Sustainable Food Systems and Public Health: Access and Health Disparities

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April 22, 2011
What is local food?

This year's NC State Fair “special” food:

Krispy Kreme (new to Chapel Hill) + Smithfield (Eastern NC) = Local???

“...a perfect marriage of sweet and savory...”
What do we mean by...

• Local?

• Sustainable?


100 mi. radius?, 150?, 500?, “foodshed”?
While there is substantial interest among more educated and wealthier Americans, is the local sustainable food movement quaint, “boutique,” and overpriced?

- Will it address food deserts?
- Will it benefit rural communities?
- Can it reverse the trend in farm loss?
Public Health Challenges

Among the most pressing public health problems in the U.S.

- Obesity, chronic disease
- Environmental Degradation
- Economic/Health disparities and food insecurity
- Contributing significantly to each of these problems is our current food system
Recreate the Obama White House Vegetable Garden--Online

BY Ariel Schwartz Wed Mar 25, 2009 at 4:59 PM

We learned last week that the Obama’s are working on a 1,100-square-foot White House garden to be cared for by local fifth graders and the first family. Now web-based vegetable garden planning application Plangarden has released an interactive version of the Obama garden for anyone visiting Washington for a first-hand look.
Nutrition, Public Health

- High obesity rates among adults and children
- Health disparities
- Food insecurity
  - “Food Deserts” - urban and rural
  - Easy access to highly processed, “energy dense,” low cost foods (grocery and corner stores, schools, Fast Food)

United States
Food budget 6.1% of disposable income

What the World Eats
- Peter Menzel

France
Food budget 13.6% of disposable income
Environmental Degradation

Problem

Traditional agriculture:

- Heavy dependence on fossil fuels, fertilizers, pesticides and gasoline for food transport
  
  Estimated “food miles” 1,500 from farm to table
  
  10-15 calories of fossil fuel energy = 1 calorie of food

- Adverse water, soil, climate impact

- Sprawl = encroachment on rural communities, loss of agriculture as economic and community base
Economic Impact

- NC tied for most rapid rate of farm loss
- Average age of Farmer – 57
- Land values, transportation costs, fossil fuel costs rising
- 2% of Farms grow more than 50% of food
- Consumers accustomed to “cheap” food
- Avg. farmer earns only 14% of income from the farm
The New Agriculture

Improved health **AND** increased access/economic opportunity

- Moving to an integrated system of local production, distribution, and consumption - from “Farm to Fork”
- Transitioning from tobacco to sustainable food production
- Improving healthy food access through broad partnerships and collaboration
Case Studies
Agricultural Transition

Case studies of transition in rural areas – identify (un)/successful adaptation strategies and innovations for economic development – Patterned after “Small Towns Big Ideas”

Buncombe, Carteret, Chatham, Durham, Halifax, Mecklenburg, Pender, and Wayne

Collaborators:
Will Lambe, School of Government
- Helen Dumbalis: MCH, Social Work MPH
Understanding the Development of Local Food Economies

To what extent have thriving “local food clusters” developed in three different areas of NC?

- Food production (agriculture)
- Light processing and distribution
- Marketing

Alliances and partnerships formed.

Challenges and successes in rebuilding local food economies.

Collaborators:
Dottie Holland – Anthropology
Meenu Tewari - Planning
New Documentary Studies Course at Duke: Politics of Food

• Duke and UNC undergrads and grads

• “...I appreciate and value being exposed to all of these issues about which I would have remained ignorant had it not been for your class and the guest speakers.

• “Unlike a lot of classes I've taken at Duke, yours has given me a new breadth of knowledge and awareness that I can take out of the classroom and apply.”

• “The collaboration between Duke and UNC in this course is especially phenomenal...Duke and UNC undergrads majoring in topics ranging from cultural anthropology to public policy and graduate students studying nutrition at UNC provides a rich basis of experience for discussion.”

Charlie Thompson – Award winning documentary: “We Shall Not be Moved”
Understanding Environmental Impacts

Grant proposal to address environmental impact of small scale, sustainable farms versus large scale industrialized agriculture.

