

FOOD FOR THOUGHT



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Together We Can

By Sheila Parisien, President SNA of Mass.

Our theme for this year is Together We Can. This article is written by various organizations connected to SNA of Mass. This is a snapshot of how working together we can provide needed tools and resources that enable us all to enhance our programs and the lives of the children we serve. It truly does take a village to raise a child. Visit the websites of these organizations to learn more on how each of them can assist you with all the challenges that our profession is facing. Visit our own website www.schoolnutrition.info to find links to other organizations that are not included in this article.

Massachusetts Association of School Business Officials (MASBO), John Crafton – MASBO is an organization that is comprised of membership representing over 95% of the School Districts in the Commonwealth. The organization has over five hundred (500) members. Its purpose is to promote the highest professional standards and business practices through professional develop programs that address methods to effectively manage resources to support local education.

Since MASBO members oversee a myriad of areas such as district budgeting and finance functions, facilities management, transportation, and food service programs; it has been our practice to partner with other organizations, which possess particular expertise in these aforementioned areas. In this regard, we are absolutely delighted with our relationship with SNA.

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This collaboration results in the provision of extremely informative newsletter articles, participation in various workshops by providing speakers, exhibits and sponsorships. MASBO values this collaborative effort, and we hope that it continues to grow and flourish in the future.

New England Dairy & Food Council, Nancy Sandbach – SNA of Mass. helps New England Dairy & Food Council get its' work done! Simply put, kids are not drinking enough milk. 9 out of 10 girls and 7 out of 10 boys do not meet the daily recommendation. SNA members directly influence students and educators about the importance of drinking milk as well as are the decision makers regarding the type and amount of milk they make available in their operations. SNA members believe in nourishing children, including supporting milk consumption, and NEDFC has resources that assist SNA members in getting that job done.

Our website, www.NewEnglandDairyCouncil.org, includes information on school wellness, cafeteria promotions, and nutrition education. NEDFC also offers tangible financial incentives to SNA members that are improving the school milk environment such as the 2006 New Look of School Milk equipment grant program which support districts that switch to providing milk in plastic containers in multiple flavors with the school meal. We feel fortunate to have such a positive working relationship with SNA members!!!

Massachusetts Action for Healthy Kids, Vanessa Cavallaro – Massachusetts Action for Healthy Kids (Mass AFHK) is an organization composed of individuals and organizations dedicated to improving children's nutrition and physical activity in schools. By working together, we advocate, educate, promote, and implement state initiatives to enhance schools' health environment, so children can learn and participate in positive lifestyle behaviors.

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Membership Drive

By Susan Murray

The SNA board made a commitment to each recruit one new member during the Spring Membership Drive; my request is that each member takes on the same commitment. What would it look like if we all recruited just one new member? The SNA of Mass would be a force to reckon with, networking, conferences, and area meetings would be even more outstanding than they already are. Recruit and Reap the Rewards!

The Golden Apple: The SNA national member who sponsors the most new members during the campaign will be named the "Golden Apple". The top recruiter will receive a plaque recognizing this achievement plus a free registration to the 2007 ANC in Chicago, Illinois.

Four or more new members' category: When you recruit four or more members you will be entered to win one of the prizes listed. You also will be entered into the "Two New Members" category!

- Weekend accommodations and round trip airline tickets for two
- RC2100 Magimix Food Processor
- \$200 Williams Sonoma Gift Certificate
- Free Registration for SNA's 2006 ANC in Los Angeles, California
- \$100 SNA Emporium Gift Certificates
- Scholarship to Baking School
- On the state level – the highest recruiter of 4 more members will have a choice of a free registration to the spring or fall SNA of Mass. Conference. The second highest recruiter will win a free registration to the state conference the number one winner does not pick. The third highest recruiter wins a free one-year membership to SNA.

Two new members' category:

When you recruit two or more new members you will be entered to win one of the fabulous prizes listed.

- Deep Ledge Utility Cart
- Portable CD player with AM/FM radio
- Milliken Area Rug and Capture Carpet Cleaning Kit
- USA Rice Gift Basket
- 50 Aprons

Spring 2006 Conference

Take a fresh approach at our spring conference at the Johnson and Wales Inn, March 7–8. The full program is posted on our website www.schoolnutrition.info and if you haven't registered yet you can do so online.

This year will include two exhibits; Healthy Happenings, Tuesday and Commodity Connection, Wednesday. In addition to sessions on HACCP, motivating employees, the food buying guide, allergies, and healthy rice bowls; the winners of the Kid Approved Cooking Contest sponsored by JSI will conduct a demo of the winning commodity recipes.

