

## Nutrition Positive Environment



Towards a  
healthy future!



Viola Prowse, Provincial  
Coordinator, CNCM

## Child Nutrition Council of Manitoba

(Since 2001)



Leadership in child  
nutrition for Manitoba  
school age children  
through advocacy,  
education and funding.

**Every child...every day...well nourished**

Support nutritionally healthy environments for school-age children and youth.

Guidelines and policies in place regarding food and nutrition in school

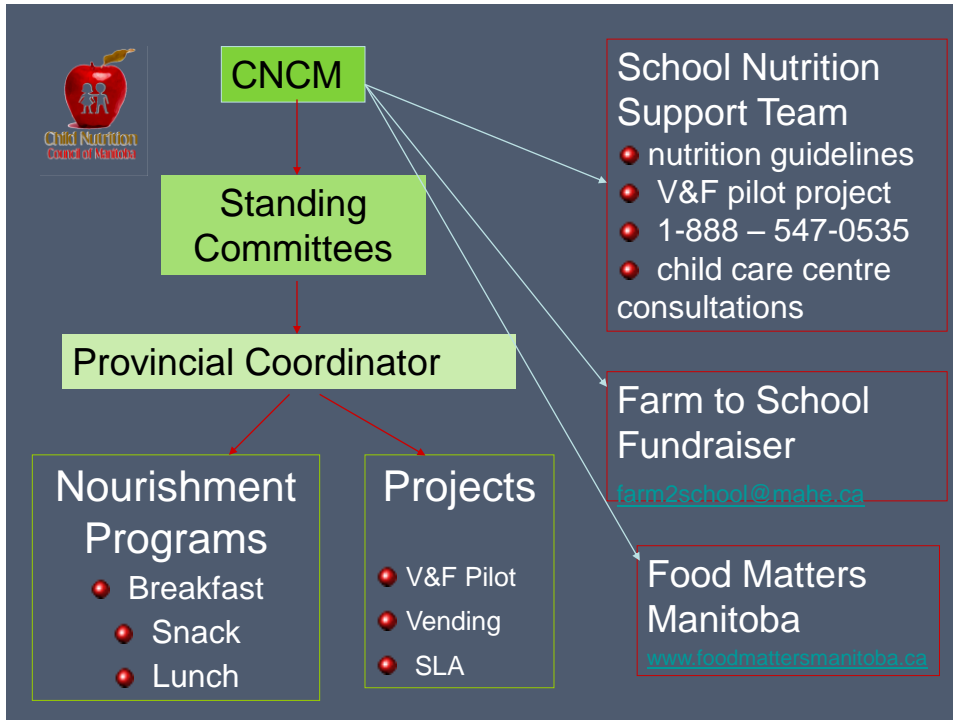
Breakfast, snack and lunch programs in place where needed

WHAT DO WE DO?

### Representation on Volunteer Council includes:

- Community Nutritionists from RHAs,
- Dietitians of Canada,
- Dairy Farmers of Manitoba,
- Heart and Stroke Foundation,
- Financial Industry Services sector,
- First Nations representation,
- Manitoba Association of School Trustees,
- Manitoba Association of Parent Councils,
- Manitoba Health
- Community members with different backgrounds in population health and social services.

How are we organized?



## Guidelines and policies in place regarding food and nutrition in school

- 2001 First Manitoba foods and nutrition school survey
- 2002 Development of healthy eating initiatives in interested schools in conjunction with presentations on establishing policies in schools
- 2004 Provincial Task Force: Healthy Kids, Healthy Futures
- 2005 Development of Food and Nutrition in Schools guidelines
- 2006 Schools required to begin developing and implementing policies
- 2007 2<sup>nd</sup> survey on foods in schools
- 2009 3<sup>rd</sup> survey circulated to schools

PROVINCE OF  
MANITOBA  
actively engaged  
throughout

Student  
Leadership  
Awards

Healthy Vending  
Project

Vegetable & Fruit  
Project

## NOURISHMENT PROGRAMS

- **Universal:** Programs are available for any student to attend
- **Community-based:** volunteers and sponsorships are needed to sustain programs
- **Program standards:** Guidelines help bring consistency and ensure quality.

