



# ROCHESTER'S CITY SCHOOLS GOT HEART!

*MAKING HEALTHY LIVING EASIER*

CENTER FOR COMMUNITY HEALTH—UNIVERSITY OF ROCHESTER MEDICAL CENTER

April 2014 Edition

**Happy April** 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!

## NEW FOOD PROGRAMS FIND SUCCESS IN CITY SCHOOLS

Over the past year, some great new food and nutrition programs have been launched in city schools. These programs teach students about healthy eating, help them develop food preparation skills, and allow them to sample healthy foods that are tasty and fun to eat. Here are some examples:

**Cooking Clubs:** This school year, URMC Center for Community Health (CCH) provided cooking equipment, guidance, and support for starting or expanding after-school cooking clubs in RCSD schools and city charter schools. These include Rochester International Academy (RIA), Frank Fowler Dow School #52, Young Women's College Preparatory Charter School (YWCP), and University Preparatory Charter School for Young Men. These clubs are very popular with students and help them develop an excitement about healthy eating. Kudos to Ms. Demina Stewart, the school nurse at YWCP, and Ms. Jan Wideman, Parent Liaison at School #52, who lead their clubs with outstanding passion and dedication.



**Cooking Matters:** This 6-week program for students is being offered by Foodlink in several city schools. RIA and YWCP are 2 schools participating in the program this spring, funded by a grant the Ronald McDonald House Charities awarded to the CCH. Volunteer culinary and nutrition experts lead these hands-on sessions and inspire students to enjoy healthy eating. Students learn how to select healthy, low-cost ingredients and use them to create tasty, nutritious meals.

**Fresh Fruit and Vegetable Programs (FFVP):** This federally funded program provides free fresh fruits and vegetables during the school day to students in elementary schools throughout the RCSD. Wegmans has been contracted to supply the fresh fruit and veggies to schools. The program aims to improve children's overall diet, impact children's eating habits and their present and future health, and help create healthier school environments. Three district schools that are having a lot of success with the FFVP are Schools #12, #29, and #52.



- At School #12, the Grant Coordinator, Rachel Larson, coordinates the FFVP which is new to this school this year. Ms. Larson explained that parent volunteers sort and deliver the fruit and veggie snacks to classrooms. In describing the benefits of the program, she said, *“Students get exposure to fresh fruit and veggies like pineapples that they wouldn’t get at home and kids who have a late lunch can focus better in the classroom when they get the morning snack.”* She added, *“Teachers say their students perform better in class because they are not hungry.”*
- School #52 is another school that is new to the FFVP. Staff in the main office sort the snacks while a couple of older students make deliveries to the classrooms. Mrs. Rainey, the school principal, said, *“The quality of the produce is very good. The program is a success here because my staff are concerned about the kids and are positive about providing healthy snacks for students. The teachers also sample the snacks so they are role modelling healthy eating for their students.”*
- At School #29, food service staff sort the fresh fruit and veggies in the cafeteria and each teacher sends a student to collect the snacks at a convenient time. Cafeteria staff commented on the wide variety of produce provided for snacks, including watermelon, sweet peppers, pears, grapes, apples, and clementines. Ms. Carin Malawka, a physical education teacher at the school, explained, *“The FFVP was offered here two years ago but not last year, and the kids and teachers really missed it. Everyone is glad that the program is back!”*

## EVERY KID HEALTHY WEEK IS APRIL 21-25



Action for Healthy Kids is proud to work with schools nationwide to promote **Every Kid Healthy™** – a national movement to make all schools healthier places. Every Kid Healthy is focused on the nation’s problem of childhood obesity as well as its solutions: sound nutrition, regular physical activity, and health-promoting school programs. Action for Healthy Kids recognizes **Every Kid Healthy Week during the last week of April (April 21-25, 2014)**. During the observance and throughout the month of April, they will work with schools across the country to host Every Kid Healthy events to make sustainable changes that encourage students to eat better and be active every day.

