

Maine Nutrition Council

Newsletter

Fall 2008

Board of Directors 2008-2009*

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*Terms begin at annual Board of Directors meeting in April of each year.

Message from the Chair

Fall greetings to everyone—it's hard to believe that the leaves have already fallen and the end of the year is fast approaching. The return of colder weather is a reminder that we do live in Maine, and winter will be here soon.

As with the changing of the seasons, the MNC Board of Directors experiences transitions each year. I would like to extend a sincere appreciation to those who have served on the board and recently ended their time of service:

- Laura Honeycutt
- Mary Ann Bennett
- Renee Page
- Andrea Walker

I would also like to thank the current BOD members for their willingness to give of their time to this organization, and welcome the following new board members:

- Mary Ellen Doyle—Vice Chair
- Kate Yerxa—Chair, Conference & Program Planning Committee
- Laurie Dodge—Membership & Development Committee
- Venus Gilley—Member & Public Relations Committee

For a complete listing of the current MNC Board, go to www.mainenutritioncouncil.org.

Continued on page 2

Table of Contents

	Page
Message from the Chair	1
Save the Date	2
Members in the News	3
School Breakfast a Legislative Victory	3
EMHS Healthy Lifestyle Coordinator	4
Portland Area School Food Service	4
UMaine Extension Steps to a Healthier ME	5
Maine Harvest Week	5
New FDA Health Claim for Milk	5
Online Training Course: Social Marketing	6
New MyPyramid for Preschoolers	6
Dietary Guidelines Advisory Committee	7

Chair's Message continued:

Each year at the spring conference, the Council awards scholarships as well as the Katherine O. Musgrave Award. If you know students enrolled in the four-year nutrition program at UMaine, the two-year dietetic technician program at SMCC, or a culinary arts program in the state, please tell them about the scholarship opportunity. If you know of an individual, an organization or an institution which has done outstanding work in the areas of nutrition policy, education or research in Maine, consider sending in a nomination for the KOM Award. Please see the article in this newsletter for the application deadlines this year. Applications for both awards may be found on the MNC website.

Earlier this year, the Board of Directors decided to do a membership drive. Many letters were sent out, encouraging those who had been members the previous two years to consider sending in dues for 2008-2009. I am very pleased to say that about half of the individuals contacted rejoined the MNC for this year. This speaks volumes about the value of the annual dues to members. I would like to express appreciation and a hearty "welcome back" to all who have rejoined for the current year.

May you have a healthy holiday season and a very Happy New Year!



Senator Libby Mitchell, now Senate President, addresses Annual Conference attendees.

Save the Date:



January 6, 2009

MNC Quarterly Educational Event and Board of Directors Meeting
University of Maine, Orono, Room 203 Hitchner Hall. "Current Research Happenings in the Department of Food Science and Human Nutrition"
FMI: kyerxa@umext.maine.edu

March 31, 2009

MNC Annual Conference
Augusta Civic Center "Good Nutrition in Tough Economic Times-- Something's Gotta Give! What you Can Do."
FMI: kyerxa@umext.maine.edu

April 29, 2009

MNC Quarterly Educational Event and Annual Board of Directors Meeting
Location and topic TBA
FMI: kyerxa@umext.maine.edu

May 20, 2009

UMaine Extension Nutrition, Food and Physical Activity Symposium
University of Maine, Orono, Wells Conference Center
FMI: kyerxa@umext.maine.edu

Mission

The Maine Nutrition Council contributes to the health and well being of Maine's citizens through education, research and advocacy.

The Council uses its resources to:

- *Promote healthful nutrition practices*
- *Support education in the areas of food and nutrition*
- *Stimulate research in nutrition and physical activity*

MNC Members in the News

Helen Rankin, recipient of Maine Nutrition Council's 2008 Katherine O. Musgrave Award, was elected State Representative from District 97 to the Maine House of Representatives. She defeated her Republican challenger 3,072 votes to 1,905, winning all five towns in the District. Rankin served for 48 years as school nutrition director for SAD 55 in Hiram, Maine, before recently retiring and running for the Maine House of Representatives.

