



United States Department of Agriculture
Food and Nutrition Service

Are
you
on the
TEAM?





What Is Team Nutrition?

USDA's *Team Nutrition* is an integrated, behavior based, comprehensive plan for promoting the nutritional health of the Nation's children. This plan involves schools, parents, and the community in efforts to continuously improve school meals, and to promote the health and education of 50 million school children in more than 96,000 schools nationwide.

The goal of *Team Nutrition* is to improve children's lifelong eating and physical activity habits through nutrition education based on the principles of the Dietary Guidelines for Americans and the Food Guide Pyramid.

Schools are the key focal point for *Team Nutrition*. They are invited to enroll as "Team Nutrition Schools," affirming their commitment to take the lead in making nutritional changes, conducting nutrition education activities and events, and using innovative materials from the USDA Food and Nutrition Service (FNS). Emphasis is placed on working through state agencies to recruit Team Nutrition Schools as well as develop training support systems necessary for local implementation.

How Does it Work?

Team Nutrition uses three strategies to change behavior:

1 Training and Technical Assistance

The focus of the training and technical assistance is on:



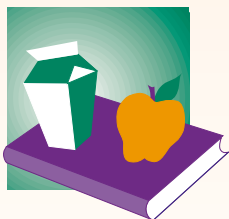
- Planning and preparing healthy meals that appeal to ethnic and cultural taste preferences in all Child Nutrition Programs;
- Linking meals programs to other educational activities, such as learning in the classroom and developmental progress in child care;
- Providing nutrition expertise and awareness to the school or child care community; and
- Using sound business practices to assure the continued availability of healthy meals and the financial viability and accountability of school meal programs.



2 Nutrition Education

Through fun, interactive nutrition education children are encouraged to:

- Eat a variety of foods;
- Eat more fruits, vegetables, and grains;
- Eat lower fat foods more often; and
- Be physically active.



3 School and Community Support

School and community support for healthy eating and physical activity focuses on three behavior outcomes for school and community leaders:

- Adopting and implementing school policies that promote healthy eating and physical activity;
- Providing school resources adequate to achieve success; and
- Fostering school and community environments that support healthy eating and physical activity.



Broad support is needed to provide nutritious meals, nutrition education, and healthy school and community environments. Adults can provide this support and positive messages in a variety of ways, through their actions and decisions.

Partners and Supporters

A network of public and private organizations is used to promote **Team Nutrition**, develop and disseminate materials, leverage resources, expand the reach of messages, and build a broad base of support. The network includes private sector companies, as well as nonprofit and advocacy organizations including nutrition, health, education, entertainment, and industry groups.

Communication Channels

Nutrition education messages are delivered through **Team Nutrition's** six reinforcing communication channels to reach children where they live, learn, and play, as well as the adults who care for them and can influence their behavior. These channels are:

Food Service Initiatives

The dining room offers a positive atmosphere that reinforces nutrition education messages and provides opportunities for students to practice skills learned in the classroom.

Classroom Activities

Interactive classroom activities that incorporate nutrition education across the curriculum in all subject areas not only teach students about nutrition but also provide opportunities to develop skills necessary to form lifelong healthy eating habits.

School-wide Events

Nutrition education activities that all students, school personnel, parents, and the community can enjoy (a school garden project, nutrition fair, or school play) are fun learning opportunities for everyone and reinforce the value of healthy eating and physical activity.

Home Activities

Home activities for children and their parents reinforce messages that children learn at school and

in the community. Through their positive example, parents help children learn to make good choices for healthy eating and physical activity. Home activities also provide opportunities for students to influence parental shopping and food preparation decisions.

Community Programs and Events

Individuals and organizations develop community-wide education initiatives that emphasize nutrition and physical activity. Joint efforts by schools and communities expand the reach of **Team Nutrition** messages.

Media Events and Coverage

Media coverage of school and community events helps ensure that **Team Nutrition** messages are repeated and are received by wide audiences. Press releases, PSAs, and features are appropriate tools for disseminating nutrition messages and enhancing community support for **Team Nutrition** goals.

Join the Team Today!

For More Information

Visit the **Team Nutrition** Home Page at <http://www.fns.usda.gov/tn> for ideas and materials or call us at (703) 305-1624. Also, check out **Team Nutrition's** Healthy School Meals Resource System at <http://schoolmeals.nal.usda.gov:8001>



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