- MRSA (resistant bacteria) in industrial hog farm workers vs. farmers in sustainable hog farm operations.

Collaborator:
Chris Heany: Kellogg Community Health Scholar: Epidemiology and Environmental Sciences/Engineering
Link between Nutrition/Local Food

Assess association between access to and preference for locally grown food and dietary quality/attitudes/behaviors

• BRFSS (Behavioral Risk Factor Surveillance Survey) and CHAMP (Child Health Assessment and Monitoring Program) survey.
Who’s buying local and what are they eating?

73% reported buying local at least once in 2008 (mean = 20 times, median = 6 times, n=2813).

Families more likely to purchase/consume locally:

✓ Hispanic, White, those with less education, with larger families, and with older kids.

✓ Have children who are more likely to eat fruits and vegetables.
School Gardens

Assess Dillard Academy K-4 Charter School’s “Seeds to Sales” After School/Summer program for high risk youth:

- science knowledge
- entrepreneurial skills
- leadership development

Wayne County Local Foods Initiative
CASTLES afterschool/summer program
Economic Development

Assess economic development potential of local food systems

Review trends in farmer participation in farmers’ markets and other local food marketing activities (e.g., restaurants, retailers, CSAs, schools, other institutional customers)

Compare prices of various commodities at farmers’ markets with traditional retail stores.

Use economic models to project standard economic benefits and community-based assets including multiplier effects.

Collaborator: NCSU
Mitch Renkow
Agricultural Economics
Farmers’ Market Geolocator Tool

GIS tool integrating multiple data sources to assess relative ability of a region to support a farmer’s market.

- Distribution of NC markets
- Impact of demographics, drive time, competitors
- Role of health and economic indicators, urban and rural planning

Collaborators: RENCI
Charles Schmitt
Jeff Heard
Renissance Computing Initiative
Early look at calculating potential for locating a FM in each census block group.
Stakeholder policy analysis of 2 “real time” policy actions:

* Legislation creating new NC Sustainable Local Food Policy Council

* Expansion of SNAP-Ed (Supplemental Nutrition Assistance Program Education) funding

Collaborators (HPM):
- Sue Havala-Hobbes
- Students: Ushma Patel, Erica Nelson
Data Presented to Legislative Obesity Task Force

Per Capita Funding per SNAP Recipient*:

- North Carolina: $1.13
- Tennessee: $3.61
- Alabama: $3.76
- Mississippi: $6.18
- Kentucky: $14.06
- Washington State: $23.11
- California: $41.35

*HPM student master’s paper proposal

Source: Food and Nutrition Service
In Season

Here’s How It Works
Join us in support of North Carolina’s farmers, businesses and communities.

- Pledge to spend 10 percent of your existing food dollars locally
- We’ll email you with a few simple questions each week
- We’ll track your progress, and you’ll see our progress statewide

Sign Up Now

Watch Us Grow

1571 people
and 139 businesses
spent $878,770 locally

updated weekly

Help us build North Carolina’s local food economy by joining the campaign and encouraging your family, friends and neighbors to do the same.

View Seasonality Chart
Carolina Campus Community Garden

Collaborators:
- Employee Forum
- NC Botanical Gardens
- Center for HPDP
- Student Garden Group
- Women’s Center
Workshops:
Making “Lasagna Beds”
Installing a donated drip irrigation system....
Distribution to UNC employees
Beyond Chapel Hill: Warren County Regional Foods Initiative

Design and implement a **local foods system** in Warren County and surrounding 7 counties

Work with Coley Springs Baptist Church with **Harvest of Hope project**
Quick Chef

- Patterned after “Dream Dinners,” “Entrées Made Easy”
- Focus on healthy food access
- Develop cooking skills
- Use EBT for Food Stamps (SNAP)
- Emphasize local food
- Potential for a sustainable business
Photovoice – Land loss among African American Farmers