Kate Yerxa, Assistant Extension Professor, University of Maine Cooperative Extension was the recipient of the Emerging Young Dietitian of the year award at MDA's meeting in October.

Laura Honeycutt, WIC Director, received the Maine Dietetic Association Emerging Dietitian Award.

Anne-Marie Davee and **Lori Kaley**, University of Southern Maine, Muskie School of Public Service were two of the six authors of a research article in the November/December issue of the Journal of Nutrition Education and Behavior entitled *Reduced Availability of Sugar-Sweetened Beverages and Diet Soda Has a Limited Impact on Beverage Consumption Patterns in Maine High School Youth*.

Congratulations Helen, Kate, Laura, Anne-Marie and Lori.



Dr. Katherine O. Musgrave and Representative Helen Rankin

School Breakfast a Legislative Victory in 2008!

Great news for public school students who qualify for reduced breakfast/lunch for the 2008-09 school year. If the student qualifies for reduced breakfast/lunch for the 2008-09 school year, they will be getting breakfast only at no charge and will still pay the reduced rate for Lunch.

Thanks to the efforts of **Helen Rankin** and **Senator Libby Mitchell**, the 123rd Maine Legislature made it possible for all reduced eligible students, in public schools that offer breakfast, to receive breakfast at no charge.

Breakfast is not a mandate for all public schools. However, the America Dietetic Association has indicated that students eating breakfast daily do better in school, keep their weight under control, have lower blood cholesterol levels, fewer trips to the school nurse and attend school and classes more frequently.

The Maine School Food Service Association is now gearing up for the next legislative goal of reduced lunch for free! Betty Hayes is the new State Legislative Chair, replacing Helen Rankin. Betty can be contacted at 998-4915 or via e-mail at bhayes@poland-cs.u29.k12.me.us.

Eastern Maine Healthcare Systems Recruits Youth Healthy Lifestyle Project Coordinator

My name is Erin Whitehouse, and I started working with Eastern Maine Healthcare Systems on August 25th as the Youth Healthy Lifestyle Project Coordinator (also known as the Childhood Obesity Project). The focus of this project is to work with the champions already doing great work in the communities in the areas of childhood obesity, physical activity, physical education and nutrition. There are already so many great programs and projects in place, and offered by groups such as UMaine Cooperative Extension, the Healthy Maine Partnerships, state and local governments, the schools, workplaces, recreation departments and many, many more dedicated people.

While in the assessment phase of my five year grant funded position, I am currently meeting with people throughout Maine to learn how I can most effectively and efficiently support what is already in place. Part of my work is to offer Let's Go and 5-2-1-0 Goes to School, and assist in implementing these programs.

Through collection of data and program evaluation, I will work on addressing not just the delivery of the messages of the importance of a healthy lifestyle, but also consider the barriers that exist for many families and how we may work together to achieve a state wide increase in the health status of our youth.

I look forward to meeting and working with you. Please contact me at 207-973-9646 or ewhitehouse@emh.org to learn more about my project, and to discuss how we can work together. Happy Holidays!

Portland Area School Food Service Directors Promote Healthy Lifestyles

In 2007, Let's Go!, a community-based initiative to promote healthy lifestyle choices for children, youth and families in 12 Greater Portland communities, established an on-going work group comprised of the School Nutrition Directors from our communities to work on building capacity and providing support for promoting healthy eating through the schools' food service programs. Successfully, 8 of the 10 directors came aboard!

Let's Go! strongly believes that everyone has a role to play in promoting healthy lifestyles in children, and now, with one year under their belt, this work group is stronger and more motivated than ever to help foster change! There were several key actions that took place in the course of this initial year that helped guide the groups current direction. One highlight was when Let's Go! administered environmental assessments of the cafeterias' in 17 schools. As a result, a comprehensive marketing & communications plan was developed. Additionally, Let's Go! teamed up with four Healthy Maine Partnerships serving Cumberland County (PROP's Communities Promoting Health Coalition's Healthy Rivers Region and Healthy Lakes Region and Eastern Cumberland County Health Coalition's Healthy Portland and Healthy Casco Bay) to fund mini-grants to support the 2nd statewide annual Maine Harvest Lunch.

