Eat Smart! School Cafeteria Program
Launch Kit

Eat Smart! The choice is yours!
This program is supported by the Government of Ontario.
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**Laura Pasut**, RD, Nutridata Consulting Services, for taking the lead in developing the kit.

**Andrea Kirkham**, RD, Eat Smart! Program Coordinator, Nutrition Resource Centre, Ontario Public Health Association

**Renée Allen**, RD, Simcoe Muskoka District Health Unit

**Gilles Cloutier**, RD, Ottawa Public Health

**Rachel Deans**, Ontario Physical and Health Education Association

**Nadine Devin**, RD, Brant County Health Unit

**Carol Dombrow**, RD, Heart and Stroke Foundation of Ontario

**Colleen Logue**, RD, Manager, Nutrition Resource Centre, Ontario Public Health Association

**Sarah O’Brien**, RD, Provincial Programs Coordinator, Nutrition Resource Centre, Ontario Public Health Association

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**Suzette Taggart**, RD Kingston, Frontenac and Lennox & Addington Public Health

**Marie Traynor**, RD, Acting Manager, Nutrition Resource Centre, Ontario Public Health Association

**Rebecca Truscott**, RD, Program Coordinator, Nutrition Resource Centre, Ontario Public Health Association

**Tracey Weatherbe**, RD, Sudbury & District Health Unit

**Members of the Eat Smart! Provincial Advisory Committee**

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Introduction

Eat Smart! is a provincial program designed to encourage healthier dining in cafeterias and restaurants across Ontario. The Canadian Cancer Society (Ontario Division), the Heart and Stroke Foundation of Ontario, and your local public health unit/department are all key supporters of the program.

The Eat Smart! School Cafeteria Program increases environmental supports for health by providing a place to eat where food is handled safely and healthier food choices are available. This will contribute to the overall Eat Smart! goal to reduce food-borne illness and chronic disease.

An Eat Smart! School Cafeteria offers you:

• A variety of healthier food choices, on the menu and by request,
• Exceptional standards in food safety including kitchen staff certified in safe food handling by local public health unit/department.

Through its "Award of Excellence" program, Eat Smart! offers recognition to Ontario food service premises that meet exceptional standards in nutrition and food safety. This program was developed in partnership with the Ontario Ministry of Health and Long Term Care; Heart & Stroke Foundation of Ontario; Canadian Cancer Society (Ontario Division); Ontario Ministry of Agriculture, Food and Rural Affairs; local public health units/departments; heart health programs; the food service industry and consumers.

For more information on Eat Smart! programs visit the website: www.eatsmart.web.ca
**What is the Launch Kit?**

This kit was developed for schools that have been awarded the *Eat Smart!* Award of Excellence to promote and support the program in their school cafeterias. The kit can be used by *Eat Smart!* school committees, students, school staff, parents and other *Eat Smart!* representatives, who are involved in planning, implementing and launching the *Eat Smart!* School Cafeteria Program in their school.

The launch kit contains a number of resources and suggestions that you may choose to use. However, depending on your school community, school size, and availability of foods in your cafeteria, some of the resources and suggestions may not be appropriate for your school. Feel free to pick and choose the items that meet your school’s needs.

**There are three main components in this kit:**

**A) Promotional Items**

- Include posters, water bottles, locker mirrors and scratch cards

**B) *Eat Smart!* Launch Kit Booklet**

- The booklet provides an overview of available resources and how these resources can be used.
- Information in the booklet includes PA announcements, a sample press release, a sample *Eat Smart!* Newsletter, contest suggestions, and suggestions for other resources and school curriculum support regarding healthy eating.

**C) *Eat Smart!* Launch Kit CD**

- Many of the resources described in the booklet are available on the CD for reproduction.
- An electronic copy of the “Menu of Choices” Secondary School Resource is also available on the CD.

We hope you find the information in the launch kit useful. If you have additional ideas or questions about promoting the *Eat Smart!* School Cafeteria Program, please contact your local public health unit/department.

Logo use: If you plan to develop additional resources, the use of the *Eat Smart!* logo must be approved by your local public health unit/department. Please work with your *Eat Smart!* contact at the local public health unit/department when developing a new resource.
Contents of the Eat Smart! Launch Kit

The launch kit contains resources to help your school promote the Eat Smart! School Cafeteria Program. The following is a brief description of each item in the kit.