- Funded by UNC Poverty Center
- Became multiple student projects
- Group of middle aged to older farmers
- “Spun off” group of younger farmers
All farmers enjoy seeing things develop and grow. I mean that's really what we get excited about. Farm life is better for [him]. If we can hold them to the land maybe one day they can make a profit. The next generation, that's why we continue to do what we do…. If we were to have a thriving produce business we could have brought some of the younger kids into this kind of operation. So for 20 years in this community we have had very little impact on a generation of youth. And previously we had a lot of impact. African American farmer in North Carolina
Recommendations for Action to Preserve African-American owned Farmland

• Raise awareness in public and among government officials about injustices impacting African-American farmers.
• Promote collective organization and cultivate leadership by engaging the community, including farmers and non-farmers, through outreach activities.
• Utilize the church as a venue for engagement.
• Facilitate on-going agricultural education in farming communities.
• Enlist youth involvement in farming activities.
• Provide greater access to Internet services to enhance communication efforts and accessibility to information resources.
1) Coley Springs Missionary Baptist Church as partners to inform the design of a large community-church garden effort and farming initiative involving youth and adults;

2) Test the potential chronic disease prevention impact of the garden and associated education/skills training on fruit and vegetable access, intake, and BMI;

3) Assess project implementation and feasibility to facilitate future translation and dissemination through rural churches across the southeast;

4) Determine the potential demand for a church-based farm incubator satellite program to support new and transitioning farmers.
Community Engaged

- First NC TraCS (CTSA) project that is truly community oriented
- Community based, community designed
- Partnership between University & Community
Faith Based Messages

- Health & Wellness
- Theology of good food
- Theology of tending the earth
Learning about New Fruits & Vegetables
Improving Access to Healthy Foods
Increasing Physical Activity
Passing Knowledge Through the Generations

- Leadership
- Role Models
- Bridging conventional agriculture with sustainable agriculture
Workshops: A Partnership with Extension

• Pest Control
• Raised Beds
• Growing in Cold Frames
• Seed Starting
NEW: Faith, Farming & Future

- An outgrowth of Harvest of Hope
- Funded by NIH grant created for innovative, faith-based projects
- Expanding to include 3 additional churches
Aim 1: Form youth action team of church mentors and youth to conduct a youth-developed community environmental assessment regarding resources and challenges surrounding the prevention of childhood obesity and farming as an occupation.

Aim 2: Use the results from Aim 1 to identify 5 critical community challenges (that will drive working teams) addressing access to healthy food and physical activity that have entrepreneurial solutions.

Aim 3: Develop a church-based intervention incorporating training and experiential learning on food systems, nutrition, physical activity, entrepreneurship, empowerment, and leadership among youth age 12 to 18.

Aim 4: Use a controlled trial to compare the effects of the church-based intervention on the primary health behavior outcome of interest (increased fruit and vegetable consumption).

Aim 5: Compare in a controlled trial the effects of the church-based intervention on the secondary outcomes of attitudes about nutrition, health, and food systems; perceived control, identity development, empowerment, leadership development, and self esteem.
Faith, Farming & the Future

- Focus is on youth & mentorship
- Development of job skills
- Measures fruit & vegetable consumption, attitudes about nutrition, identity development, and empowerment
Food Alienation

- A series of scales developed to measure how knowledgeable adults and youth are about where their food comes from and willingness to try new foods.

- The items include original questions, questions from the Farm-to-School Evaluation, the NC Child Health Assessment and Monitoring Program, and validated questions adapted from prior research *

- Used for an evaluation of a youth garden project in Wayne County and in both the Harvest of Hope and Faith, Farming, and the Future grants.

Food Alienation Scales

- **Attitudes about grocery shopping:** “I enjoy shopping for food.”

- **History with gardening:** “When I was growing up, people in my neighborhood grew fruit and/or vegetable gardens.”

- **Cooking skills:** “I would rather eat out than do the cooking.”

- **Attitudes about farming:** “Most people don’t respect farming as an occupation any more.”