As a result of our year one successes, the following goals were created to guide the work being accomplished in 2008-2009:

1. To encourage and facilitate a strong connection between the classroom and cafeteria.
2. Highlight healthy food choices that are available to youth.
3. Increase awareness of the work being done by school nutrition staff to their communities.
4. To support School Nutrition Directors as they implement environmental and policy changes.

In establishing this work group, the School Nutrition Directors have reported that they feel more confident in making changes with the support of the group behind them, they appreciate the opportunity to share "best practices" amongst schools and they benefit from the positive reinforcement that they receive from everyone involved!

If you would like to learn more about the Let's Go! initiative, please visit our website at www.lets-go.org.

If you would like to learn more about the LG! School Nutrition Directors Work Group please contact Emily Walters at waltee@mmc.org or 207-662-5685.

University of Maine Cooperative Extension Promotes Steps to a Healthier ME

Dietary Guidelines for Americans provides science-based expert consensus advice to promote health and to reduce the risk for major chronic diseases through diet and physical activity. Since the *Dietary Guidelines* were written for professional audiences, *MyPyramid Food Guidance System* was developed to translate the advice for the general public. However, the system relies on highly literate consumers independently accessing the internet website. Since most Americans have not accessed the website, most do not know the latest evidence on how to promote health and prevent disease.

Alan Majka adapted *MyPyramid; Steps to a Healthier You Food Guidance System* for use in Maine as *Steps to a Healthier ME*. A variety of innovative teaching methods and tools were developed to convey key concepts to audiences of diverse ages and literacy levels. Individual goal setting and tracking was an integral component of the program. The program has been pilot tested with over 1,000 participants through elementary, middle and high schools; colleges; 4-H; Extension Homemakers Associations; and community programs for families, disabled and elderly.

Participants were surveyed immediately after completion of programs to assess behavioral change intentions and again four to eight weeks later for reported behavior change. Of the 500 who were surveyed immediately after participating in the program, 92% indicated they planned to use MyPyramid and 59% said they planned to get the recommended amount of physical activity on most days of the week. Four to eight weeks after participating in the program, 300 participants were surveyed, with 90% reporting they were still using MyPyramid and 66% reporting they were participating in the recommended physical activity.

Over 100 volunteers, paraprofessionals, and teachers throughout Maine have been trained on use of the program. Print-on-demand materials were made available through the internal University of Maine Cooperative Extension Eat Well website and the Move More public web site sponsored by Maine General Health. Both of the teaching tools were commercially manufactured and distributed throughout Maine. Continuation of the *Steps to a Healthier ME* program is sure to result in behavior changes that will positively impact on the health of people throughout Maine.

School Nutrition Programs throughout Maine Celebrated Maine Harvest Week

School Nutrition Programs throughout the state celebrated Maine Harvest Week September 15th through the 19th. Students as well as the State House cafeteria customers dined on Maine grown foods. The average Maine citizen's food travels between 1200-1400 miles to reach their table. Benefits of incorporating local foods into school lunches are numerous. Buying locally puts money back in the Maine economy. Because locally grown food is raised for taste rather than durability during transport, Maine grown food tastes better. Fresher foods from local producers often translate to healthy eating and ultimately better learning. Furthermore, introducing students to the importance of buying locally strengthens the community by creating connections between the food we eat and where it is grown.

Celebrations around the state varied with the local foods available. All 11 schools in SAD 17 featured Maine raised beef on a bun, tossed salad featuring fresh tomatoes and cukes from Cooper's Farms and organic lettuce; sweet potato fries, Maine blueberry cake and milk. They also featured a guess the weight of the pumpkin contest at all of the elementary schools and the winner got to take home the pumpkin! The kids and staff really enjoyed the meal making the extra work worthwhile!

Eastport schools served fresh Maine squash and corn on the cob! MSAD #55 had local cucumbers, tomatoes and apples served with Maine chicken tenders and mashed red-skinned potatoes. Scarborough and Westbrook featured Gorham grown beef. Maine Harvest Week was a great opportunity for local farms to be advertised via local school menus and local newspaper articles.