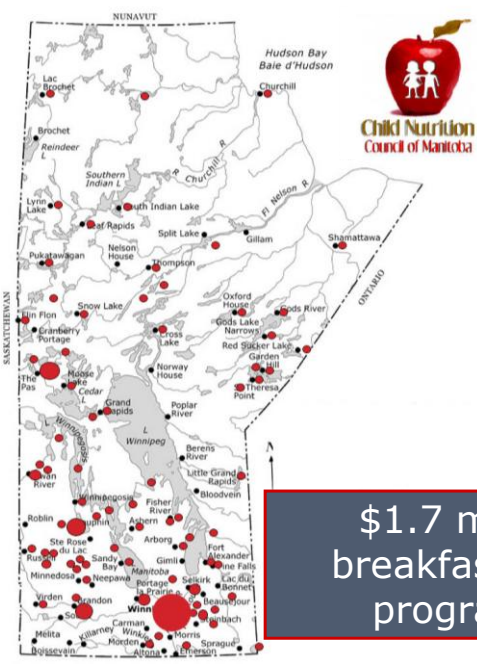
### Program Features



### Linking Better Nutrition to Better Student Achievement

Children who suffer from poor nutrition score much lower on tests of vocabulary, reading comprehension, arithmetic and general knowledge.

Brown L. Pollitt E.  
1996

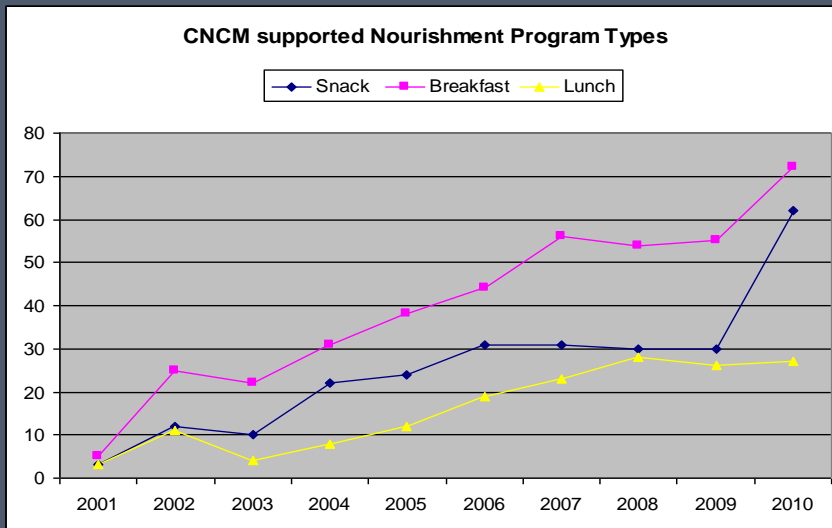


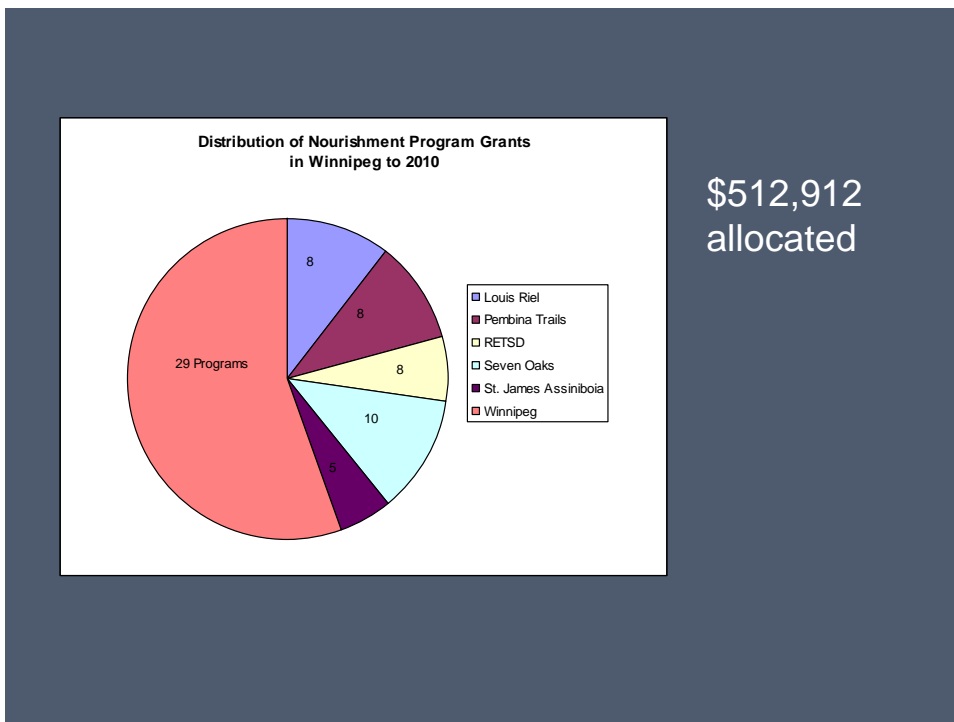
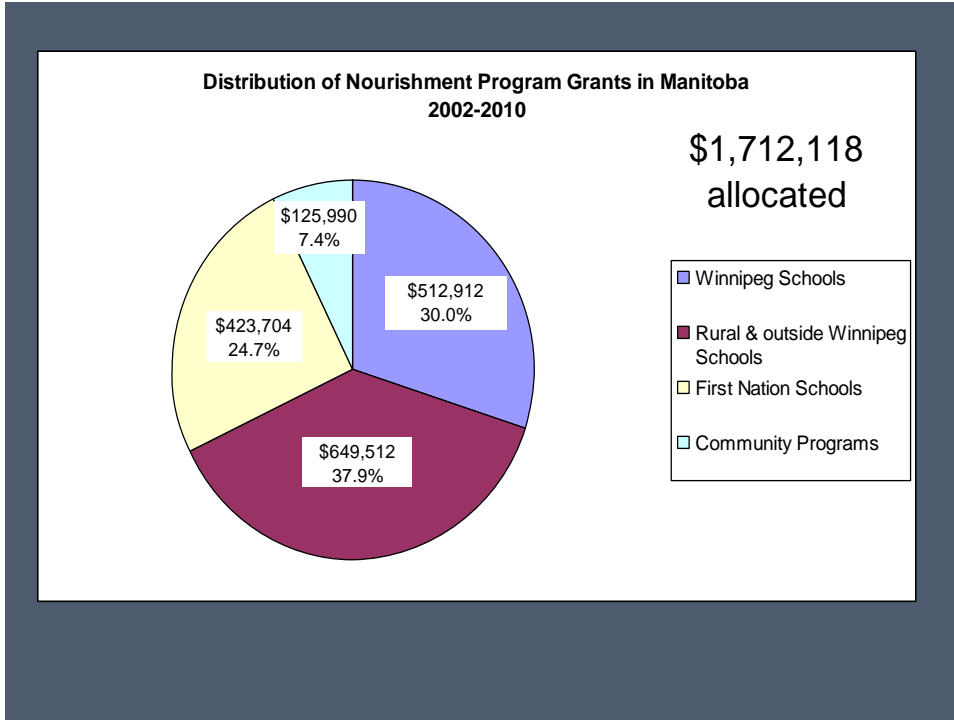
With thanks to our FUNDERS:

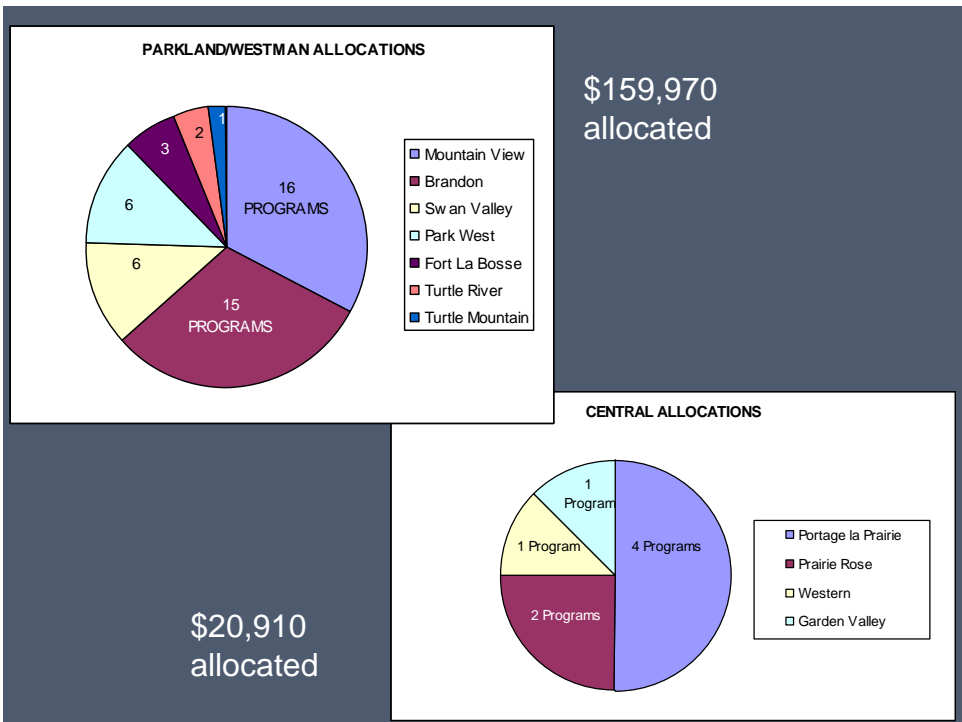
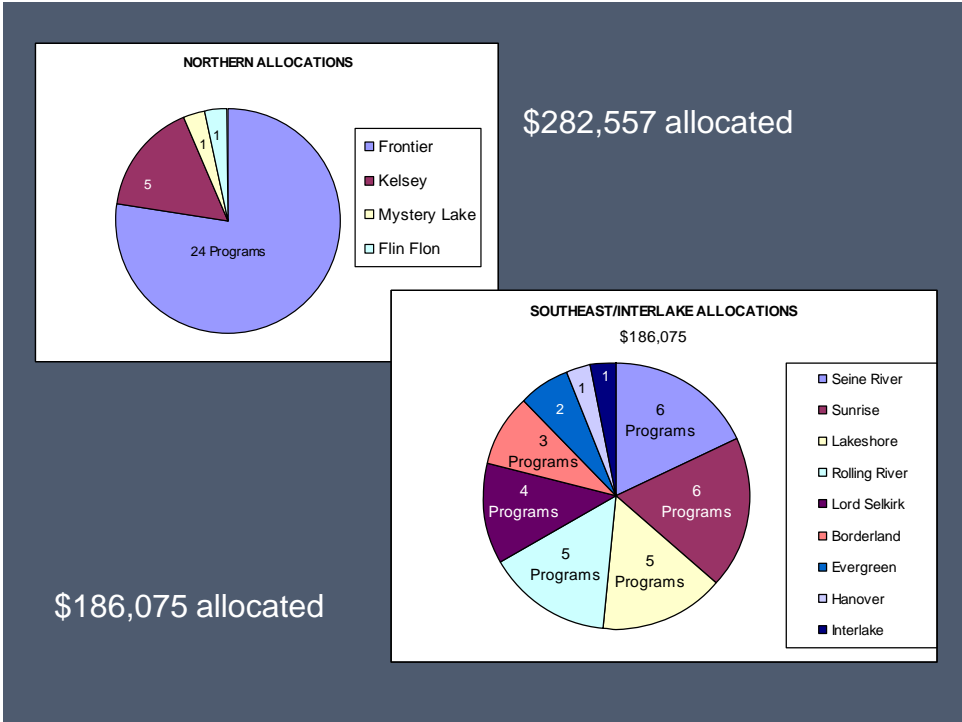
The PROVINCE OF MANITOBA  
 THE WINNIPEG FOUNDATION  
 PUBLIC HEALTH AGENCY OF CANADA  
 FRIST NATION INUIT HEALTH  
 MANITOBA REGION - ABORIGINAL  
 DIABETES INITIATIVE  
 INDIVIDUAL DONORS

**\$1.7 million allocated to  
 breakfast, snack and lunch  
 programs 2002 - 2010**

## Growth of Programs







## Food Groups being offered

- 100% list fruits in their menus.
- 53% of the sample programs mention vegetables in their menus.
- 86% offer dairy products, generally milk.
- 89% list breads or cereals



## Management

- **School Staff Coordinator** **78%**  
Administrator, Teacher, Educational Assistant or Community Connector
- **Food Coordinator** **11%**  
specifically hired for managing the program
- **Volunteer Coordinator** **11%**  
(usually a parent)  
often receiving an honourarium.