- **Attitudes about Gardening:** “I’d prefer to grow most of my food instead of buying it.”
Food Alienation Scales

- Attitudes about food production: “The old way of farming was better for the environment than large, industrial farming currently done.”

- Attitudes about F&V (“Neophobia”): “I won’t try a vegetable if it looks odd.”

- Access to F&V: “I have trouble getting fruits and vegetables because the stores in my neighborhood are too expensive.”

- Availability of F&V: “A large selection of fresh fruits and vegetables is available in my neighborhood.”
## Food Alienation Scale Reliabilities

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<tr>
<th>Scale</th>
<th>Cronbach’s Alpha Coefficients</th>
<th>Number of Retained items</th>
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<tbody>
<tr>
<td>Attitudes about grocery shopping</td>
<td>0.61</td>
<td>7</td>
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<tr>
<td>History with gardening</td>
<td>0.79</td>
<td>3</td>
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<tr>
<td>Cooking skills</td>
<td>0.89</td>
<td>10</td>
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<tr>
<td>Attitudes about farming</td>
<td>0.74</td>
<td>7</td>
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<tr>
<td>Attitudes about gardening</td>
<td>0.86</td>
<td>8</td>
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<tr>
<td>Attitudes about food production</td>
<td>0.74</td>
<td>12</td>
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<tr>
<td>Attitudes about fruits and vegetables</td>
<td>0.87</td>
<td>11</td>
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<tr>
<td>Access to fruits and vegetables</td>
<td>0.80</td>
<td>6</td>
</tr>
<tr>
<td>Availability of fruits and vegetables</td>
<td>0.87</td>
<td>3</td>
</tr>
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Faith, Farming, and the Future
Conceptual Framework/Logic Model

**Inputs**
- Research Partners: UNC Staff, Church Elders, Youth Action Team, Parents, Frontline Solutions
- Community Partners: SEEDS, RAFI, Crop Mob, Yes!
- Entrepreneurship Development Partners: Kenan Flagler Business School, UNC-CH
- Youth Entrepreneurship Training
- Gardening/Farming Education: Coley Springs Elders, Cooperative Extension
- Church land for gardening, Faith Based teaching

**Activities**
- Training and implementation of the *Healthy Vessels* Community Environmental Assessment
- Career and Entrepreneurship counseling
- Community Food Projects to be decided by youth, possible projects: • Farm/Food Stand • Church Garden CSA • Quick Chef • Produce Packs • Farm to School support • Healthier Concession Stands • Gleaning/food preservation
- Visit/host youth from existing successful food entrepreneur/farm programs

**Influential Factors**
- Establishing Trust – built through teamwork, engagement of mentors, academic – community partnership
- Creating Inspiration – generated by watching and doing alongside leaders
- Strengthening Faith/Spirituality – integrating faith-based teachings into all activities
- Building Resilience – through physical activity and mental engagement and adaptation
- Growing Empowerment – by learning from processes and measuring successes

**Outcomes**

**Initial Outcomes**
- Development of a program to improve health outcomes through youth involvement in nutrition and community food security program.

**Intermediate/Study Outcomes**
- Increased consumption of fruits and vegetables
- Improved knowledge and attitudes about food systems

**Long-Term Outcomes**
- Reduced racial health disparities and Improved economic well-being
Miscellaneous Education and Policy Efforts Related to Local Food Systems
From Farm to Fork

A Guide to Building North Carolina’s Sustainable Local Food Economy
Foundation Funding

The North Carolina Recreation & Park Association (NCRPA) is excited to be partnering with Blue Cross Blue Shield of North Carolina (BCBSNC) to install or enhance a community garden in all 100 NC counties over the next 3 years.