A) Promotional Items:

Posters
• There are two posters. The students are outlined with either a fruit or vegetable to depict the healthy choices available in their school cafeteria.
• Each kit contains one of each poster. Additional posters can be obtained through your local public health unit/department.

Water Bottles
• Your kit contains five bright red polycarbonate water bottles. They have the Eat Smart! School Cafeteria Program logo as well as the logos of the Canadian Cancer Society (Ontario Division) and the Heart and Stroke Foundation of Ontario, our two partners in this program.
• These bottles can be used as prizes for various promotional contests.
• If you would like to have additional bottles, they can be obtained through your local public health unit/department at cost.

Locker Mirrors
• Your kit contains five locker mirrors that have the Eat Smart! School Cafeteria logo along with the two logos from our partner organizations and a magnet on the back.
• Similar to the water bottles, these mirrors can be used as prizes in various contests that promote the Eat Smart! Program.
• If you would like to have additional mirrors, contact your local public health unit/department to determine if they can be obtained at cost.

Scratch Cards
• The kit contains 300 cards.
• The scratch cards are one of the contest resources.
• More details on this and other contests can be found on pages 11-16.
B) Eat Smart! Launch Kit Booklet:

The purpose of this booklet is to provide suggestions and examples of resources or information that can be used to promote the Eat Smart! School Cafeteria Program in your school.

Launch Kit Booklet Contents:

- Communications and Promotions
  1. Smart Talk! Newsletter
  2. Press Release
  3. PA System Announcements

- Contests
  1. Frequent Buyer Cards
  2. Question and Answer Ballot
  3. Scratch Cards
  4. Eat Smart! Idol

- Supports and Resources
  1. Point of Purchase Messages
  2. Program - Menu of Choices
  3. Print Resources
  4. Local Supports
  5. Websites
Contents of the Eat Smart! Launch Kit (cont’d)

C) Eat Smart! Launch Kit CD

Versions of many of these templates are also available on the enclosed Eat Smart! Launch Kit CD for ease of printing and so that you can add your school community information for local communications, promotions and contests.

Note: The templates in the booklet that are also on the CD are marked with this icon:

CD Contents:

• Communications and Promotions
  1. Smart Talk! Newsletter
     Smart Talk layout with sample text for first newsletter
     (Newsletter.doc, Newsletter.pdf)
     Smart Talk layout without text – for subsequent newsletters
     (NewsletterTemplate.doc, NewsletterTemplate.pdf)


• Contests
  1. Frequent buyer cards (FrequentBuyerCard.pdf)
  2. Question and answer ballot (BallotCard.pdf)

• Supports and Resources
  1. Program - “Menu of Choices” Secondary School Resource
     (MenuofChoices.pdf)
Communications and Promotions
1 - Smart Talk! Newsletters

This sample Eat Smart! newsletter - Smart Talk! - can be used to inform your school community about the program, nutrition information and/or specific promotional information. This could be used on its own or as an addition to your school newsletter. You may also choose to distribute Smart Talk! through your school website.

You can use this sample article as the first issue of the newsletter. Insert your school name and logo on the top right corner if you choose. The Smart Talk! logo will be on the top left corner. There are also designated spaces in the first paragraph for you to insert the name of your local health unit/department and heart health project (if they are involved with Eat Smart!).

The CD also contains a blank template of Smart Talk! that you can use for subsequent issues of the newsletter.

Potential topics for Smart Talk! newsletters:
• The “upon request” component of the standards – what can you ask for?
• Food safety – what does it mean?
• How to pack healthy lunches.
• How to get enough vegetables and fruit every day.
• How to Eat Smart! at home.

For additional Smart Talk! newsletter content contact your local public health unit/department. They have a selection of resources, articles and suggested topics that can be used in a school newsletter. In addition, they are very knowledgeable about the Eat Smart! School Cafeteria Program and can provide you with interesting tips to help students and staff to “Eat Smart!”
Hooray!! We won! We have been awarded the Eat Smart! Award of Excellence for our school cafeteria. Eat Smart! is a provincial program designed to encourage healthier dining in cafeterias and restaurants across Ontario. The Canadian Cancer Society (Ontario Division), the Heart and Stroke Foundation of Ontario, (local health unit name) and (local heart health project, if appropriate) are all key supporters of the program.