Litchfield Schools celebrated Maine Harvest Week by having a corn husking party and apple picking. The corn husking party was attended by several classes including the SAFE program and Project REACH. The fourth grade classes and the Functional Life Skills class went apple picking at Applewald Farms where Tom Fair Jr.

and Cindy Turcotte welcomed the apple pickers with lessons on what, how and where to pick. The students ended up their field trip with an apple, apple cider and a freshly made doughnut. Fun was had by all and the school nutrition program had freshly picked apples to serve for meals!

At Poland Community School, Mrs. Carrot, Mrs. Potato, Mrs. Watermelon, Ms. Strawberry, Ms. Blueberry and Mrs. Pea in a Pod were present to encourage fun and healthy eating habits. The costumes were courtesy of the Maine Nutrition Network and Healthy Communities of the Capital Area. Poland Community School served baked potatoes with broccoli and cheese, chef salads with turkey, fresh corn on the cob, Maine apples and milk.

School nutrition programs in Maine are building strong farm to school bridges. This enables local dollars to stay local, the kitchen to receive the freshest product and of course the best tasting food of all! Maine School Administrative District (MSAD) 6 has a strong relationship with the non-profit Rippling Waters Farm with the Saco Valley Food Connections group which is designed to increase the area's agricultural infrastructure by teaching community members how to be stewards of the land, planting, harvesting and marketing crops in an effort to stimulate the local economy, provide for the less fortunate and embrace the advantages of ingesting a fresh crop that provides greater nutritional value for people living in MSAD 6. They have worked together to develop school gardens in MSAD 6 and MSAD 55, as well as moving forward on a green house project for Bonney Eagle Middle School. As gas prices continue to rise, the importance of local agriculture is hitting home. Local farmers are feeling the tide is turning in their favor. In a meeting at MSAD 6 with local farmers one farmer remarked that every time they had welcomed a school group to their farm during the week, the sales on the weekend made it well worthwhile economically. For children to develop a strong connection with local agriculture they have to experience it, which is what Maine Harvest Week does!



Students at Litchfield School husking local corn

New FDA Health Claim Provides another Reason to Enjoy Three Daily Servings of Dairy
Claim Highlights Role of Calcium and Vitamin D for Bone Health and Reduced Risk of Osteoporosis

The Food and Drug Administration released a final rule for health claims on the relationship between calcium and vitamin D and a reduced risk of osteoporosis, in addition to calcium and a reduced risk of osteoporosis. Foods that are excellent sources of calcium and foods that are excellent sources of calcium and vitamin D can now bear claims about the relationship between these nutrients and a reduced risk of osteoporosis.

Examples of claims that can be used:

For foods that are excellent sources of calcium only

- Adequate calcium throughout life, as part of a well-balanced diet, may reduce the risk of osteoporosis.

- Adequate calcium as part of a healthful diet, along with physical activity, may reduce the risk of osteoporosis in later life.

For foods that are excellent sources of both calcium and vitamin D:

- Adequate calcium and vitamin D throughout life, as part of a well-balanced diet, may reduce the risk of osteoporosis.
- Adequate calcium and vitamin D as part of a healthful diet, along with physical activity, may reduce the risk of osteoporosis in later life.

These new health claims will help communicate the benefits of calcium and vitamin D in bone health to Americans, many of whom are falling short in consuming the recommended amounts of these key nutrients and more than 10 million of whom are already living with osteoporosis. By the year 2020, half of all Americans over age 50 will have weak bones.

The claims can be used on the packages of reduced-fat, low-fat and fat-free milk and yogurt varieties, as well as other food products that qualify as excellent sources (20% or more of recommended Daily Value) of calcium or calcium *and* vitamin D per standard serving, respectively.