This initiative, Nourishing NC – One Garden at a Time (NNC), will be led in the community by parks & recreation, cooperative extension and health departments.
## Capstone Project:
**Dept. of Health Behavior and Health Education**

<table>
<thead>
<tr>
<th>Health Problem</th>
<th>Obesity, diabetes, cardiovascular disease, cancer and food insecurity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>Lower wage UNC employees and Chapel Hill community members and other campus communities.</td>
</tr>
</tbody>
</table>
| Deliverables   | (1) Analysis of land use policies for campus and city property and private property such as apartment complexes, housing developments, and public housing in support of residential and community gardens.  
(2) Workshop content, marketing plan, and logistical support for garden workshops for new and beginning gardeners with limited resources.  
(3) Course curriculum: working with city planners on zoning for residential (such as housing projects and apartments) and community gardens.  
(4) Toolkit to facilitate work with university officials and town planners on zoning/land set-aside for campus/residential/community gardens serving lower income community members. |
What are Community Gardens?

A community garden is any piece of land gardened by a group of people. Community gardens are as varied as the neighborhoods in which they are located. Community gardens are located at schools, parks, housing projects, places of worship, vacant lots, private properties or anywhere there is open land and lots of sunlight. Each is developed to meet the needs of the people who come together to grow fruits, vegetables, flowers, herbs and other plants on common ground. A community garden can be any size or shape, from large gardens on two or three acres, to just a few raised beds in an urban parking lot.

Benefits
- Creates community
- Saves money
- Increases fruit/veggie consumption
- Supports local food initiative
- Improves food security
- Educate youth
- Teaches life and business skills
- Increases physical activity

Types of Community Gardens

Communities of Faith Gardens: Community gardens are often associated with service or faith organizations or churches. Produce from the garden is sometimes distributed equally among gardeners. It may also be donated to charities such as food banks and soup kitchens.

School Gardens: With the increasing interest in science and nutrition education, many primary schools plant gardens to serve as “outdoor learning laboratories.” Commonly, raised bed gardens are assigned to classes at a particular grade level. Hands-on-curricula and activities guide students in learning important concepts.

Youth Gardens: In youth gardens, found in neighborhoods, at community centers and other locations, the focus is on learning. Youth learn how to grow produce and develop other life skills, including the importance of good nutrition, teamwork and planning. Some youth gardens are also market gardens that teach entrepreneurial skills.

Market Gardens: At entrepreneurial market gardens, gardeners learn not only how to grow food, but how to run a business selling fruits and vegetables.
School Gardens and Food Safety

Melissa Cunningham MS, MPH, RD
CDC Public Health Prevention Specialist

NC Sustainable Local Food Advisory Council

Health, Wellness, Hunger and Food Access Subcommittee

January 20, 2011
School Districts restrict use of school garden food in cafeterias

• Many states “ban” the consumption of school garden food in school cafeterias
• Taste testing in classrooms often permitted
• Salad bars often discouraged by health inspectors
• Concern about extra burden on child nutrition staff
• Ultimate fear of liability

Sustainable Local Food Advisory Council
Health, Wellness, Hunger, and Food Access Subcommittee
What are other states doing?

• Garden to Café Program, NY
  – The Garden to Café program works with schools that have gardens to use the produce in the cafeteria

• HB 3601 2008 Laws, OR
  – ...requires the Dept of Ed to establish the ...School Garden Program...help schools utilize...produce from school gardens

• Farm-to-School Program, WA
  – Working on creating a state-wide policy for serving school garden produce in school cafeterias

• Elgin-centered U-46 district, IL
  – There are more than 40 school gardens, but none of the produce is served in the lunchrooms
What are other states doing?

- **Riverside Unified School District, CA**
  - “In California, many schools use produce grown in school gardens in the cafeteria. One could argue the produce grown in schools is safer due to fences that prevent animals, unlike most farms.”

- **Garden to Cafeteria Program, CO**
  - There are 50 Denver Public School gardens. The GTC allows students to grow fresh vegetables in their school gardens with the aim of supplying some of their harvest to the cafeterias.

- **Healthy Foods for Healthy Kids, DE**
  - They work with 11 elementary and middle schools in 3 different School Districts. The student-grown vegetables are served in the school cafeterias or in the classrooms.

