



BASICS Banter

MARCH 2011

Testimonials from BASICS Moms

We have been collecting testimonials from moms whose children participate in BASICS at their school. These women have taught us so much and you should all be proud of the work you are doing. Families are noticing powerful changes in their children. Next year each monthly, family newsletter will include a testimonial from a BASICS mom. Here is a sneak peek!

My kids have their opinions about certain things. Sometimes they make sense to me and sometimes they don't.

Lately I have learned I can trust what they tell me about the foods they like. Since they started tasting so many fruits and vegetables as part of nutrition education at school, they have really found their voice when it comes to the foods they enjoy. They have

learned that you can't decide if you like a food until you try it at least once and sometimes several times.

I'll never tell them "oh, you won't like that" again! Now they help me make my grocery list and I know what they ask for will not go to waste.

Tracey, Mother of 2

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Let's Move!

Have you visited First Lady Michelle Obama's [Let's Move web site](#) recently?

The content is not only relevant to our work in BASICS, but it might also provide you with new ideas to refresh your lesson plans with kids and adults. The *Let's Move* principle of empowering parents and communities to make informed decisions is closely aligned with BASICS goals.

Let's Move is not just for children. Check out the [5 Simple Steps](#) pages for simple habits anyone can adopt to live a healthier life. *Let's Move* is about building a healthier generation and many of those changes are community-based.

Take a look at the pages for parents, community leaders, medical professionals and local governments.

The strategies suggested on these pages can be used by any interested individual.





BASICS 2012 Applications

Application for participation in BASICS will work a little differently this year, but we're happy to say that all fiscal year 2011 contractors will be invited to continue services for another year.

Fiscal year 2012 will serve as a transition year as USDA and IDPH plan for programmatic changes as a result of the passage of the 2010 Child Nutrition

Reauthorization (Healthy Hunger Free Kids Act of 2010).

In fiscal year 2012, local cost share will no longer be required and each contractor's funding will be figured using a formula based on 2011 funding. Each contractor received an application packet via email during the week of February 28. The application, complete with docu-

mentation of each site's eligibility is due to IDPH by April 8th.

Should you have any questions regarding the application, please feel free to contact us.

We're looking forward to another great year of nutrition education with BASICS!



Meet the New IDPH Director

Dr. Mariannette Miller-Meeks, MD, was appointed Director of IDPH by Governor Branstad in December 2010. With experience in both academic and practical medicine, as well as leadership roles in numerous medical and service organizations, Dr. Miller-Meeks understands the challenges of promoting and protecting the health of Iowans. Under Dr. Miller-Meeks' leadership, the department will work with the Legislature, public health organizations, health care providers and the community to maintain and advance the health of all Iowans.

Dr. Miller-Meeks completed her undergraduate degree in nursing at Texas Christian University, master's degree in education from The University of Southern California, and her M.D. from The University of Texas Health Science Center before completing her specialization in ophthalmology. She served as the first woman President of the Iowa Medical Society, was the first woman on faculty member in the Department of Ophthalmology at the University of Iowa, and was a councilor for Iowa to the American Academy of Ophthalmol-

ogy. Dr. Miller-Meeks is a 24-year veteran of the United States Army, both active and reserve service, and retired after 24 years as a lieutenant colonel.

Dr. Miller-Meeks volunteered at a free medical clinic in Cedar Rapids helping families who have fallen on hard times and is also a CASA volunteer. She and her husband, Curt, have two adult children.

A Profile of Older Americans 2010

By Carlene Russell, MS, RD, LD
Iowa Department on Aging

A new national report with facts on older adults has been released by the Administration on Aging. This article provides some of the highlights. You can access more details in the [full online report](#).