While foods and beverages fortified with calcium and vitamin D can carry the claim under the new rule, these products often are higher in calories and contain less of some important nutrients than low-fat or fat-free milk. In addition to calcium and vitamin D, nutrient-rich dairy foods contain a unique package of bone-building nutrients, including magnesium, phosphorus, potassium and protein, which are recognized as important to bone health in the 2004 U.S. Surgeon General's Report on Bone Health and Osteoporosis. Per 8-ounce serving, low-fat milk or non-fat milk provides almost 4 times the amount of magnesium, 23 times the amount of phosphorus, 3.5 times the amount of potassium and 16 times the amount of protein than an orange juice drink as shown in the FDA table.

Together, milk, cheese and yogurt are the main sources of calcium and vitamin D in the diets of Americans. Three 8-oz. glasses of vitamin D-fortified milk provide 90% of the recommended Daily Value (DV) for calcium and 75% of the DV for vitamin D.

“Current consumption data indicate that most people aren't getting enough vitamin D *or* calcium. The new health claim helps communicate the critical need for calcium, vitamin D and physical activity and their role in reducing the risk of osteoporosis,” says Dr. Frank R. Greer MD, Chairman of the American Academy of Pediatrics Committee on Nutrition. “Nutrient-rich dairy foods are critical for building strong bones and preventing osteoporosis later in life.”

For individuals who are lactose intolerant, the 2005 Dietary Guidelines for Americans states that milk alternatives within the milk food group, such as yogurt and lactose-free milk, are the most reliable and easiest way to derive the health benefits associated with milk and milk products. Studies have identified simple strategies to make dairy easier to digest –drinking lactose-reduced or lactose-free milk, eating yogurt, consuming hard cheeses such as Cheddar or Swiss that are naturally low in lactose or drinking small amounts of milk at meals.

Together with six leading health professional organizations, the National Dairy Council– as part of the 3-A-Day of Dairy program–works to educate families on how to maintain good bone health at every age to help reduce the risk of osteoporosis later in life, by eating a well-balanced diet that includes three daily servings of nutrient-rich low-fat or fat-free milk, cheese or yogurt recommended in the 2005 Dietary Guidelines for Americans. The American Academy of Family Physicians, American Academy of Pediatrics, American Dietetic Association, National Medical Association, National Hispanic Medical Association and School Nutrition Association support the 3-A-Day of Dairy program.

For more information on dairy foods and bone health, visit www.3aday.org and www.nationaldairycouncil.org. Or, to view the new health claim language visit www.fda.gov or http://federalregister.gov/OFRUpload/OFRData/2008-22730_PI.pdf.

New CDC Online Training Course: Social Marketing for Nutrition and Physical Activity

The Division of Nutrition, Physical Activity, and Obesity at CDC is pleased to announce the release of a new online training course titled: **Social Marketing for Nutrition and Physical Activity**.

Check out www.cdc.gov/dnpa/socialmarketing to access the course (free of charge!) and many other social marketing resources.

More information about the course:

- Consistent with existing resources such as CDCynergy: Social Marketing Edition
- Builds upon many years of technical assistance to state and local groups actually implementing social marketing programs in the field, and thus is extremely practical and concrete
- Includes a scenario where learners can follow a fictional program planner, Rosa, as she struggles with common challenges; Learners have a chance to provide advice to Rosa when she has trouble and receive feedback on advice
- Nutrition and physical activity examples throughout
- Tips and ideas for those who have limited resources
- Downloadable worksheets to use in your own planning process
- Downloadable versions of each module for easy printing and reading offline

For questions about the course, please contact Jenny Kohr at JKohr@cdc.gov.

New on the Web at <http://www.mypyramid.gov/preschoolers/index.html>

MyPyramid for Preschoolers



Use MyPyramid to help your preschooler eat well, be active, and be healthy.

MyPyramid for Preschoolers is for children 2 to 5 years of age. Click on the blue button to get a customized MyPyramid Plan for your preschooler.

MyPyramid Plan

Explore ways to help your preschooler:

- [Grow up healthy](#). Complete a growth chart especially for your child to find out more about normal development.
- [Develop healthy eating habits](#). Raise a healthy eater by setting a good example and practicing positive habits.
- [Try new foods](#). Help for picky eaters.
- [Play actively every day](#). Add physical activity into your preschooler's day.
- [Follow food safety rules](#).

