



THE SCHOOL DISTRICT OF
PHILADELPHIA



EATRIGHT
PHILLY

Inspiring health, wellness, and
better learning.

2017/18 OUTCOMES REPORT

Overview & New Directions

SNAP-Ed
Pennsylvania

Healthy Food.
Healthy Moves.
Healthy YOU.

Supplemental Nutrition Assistance Program—Education (SNAP-Ed) funding working in the School District of Philadelphia to educate, support and inspire healthy choices and healthy schools.



From the Director

LEFT TO RIGHT: Lingelbach Elementary cooking lesson. EINSTEIN MEDICAL CENTER • A. Hamilton Produce Stand, educator Jacquie Smith. THE FOOD TRUST • Dobbins Fit Saturday. DREXEL UNIVERSITY

The 2017–18 school year brought new programming, exciting results—and a new name for Eat.Right.Now. We've dropped the word "now," because our program isn't just focused on the here and now. It's designed to empower students with the tools they need for a lifetime.

We believe that we can make our schools a place where the healthy choice is the easy choice. And we know that education and environmental change are the keys to healthy students and families. That's why we've expanded our focus to include Policies, Systems, and Environmental (PSE) changes to cultivate healthy learners and healthy learning environments. Students still benefit from the same engaging nutrition lessons, healthy food tastings, and tailored programming that we've brought to the classroom since 1999.

The goal of SNAP-Ed is "to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current [US Dietary Guidelines](#) and the [USDA Food Guidance System](#)." But that's only half of the story. We can't afford to ignore the connection between learning and health. Read on to learn more about how Eat Right Philly is promoting overall wellness and setting students up for success.



In health and wellness,

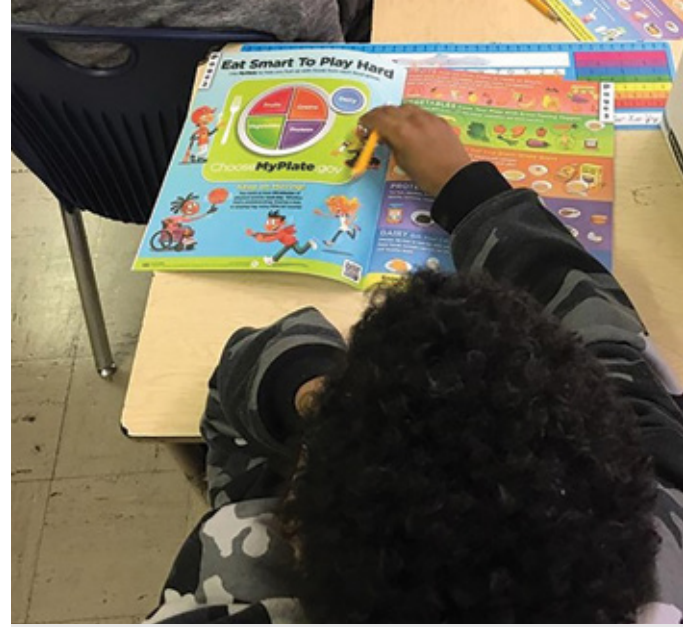
Lauren Nocito

Lauren Nocito, MS, RD, LDN

Director, Nutrition Education and Eat Right Philly



Middle Years Alternative Lunch Club. AGATSTON URBAN NUTRITION INITIATIVE (AUNI)



M. McMichael School lesson. DREXEL UNIVERSITY

EAT RIGHT PHILLY

When students face poverty and food insecurity, are not physically active, and don't eat a healthy breakfast, they are more likely to have higher rates of absenteeism, more behavioral problems, more developmental delays, and lower grades and test scores. In Philadelphia, where a 25% poverty rate ranks highest of all big cities in the United States, Eat Right Philly is working against these challenges, supporting students and their families on the pathway to wellness.

[ON THE COVER:]

Produce Stand at Paul L. Dunbar School. SDP

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Why Nutrition Education is Needed

“

Food insufficiency is a serious problem affecting children's ability to learn.¹

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“

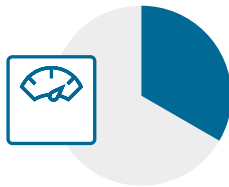
Health, poverty, and education are 'causally related in reciprocal ways'.²

”

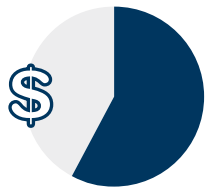
FACTORS THAT INFLUENCE THE HEALTH AND LEARNING OF OUR STUDENTS:



Over a quarter of students reported they did not eat any vegetables (28%) or fruits (26%) yesterday³



A third of high school students reported they are overweight or obese⁴



58% of parents/caregivers agreed that healthy food is too expensive⁵

“

Children who are hungry are more likely to be exhausted, aggressive, hyperactive and anxious. But to an adult unfamiliar with hunger's effects, these signs may just seem like bad behavior. A head down during class signals laziness and aggressive behavior deserves punishment. Instead of being identified as hungry, **many food-insecure students are labeled as 'undisciplined' or 'unmotivated'.**⁶”

1 Taras, H. (2005). Nutrition and performance at school. *Journal of School Health* 75(6), 199-213.

2 Basch, C. (2011). Healthier students are better learners: A missing link in school reforms to close the achievement gap. *Journal of School Health* 81(10), 593-598.