What does this mean?
Winning the award means that our school cafeteria meets the nutrition and food safety standards of the Eat Smart! program. The nutrition standard supports Canada’s Guidelines for Healthy Eating. Our cafeteria offers a variety of nutritious food choices including vegetables and fruit, lower fat options or substitutions to create healthier food choices. In addition, our cafeteria has a good track record of safe food handling practices.

Why is it important?
Nutrition is a key component of growth and resistance to disease. Healthy eating in childhood and adolescence is important to long-term health. Optimal food safety conditions reduce the incidence of food-borne illness.

Who benefits?
Everyone in the school benefits - students, principals, teachers, cafeteria staff, other school staff, parents and school visitors. Provision of nutrition information and opportunities for healthy eating creates a supportive environment for overall improved eating habits.

What can I do?
• Try some of the healthier food choices available in the cafeteria.
• Encourage students and staff to select vegetables and fruit more often.
• Check out the lower fat milk products - don’t forget that chocolate milk is just as healthy as white milk.
• Encourage your food service provider to offer more than the minimum number of healthier choices that are required by the Eat Smart! Standards.
• Choose foods cooked in a healthier way - baked, grilled or steamed rather than fried.

What are Canada’s Guidelines for Healthy Eating?
1. Enjoy a variety of foods.
2. Emphasize cereals, breads, other grain products, vegetables and fruit.
3. Choose low-fat dairy products, lean meats, and food prepared with little or no fat.
4. Achieve and maintain a healthy body weight by enjoying regular physical activity and healthy eating.
5. Limit salt, alcohol and caffeine.
(school name) is pleased to announce that they have been awarded the Eat Smart! Award of Excellence. Eat Smart! is a provincial program designed to encourage healthier dining in cafeterias and restaurants across Ontario. The Canadian Cancer Society (Ontario Division), the Heart and Stroke Foundation of Ontario, (local health unit name) and (local heart health project, if appropriate) are all key supporters of the program.

"Eat Smart! Ontario's Healthy Restaurant Program has become recognized throughout Ontario," says (local health unit Eat Smart! representative). "The expansion of the program to include school cafeterias is an exciting opportunity to support and promote healthy choices for students in the school environment."

To qualify for the Eat Smart! Award of Excellence, each school cafeteria must meet regulated food safety and nutrition standards. Public Health Staff work together with food service providers to help meet the established standards. Food safety standards must be continuously maintained to ensure that the school cafeteria has a track record of safe food handling practices. Eat Smart! School Cafeterias offer a variety of nutritious food choices including whole grains, a selection of vegetables and fruit and lower-fat substitutions to create healthier food choices.

(school name) is proud to be recognized for their commitment to improving the health of their school community by participating in the Eat Smart! School Cafeteria Program.

For more information about the Eat Smart! program please contact the health unit at (local health unit Eat Smart! contact number) or visit www.eatsmart.web.net.

Media contact info: (name and number for your Eat Smart! School Cafeteria media representative).
Grain Products - 1
Grain products give you energy for your busy day. You know you should have between five to twelve servings of grain products every day - but do you? One grain product is equal to one slice of bread, 1/2 a pita, 1/2 a bagel, 1/2 cup of pasta or rice or 30 g of cold cereal. Grain products are an important part of a balanced breakfast, lunch or dinner. Eat Smart!

Grain Products - 2
Go for whole grains! Whole grains are high in fibre and taste. Choose whole wheat, wheat bran, oat bran, oatmeal, rye, brown rice, barley, or bulgur. Start your day with whole grain toast or a bowl of whole grain cereal. Choose cafeteria sandwiches made on whole grain breads, rolls and wraps and Eat Smart!

Vegetables and Fruit - 1
If you think you don’t like vegetables or fruit, maybe you just haven't tried enough different ones! Be adventurous! Try one new vegetable or fruit each week! Take advantage of the delicious variety of vegetables and fruit available in your cafeteria and Eat Smart!

Vegetables and Fruit - 2
Vegetables and fruit are packed with nutrients such as fibre, vitamin A and folacin. Add a piece of fruit or fruit salad, a leafy green or vegetable salad, or a side of vegetables to your next cafeteria meal and Eat Smart!

Vegetables and Fruit - 3
Fruit punches, fruit drinks and fruit cocktails are a poor substitute for the real thing. They have more sugar and fewer nutrients than 100% fruit or vegetable juice. Look for the word “juice” instead of drink or punch when you choose your next fruit or vegetable beverage and Eat Smart!