- **The Edible Schoolyard, CA**
  - The Edible Schoolyard is a one-acre garden and kitchen for grades 6, 7, and 8. The produce grown in the garden is not used for school cafeterias.
Common Safety Protocol
Themes

• Soil testing
• Water source
• Chemicals
• Sanitary washing station
• Washing and handling guidelines
October 21, 2009: Secretary of Agriculture authorized to “provide assistance, through competitive matching grants and technical assistance, to schools and nonprofit entities for projects that improve access to local foods . . . including school gardens.”

December 2, 2010: Congress enacted additional amendments to the National School Lunch Program in the Healthy, Hunger-Free Kids Act (S.3307) that require the Secretary of Agriculture to provide competitive grants which can be used to develop school gardens.

1. 42 U.S.C. § 1769(g)
What does the USDA say?

- **Q:** Can a school sell food grown in their school garden that was funded using the nonprofit school food service account?
  
  **A:** Yes, as long as the revenue from the sale of the food accrues back to the nonprofit school food service account. **Schools can serve the produce as part of a reimbursable meal or sell it a la carte**, to parents, to PTA members, at a roadside stand, etc.

- **Q:** Are there health/safety issues involved with school gardens?
  
  **A:** Yes. **School Food Administrators need to familiarize themselves with the Federal, State, and local requirements regarding health and sanitation issues.**


Subcommittee of the Sustainable Local Food Advisory Council January 20, 2011
What is recommended safety protocol?

Subcommittee of the Sustainable Local Food Advisory Council January 20, 2011

Other considerations and recommendations

Review school district rules and regulations that can cause serious allergic reactions or health issues.

Align a school garden program with any district wellness policies, school process for gifts and donations, working with parents, volunteers, and district liability policies.

Safe handling information should be included in the growing, harvesting, and preparing food from a school garden.

Consider using your school garden to teach students about food, incorporate curricula that align with the school’s educational program.

The best practices outlined below can serve as a framework for the development of an individual school setting.

Five Steps to Food Safe Gardening

Step 1: Prepare the Garden for Planting
- Be aware of your school’s rules and regulations about growing and harvesting food.
- Select a site that is accessible, well-drained, and free from contamination.
- Consider the needs of the plants and the environment.

Step 2: Maintain the Garden
- Water the garden regularly to ensure the plants receive sufficient moisture.
- Mulch to help retain moisture and improve soil structure.
- Control weeds and pests using organic methods.
- Protect plants from insects and animals.

The Five Steps to Food Safe Gardening are designed to reduce the risk of foodborne illness from handling and preparing food. These practices can help ensure that the food is safe to eat and that the environment is healthy.
What’s going on in NC?

Excerpts from email conversations:

• **Siler City Elementary School**
  – Serves school garden produce
  – Does not use chemicals
  – Kids are willing to try new things because they planted it

• **Brunson Elementary School**
  – “I support teaching children at school how to plant and prepare fresh, whole foods. *It would be comforting if there were guidelines for doing this safely.*”

• **South Fork Elementary**
  – “I'm not sure what the restrictions are about serving food grown in the school garden [cafeterias], but I have grown peas and lettuce in the garden …Students were amazed and delighted to eat their own produce.”

Subcommittee of the Sustainable Local Food Advisory Council January 20, 2011
What’s going on in NC?

Excerpts from email conversations:

• Cherokee Central Schools
  – “I support school gardens, salad bars, and any thing to increase fruit and vegetable consumption. The biggest concern is the students' safety, hygiene and sanitation of the gardeners, water supply, fertilizer, and harvesting procedures, etc. …we could use produce on the salad bar, but also for cooking demos. I believe that kids would be more inclined to eat fruits/vegetables if they put the work into cultivating them.”

• Advocates for Health in Action (supporter of school gardens)
  – “Children are allowed a taste of what is grown, but the gardens are able to donate the food to organizations such as the Inter-Faith Food Shuttle for hunger relief. The gardens in Wake County use great food safety practices similar to GAP. Since the hunger relief organizations are feeding the same kids as the schools, is there a way we could allow kids to eat the produce in school?”

