ROCHESTER'S CITY SCHOOLS GOT HEART!

MAKING HEALTHY LIVING EASIER

CENTER FOR COMMUNITY HEALTH—UNIVERSITY OF ROCHESTER MEDICAL CENTER

March 2014 Edition

WELCOME!

Happy Nutrition Month from **"Rochester's City Schools Got HEART!"** This monthly e-newsletter includes health tips, training announcements, grant opportunities, updates, events, and a "School Spotlight" feature to showcase innovative school health initiatives. Our goal is to keep you well informed about school health resources, activities, and successes!

MARCH IS NATIONAL NUTRITION MONTH ®

National Nutrition Month® is a nutrition education and information campaign created annually in March by the Academy of Nutrition and Dietetics. The campaign focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits. It also promotes Registered Dietitians as the nutrition experts who play a critical role in helping people eat right, their way, every day. This year is the 40th anniversary of National Nutrition Month®.

The National Nutrition Month® 2014 theme, "Enjoy the Taste of Eating Right," recognizes that taste tops nutrition as the reason one food is purchased over another. **We are encouraged to develop a personalized healthy eating style that combines taste and nutrition**, along with other factors that influence individual food choices, such as food preferences, lifestyle, cultural and ethnic traditions, and health concerns.

What will your School Wellness Team do for Nutrition Month to help students, staff, and parents enjoy healthy eating? We'd love to know! You could:

- Start a before or after-school cooking club.
- Invite a local Registered Dietitian or chef to a Family Fun Night to do a healthy food demonstration with samples for students and parents, plus recipes to take home.
- With donations from local farmers, plan a lunchtime "farmers market" in the cafeteria and encourage students and staff to enjoy local produce.
- Take students on a field trip to the Rochester Public Market or a local supermarket to learn how to shop for healthy foods.
- Focus on nutrition in the classroom and lunchroom. Nutrition Month handouts and

tipsheets, recipes, plus a classroom guide, coloring sheet, and catalog of fun logo-imprinted materials are available to help you promote the 2014 National Nutrition Month® theme in your school community.

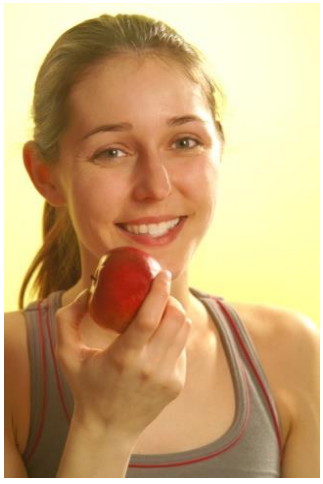
To share your plans, please contact Marcia Middleton, RCSD Health Project Coordinator for HEART, at marcia_middleton@urmc.rochester.edu.

NATIONAL SCHOOL BREAKFAST WEEK IS MARCH 3-7

It's time to highlight and grow your breakfast program! National School Breakfast Week (NSBW) is March 3-7, 2014. The NSBW 2014 theme is "Take Time for School Breakfast." Whether it's traditional breakfast in the cafeteria, breakfast in the classroom, or grab and go, school breakfast can be a real timesaver for families during those busy weekday mornings. Use the 2014 NSBW theme to promote your school breakfast program by spreading the word to parents and students that school breakfast is convenient, healthy, and a real timesaver!

You can also encourage students to enter the "School Breakfast in 3014" Art Contest. This contest encourages kids to use their imagination and draw school breakfast in the future. Three national winners will receive prize packs which include a time capsule, so they can leave memories of what life is like in 2014 for future generations! Click here for more information and submission forms. Entries are due on March 31, 2014.

DIABETES PREVENTION FOR CITY SCHOOL STAFF



Diabetes affects 10% of the adults in Monroe County. Since treatment does not eliminate all the disease's complications and adverse consequences, and the economic impact of this condition is very high, prevention is key. This school year, staff in the RCSD had access to a new wellness opportunity called the Diabetes Prevention Program (DPP). The DPP was delivered by the University of Rochester Medical Center's Center for Community Health, with funding from the Greater Rochester Health Foundation and linkages made through the HEART initiative. Almost 50 staff participated in this lifestyle modification program to lose weight and increase physical activity. Feedback on the program has been very positive. Sample participant comments:

"Weekly meetings have helped me to keep focused on healthy eating and exercise. I am slowly acquiring better habits that I hope will become permanent."

"The program offers the right kind of help in the right way. It helped me to take control and put my health on the forefront."

DPP leaders from within the district have been trained to offer future staff programs. Wellness programs like this one can help staff achieve and maintain healthier habits to improve their own health. And, staff who are healthy role models for students help them develop healthy habits, too. Click here for full story.

CHAMPIONS FOR HEALTHY KIDS GRANTS DEADLINE MARCH 14

Just a reminder that through the Champions for Healthy Kids program, the General Mills Foundation will award 50 grants of $20,000 each to nonprofit organizations working to improve nutrition and physical fitness behaviors for youth. Launched in partnership with the Academy of Nutrition and Dietetics Foundation and the President's Council on Physical Fitness and Sports, this has become a flagship program of the General Mills Foundation. The Champions for Health Kids program has helped nearly 1 million kids since its inception in 2002. The application period for this year began on February 1, 2014, with an application deadline of March 14, 2014. Visit the General Mills website for more grant information and an application form. **Please bring this tremendous opportunity to the attention of your Principal.**

LITTLE LEAGUE BASEBALL REGISTRATION

Parents: Believe it or not, it's time to start signing your children up for community sports in the spring and summer. Please find baseball opportunities listed below:

The Genesee Valley Little League is now accepting registrations for Spring and Summer Leagues for both girls and boys aged 5 to 10 years. Please find registration details on flyer attached. **The registration deadline is March 15th**. Click here for the flyer.

PAST SCHOOL HEALTH NEWSLETTERS

Click here if you'd like to read past issues of "Rochester's City Schools Got HEART!"

HEART stands for Health Engagement and Action for Rochester's Transformation. It is the name of the five-year Community Transformation Grant awarded to the Rochester community by the Centers for Disease Control and Prevention to help promote health by making healthy living easier. The HEART grant was awarded to the University of Rochester Medical Center, Monroe County Department of Public Health and community partners: Finger Lakes Health Systems Agency, Foodlink, the Rochester City School District, and the YMCA of Greater Rochester.

To learn about HEART successes and community partners, visit our Facebook page.

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