

Marketing 2010-2011

Take the HealthierUS School Challenge

By Lynn McDermott , July 2010

Promotional Information

<p>National School Lunch Week What's on Your Tray?</p> <p>Learn what foods are best to fuel you and keep you healthy by reading the Nutrition Reference Guide backpack brochure.</p>	<p>October 11th–15th</p> <p>Want to go bowling with your friends? Enter for a chance to win free bowling passes for Westchester Bowling Lanes.</p>
<p>Vary your Veggies & Focus on Fruits</p> <p>Learn more by reading one of the Fruits & Veggies backpack brochures.</p>	<p>November 15th–19th</p> <p>Enter for a chance to win a Bolthouse fruit & vegetable beverage on the last Friday of each month for an entire school year.</p>
<p>Healthy Heart Make Half Your Grains Whole</p> <p>Learn more by reading the Whole Grains backpack brochure.</p>	<p>February 14th–18th</p> <p>Enter for a chance to win a fresh baked whole grain pizza to share with your friends for lunch.</p>
<p>National School Breakfast Week Eat Smart - Get Moving</p> <p>Learn more by reading our 50 Ways to get Physical Activity Into Your Life poster.</p>	<p>March 7th–11th</p> <p>Enter for a chance to win an Eat Smart Get Moving Water Bottle , Pedometer and a 17" wellness duffel bag.</p>
<p>Reward Yourself for Healthier Eating and Increasing your Physical Activity</p> <p>'Go for a Bike Ride' with the new men's or women's 26" bike you can win along with a Trek bike helmet!</p>	<p>May 11th</p> <p>Each time you enter for a chance to win during our promotional give away's you will automatically be entered into the Grand Prize drawing</p>

Recognizing Excellence in Nutrition and Physical Activity

Childhood overweight and obesity are major concerns in the United States. Evidence indicates that poor nutrition, physical inactivity, and obesity are associated with lower student achievement. Recognizing that schools have more influence on lives of young people than any other institution, the United States Department of Agriculture (USDA) encourages all schools to take a leadership role in helping students learn to make healthier eating and physical activity choices that will last a lifetime.

USDA has established the HealthierUS School Challenge (HUSSA) to recognize schools that create healthier school environments by providing nutrition education, nutritious food and beverage choices, physical education and opportunities for physical activity.

The Kern High School District's Food Service Department is very excited to gear our Student Marketing Promotions for the 2010–2011 school year with all these things in mind, such as providing educational backpack brochures with nutri-

tional information about developing healthy eating habits, promotional give away's that are appealing and nutritious for our students, as well as encouraging them to participate in physical activity such as bowling and bike riding.

We hope that all of you will take this challenge for yourself and the future incoming students so we can all move forward with our efforts towards reducing the prevalence of childhood obesity and creating an environment of overall good nutrition and healthy lifestyles.

50 ways to fit Physical Activity into your life



Check out the Free Nutritional Backpack Brochures