Whole Foods Markets Enhancing School Food Service

By Mary Jo Cutler

Five school districts in Massachusetts will be serving more nutritious meals to students as a result of a very generous grant from Whole Foods Markets to the School Nutrition Association of Massachusetts. Participating school districts received two days of training in mid-January. The training included one day of training on the "Nuts and Bolts and Nutrient Standard Menu Planning" and another day on the Nutrikids software.

Through the grant each school district received the software needed to conduct nutrient analysis. School districts are now entering nutrient information on products, analyzing recipes and beginning the recipe development process. In the next phase of the project, each district will have on-site consultation with a registered dietitian who has expertise in Nutrient Standard Menu Planning. At project's end, each of the school districts will be well prepared to serve meals meeting USDA's Nutrition Standards.

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Because SNA of Mass. is a leader in school nutrition programming, it is a natural partnership. Sheila Parisien, current SNA of Mass. President, serves on the Mass AFHK Steering Committee to provide guidance and expertise in the area of school nutrition, and is also co-chairing the school nutrition sub-committee. This year, this committee will review and update the Mass AFHK *A La Carte Food & Beverage Standards to Promote a Healthier School Environment*. We encourage SFS Directors to join Mass AFHK to lend their expertise to sub-committees. To receive a membership application, contact Linda Fischer at lfischer@doe.mass.edu or 781-338-6456.

Coalition Organized for Health Education in Schools

(COHES), Cynthia Kazanjian – Last spring, COHES requested that SNA of Mass. send a representative to sit on the COHES board. This organization represents health educators, school nurses, physical education teachers, school pediatricians and school psychiatrists. Most recently, the organization included school foodservice directors to be represented through SNA. The Department of Education (DOE) is also represented. SNA of Mass. was asked to give a presentation on what school foodservice in Massachusetts is doing to counteract the rise in obesity. A power point presentation was developed entitled “Changing the Paradigm from Healthy to Healthier” in School Foodservice. Joanne Morrissey and Cynthia Kazanjian, SNA of Mass. members, presented in tandem, a very complete picture of the vending and healthier school meals initiative.

Massachusetts Public Health Association, Roberta Friedman – Collaboration = Success! The Massachusetts Public Health Association (MPHA) has found a wonderful partner in the SNA of Mass., in our efforts to improve the health and well-being of all Massachusetts schoolchildren. Over the past several years, our organizations have collaborated in crafting strong state policy to improve the nutritional values of food sold (outside the USDA school meal program) to schoolchildren on campuses across the Commonwealth.

As you're well aware, an important step in overcoming the epidemic of overweight children in Massachusetts is to encourage them to eat healthier foods that are lower in sugar and fat. Our school cafeterias and hallways are the perfect place to “tempt” kids with healthful nutrition,

rather than sodas, candy and deep-fried chips. Toward that end, MPHA and SNA of Mass. worked together to help Representative Peter Koutoujian craft House Bill 4452, *An Act to Promote Proper School Nutrition*. The bill would prohibit the sale of less-nutritious snacks, sodas and sports drinks from vending machines, cafeteria a la carte lines, school stores and fundraisers. President Sheila Parisien testified in favor of the bill at the public hearing before the Public Health Committee, which voted to approve the bill. It is now being considered by the Health Care Financing Committee, and is scheduled for a vote on the House Floor at the end of January. We've got a long way to go toward passage, but know that with SNA as a partner in the effort, we'll be successful.

In the meantime, MPHA and SNA will continue to work together to help school systems implement strong Wellness Policies that will go far in protecting the health of our children. We are grateful to SNA for your leadership and glad to be collaborating with you in these important efforts!

The John C. Stalker Institute, Pat Luoto – Each year the John C. Stalker Institute of Food and Nutrition (JSI) offers a variety of programs for school food program directors, managers, employees and staff to assist in improving the nutrition environment in your schools. Please visit our website at <http://www.johnstalkerinstitute.org> to see our latest offerings. This school year our program highlights for *nutritious learning* include:

- * The A-List — with over 400 school snacks that meet the Massachusetts a la Carte Food and Beverage Standards including distributor/contact information. <http://www.johnstalkerinstitute.org/vending%20project/healthysnacks.htm>.
- * TEAM Nutrition grant, in conjunction with Mass. DOE, to promote student wellness and support school districts in establishing and implementing district wellness policies. Watch for information on our new web pages and resource links available in the spring.
- * *Mastering the 2005 Dietary Guidelines & MyPyramid* workshops to be offered in March and May. *and more* program highlights:

M—Management Institute designed especially for school managers with topics including leadership, financial management, personnel management, communication, merchandising, & nutrition: Dates: March, May, & August.