Subcommittee of the Sustainable Local Food Advisory Council January 20, 2011
Project Partners

- UNC-CH
  - Public Health: Nutrition, HBHE, HPM, MCH, ESE
  - Anthropology, City and Regional Planning, Office of Economic & Business Development, Poverty Center
- North Carolina State University
  - Center for Environmental Farming Systems, Cooperative Extension
- NC Division of Public Health
- Duke Center for Documentary Studies
- East Carolina University
- North Carolina A&T
- Renaissance Computing Institute
- Center for Sustainable Community Design
- Office of Economic and Business Development
- Orange County Economic Development
- 21st Century Farmers Market Program
- Coley Springs Baptist Church
- Lantern Restaurant
Fun with (Local) Food!

- Photovoice in middle school to impact policy
- Booster Club fundraising
- Using local meat to increase consumption of local vegetables
- Transcontinental Bike Trip
- Secret to obesity prevention
“Picture ME Healthy: What gets me there, and what gets in the way?”
“It has way too much sugar and tastes very good, but if it is becoming addictive, then we need to get rid of it...”
“This [picture] can help anybody become healthy. Look at the close up of what you’re eating! Doesn’t it look disgusting? We all have the chance to live, be and eat healthy. Let go of the junk food and do something right for you!”
“Lays are greasy and unhealthy. This is all that [my teacher] ate that day. She could have had a sandwich and apple instead. She is being a bad influence. I can’t tell her because she is my teacher.”
"It influences students to be healthy. If the lunch served at school is healthy, the students might decide to eat healthier at home. (though some food served at school is disgusting and unhealthy still)."
Outcomes: Kids “Speak” to the Legislators

“Want a smart investment? Something that will pay off big? Here’s a tip: Healthy School Meals. You can take that to the bank.”

The health costs of obesity far outweigh the cost of providing HEALTHY SCHOOL MEALS to our children in North Carolina.
Enter Booster Club Mom
From the e-mail box of Booster Mom

Alice, This sounds like a good fundraising opp. for the Booster club. Let me know if you are interested and I'll let Val know. Thanks, Elizabeth

The Eastern Region Odyssey of the Mind Tournament is scheduled on Saturday, March 4, 2006. We will have over 3,500 students, coaches, judges, volunteers, and families attending the day-long event. All those people get hungry. Do you have organizations at your schools that would like to make some money? Last year at the tournament at East Wake High School, the Band made $3,000. for their efforts to keep people fed and happy!

The tournament starts about 7:30 AM and ends about 5:00 PM. In the past groups have sold coffee, doughnuts, muffins, juice, etc in the morning and then moved into great lunch stuff from pizza to sub sandwiches to hot dogs. Chips, cookies, popcorn, soda are all big sellers too...
"ON THE BRIGHT SIDE, VENDING MACHINE PROFITS GO TOWARD OVERSIZE UNIFORMS FOR THE MARCHING BAND."

TONY AUTH, PHILADELPHIA INQUIRER
Parents are reaching the tipping point…

“It’s frustrating that I make a point to **not** keep cookies and candy in the house, and then the kids come home from school with it to sell. **Of course** they want us to buy some…. and then we all eat it.”
HealthierFundraisers

A web-based solution for schools seeking healthy fundraising approaches
Current Fundraising Websites
Vendors of Healthy/Health Neutral Products

HealthierFundraisers

School Fundraising Groups
Healthier Fundraisers

Worthy causes & quality products for healthy communities
**Challenge**: raising money for scoreboards for a new school while promoting physical activity and healthier eating for all....
Dealing with Middle School Cool....
Don’t miss the Cyclone Games

Thursday, February 16th, 5:00-8:30 PM, Smith Middle School Gym

Smith teachers and students mix-it up on the court:

Scooter Basketball, Relay Races, Big Ball 4-way Volleyball, Australian Rules Circle Game

Play-by-Play and Color Commentary by UNC Star Center from the 1993 NCAA Championship Tarheel Team

Eric Montross

After the games, join the Smith community for home cooked Italian Pizza, Pasta, Salad, and Dessert in the Smith Cafeteria