## A Look at a Program

### Kelsey Community School Healthy Break Program

Grade one classroom pilot

\$0.30/student/ 5 days/wk. 17 weeks

Banana, orange, apple or seasonal fruit

Carrots, corn niblets, broccoli, snow peas

Milk or soy

Educational activities - \$80 per week

Total cost \$4,000 In groceries

### A Northern Community School Healthy Break Program Pilot Results

- Classroom Literacy Scores increased by 5 % from previous year
- Office discipline from this class went from 25% to 1%

They would like to offer the Healthy Break program to all 408 students.

## Benefits of a Snack Program

“The students are having the opportunity to taste new foods that are nutritious and easy to prepare, The volunteers are being exposed to a variety of healthy snack ideas that are being incorporated into their homes. Finally, the amount of junk food that is being eaten at the school has drastically decreased.”

Principal, Elementary School, Winnipeg



## Food helps!

“Breakfast is a part of the day that we should always have because food helps you do almost everything you do in a day. And whoever thought of having a breakfast program at school is smart!”

## A Look at a Breakfast Program

### A southern school

125 Grades K – 12 students

\$0.80/student/ 5 days/wk. Every day of the year

Shredded Wheat, cheerios, oatmeal, granola, bran muffins, English muffins, waffles, yogurt, cheese, milk, juice, pears, apples, fruit salad, veggie sticks

Total cost            \$19, 400 for food

### Impact of the Breakfast Program

- 21% drop in referrals to office
- Drop in suspensions:
  - 2001-2002      134
  - 2005-2006      23
  - 2006-2007      16
  - 2007-2008      19

## Breakfast Program Impact

- Children and youth attend school
- Decrease in discipline problems
- Students learn better



## Vegetable and Fruit Pilot Project



Maxine Meadows,  
Pilot Coordinator

Viola Prowse,  
Project Manager

Child Nutrition Council of Manitoba

The Vegetable and Fruit Pilot Project  
was launched in Fall of 2008 by the  
Child Nutrition Council of Manitoba

Funded by:

- The Province of Manitoba
- Public Health Agency of Canada

- 
- ❑ Only 1 in 5 children get enough servings of vegetables and fruit a day.
  - ❑ Evidence suggests that increasing vegetable and fruit consumption can have a positive impact on risk for major chronic diseases such as cancer, coronary heart disease, stroke, hypertension and type 2 diabetes.
  - ❑ The addition of even one serving of vegetables or fruit per day has shown to reduce all-cause mortality.

## Phases A and B

- ❑ Fall 2008 to Spring 2010
- ❑ Piloted in 26 sites across MB
- ❑ Involved over 3500 students
- ❑ Included evaluation components: site visits, focus groups, interviews.



**MANITOBA**  
Fruit and Vegetable  
Pilot Project Sites

PHASE A	PHASE B
Alonsa	Berens River
Bowsman	Dauphin
Cormorant	Dominion City
Gimli	Grand Marais
Lake St. Martin	Pilot Mound
Nelson House	Riverton
Portage La Prairie	Rosburn
Oak Lake	Sioux Valley
The Pas	Waterhen
Wanipigow	Whitemouth
Winkler	Winnipeg
Winnipeg	
Waywayseecappo	

To increase the amount and variety of fruits and vegetables consumed by students in schools with vulnerable populations.

Is this helpful in getting the vegetables and fruits you need?

*Essential - Helps a lot - Very important  
I don't think anyone could say it doesn't help.*

*I'm not a big vegetable person but since we are doing this, I've been eating more vegetables.*

Participating Senior Students



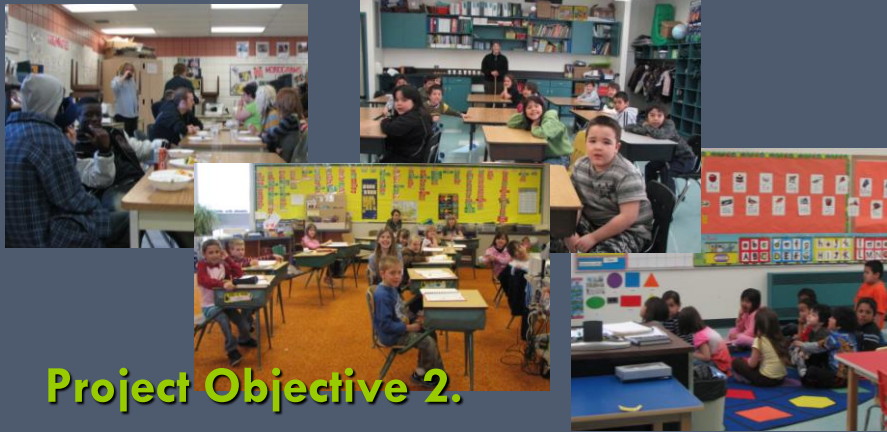
## Project Objective 1.

