

Building Healthy Kids, One School Lunch at a Time

Fresh Fuel Food Program

Empire Health Foundation


- Serve 7 counties in eastern Washington; headquartered in Spokane, WA
- Invest in programs and initiatives that improve health outcomes and access to healthcare for people in our region



Why Invest in Scratch Cooking?



Investing in the health of our kids

- 1 in 3 children today is overweight or obese
 - More children than ever before are being diagnosed with what used to be “adult-onset” diseases
 - Today’s children are in danger of becoming the first generation to have lifespans shorter than their parents
- 
- A close-up photograph of a hamburger, showing a golden-brown bun, melted yellow cheese, and a slice of red tomato. The burger is positioned at the bottom center of the slide, partially overlapping the bottom edge of the text area.



Growing Disconnect with Food

- Kids today lack a basic understanding of how their food grows and where it comes from
- 70% of the American diet consists of processed food (bag, jar, box, can)



- Kids consume 50% of their daily calories during school hours

A Regional Approach to Healthy Eating



- Launched *Fresh Fuel Food Program* in Fall 2011
- Partnering with nine regional school districts representing urban, rural, suburban and Native American populations
 - Districts range in size from 30k (second largest district in WA) to 400 students
- 42,000 students or nearly 45% of students in Eastern WA now have access to healthy, fresh-cooked meals daily (expanding to 70% by spring 2020)

A Regional Approach to Healthy Eating

- 4.7 million scratch-cooked meals served annually by partner school districts



Palouse Chili, Freshly-Baked Cornbread & Salad Bar



Sweet & Sour Chicken



Enchilada Bake

Data-Driven Results

- 12% reduction in overweight/obese students over five years, all districts
- Notable **statistically significant** drop of 4.5% in BMI among Cheney School District students, K-5
 - NOTE: Cheney is our pilot district and has offered scratch cooking to students for seven school years

Anecdotal Observations

- Students are eating more fruits and vegetables
- Complimentary nutrition education programs are helping kids understand where their food comes from and what a healthy diet looks like
- Kids now embrace trying new foods at school and at home
- Teachers at scratch sites are reporting increases in afternoon concentration and energy levels among students who eat school lunch



Launching a Scratch Cooking Program



Making the Healthy Choice the Easy Choice

Scratch cooking is an anchor strategy for creating healthier school environments

- First step to impactful policy change (i.e. healthy vending, classroom parties/incentives and fundraising)



Components to Scratch Cooking Success

STEP 1: Build a Strategic Plan

- Conduct Readiness Assessment
 - Is your administration supportive?
 - Kitchen equipment assessment
 - Basic needs: Knives, cutting boards, measuring cups/spoons, salad bar, sheet pans, convection or combi-oven, steam-jacketed kettle, tilt skillet, food processor, immersion blender
- Roll out plan – How many years to fully roll out?
Include yearly goals & strategies
 - More than 10 schools? Consider separate primary/secondary roll outs
 - 10 or less schools? Consider all-district roll out

Components to Scratch Cooking Success

Building a Strategic Plan Continued...

- Pursue outside funding
 - Equipment grants (NSLP, State-Based)
 - AFHK, Alliance for a Healthier Generation, Community and Health-Based Foundations

Components to Scratch Cooking Success

STEP 2: Build a Menu Kids Will Like

- Determine how you will define scratch cooking
 - Raw Proteins? Scratch vs. Quick-Scratch?
 - Menus/Recipes that meet USDA Guidelines;
 - Food service model (on site or centralized)
- Student Preferences – Ask and you shall learn
- Production time
- Balancing Labor and Food Costs
- Kitchen Equipment – Influences how a recipe is produced
- Procurement –Maximize use of commodities and D.O.D. dollars



Scratch Cooking Defined

Using whole ingredients to create delicious foods kids are excited about. We use local farmers, local vendors, and clean labels! We make the healthy choice the easy choice.

- **Fresh:** Minimally processed ingredients
- **Local:** Local products and produce
- **Delicious:** Great tasting food



Clean Labels Defined

When evaluating food products, we look for:

- No artificial/harmful preservative or additives
- Ingredients most people can find in their cupboard
- Short, clear ingredient list
- Minimally processed foods
- 100% Ground Meat
- Whole Muscle Meat



Components to Scratch Cooking Success

STEP 3: Create a Marketing Plan

It's not nutrition unless they eat it!

Students: Taste tests led by student leaders; fun promotional events; Cafeteria Posters; Morning Announcements





POWER UP

FRESH, LOCAL, DELICIOUS

Restaurant Quality Asian Food

Choose Your Flavors

Power Up Lunches offer a variety of restaurant-quality Asian foods and flavors at an affordable, school lunch price. Sweet and sour chicken, string bean chicken, chicken fried rice, spicy kung pao chicken, broccoli beef and more — made fresh daily.

Ask for a sample of these great recipes, today!



Re-Think Your Drink

Want to look good, feel better, live longer and sleep better?

Avoid Sugary Drinks and Look What Happens



- You lower your risk of getting Type 2 diabetes by 26%
- You decrease your chance of getting heart disease as an adult
- Your skin will be clearer, you'll sleep better, and reduce your chances of getting depression, arthritis and cancer
- Help maintain a healthy weight by reducing excess caloric consumption



Spokane Public Schools
excellence for everyone

POWER UP with great tasting food that you and your body will love.