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O— Other programming opportunities include a 5-course Certificate in Excellence in Child Nutrition, taught across the state via teleconferencing. Also – **O**— one credit graduate courses for teachers and nurses in nutrition, food allergies, culture and food, and sports nutrition to help advance the nutrition environment in schools. And – **O**—options in programming in financial management, culinary skills, inventory management, and more!

R—Recipe Contest—*Food Service Created, Kid Approved*. Submitted recipes (meeting contest rules) will become part of a statewide commodity recipe book. Contest winners will prepare their recipes for all to taste at the SNA of Mass. spring conference, March 7th.

E—Excel workshops will sharpen your skills and introduce ways to use Excel in your office. Other technology workshops include the development of a new online workshop in newsletter development.

JSI is pleased to collaborate with the Massachusetts Department of Education, Nutrition Programs and Services, and SNA of Massachusetts to be your source for nutritious learning...and more!

Department of Education, Katie Millett – As we continue to see the changing world around us, we should take a moment to see the changes in child nutrition and food service professionals. In a relatively short period of time, we have seen significant changes in the responsibilities of school nutrition and food service directors and managers.

Technology has become an integral part of the management and operations of our school meals programs. Recently, a food service director commented on the benefits of prepayment and point of sale systems. In the early 1990's, the same director felt that prepayment would be a burden. Well, as technology was incorporated into our programs, pre payment is now a convenience for staff, students and parents! The ability to "talk" to other directors and get instant feedback has been enhanced with the use of email and distribution lists. The method of ordering milk and other food items from many vendors requires the use of technology. We are phasing in the use of electronic reimbursement claims and food distribution order forms at the Department. As the use of technology has become part of our everyday life, we have been challenged to see how we can benefit from the various uses of technology.

We have become extremely aware of the safety of our food and food service environments. Taking an objective look at the environment where we work, we have had to change routines and secure access to the food service preparation area. Plans have been developed for emergency readiness, delivery times, and delivery procedures have been tightened. Certifications for food safety have become an integral part of the management of school food service programs.

Regularly, child nutrition professionals are explaining to community groups, parents, and students, the nutrient value of school meals. The ability to communicate clearly and effectively is critical for the success of school meal programs.

We are fortunate to have several resources for professional development and continuing education available. Utilize the wonderful resources available from The John C. Stalker Institute of Food and Nutrition, Department of Education Conferences, Department Staff that present programs at our area meetings, University of Massachusetts Extension Services, National Food Service Management Institute, the National School Nutrition Association, and the School Nutrition Association of Massachusetts to improve skills and increase knowledge. With all of these changes, the school nutrition and food service professional must continue with professional development and education for one's self. Take the opportunities to be informed and stay current in the issues related to the management and operations of child nutrition programs. Our programs and children will reap the benefits as well as ourselves.

A New Year and New Face – Rita Brennan Olson returns to MA DOE after a few decades away working with HeadStart, her local Council on Aging and UMass Extension's Nutrition Education Program. As Nutrition, Health and Safety's new Nutrition Education and Training Coordinator, Rita will have the opportunity to follow in the footsteps of her mentor Monya Geller, helping school districts with training and support for new USDA initiatives in food safety and wellness.

As part of her new responsibilities, Rita will be working closely with JSI to implement Mass.2005 USDA Team Nutrition Grant by developing a wellness policy website with resources for you as you get started and carry out

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your plans and policies. There will be a terrific feature for students using the Students Taking Charge guide developed by Mass. Action for Healthy Kids. DOE will be offering a round of mini-grants to help develop and implement effective wellness policies.

Rita will provide SNA Chapter members with training and resources to meet USDA's HACCP requirement for schools. For the next several months, Rita will be presenting "Getting a Hold on HACCP" at area member meetings as an introduction to this new requirement. Sample resources will be shared for you to use as templates and training tools.

In the meantime, here are a few good websites to visit for more food safety materials.

* Iowa State University and NFSMI have developed sample SOPs, logs for record keeping and worksheets to help you develop the schools in your program to start developing food safety plans.