A fundraiser for the Booster Club (supporting Smith sports teams and more/fun physical activity for all Smith students)

Cyclone Game tickets:
- game participants: $3
- student spectators: $2
- adult spectators: $5

Dinner tickets:
- Kids (13 and under) and Smith students: $4
- Adults: $8

Check http://www.unc.edu/~hebryan/ for details and volunteer opportunities

The TRASH TALK has already started:

The teachers: (Bomber Bunn, Aldrizzle, Oh No Abbo, Barrata the Barbarian, Jammin’ Jeremy, Slammin’ Sleeman, Big Daddy Cain, Jonte Mountain, and many more) are saying:

- “I got more elements in my game than a periodic table.”
- “The students are going down like the value of a fraction as the denominator increases.”

And the Students respond:
- “You may have knowledge, but I’ve got skills. Sit down, I’m the teacher today.”
The trash talking among teachers and students has already started. On the 6th grade Blazers Team, the science teacher says, “I got more elements to my game than a periodic table!,” and the math teacher claims: “The students are going down like the value of a fraction as the denominator increases.”

Not to be outdone, the Blazers students are saying, “We’re gonna take you to school! You'll be diggin' da "Fs" after this game.” and “You think you're all that and a cafeteria lunch.”
SMITH MIDDLE SCHOOL
CYCLONE GAMES
2006
Cyclone Games 2007
Fundraiser spin-off this year

Former Booster Mom becomes …
Jewish Nutritionist marketer of Bratwurst
Greens, Eggs, and Ham/Sausage/whatever

This is a great way to support your local farmers in the winter months! And it’s a “stealth health” way to sneak a few more nutrient packed greens into the reluctant! – Serves 3-4

• Small onion
• Garlic – 3 cloves
• Hot pepper to taste
• Vegetable oil – several tablespoons.. don’t be stingy
• Herbs you like and are available: cilantro, parsley, arugula, thyme, sorrel are all options
• 1-2 links of sausage /bratwurst/ham
• Colorful vegetable chunks: any combo of diced: butternut squash, sweet potatoes, peppers, radishes, red cabbage
• Greens of any kind: collards, kale, turnip, Asian greens, spinach – LOTS! – they cook way down
Looking for every opportunity to explore local food systems
Recently Released: This summer we're raising money for the UNC Lineberger Comprehensive Cancer Center and subsequently we did a video about our partnership. It just posted on YouTube, check it out:

Recent News: The Cycle20Ten crew left Monday, June 14 from Havre de Grace, MD on their 3700 mile cross country adventure. Click the Route tab above for maps and GPS tracking of the bikers - updated every 10 minutes. Click the Road Blog tab for frequent road reports and photos.
Located at an intersection in downtown. Very low amount of items in stock.
1. Two boxes of Rice Krispies were shelved.
2. All types of milk were present except Skim (Nonfat) milk.
3. No baked chips were in stock.
4. Two loafs of whole wheat bread were available.
5. Only single (16 oz.) servings of 100% orange, grape, and apple juice were in stock.
6. No fresh produce in the store.
7. No fruits or vegetables were available for purchase.
Bikeability Assessment

On a scale of 1-5, please rank the following factors in integer form given the below scale:
(1-very poor, 2-poor, 3-fair, 4-good, 5-very good)

1. The amount of motor vehicle traffic given the amount of through lanes.
2. The physical road conditions taking into account factors including pavement attributes, curb presence, railway crossings, storm drain grates, debris, etc.
3. Your comfort with biking given the speed limit and proximity of motor vehicles.
4. The level of sight and amount of curves of the road.
5. The size of the bike lane or shoulder if present (please circle which one). Bike Lane Shoulder Neither

http://www.cycle20ten.blogspot.com/
Creative marketing strategies are key to link obesity prevention with local food systems!

Credit to: Angeline Stuckman
Aka Aunt Angie: 11/12/13
Ms. Frizzle says...

Take Chances, Make Mistakes, Get Messy!
Questions?
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