3 2016-17 District Wide Survey

4 2017 Youth Risk Behavior Survey

5 2016-17 District Wide Survey

6 Weiss, E. and Melville, K. (2014, 12 April). No excuse for hungry students. Bill Moyers Website.





Like the Providers below, the School District of Philadelphia receives SNAP-Ed funding. Our team serves as the convener and hub of the Eat Right Philly work across the District.

SNAP-Ed Provider Highlights



SERVES
60 District schools and
10 charter schools

- Provides programming to seven of the 12 Mayor's Office of Education Community Schools, linking goals with action items
- Serves six schools in the West Philadelphia Promise Zone (federal government-designated zone with deep and persistent poverty)
- Serves 60 percent of the high schools in the District, and developed an evidence-based curriculum for high school students



SERVES
29 District schools and
1 charter school

- Created an evidence-based curriculum called *Fun from A to Z* that merges nutrition and healthy eating with early literacy
- Provides SNAP-Ed funded programming to 95 pre-K sites in 2017-18:
 - Reached 526 pre-K parents
 - Reached 4,975 students
 - Provided professional development to pre-K staff



SERVES
25 District schools

- Supports 11 schools with produce stands run by youth, parents/caregivers, and community members
- Developed Heart Smarts, an evidence-based curriculum that can be utilized at school produce stands, farmers markets, and food pantries
- Uses additional funding to run the Healthy You, Positive Energy (HYPE) program, which works directly with students to build leaders for healthy change

We work toward equitable distribution of SNAP-Ed programming, facilitate discussions around best practices, and strategize movement toward a model of collective impact for our schools. As an internal office, our Eat Right Philly team is able to easily collaborate with other offices and departments to drive larger level system and policy changes with the goal of increasing health and wellness of our students. While doing this work, we also provide direct programming to a subset of **65 schools**. We offer education focused on linking nutrition and literacy, provide hands-on cooking lessons, and support healthy food access in our school communities (see our Program Spotlight on page 8). We believe we have strength in numbers and value the work of our partners. **Check out our partners' highlights below!**



SERVES
18 District schools and
3 charter schools

- Implements SNAP-Ed programming across the city in health centers, shelters, food pantries, and grocery stores; families see educators in the health centers, reinforcing the messages that their children hear in school
- Works with Out-of-School-Time providers and offers training and technical assistance to support healthy behaviors

(UNIVERSITY OF PENNSYLVANIA'S NETTER
CENTER FOR COMMUNITY PARTNERSHIPS)

SERVES
14 District schools and
1 charter school

- Builds student engagement and leadership; in 2017-18, students successfully advocated for breakfast delivery to meet student needs, the availability of healthier items in school stores, and connecting school gardens with community members in need
- Built and maintained a production garden, indoor aquaponics unit, and aeroponic unit at Robeson HS to supplement the Sayre HS garden; this allowed for the expansion of garden-based nutrition education and production of produce for the Good Food Bag, a low-cost CSA serving families in West Philadelphia

SERVES
3 District schools and
6 charter schools

- New SNAP-Ed District partner for the 2017-18 school year; will expand to six district schools and seven charters moving forward
- Programming focuses on using hands-on culinary education to improve participants' confidence in preparing nutritious foods and to help participants become well-informed food consumers
- Uses additional funding to run Vetri Cooking Lab, an after-school cooking program focusing on nutrition education through STEAM learning objectives, and Mobile Teaching Kitchen, which brings culinary education to farmers markets, grocery stores and food distribution sites

How It Works

The link between health and learning is clear: Healthy, active, and well-nourished children are more likely to attend school, be ready to learn, and stay engaged in class. Eat Right Philly gives schools the support they need with a three-step process.

STEP 01

Create a wellness team and/or identify a wellness champion

Eat Right Philly connects with the school and seeks out a “wellness champion” or an already organized and existing group such as a School Advisory Council (SAC). This person or group can serve as the wellness team. The group often includes the Health/PE teachers, School Nurse, Principal or anyone with a vested interest in improving student health outcomes.

STEP 02

Look critically at the current situation using the School Health Index

According to the School Health Index 2017–18 assessment,* schools need support to:

- Fully implement the District Wellness Policy
- Create healthy fundraising projects
- Improve recess so students can increase their physical activity
- Increase or start movement breaks to restore students’ focus
- Address meals at school, such as increasing breakfast participation
- Increase physical education time and enhance Health/PE curricula
- Promote staff health and wellness
- Increase parent engagement

**79 schools have completed or started to complete the self-assessment process; 18 schools have wellness action plans*

STEP 03

Decide on a plan of action

Eat Right Philly provides tailored support to schools in response to their wellness action plan through education, resources, promotions, training, and technical assistance.

HOW EAT RIGHT PHILLY HELPS ...