Iowa State University –

<http://www.iowahaccp.iastate.edu/plans/index.cfm?CatList=14&ParentID=14§ionid=2>

NFSMI – <http://sop.nfsmi.org/HACCPBasedSOPs.php>

* The Massachusetts Partnership for Food Safety Education has developed teaching tips for brief training sessions on key food safety principles, and translated food safety posters and fact sheets into 8–10 different languages. USDA and the Food Safety Training and Education Alliance (FSTE) have lots of translated materials too.

http://www.umass.edu/umext/nutrition/programs/food_safety/resources/index.html

<http://www.foodsafetyweb.info/resources/NonEnglish.php>

<http://peaches.nal.usda.gov/FSTE/resources/multilingual.asp>

Watch the DOE/CNP and SNA websites for more information on each of these programs and resources as they become available. If you would like more information about training or resources contact Rita at 781–338–6481 email rbrennanolson@doe.mass.edu.

*Alone we can do so little
together we can do so much.*
Helen Keller (1889–1968)

Membership Enhancements

By Susan Sacks, Executive Director

It's been over a year since we changed our name to SNA of Mass. from MSFSA and I hope you are aware and have taken advantage of the other changes to our association. Our website, www.schoolnutrition.info, is continually being updated – be sure to check in and see what's new. We post job opportunities, grant announcements, scholarship applications, important industry links and information on upcoming events, meetings and conferences. We are currently developing a member-only section for our members to log on and gain access to such resources as tools to develop wellness policies, the membership directory, and association documents including our bylaws and conference session handouts. We hope to launch this section at our spring conference in March.

We are working hard to bring the association to you – our members. We have relocated the Fall 2006 conference and food show to Fitchburg to provide a more accessible location while increasing available exhibit space for our industry partners. The Fall conference will be in Marlborough in 2007 and 2008. Watch our website for more information.

This Spring we will launch a buddy program designed to encourage one-on-one communication between members and to help establish working networks for our profession while enhancing interaction between the board and new and old members. Our mentor program is still in the development stage and is a great opportunity for those of you with experience to help your peers.

We brought back two scholarship programs, Monya Geller for courses in nutrition education and food service management, and Professional Development for higher education courses. Both applications are due 4/15/06. See our website for more information and applications. Keep an eye on the website for more information on awards, scholarships and financial assistance from SNA national or go directly to their website via the link on our web page.

We want to get more of you involved and have created a volunteer opportunities sheet outlining projects from small one-time tasks to serving on our board. See our website for more details, or contact your chapter delegate for more information. Please tell us how we can help you. We are always working to develop programs, opportunities, and resources to help school nutrition professionals with their work. Give us a call 617–734–8822, send a fax 617–734–7772, or send an email to info@schoolnutrition.info. We'd love to hear from you.

Did You Know?

- ❑ The Fall 2006 food show and conference has been moved to Fitchburg at the BestWestern Royal Plaza Trade Center October 17-18, 2006.
- ❑ We will be launching a members-only section on our website in March. You will be able to log in on the home page www.schoolnutrition.info with your name and SNA membership number.
- ❑ Chicopee Public Schools and Garelick Farms were rewarded for innovation in School Milk and Increased Consumption, and each will receive \$1,000 as second runner up of the first-ever Leadership in School Nutrition (LISN) Award by the New England Dairy and Food Council.
- ❑ Massachusetts has two more districts of excellence. Congratulations to Sheila Parisien of Manchester Essex Schools and Ken Wolfe of Randolph.
- ❑ Jane McLucas of Norwood Public Schools was presented with a check for \$2500 from Goldkist at the Fall 05 conference for winning a national raffle at ANC 05...she was able to buy a new garbage disposal for her high school!
- ❑ SNA of Massachusetts now has 14 gold patron members! They include; ConAgra, Costoa Fruit and Produce, East Side Entrees, Gold Kist, JTM Food Group, Kellogg's, New England Ice Cream, Nestles Waters, Pinnacle Food Brokers, Pierre Foods, Rich Sea Pack, Sal's Pizza, Thurston Distributors, and Vollrath Co., LLC. Go to our website and click on "Corporate" for links to their sites.
- ❑ SNA of Mass. will be sponsoring a legislative breakfast in April. Watch our website and check your email for more details as they develop.
- ❑ Congratulations LAC Scholarship Winners – Each of these winners receives \$1000 towards attending the Legislative Action Conference March 12th to the 15th 2006. Robert Kinch, Food Service Director, Maynard Public Schools – Janice L. King, Director of Nutrition and Food Services, Quaboag Regional District, Warren – Diane Mikulski, Food Service Manager, Abby Kelly Foster Charter School, Worcester – Anne Marie Stronach, Food Service Director, Lawrence Public Schools – Cynthia Kazanjian, Director of Child Nutrition and School Food Service, Burlington



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