- Over one in every eight, or 12.9%, of the U.S. population is an older American.
- Persons reaching age 65 have an average life expectancy of an additional 18.6 years (19.9 years for females and 17.2 years for males).
- Older women outnumber older men at 22.7 million older women to 16.8 million older men. Older men are much more likely to be married than older women--72% of men vs. 42% of women. 42% older women in 2009 were widows.
- About 30% (11.3 million) of non-institutionalized older persons live alone (8.3 million women, 3.0 million men). Half of older women (49%) age 75+ live alone.
- About 475,000 grandparents aged 65 or older have the primary responsibility for their grandchildren who live with them.
- The population 65 and over will increase from 35 million in 2000 to 40 million in 2010 (a 15% increase) and then to 55 million in 2020 (a 36% increase for that decade).
- The 85+ population is projected to increase from 4.2 million in 2000 to 5.7 million in 2010 (a 36% increase) and then to 6.6 million in 2020 (a 15% increase for that decade).
- Minority populations are projected to increase from 5.7 million in 2000 (16.3% of the elderly population) to 8.0 million in 2010 (20.1% of the elderly) and then to 12.9 million in 2020 (23.6% of the elderly).
- The median income of older persons in 2009 was \$25,877 for males and \$15,282 for females. Median income (after adjusting for inflation) of all households headed by older people rose 5.8% (statistically significant) from 2008 to 2009. Households containing families headed by persons 65+ reported a median income in 2009 of \$43,702.
- The major sources of income as reported by older persons in 2008 were Social Security (reported by 87% of older persons), income from assets (reported by 54%), private pensions (reported by 28%), government employee pensions (reported by 14%), and earnings (reported by 25%).
- Almost 3.4 million elderly persons (8.9%) were below the poverty level in 2009. This poverty rate is statistically different from the poverty rate in 2008 (9.7%).

*Principal sources of data for the Profile are the U.S. Census Bureau, the National Center for Health Statistics, and the Bureau of Labor Statistics. The Profile incorporates the latest data available but not all items are updated on an annual basis.

Fresh Fruit and Vegetable Program

Applications Due in April

The Iowa Department of Education is currently requesting applications from elementary schools within the state to participate in the USDA Fresh Fruit and Vegetable Program (FFVP).

The Fresh Fruit and Vegetable Program provides fruit and vegetable snacks to elementary age children throughout the school year.

In accordance with the law, schools with the highest percentage of enrolled students eligible for free or reduced price meals will be given priority for participation in the FFVP. This is the key



selection criterion, which ensures that the program benefits low-income children who generally have fewer opportunities to consume fresh fruits and vegetables on a regular basis.

The exact number of schools selected will be determined by a number of factors related to school enrollment, funding level

per student and total dollars available to Iowa. The Department anticipates selecting more schools for 2011-12 than the current year as nationally the federal funding level has increased.

For more information visit the Iowa Department of Education [web site](#). The deadline to submit an application is Friday, April 1st, 2011. For any questions or for more information contact Carrie Scheidel at carrie.scheidel@iowa.gov or 515.281.4760.

Wrapping up the School Year

As the school year comes to a close, school-based projects should schedule a time to complete post surveys in your assigned classrooms.

Post surveys are due to Marilyn on May 20.

Don't forget, each post survey must be coded to match the child's pre-survey.

If you have questions about evaluation procedures, contact:
Marilyn Jones at
Marilyn.jones@idph.iowa.gov
515-281-6047

Year-end reports are still a few months off, but now is the time to collect the information you will need to complete them.

You will need to report:

- *age
- *ethnicity
- *Food Assistance/free lunch participation
- *length of lessons, and
- *number of contacts with each group

Year-end reports will come to you in August and school data can be difficult to collect at that time of year. We strongly encourage you to collect the information you need before the end of the academic year.



Pick a better snack™ & Act

Pick a **better** snack™ is a simple and effective nutrition education and social marketing campaign that has been available to BASICS contractors and others for nearly eleven years. In preparation for Iowa's participation in USDA's Wave 2 research study, we were challenged to develop social marketing materials that would be more appealing to adults. This involved giving the Iowa Nutrition Network's signature campaign a modern and fresh appearance while protecting the brand equity Network partners (including BASICS contractors) have built over the past ten years.