Milk Products - 1
Eat Smart! and enjoy lower-fat milk, yoghurt, or milk pudding with your lunch or snack. Chocolate milk and fortified soy or rice beverages are also healthy choices.
**Milk Products - 2**
Milk is a great source of high quality protein, calcium and vitamin D. Choose milk instead of pop or fruit drinks! Eat Smart!

**Meat and Alternatives -1**
Want to improve your eating habits? Meat, poultry, eggs, fish, beans, peas and lentils can be good sources of protein, iron and other nutrients. Each day you need two or three servings of meat and alternatives. A serving size of meat is about the size of the palm of your hand or a deck of playing cards. Choose a lean source of protein or a meat alternative and Eat Smart!

**Meat and Alternatives - 2**
The Eat Smart! School Cafeteria always has a lower fat meat choice available and, if you ask, you can have the visible fat from meat and the skin from poultry removed before serving. Choose a leaner meat or alternative with your lunch and Eat Smart!

**Canada’s Guidelines for Healthy Eating**
Canada’s Guidelines for Healthy Eating tell us to “Enjoy a variety of foods” and “Achieve and maintain a healthy body weight by enjoying regular physical activity and healthy eating”. Choose healthy options in our Eat Smart! Cafeteria.

**Canada’s Food Guide to Healthy Eating - 1**
There are four food groups in Canada’s Food Guide to Healthy Eating: Grain Products, Vegetables and Fruit, Milk Products and Meat and Alternatives. Each provides variety and a balance of different nutrients. Select foods from each of the four food groups every day and Eat Smart!

**Canada’s Food Guide to Healthy Eating - 2**
The “Other Foods” group is not part of the four food groups. The items in this group tend to be higher in fat, sugar, salt and/or caffeine. Most offer few vitamins and minerals. For example, pop, candy, chocolate bars, condiments, coffee, tea, etc. are considered “Other Foods”. Choose “Other Foods” only in moderation. Eat Smart!
Contests
1 - Frequent Buyer Card

The purpose of the frequent buyer card is to encourage students and staff to select the healthy food choices available in the school cafeteria. The card can be completed to offer a free item after nine purchases of a similar item. For example, if you want to promote the consumption of fruit, the word "item" can be replaced with the word "fruit".

Option 1 - Change the item daily
1. Meet with the cafeteria service provider to determine their interest in the contest promotion.
2. Purchase a magic marker or hole-puncher with a unique design for use by cafeteria staff at the cash.
3. Print and photocopy the electronic version of the cards onto a thicker stock paper. Cut and distribute to students and staff.
4. Together with cafeteria staff, decide on the day's healthy item.
5. On the cafeteria blackboard or whiteboard, announce the day's healthy item: e.g., “Today's frequent buyer healthy item is low-fat milk”. Change the item daily.
6. Arrange with the cafeteria staff to mark the student or staff's frequent buyer card at the cash. Use the magic marker or hole-puncher, or you could use staff initials or a school stamp. If nine items have been purchased, the tenth item is free.

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Frequent Buyer Card Sample
Option 2 – Pre-select the item to promote

1. Meet with the cafeteria service provider to determine their interest in the contest promotion.

2. Purchase a magic marker or hole puncher with a unique design for use by cafeteria staff at the cash.

3. Together with cafeteria staff, decide on the day’s healthy item.

4. Load the template onto your computer and change the word “item” to the healthy food choice determined by your committee (e.g., low-fat milk, vegetables cooked in a low-fat way, fruit, etc.)

5. Print and photocopy the electronic version of the cards onto a thicker stock paper. Cut and distribute to students and staff.

6. Arrange with the cafeteria staff to mark the student or staff’s frequent buyer card at the cash. Use the magic marker, a hole puncher, staff initials or a school stamp. If nine items have been purchased, the tenth item is free.
Contests
2 - Question and Answer Ballot

Option 1 - One question daily

Post one or more of these questions on your white board/chalkboard or flyer or use it as a homeroom challenge to encourage discussion. Provide students with ballots/slips of paper to record their answer(s), name and homeroom, and provide a ballot box.

"Answer the Eat Smart! question and enter your name to win a prize!"

