

Policy JL - STUDENT WELLNESS

The Board recognizes that student wellness and good nutrition are related to students' physical and psychological well-being and their readiness to learn. The Board is committed to providing a school environment that supports student wellness, healthy food choices, nutrition education, and regular physical activity. The Board believes that students who learn and practice healthy lifestyles in their formative years may be more likely to be conscious of the importance of good nutrition and exercise as adults, practice healthy habits, and reduce their risk of obesity, diabetes and other chronic diseases.

Nutrition Standards

The school unit will ensure that meals provided by its Food Services Program meet the nutrition standards established by the National School Lunch Program, the School Breakfast Program, and other applicable Federal child nutrition programs. Sales of food and beverages that compete with the food service program and are sold during the school day must be in compliance with the USDA Smart Snacks in School regulations. All food offered on the school campus will meet or exceed the USDA Smart Snacks in School nutrition standards.

Assurance

This policy serves as assurance that school unit guidelines for reimbursable meals are not less restrictive than regulations and guidance issued by the Secretary of Agriculture pursuant to the National School Lunch Act and the Child Nutrition Act.

Nutrition Education

Nutrition education will be integrated into the instructional program through the health education program and/or the curriculum as aligned with the content standards of Maine's system of Learning Results. Nutrition education should focus on skills students need to adopt and maintain healthy eating behaviors. Students should receive consistent nutrition messages throughout the schools, including classrooms, cafeteria, and school-home communications.

Nutrition Promotion

Schools will support healthful eating by students and encourage parents/guardians to provide healthy meals for their children by providing consistent nutrition messages and information and by cooperation with other agencies and organizations.

Any foods and beverages marketed or promoted to students on the school campus during the school day will meet or exceed the USDA Smart Snacks in School nutrition standards.

School Events/Parties/Fundraisers

The district encourages:

- Nutritious foods to be served at classroom parties, celebrations, and school sponsored events (including booster clubs) and unhealthy choices will be limited.

- Parents to provide daily healthy snacks from home and food for classroom parties or events. Notices shall be sent to parents/guardians either separately or as part of a school newsletter, reminding them of the necessity of providing healthy treats for students and/or encouraging the use of non-food treats for celebrations and rewards.
- Alternatives to food as rewards.
- Administrators, staff, and visitors to model nutritious food choices and eating habits and hold healthy fundraisers as alternatives to fundraising that involves selling food items of limited nutritional value, such as candy, cupcakes, and sugary beverages.

Physical Activity

The school unit will strive to provide all students developmentally appropriate opportunities for physical activity through physical education classes, recess periods for elementary school students, and extracurricular activities (clubs, intramural and interscholastic athletics). School programs are intended to build and maintain physical fitness and to promote healthy lifestyles. The schools should encourage parents to support their children's participation in physical activities, including available before- and after-school programs.

Other School-Based Wellness Activities

The school, with prior approval of the Superintendent/designee, may implement other appropriate programs that support consistent wellness messages and promote healthy eating and physical activity.

The Board may approve policy, regulations or guidelines for refreshments served at parties or celebrations during the school day or for food as rewards, or may delegate the responsibility for such regulations or guidelines to administrators at the district or school level.

The school unit may develop programs that encourage staff to learn and engage in healthy lifestyle practices.

Food and Beverage Advertising in Schools and On School Grounds

Brand-specific advertising of food or beverages is prohibited in school buildings and on school grounds except for those meeting the standards for sale or distribution on school grounds in accordance with 20-A MRSA § 6662(2), i.e., those that meet Smart Snacks standards).

The Board regards the following as “advertising” for the purpose of this policy:

- Brand names, logos or tags, except those that are present as labels on the food or beverage product or its container;
- Displays, such as vending machine exteriors;
- Corporate brands logos, names or trademarks on school equipment such as message boards or scoreboards;
- Corporate brands, logos, names or trademarks on cups used for beverage dispensing, menu boards, coolers, trash cans and other food service equipment;
- Corporate brands, logos, names or trademarks on posters, book covers, or school supplies distributed or offered by the school unit;
- Advertisements in school and school unit publications or mailings;

- Product coupons or free samples.
- “Advertising” does not include advertising on broadcast media or in print media such as newspapers and magazines, clothing with brand images worn on school grounds or advertising on product packaging.

Corporate brand names, logos and trademarks for *companies* that market products that comply with the USDA Smart Snacks in School nutrition standards will not be prohibited solely because they offer some noncompliant food or beverage items in their product line.

Implementation and Monitoring

The Superintendent/designee shall be responsible for the implementation of the wellness policy, for monitoring efforts to meet the intent of this policy, and for reporting to the Board on an annual basis.

Monitoring may include surveys or solicitation of input from students, parents, staff, and school administrators.

