%
Carbohydrate	12 g		4%
Fibre	2 g		8%
Sugars 10 g			
Protein 0.2 g			
Vitamin A	0%	Vitamin C	30%
Calcium	0%	Iron	0%

Food: Banana Chocolate Chip
Mini Loaves

Food Group: Grain Product

Subgroup: Baked Goods

Ingredients: bananas, wheat flour, sugar, chocolate chip (sugar, chocolate liquor, cocoa butter, soya lecithin, vanilla extract), eggs, canola oil, water, sodium bicarbonate, salt, sodium propionate, potassium sorbate.

Nutrition Facts	
For 1 serving	
Amount	% Daily Value
Calories 130	
Fat 6 g	9%
Saturated 1 g + Trans 0 g	5%
Cholesterol 20 mg	7%
Sodium 50 mg	2%
Carbohydrate 18 g	6%
Fibre 0 g	0%
Sugars 11 g	
Protein 2 g	
Vitamin A 0%	Vitamin C 6%
Calcium 0%	Iron 6%

Mixed Dishes

- Products that contain more than one major ingredient
- Mixed Dishes with a Nutrition Facts Table are assessed **differently** than Mixed Dishes without a Nutrition Facts Table
- Nutrition information that is available online or through recipe analysis can be used to assess a Mixed Dish



Mixed Dishes- WITHOUT Nutrition Facts

- Assess each major and minor ingredient
- All major ingredients from “Sell Most” = “Sell Most” choice
- If ≥ 1 major ingredient from “Sell Less”= “Sell Less” choice
- If ≥ 1 major ingredient from “Not Permitted for Sale”= “Not Permitted for Sale” choice
- Homemade pizza at a bake sale
 - Major ingredients:
 - Pizza crust
 - Mozzarella cheese
 - Tomato sauce
 - Mushrooms
 - Green peppers



Minor ingredients are permitted if serving size is limited:

- condiments & spreads, gravies & sauces, dips, fats, oils & dressings, other



Confectionary is not permitted for sale:

- candy, chocolate, energy bars, licorice, gum, gummies, popsicles & freezies (unless made from 100% juice)



Beverages- Elementary Schools

- Plain water, milk (2% M.F. or less), yogurt drinks, and 100% juices = **Sell most**
- All beverages must be $\leq 250\text{ml}$ (1 cup)
- **Not permitted:** coffee, tea, iced tea, energy drinks, soft drinks, sports drinks, flavoured water, fruit-flavoured drinks that are *not* 100% juice.



Differences between Beverages - Elementary & Secondary Schools

For elementary schools

Limit on serving size for all beverages (e.g., 250 ml)

No coffee, tea, fruit drinks, iced tea, soft drinks, energy drinks or sports drinks

For secondary schools

No limit on serving size (e.g., milk)

Sell Less

Only decaffeinated coffee and tea allowed

Only diet and caffeine-free drinks allowed (e.g, diet non-cola pop)

STEP 4: Ensure that products offered for sale in all venues, through all programs, and at all events, meet the 80/20 rule. (e.g. cafeteria, school bake sale, tuck shop, pizza day, etc)

- Assess food and beverages *separately*
- If < 5 food OR beverage choices offered for sale, must ALL be “Sell Most”



Additional **requirements** to comply with:

- Trans fat
- Anaphylaxis
- Food Safety
- Drinking water
- Accommodate religious and/or cultural needs



Create an implementation committee with:

- Teachers
- School staff
- Students
- Parents
- Public health
- Food service providers (if applicable)
- Other community partners

- A local school activity that is a collaborative effort among parents, students, school staff and the school community to raise funds to enhance the school program and support school initiatives. It may include sponsorship and donations.
- Fundraising done on school grounds must meet the requirements of the School Food and Beverage Policy.

- Choosing activities that are unrelated to food, or that utilize the healthiest food and beverages
- **BE CREATIVE**

Activity #2

ABC Brainstorming
Healthy Fundraising Ideas

Healthy Fundraising Ideas

- Garage Sale
- Penny Sale
- Mom to Mom Sale
- Spring Plant Sale with donated plants
- Sell Seasonal Plants
- Silent Auction
- Raffle Ticket for donated prizes
- Theme Days
- School Spirit Days
- Movie night
- Danceathon
- School sleepover
- Amazing Race

- Fundraising done on school grounds, such as bake sales, must meet the requirements of the School Food and Beverage Policy.
- There are many healthy fundraising possibilities, both food and non-food.

Offering healthy food and beverages for your catered lunch program has many benefits:

- Reinforces curriculum messages
- Provides an opportunity to try new foods
- Demonstrates the importance of health to the school

Check with your caterer to ensure that they meet the policy. (Pizza provider, sub shop...)

Many vendors have letters of compliance for the school or can supply nutrition information for their dishes.

Must meet the nutrition standards as set out in the policy

- Bake It Up! Resource

May want to rethink the traditional type due to: Allergy Concerns

- Food Safety
- Serving Healthier Choices

Practices to Support Implementation- Take a Comprehensive Approach

The *Foundations for a Healthy School* framework helps school boards and principals with the implementation of the policy in a coordinated, integrated and holistic way. The four components of this framework include:

- Quality Instruction and Programs
- Healthy Physical Environment
- Supportive Social Environment
- Community Partnerships

- Serve healthy food and beverage options during meetings, events, and classroom parties
- Take food safety precautions when preparing food
- Promote nutrition throughout the school
- Use healthy fundraising initiatives
- Teach nutrition in the classroom
- Involve the school community

- **EatRight Ontario**

Talk to a Registered Dietitian toll-free at **1-877-510-5102**

Find healthy eating information online and/or send your questions to “Email a Registered Dietitian” at

www.ontario.ca/eatright

- **Nutrition Resource Centre**

Bake It Up! Resource

At-A-Glance Guide

www.nutritionrc.ca

Can be ordered thru

www.serviceontario.ca/publications

Ministry of Education

- **School Food and Beverage Policy Resource Guide**
- **Quick Reference Guide**
- **Online Learning Modules**
- **Nutrition Standards Tool**
- **Creating a Healthy Menu Tool**

Visit: www.ontario.ca/healthyschools

Questions?

Thank you!