STUDENTS

We help increase knowledge and inspire healthy choices

THROUGH

- ▶ Interactive lessons, Eat the Alphabet, Balance My Day, among other evidence-based curricula
- ▶ Fun food tastings
- ▶ Gardening activities
- ▶ Afterschool activities to extend learning
- ▶ Cooking clubs creating future healthy chefs

SCHOOLS

We support schools with resources, training, and technical assistance so the healthy choice is the easy choice

THROUGH

- ▶ Support to create and plan a Wellness team
- ▶ Support to complete the School Health Index
- ▶ Implementation of the District Wellness Policy
- ▶ Professional development on nutrition and wellness

FAMILIES AND THE COMMUNITY

We support families so children can live their healthiest life

THROUGH

- ▶ Parent/Caregiver workshops focused on how to prepare healthy, kid-friendly meals
- ▶ Healthy food access through produce stands

2017–18 Collaborative Impact

With the help of all our SNAP-Ed partners, we have collaboratively reached many students and provided a variety of programs supporting healthy behaviors across the District.

EDUCATION

Combined reach of all SNAP-Ed Providers:



197 District schools
(plus 18 charters)



93,013 students
(includes charters)



2,034 caregivers/parents

ENVIRONMENTAL CHANGE

Programming and support:



Gardening



Movement breaks



Breakfast promotion



Hydration promotion



Food access through produce stands



Backpack programs



Walk/bike to school events



Harvest of the Month promotion



School-wide healthy food tastings and healthy celebrations



Program Spotlight

Produce Stand at Paul L. Dunbar. SDP

HEALTHY FOOD ACCESS: OUR PRODUCE STANDS MULTIPLY

Families are busy and access to healthy food is sometimes a challenge. That's why Eat Right Philly is proud to work with the [Share Food Program](#) to bring fruits and vegetables directly to our families with produce stands outside select schools. The stands are conveniently open before and after the school day so caregivers can easily purchase healthy food at cost, allowing them to make the most of limited resources.

THIS INITIATIVE HAS GROWN FROM ONE STAND IN 2014-15 TO 25 STANDS IN 2017-18.



HOW OUR PRODUCE STANDS ENHANCE EDUCATION OUTCOMES AND QUALITY OF LIFE

- Build healthy food resource management skills in families who utilize SNAP benefits
- Provide a recipe, taste test, and tips for using produce
- Support use of EBT/SNAP/Access card for purchases
- Bring fresh, affordable produce to neighborhoods without a nearby grocery store
- Make it easy for caregivers to get the produce they need to keep their family healthy
- Help families stretch their food dollars

IN 2017-18:

There were
5,432
customers/
patrons, some
coming back
every month

Consumers saw
50%
savings over
produce costs at
retail stores

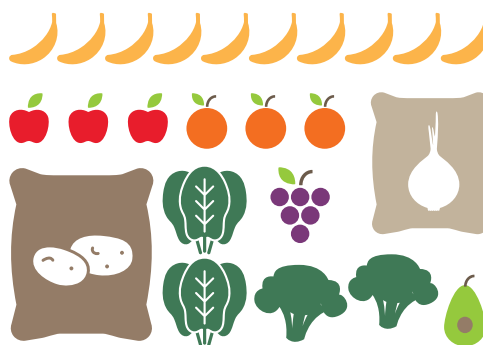
40,653
pounds of produce
purchased

35
people accessed the
stands each time on
average

704 or 13%
of transactions utilized EBT/Access

The average sale was **\$13.75** worth of produce, equating to
38 servings of fruits and vegetables

SAMPLE \$13.75 ORDER



10 BANANAS	\$2.00
3 APPLES	\$1.00
3 ORANGES	\$1.00
1 BAG ONIONS	\$1.00
1 BAG POTATOES	\$2.00
2 BUNCHES COLLARDS	\$2.00
1 BAG GRAPES	\$3.00
2 HEADS BROCCOLI	\$1.00
1 AVOCADO	\$0.75

Looking to the Future

IN 2018-19, EAT RIGHT PHILLY IS PLANNING:

+ **More exploration** of new healthy food through tasting activities

+ **Increased support** for full implementation of the District Wellness Policy

+ **Even greater collaboration** and partnerships with different District Offices and external partners for shared outcomes around student nutrition and activity behaviors

+ **More support** for schools to create the healthiest environment for students

AREAS OF FOCUS:

- Continue our commitment to support schools with wellness teams that have a continuous cycle of assess, plan, implement, and evaluate through the School Health Index (SHI).
- Support schools with implementation of consistent movement breaks during the school day.
- Look for new ways to connect, expand, and create sustainable food access models through our produce stands in schools.
- Expand our outreach to families and the school community.
- Improve breakfast participation rates, in turn supporting school attendance.
- Work to attain a learning environment where healthy behaviors are the default for students and schools, which links to positive school climate.
- Expand our partnership with the Philabundance KidsBites program, which provides free, nutritious, supplemental meals for kids. Backpack kits are distributed with three to five pounds of food, featuring kid-friendly items that require little to no preparation.



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THE SCHOOL DISTRICT OF
PHILADELPHIA

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www.philasd.org/nutrition