A primary goal was to incorporate feedback from focus groups conducted with the Network's target audience over the past two to three years. They revealed that mothers in Iowa prefer real photos of food and photos of people as opposed to drawn graphics. Research revealed a desire to see the behaviors we encourage brought to life in a more realistic way.

The original graphics set (left image below) will still be an important part of work with children; the photography will be an additional option for campaign users and will be particularly appropriate for adults.

Photo options will be available during fiscal year 2012. A series of fruits and vegetables as well as a series with children will be available.

Signature messaging will continue to promote the ease of eating fruits and vegetables as snacks; the new aesthetic will refresh the look of the campaign while maintaining the heart and soul of Pick a **better** snack™.

Samples of the photography components are below. Contact Christine with questions or feedback about the new photo options. chradek@idph.state.ia.us



New Dietary Guidelines

By Doris Montgomery MS, RD, LD

You may have seen Secretary of Agriculture, Tom Vilsack announce in January the release of the new 2010 Dietary Guidelines for Americans (DGA). The policy document is jointly produced by USDA and HHS and can be found at www.dietaryguidelines.gov. There is a brand new set of slides for professional use that describe how the guidelines were developed.

Is MyPyramid going to change?

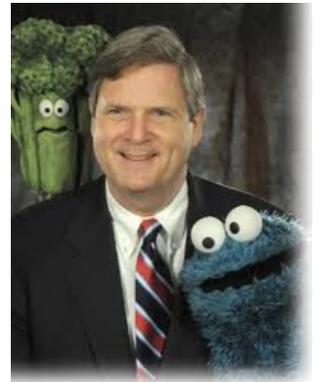
Here is what we know at this point. The USDA Center for Nutrition Policy and Promotion is working on the consumer materials. They plan a rollout of consumer messages and materials based on the 2010 DGA in the spring of 2011, and another rollout of a new, totally redesigned interactive online diet and physical activity assessment tool in the fall of 2011. The new interactive tool will combine the features now found in the Tracker, Menu Planner, MyFood-a-pedia, and MyPyramid Plan.

Will BASICS education materials be updated to reflect the 2010 DGA?

Yes. We have already started this process in the Chef Charles newsletters. The elementary classroom lessons will require more time. We encourage you to read the guidelines and begin to incorporate the new updated names of food groups and key recommendations in your nutrition education sessions. It will be up to you to decide when it is most appropriate to do this while we wait for new consumer materials.

Below is a preview of some of the tips that will be provided to help consumers translate the Dietary Guidelines into their everyday lives:

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



School Gardening Mini Grants

Gardening is an excellent way to involve the entire school - students, staff, parents and the community in a nutrition education activity that is FUN! Team Nutrition is offering five \$500 School Youth Garden mini-grants to help schools or Summer Feeding School Programs develop a traditional school garden or a non-traditional container garden. Students can learn where their food comes from, how healthy food is produced and experience hands-on planting, growing and nurturing of fruits, vegetables and herbs. School gardens can

increase knowledge of fruits and vegetables and influence willingness to try new foods among children.

Team Nutrition funds may be used to purchase a reasonable amount of supplies (e.g., seeds, potting soil and starter pots) for classroom gardening projects or even a few shovels and hoes for a school gardening project. Funds may **not** be used to purchase bulk soils such as topsoil, irrigation supplies, fencing or any type of large equipment such as a tiller or greenhouse. Schools are encouraged to partner

with local gardening supply sources for creating sustainability of the gardening project after the Team Nutrition mini-grant period. Schools may also contact their local Cooperative Extension office to see if there is a Master Gardeners program that can assist them with the gardening project.

Go to the [Team Nutrition website](#) to download a School Youth Garden mini-grant application. The due date is April 15, 2011.



Remember BASICS Educators now have a page on Facebook! Search for “BASICS Educators Iowa” and join the conversation!

Contact Christine with questions about items in this issue of the Banter or if you have stories to share in the next Banter. To review past issues visit the [online archive](#).

Christine Hradek, MPH
Iowa Nutrition Network
Social Marketing Coordinator
Lucas State Office Building
515-281-7096
chradek@idph.state.ia.us