This institution is an equal opportunity provider and employer.

Components to Scratch Cooking Success

- **Staff:** Encourage to lead by example; free samples of new menu items at staff meetings; informational flyer about program; Q&A session; special adult menu
- **Parents:** Speak to PTA groups; school newsletter/website; direct mail campaigns; recipes posted online; samples at open house/school events



POWER UP
your student's learning this Fall
with great tasting lunches that are filling, healthy and full of power.

Spokane Public Schools' new Power Up Lunch Program

- Provides a complete, balanced meal
- Helps students make smart nutrition decisions
- Supports student academic performance
- Saves you time over packing a lunch at home
- Teaches students lifelong healthy habits

 **POWER UP**
FRESH, LOCAL, DELICIOUS



 **POWER UP**
FRESH, LOCAL, DELICIOUS

Spokane Public Schools
200 N. Bernard
Spokane, WA 99201

Nutritious foods are vital to powering up student health and academic performance.

This fall, all Spokane Public Schools kitchens will offer scratch-cooked, delicious lunches prepared daily using fresh fruits and vegetables, whole grains, lean meats, low-fat dairy and clean label foods.

It's never been easier to provide great food for your child. Power Up lunches will help students be healthier and more focused at school while teaching them about better nutrition.

Plan to Power Up your child this school year! To learn more, view our menus and access nutrition resources, visit:
www.spokaneschools.org/nutritionservices.

This institution is an equal opportunity provider and employer.

 Spokane Public Schools
nourishing the tomorrow

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Components to Scratch Cooking Success

STEP 4: Nutrition Education

- Build life-long healthy habits in kids
- Teach kids where their food comes from and how it grows

Farm to School (taste tests, educational materials)

K-1 Food Adventurers Program

You Are What You Eat

Family Nights

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HARVEST OF THE MONTH

FRESH. DELICIOUS. LOCAL.



February 2015

Apples

HOW THEY GROW

Apple trees grow in the temperate regions of the world as winter weather is needed to set fruit in the spring. Along with a water source, cool nights and sunny days are ideal, which is why Washington's river valleys are the perfect place to grow apples. In January, after the leaves have fallen and the trees are dormant, pruning begins. Limbs are trimmed to allow maximum sunlight onto the tree. Pruning allows trees to produce higher quality fruit that is larger and more brilliantly colored. In the spring, apple trees blossom with fragrant, sweet-smelling white flowers that produce pollen and



nectar. Bees help to cross-pollinate the blossoms, the first step in forming an apple. When the blossoms fall off the pollinated flowers, baby apples begin to grow in their place. The apple crop is harvested in the fall, when the apples are fully grown and ripened.

HOME GROWN FACTS

Washington's oldest fruit orchards date back to approximately the mid-1800s making our state the first in the Pacific Northwest to produce apples. Today, 6 out of 10 apples eaten in the U.S. are grown in Washington.

The top 9 varieties of Washington State apples are Red Delicious, Golden Delicious, Gala, Fuji, Granny

Smith, Braeburn, Honeycrisp, Cripps Pink and Cameo. These popular apples are sold in 60 countries worldwide!

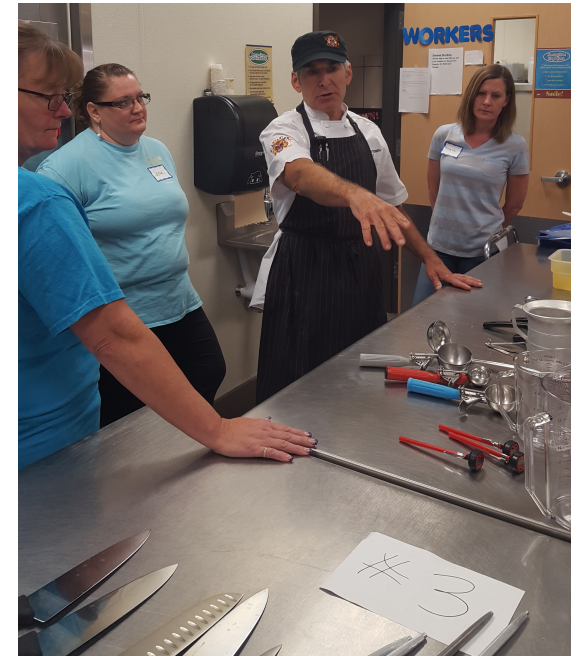
There are no harvest machines to pick apples as they bruise easily. 175,000 acres of apple trees are located in Washington where over 10 billion apples are handpicked by farm workers each year.



Components to Scratch Cooking Success

STEP 5: Provide Comprehensive Skills Training

- Train first. Roll out program second.
 - Motivate & Educate
 - The success of your program depends on the buy-in of your team



Skills Training

Fresh Bites Culinary Academy



- Kitchen Skills Review
 - Hands-on Practice Preparing Recipes
 - Reading Recipes
 - Knife Skills, Equipment I.Q.
 - Time Management/Production
 - Kitchen Math
- Classroom Education
 - Marketing/Smarter Lunchroom
 - Program Buy-In – Why Scratch?
 - Nutrition 101
 - Local Growers and Vendors

Led by local professional chefs



Questions?



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