To celebrate **Every Kid Healthy Week**, choose a theme and an activity for your school. You could:

- Hold a taste test of fruits, vegetables, dairy items or whole grains that will be offered in the cafeteria.
- Hold a fruit, dairy and vegetable challenge.
- Plan or plant a school garden.
- Promote eating breakfast at school.
- Hold 10-minute activities after the morning announcements, or during the course of the school day.
- Hold 10-minute activity bursts in the classroom – teachers or students choose activities.
- Walk before school or during recess and count laps.
- Create a student-designed bulletin board display of physical activity or healthy eating.
- Host a student, staff, or community wellness day.

To share your plans, please contact Marcia Middleton, RCSD Health Project Coordinator for HEART, at [marcia.middleton@urmc.rochester.edu](mailto:marcia.middleton@urmc.rochester.edu). Click on the following links for a [one page handout](#) that describes **Every Kid Healthy Week** and a [toolkit](#) to help you plan for this celebration.

## SCHOOL GRANTS FOR HEALTHY KIDS

Action for Healthy Kids (AFHK) welcomes schools to apply for 2014 -2015 **School Grants for Healthy Kids**. These grants are funded by CSX Transportation, Kellogg Company, Kellogg's Corporate Citizenship Fund (and more!) and will range from \$500 to \$5,000. The funding is designed to help schools create or expand school breakfast programs, pilot universal breakfast programs, or enhance their physical activity programs. School Grants for Healthy Kids is a proven way to foster healthy school environments.

In addition to financial support, AFHK will provide the roughly 1,000 schools selected with significant in-kind contributions in the form of programs, school breakfast and physical activity expertise, and support to engage volunteers. They will also give schools management expertise and support to develop strong alternative and universal breakfast or physical activity programs.



A webinar took place on Thursday, March 20, 2014 for interested schools to learn more about the available grant opportunities for 2014-2015 and receive tips for applying. Click on the following links for [the archived webinar](#) and [more grant information](#) and [the grant application](#). **Application Deadline: May 2, 2014. Please bring this opportunity to the attention of your principal.**

## NUTRITION CLASSES FROM CORNELL COOPERATIVE EXTENSION

### 1. Choose Health! Food, Fun, & Fitness Fair

**When:** April 15, 2014 from 10 AM-2 PM—A FREE Event  
**Where:** Cornell Cooperative Extension of Monroe County  
249 Highland Avenue, Rochester, NY 14620  
(585) 461-1000, Extension 257



Looking for something fun to do over Spring Break? Want to learn more about living a healthy lifestyle? Invite your friends and family of all ages to come and have fun while participating in games and activities.

Featuring:

- Food tastings
- Plant your own veggies
- Free blood pressure screenings
- Interactive booths featuring information about nutrition, physical activity, food safety, disaster preparedness, poison control, and stress management

Event booths include representatives from:

- United Healthcare (including Dr. Healthy Hound!)
- Foodlink
- GRHF
- URMC
- Eastman Dental
- Master Gardeners

## 2. Meal in a Pouch—Cooking with Parchment Paper: Special Hands-On Class

**When:** Monday, April 28, 2014

**Where:** Cornell Cooperative Extension of Monroe County  
249 Highland Avenue, Rochester, NY 14620

**Cost:** \$35.00

**Time:** 6:00-8:00 PM

**Registration:** [Register online](#) or call 585-461-1000 x257. Registrations are non-refundable.



Do you wish to bring a new look to your Springtime brunch, lunch or dinner table? Join Mary Beth as she presents A Meal in a Pouch, which in French is known as “en Papillote.” Learn the techniques of this cooking method that is simple, healthy and impressive to serve your family and guests. Spring vegetables such as asparagus and sugar snap peas will be highlighted as you practice creating your entire meal in one package. Cleanup is a snap. Class size is limited to 10. Make your reservation today!

## 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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