Foods offered ranged from common items to foods that have never been tasted by participating students, including kiwi, pineapple, cooked asparagus, frozen peas and soups.

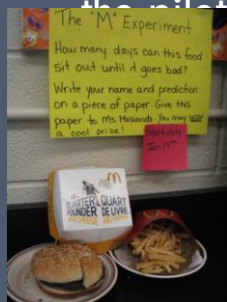
Students ate the food!  
There was minimal waste.



To raise awareness, increase knowledge and promote attitudes & practices that contribute to improved health of participating students, families, school personnel, community partners.



Schools provided participating students with an education component as part of the pilot.





Families and community members had the opportunity to participate in at least one nutrition focused activity during each year of the pilot.

- ❑ Health Fair involving the parents.
- ❑ Taste trials at parent teacher interviews.

This had been a more challenging area for schools, especially for high schools and alternative programs.

To contribute to development of knowledge about the implementation of fruit and vegetable snack programs, leading to a sustainable program model.



**Project Objective 3.**



In consultation with members of the school community, each pilot School designed and implemented a program based on the needs of their students and strengths of their community.

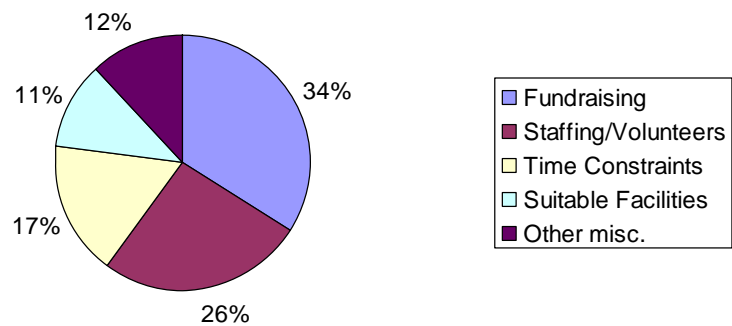
Each school discovered the capacity to deliver the program in a unique way, creating different involvement opportunities for teachers, educational assistants, students and community volunteers.





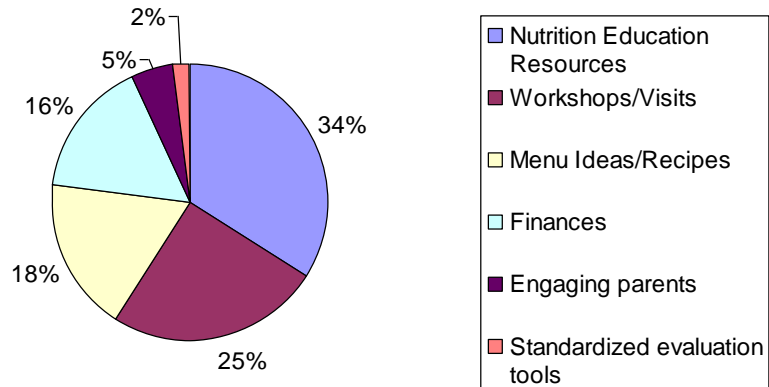
2009 – 2010 DATA from PROGRESS REPORTS

Challenges identified by Nourishment Programs



2009 – 2010 DATA from PROGRESS REPORTS

### Areas of Assistance requested



## APPLICATION PROCESS

- Applications accepted on annual basis.  
**April 15, 2011 deadline**
- Applications require:
  - a budget and menu.
  - an interim report – Feb. 15
  - an annual Progress Report including submission of receipts of purchases.
- Grant cheques sent out to schools in September.
- Help with applications or programs is always available by contacting CNCM at [info@childnutritioncouncil.com](mailto:info@childnutritioncouncil.com) or (204) 453-6060



Child Nutrition  
Council of Manitoba

*Thanks for all you do!*



*every child  
...every day  
...well-nourished*