Reports may include, but are not limited to:

- A. The status of the school environment in regard to student wellness issues
- B. Evaluation of the school food services program and compliance with nutrition guidelines
- C. Summary of wellness programs and activities in the schools
- D. Feedback from students, parents, staff, school administrators and wellness committee, including suggestions for improvement in specific areas
- E. Recommendations for policy and/or program revisions

The district will conduct an assessment of the wellness policy every three years, at a minimum, to determine:

- Compliance with the policy;
- How the wellness policy compares to model wellness policies, and
- Progress made in attaining the goals of the wellness policy.

Communication

The superintendents or designee will assure that the Wellness Policy is posted on the school website and communicated annually to keep students, parents, staff, and the community informed of wellness initiatives.

Appointment and Role of the Wellness Council

A Wellness Council will be maintained in the unit and be comprised of at least one of each of the following:

- Board member
- School administrator
- Food Services designee
- Community representative

The Wellness Council may also include:

- School nurse
- Teacher(s)
- School counselor
- Social worker
- Community organization or agency representative

The Wellness Council shall serve as an advisory committee in regard to student wellness issues and will be responsible for making recommendations related to the wellness policy, wellness goals, administrative or school regulations and practices, or raising awareness of student health issues.

With the prior approval of the Superintendent/designee, the Wellness Council may survey parents, students and the community and/or conduct focus groups or community forums.

The Wellness Council shall provide periodic reports to the Superintendent/designee and, as requested, to the Board.

Wellness Goals

The Board has identified the following goals associated with student wellness:

A. Goals for Nutrition Education

- A. The schools will provide nutrition education that focuses on the skills students need to adopt and maintain healthy eating behaviors.
- B. The schools' nutrition education will be provided in a sequential, comprehensive health education program aligned with the content standards of the Maine system of Learning Results.
- C. Nutrition education will be integrated into other subjects as appropriate to complement, not replace, the health education program.
- D. The school unit will provide foods that meet or exceed the federal nutrition standards, adequate time for students to obtain food and eat, lunch scheduled at appropriate hours of the day (OR: as close to the middle of the school day as possible), adequate space to eat, and a clean and safe meal environment.
- E. Appropriate professional development will be provided for food services staff.

B. Goals for Nutrition Promotion

- A. School unit staff will cooperate with agencies and community organizations to provide opportunities for appropriate student projects and learning experiences related to nutrition.
- B. Consistent nutrition messages will be disseminated throughout the school unit in the classroom, the cafeteria, and school-home communications.
- C. Administrators and staff will be encouraged to model nutritious food choices and eating habits.
- D. Schools will encourage parents/guardians to provide healthy meals and snacks for their children through take-home materials or other means.

C. Goals for Physical Activity

- A. The physical education program will provide students with the knowledge and skills needed to be physically fit and take part in healthful physical activity on a regular basis.
- B. Students will develop motor skills and apply them to enhance their coordination and physical performance.
- C. Students will demonstrate responsible personal and social behaviors in physical activity settings.
- D. The physical education curriculum will be aligned with the content standards of the Maine system of Learning Results.
- E. Physical education classes will keep all students involved in purposeful activity for a majority of the class period.
- F. Physical education classes will provide opportunity to learn for students of all abilities.
- G. The schools will provide a physical and social environment that encourages safe and enjoyable physical activity and fosters the development of a positive attitude toward health and fitness.
- H. The schools will provide facilities adequate to implement the physical education curriculum for the number of students served.
- I. Schools will promote efforts to provide opportunities for students to engage in age-appropriate activities on most days of the week in both school and community settings.
- J. The schools may provide opportunities for physical activity through a variety of before-and/or after-school programs including, but not limited to, intramural sports, interscholastic athletics and physical activity clubs.
- K. Appropriate professional development will be provided for physical education staff and other staff involved in the delivery of such programs.

D. Goals for Other School-Based Activities

- A. Goals of the wellness policy will be considered when planning school or classroom parties, celebrations or events.
- B. Parents will be encouraged to provide nutritionally sound snacks from home and food for classroom parties or events.
- C. Schools will encourage maximum participation in school meal programs.
- D. Schools will encourage parents and students to take advantage of developmentally appropriate community-based after-school programs that emphasize physical activity.
- E. The schools will encourage parents to support their children's participation in physical activity, to be physically active role models, and to include physical activity in family events.
- F. As feasible, school physical activity facilities will be made available after school hours for student, parent and community use to encourage participation in physical activity.
- G. School administrators, staff, parents, students and community members will be encouraged to serve as role models in practicing healthy eating and being physically active, both in the school environment and at home.
- H. Student organizations will be encouraged to engage in fundraising projects that are supportive of healthy eating and student wellness.

- I. School-based marketing of foods and beverages, such as through advertisements in school publications, school buildings, athletic fields, and other areas accessible to students should support the goals of the wellness policy.
- J. The schools are encouraged to cooperate with agencies and community organizations to support programs that contribute to good nutrition and physical activity.

Legal Reference:

42 U.S.C. § 1751

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