Sample questions and answers:
1. Our Eat Smart! School Cafeteria must meet food safety and __________ standards. (Answer: nutrition)
2. Name two cafeteria choices that are considered "whole grain". (Answer: e.g. whole wheat, rye, multigrain, oatmeal, etc.)
3. It is recommended that you have between ______ and ten servings of Vegetables and Fruit every day. (Answer: five)
4. Name two cafeteria items that are sources of calcium. (Answer: e.g. fluid white or chocolate milk or fortified milk alternatives, cheese, yoghurt, or milk pudding)
5. One of the food groups from Canada's Food Guide to Healthy Eating is Meat and Alternatives. Give two examples of "alternatives". (Answer: e.g. lentils, tofu, texturized vegetable (soy) protein, baked beans, kidney beans, chickpeas, black beans, (note: there are many types of beans), peanut butter, and eggs)
Option 2 – Use "Jeopardy" format

You can run a “Jeopardy” type contest. Each morning on the PA announcements list one of the questions in an ‘answer’ format. Students would have to provide the answer in the form of a question. Provide students with ballots/slips to record their answer(s), name and homeroom, and provide a ballot box.

After five days, the students can submit their five answers in the form of questions into a ballot box.

Sample Jeopardy style answers and questions:

1. The answer is ‘Our Eat Smart! School Cafeteria must meet these standards.’
   (Answer: What is food safety and nutrition?)

2. The answer is ‘Two cafeteria choices that are considered “whole grain”.
   (Answer: What is whole wheat, rye, multigrain, or oatmeal?)

3. The answer is ‘The number of servings of Vegetables and Fruit recommended each day in Canada’s Food Guide to Healthy Eating. (Answer: What is 5 to 10?)

4. The answer is ‘Two cafeteria items that are sources of calcium.’
   (Answer: What is white or chocolate milk or fortified milk alternatives, yoghurt, cheese, or milk pudding?)

5. The answer is ‘Two examples of Meat Alternatives from Canada’s Food Guide to Healthy Eating. (What are lentils, tofu, baked beans, kidney beans, chickpeas, black beans, (note: there are many types of beans), peanut butter, and eggs? – any two answers)

Option 3 – Use ballot template provided

On the previous page (and on the Eat Smart! Launch Kit CD) there are sample ballots with three questions and a space for student name. Under the Eat Smart! logo there is a space for you to enter the school name. These ballots can be photocopied, cut, and distributed to the school community.

Place the ballots in a ballot box. The winning ballot must have all the answers correct. If not, the next ballot is selected. You can change the questions and repeat the contest monthly - work with your local health unit/department to create more questions that address Eat Smart! food safety and nutrition standards.
Contests
3 - Scratch Cards

Included in this launch kit are 300 scratch cards. These cards have five questions and answers on one side. On the reverse side of the card is a brief description of the program and a section where the student can enter their name and grade or homeroom number.

The intent of this Scratch Card contest is to increase student awareness of the Nutrition Standards associated with the Eat Smart! School Cafeteria Program. Depending on the number of students in your school, you may choose to focus the promotion on one grade or certain classes.

Ideally, these cards can be distributed within the first couple of weeks after receiving your Eat Smart! Award of Excellence. This could be part of a planned school launch event for Eat Smart!

Students who scratch all five answers correctly can submit their card to a ballot box. The winning ballot must have all the answers correct. If not, the next ballot is selected. You can choose to distribute a water bottle, locker mirror or other prize to the first name selected or to as many students as you like.

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Scratch Card Sample (reduced to 55%)
**Contests**

4 - Eat Smart! Idol

Organize an event in which students, individually or in groups, create a five to ten minute skit, rap song, or mock commercial about Eat Smart! that can be performed during lunch periods in the school cafeteria/auditorium. This can be organized by the Student Council or the Eat Smart! committee.

If a number of students are interested, organize a competition in which students vote on the performances. Guidelines for the competition are listed below.

Alternatively, if only a few individuals or groups get involved, they can each present at a different lunch period during launch week to promote the program – as a "live" advertisement for the program.

**Competition Guidelines:**

1. Determine whether only skits, songs, mock commercials, etc. or a combination of performances will be part of the competition.
2. Get the drama or music department involved.
3. Choose a host and three or four judges.
4. Determine the minimum and maximum length for performances.
5. Determine the theme of the competition - e.g. must include information from either the nutrition standards or food safety standards; encourages students to select healthy options in the cafeteria; any form of promotion of the program.
6. Try to obtain some fun prizes for winners (e.g., DVD player, sports equipment, Eat Smart! water bottles or locker mirrors, etc.).
7. Determine the voting process.
8. Promote the competition throughout the school.
9. Schedule auditions.
10. Give students three to four weeks to work on the production.
11. The committee and/or judges may want to view the performance in advance to determine appropriateness.
12. Schedule the competition timeline.
13. Hold the competition.
14. Award the prizes to the winners.
Here are some sample point of purchase messages for your cafeteria white board, chalkboard, or to print on flyers or cards for placement in the cafeteria. These messages can be adapted to reflect food choices available in your cafeteria.