Learn more:

- [Sample Meals Patterns, Meals and Snacks](#)
- Find [Kitchen Activities](#) for preschoolers
- Search for [More Information](#).



You are the most important influence on your child. You can do many things to help your children develop healthy eating habits for life.

UMaine Graduate on New Dietary Guidelines Advisory Committee

WASHINGTON, Oct. 24, 2008 -- Agriculture Secretary Ed Schafer and Health and Human Services Secretary Mike Leavitt today announced the appointment of 13 nationally recognized experts to serve on the 2010 Dietary Guidelines Advisory Committee. The Committee members are made up of prominent medical and scientific researchers from universities and scientific institutions across America that are leaders in their field.

Selected for their expertise in dietary intake, human metabolism, behavioral change, and health, the new Committee will advise the Secretaries on any nutritional and dietary revisions necessary to the existing *Dietary Guidelines*. Following their review of the scientific literature; listening to and receiving public comment; and deliberating in open forums, the Committee will prepare an advisory *Report* that will be submitted to the Secretaries of Agriculture and Health and Human Services and used in setting the 2010 Dietary Guidelines for Americans.

The *Dietary Guidelines* are based on the preponderance of scientific, medical, and related knowledge and inform both the general public and government policy makers on ways to improve the overall health of the American public through proper nutrition. As mandated by Congress, the *Dietary Guidelines* are reviewed for revision every five years. The administrative responsibility for supporting the Dietary Guidelines Advisory Committee alternates between Departments. The Department of Agriculture has the administrative lead for the 2010 revision; the Center for Nutrition Policy and Promotion is the agency within the Department that is leading the effort. The first Committee meeting will be October 30-31, 2008, in Washington, DC.

“Since 1894 the Department of Agriculture has developed and issued food guidance for the America public. In this long evolution of providing the most up-to-date dietary guidance, the *Dietary Guidelines for Americans* have become recognized as the Nation’s cornerstone of Federal food policy. The *Dietary Guidelines* are of particular importance to nutrition education of the general public and in strengthening the Nation’s food assistance programs which include SNAP (Supplemental Nutrition Assistance Program formerly known as the Food Stamp Program), and the School Lunch and WIC Programs,” said Secretary Schafer. “Additionally, I want to emphasize that this will be an open and transparent process. All meetings are open to the public, and all meeting minutes and transcripts will be posted on-line at www.dietaryguidelines.gov.”

“While the *Dietary Guidelines* are designed for a healthy population, they become increasingly important as we aim to reduce the burden of disease and death related to public health problems such as obesity, diabetes, cardiovascular disease, cancer, and other chronic illnesses. This Committee will consider the most current and sound scientific literature as the members develop their *Report*. From this Report, the Departments of Agriculture and Health and Human Services will jointly develop the 2010 *Dietary Guidelines for Americans* as well as a consumer publication,” said Secretary Leavitt. “Updating the *Dietary Guidelines* supports the President’s *HealthierUS Initiative* which promotes eating a nutritious diet, physical activity, preventive screenings and making healthy choices. We are committed to ensuring that the public receives the best nutrition guidance available that will help them live longer, healthier lives.”

One of the members of the committee lived in Maine for six years where she completed a master's degree in human development at University of Maine:

Cheryl Achterberg, PhD, *Dean and Professor, College of Education and Human Ecology, The Ohio State University, Columbus, OH.* Dr. Achterberg's research has evaluated the impact of behavior on the dietary patterns of populations, including low-income and elderly Americans. She has served on panels for numerous groups, including the World Health Organization, the Institute of Medicine, and the United Nations as an expert in nutrition education and community interventions.

Notice to Members

If you have received the MNC Newsletter in the mail, we don't have a current working email address for you. In order to save postage and provide you with announcements and newsletters in a timely manner, we would like to have your current email address. It will not be shared with anyone outside of MNC. If you have an email address, please send it to Alan Majka, Public and Member Relations Committee Chairman, amajka@umext.maine.edu .



Maine Nutrition Council
PO Box 246
Augusta, Maine 04330

ADDRESS CORRECTION REQUESTED