MyPlate Icon to Remind Consumers to Make Healthier Food Choices

MyPlate is the United States Department of Agriculture’s (USDA) new healthy eating icon that replaces MyPyramid and guides consumers on how to make healthier nutrition choices. According to the Child Obesity Task Force report, a simple, easy to understand visual cue that contained actionable advice for consumers was needed. MyPlate does just that.

MyPlate is designed to remind Americans to eat healthfully and it illustrated the five food groups using a familiar mealtime visual, the place setting.

The selected messages associated with MyPlate will help consumers highlight some key behaviors. They include:

- Enjoy your food, but eat less.
- Avoid over-sized portions.
- Make half your plate fruits and vegetables.
- Switch to fat-free or low-fat (1%) milk.
- Make at least half your grains whole grains.
- Compare sodium in foods like soup, bread, and frozen meals—and choose foods with lower numbers.
- Drink water instead of sugary drinks.

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Proposed Nutrition Standards Pilot Grant for the School Breakfast Program

The Department of Public Instruction is (we are) pleased to announce a new pilot grant program for the 2011-12 school year. This pilot grant seeks to incorporate the proposed meal pattern and the 2010 Dietary Guidelines for Americans into the School Breakfast Program (SBP).

Grant awards will range from $14,000 - $28,000. Funds can be used to cover costs associated with implementing and promoting the proposed nutrition standards in the SBP. Applications must be postmarked by October 7, 2011. For more information, including grant application please visit: http://www.dpi.state.wi.us/fns/sbp1.html

MyPlate…(continued from page 1)

The ChooseMyPlate.gov website provides site visitors with more information through the 10 Tips Nutrition Education Series, which provides consumers and professionals with ten easy to follow tips for each topic. These tips sheets can be printed and included in newsletters, posted on websites or used for other educational related events. The 10 Tips Nutrition Education Series topics are:

- Add more vegetables to your day
- Focus on fruits
- Make half your grains whole
- Got your dairy today?
- With protein food, variety is key
- Build a healthy meal
- Healthy eating for vegetarians
- Smart shopping for veggies and fruits
- Liven up your meal with vegetables and fruits
- Kid friendly veggies and fruit
- Be a healthy role model for children
- Cut back on your kid’s sweet treats
- Salt and sodium

For more information, visit: www.ChooseMyPlate.gov
Stay Connected with the School Nutrition Team

The Department of Public Instruction is always searching for new and effective ways to improve communication efforts to schools/districts. As a result of these efforts, DPI is utilizing three new media’s to better communicate with schools. The School Nutrition Team (SNT) now has a Facebook page, Really Simple Syndication (RSS) feed, and Twitter feed.

Really Simple Syndication (RSS) Feed
The RSS feed allows you to sign up to receive immediate email notifications when important information is posted on our website. Once registered, an email is sent to you when new information is released on the RSS topic. At this time, the SNT has three topical RSS feeds:
1. 2010 Child Nutrition Reauthorization
2. Commodity Foods Program News
3. School Nutrition Program News

To view the emails that have already been sent or to sign up to receive these emails, simply click on the last link in the Hot Topics box on the SNT homepage, www.dpi.wi.gov/fns or visit www.dpi.wi.gov/fns/nutritionnews.html. You will need to sign up for each feed individually. After signing up for an RSS feed, notices will come directly to your email RSS feed inbox.

Facebook
Facebook is a social networking service that allows users to develop a profile page, as well as a wall, to post information and interact with followers. The SNT will post up-to-date information and tips for school nutrition programs. Facebook allows us to interact by allowing you to post comments and questions, as well as share best practices. To view our posts and “like” us simply click on the link in the Hot Topics box on the SNT homepage, www.dpi.wi.gov/fns or visit http://www.facebook.com/pages/WI-DPI-School-Nutrition-Programs/222095857836060?sk=wall. You will need to have a Facebook account to “like” our page. Once you “like” us our posts will appear in your Facebook feed.

Twitter
Twitter allows for real-time up-to-date information on topics of interest. Individuals are able to access small bursts of information called “tweets”. Followers are also able to “re-Tweet” or repost what we tweet. DPI will use Twitter to provide up-to-date information, tools and tips on school nutrition through tweets. To view our tweets and “follow” us simply click on the link in the Hot Topics box on the SNT homepage, www.dpi.wi.gov/fns or visit http://twitter.com/#!/WisDPI_SNP.
Wisconsin School Breakfast Challenge

In an effort to increase the number of schools with a School Breakfast Program the Department of Public Instruction (DPI), the University of Wisconsin-Cooperative Extension, and the Wisconsin Milk Marketing Board have issued the final year of the Wisconsin School Breakfast Challenge. The goals of the two-year challenge are to encourage all public and private schools to implement an SBP if they currently do not offer one and to increase school breakfast participation by 50 percent in existing school breakfast buildings.

2010-2011
The first year of the Challenge has come to a close and the midpoint winners have been announced (listed below). All schools/districts who met the challenge were recognized by DPI and received an award certificate. The six schools/districts with the highest increase were chosen as winners and received a banner to display in their school, as well as a $1,500 grant to enhance the school breakfast program.

The six schools/districts named the winners of the 2010-2011 Wisconsin School Breakfast Challenge are:

- All Saints Catholic East Elementary
- Brillion Elementary School
- Cochrane Fountain City School
- Concordia University School
- Fall River Middle/High School
- Westby High School

2011-2012
The final year of the Challenge is now open – schools interested in applying must submit applications by October 31, 2011. For more information, including application, visit our website at http://dpi.wi.gov/fns/brkchlng.html.
Breakfast Grants Awarded to Wisconsin Schools

Thanks to the support of Senator Herb Kohl, 34 schools were awarded Nutrition Enhancement Breakfast Grants for the 2011-2012 school year. These grants – totaling nearly $105,000 – will assist schools in starting a new breakfast program or help to improve an existing breakfast program.

The following schools received grant awards:

Start-up Grant Awards:
- Bangor School District
- Elk Mound School District
- Milton School District
- Norwalk-Ontario-Wilton School District

Participation Improvement Grant Awards:
- Benton School District
- Bethlehem Lutheran School, Hortonville
- Catholic East- Ellen Barrett Campus, Milwaukee
- East Troy Community School
- Eleva-Strum School District
- Gilman School District
- Hillsboro School District
- Ladysmith School District
- Mercer School District
- Neenah Joint School District
- Pittsville School District
- Tigerton School District
- Tomahawk School District
- Wisconsin Rapids School District

Congratulations to all!
## Marketing Corner

Marketing is more than just announcing “breakfast is served”. An effective marketing strategy promotes school breakfast as a tasty, convenient, smart choice; and targets the right audience with each message.

According to information from the USDA, marketing is an important aspect of breakfast success. The first steps to market your breakfast program are to:

1. **Define your objective.** Tailor your marketing activities to your specific needs. For example, if you find that people don’t know about your breakfast program, your marketing objective becomes to increase awareness.

2. **Target your audience.** Students (specific ages, and grades), parents, teachers, etc. Who are you tailoring your marketing efforts to?

3. **Create your image.** Highlight the benefits and advantages of your program over anything else that might compete against you.

## Breakfast Facts

Did you know?

- More than half of the world’s grapefruit production ends up as juice.

- If you do not start your day with breakfast, it is harder to get all the nutrients you need for that day.

- The first ready-to-eat cereal in the US, was granola, originally pronounced “granula.” It was a course cereal made from whole graham flour and water. The mixture was baked in loaves and broken into little pieces and served with milk.

- The US ranks fourth in the world in terms of cereal consumption. Ireland is first, England second and Australia is third.