- Check your lunch. Did you include three or four of the food groups?
  See Canada’s Food Guide to Healthy Eating.
- Choose whole grain bread products more often. Try whole wheat, multi-grain or rye breads.
- Enjoy a variety of vegetables and fruits every day. Do you have at least one serving in your lunch?
- Quench your thirst with ice-cold milk. Choose lower fat milk products such as 2% M.F., 1% M.F. or skim - white or chocolate milk.
- Choose lower-fat milk products for snacks. Try yoghurt, pudding or cheese.
- Look for grilled not fried meat, fish or poultry.
- Ask for the fat to be removed from meat or the skin from poultry.
- Try a meat alternative – hummus, meatless chili, split pea soup, poached eggs.
- Ask for lower-fat salad dressing on the side.
- Ask for gravy on the side so you can control the amount you use.
- Ask for salad or rice instead of fries in your meal or combo.
The Menu of Choices Secondary School Resource is a school-based nutrition program that has been developed as part of O phea’s School Nutrition Initiative (SNI) in collaboration with the Nutrition Resource Centre.

Directly linked to the Health and Physical Education Curriculum Implementation Support Documents, the Menu of Choices Secondary School Resource helps students develop a personal commitment to healthy eating and the basic skills required to initiate and sustain healthy eating throughout their lives. Using a comprehensive approach to school nutrition, Menu of Choices addresses school nutrition policy, school curriculum, healthy food choices and selection, professional development for staff, parental and family involvement, and links with existing community programs and resources.

A copy of the Menu of Choices Secondary School Resource binder and accompanying poster were provided in 2004/2005 free of charge to every English secondary school and each English school board in Ontario.

Through the O phea Curriculum and School Based Health Resource Centre, various public health representatives across Ontario have been trained as SNI Master Trainers and are currently working with school communities to address healthy eating through the implementation of the Menu of Choices Secondary School Resource.

SNI Master Trainers currently offer support to secondary schools free of charge by offering a variety of program and service support including policy/guideline development, healthy eating workshops, and other healthy eating supports as identified by participating secondary schools.

For more information about O phea’s School Nutrition Initiative or to find out more about the SNI Master Trainer program contact O phea.

O phea (Ontario Physical Health and Education Association)
1185 Eglinton Avenue East, Suite 501
Toronto, Ontario M3C 3C6
Tel: (416) 426-7120 Fax: (416) 426-7373
E-mail: info@ophea.org
Website: www.ophea.net
Supports and Resources
3 - Print Resources

Call to Action: Creating a healthy school nutrition environment,
www.osnpph.on.ca/call_to_action.pdf

Canada’s Food Guide to Healthy Eating
- www.hc-sc.gc.ca/hpfb-dgpsa/onpp-bppn/food_guide_rainbow_e.html
- Canada’s Food Guide to Healthy Eating tearsheet
- Using the Food Guide booklet
- Cultural adaptations of Canada’s Food Guide (www.nutritionrc.ca/guide/html)

Canada’s Physical Activity Guides for Children and Youth

Discover Healthy Eating, Toronto Public Health,
www.citytoronto.on.ca/health/dhe_index.htm

Your local public health unit/department has print resources on
a variety of topics for distribution in your school. Call them for details.
Supports and Resources
4 - Local Support

Your local public health unit/department may have teaching kits or videos on a variety of topics for use in your school. In addition, many have staff willing to come out and speak to a large group of students, teacher or parents on a nutrition topic of concern. Call them for details.

Supports and Resources
5 - Websites

Eat Smart!  www.eatsmart.web.net
Nutrition Resource Centre  www.nutritionrc.ca
Heart and Stroke Foundation  www.heartandstroke.ca
Canadian Cancer Society  www.cancer.ca
Can Fight Bac (food safety site)  wwwcanfightbac.org
Dietitians of Canada  www.dietitians.ca
Health Canada  http://www.hc-sc.gc.ca/hpfb-dgpsa/onpp-bppn/index_e.html
 http://www.hc-sc.gc.ca/english/lifestyles/food_nutr.html