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Welcome to our February 2010 eNewsletter.

Keep reading for opportunities to engage in programs and events promoting nutrition and physical activity for youth and families.

## nrgBalance Zone Enrollment for 2010/11: March 8 - April 2, 2010

### SAMPLE ASSESSMENT NOW LIVE

The nrgBalance Zone Campaign is an annual program that assists school health leaders with fostering an environment that supports children eating well and being physically active.

Participating schools are publicly recognized as nrgBalance Zones and are equipped with programs, resources and outreach opportunities to promote good nutrition and active living to youth and families. Enrollment in the nrgBalance Zone Campaign is FREE. All Pennsylvania schools, K-12, both public and private, are eligible to enroll.

Start planning for this year's enrollment by downloading the [sample assessment](#) and working with your school health team to gather the necessary information. *Please note: the number of questions in this year's assessment has been reduced to only 12 questions.*

Help gather support for your school's enrollment by downloading campaign promotional materials including a [PowerPoint presentation and Enrollment Flyer](#).

For additional information about enrolling as an nrgBalance Zone, please reference the [Frequently Asked Questions](#) or e-mail [info@nrgbalance.org](mailto:info@nrgbalance.org)

## "Energy In" Webcast: Tuesday, March 9, 2010

### Overview of Pennsylvania's School Nutrition Incentive Program

Join the Center for Nutrition and Activity Promotion at Penn State Hershey Children's Hospital on Tuesday, March 9 from 9 a.m. to 10 a.m. for a FREE professional development Webcast: Overview of Pennsylvania's School Nutrition Incentive Program.

This Webcast will feature Vonda Fekete, R.D., M.S., State Director of Child Nutrition Programs, Pennsylvania Department of Education.

To learn more about the Web cast or to register, as a site or individual, please visit the [Energy Balance Learning Center](#).

## Celebrate Go for the Greens - March 17, 2010

### A Celebration of Vegetables

Go for the Greens promotes green veggies as good food and good fun! Schools and community groups celebrate this event with taste-testings and other fun activities to open young minds and taste buds to the greatness of greens! This event promotes green veggies, Go for the Greens and other fruits and vegetables, as an important part of healthy meals and snacks.

Start planning your celebration today, by visiting [the online planning guide](#) for event ideas including a produce pentathlon, cooking with greens fundraiser and much more!



Updated promotional templates including parent letter, newsletter insert, press release and more are NOW available.

**Limited quantities of Go for the Greens 2010 posters are available.** If you are interested in receiving these free posters, please e-mail [info@nrgbalance.org](mailto:info@nrgbalance.org) with your name, organization and mailing address. Limit of 10 posters per organization while quantities last.

Go for the Greens 2010 is sponsored by PA Department of Agriculture/PA Preferred.

## "That's Unhealthy" Photo Contest for Teens

nrg Powered by Choice puts the power in teens' hands...the power to choose how they want to be healthy. And in a bigger way, it gives teens the power to change their school to make it a healthier place for everyone.

The ["That's Unhealthy" photo contest](#) challenges teens to take pictures of nutrition and physical activity environments that they perceive to be unhealthy, and would like to see changed. It is intended to give insight into how they conceptualize their circumstances and connect it to the Change it. level of the campaign.

If you have any questions about the nrg Powered by Choice campaign, e-mail [info@poweredbychoice.org](mailto:info@poweredbychoice.org).

## Partner Announcements

### American Heart Association

February is Heart month! Millions of kids across the country will be jumping to save lives this year through the American Heart Association Jump Rope for Heart and Hoopes for Heart programs. The American Heart Association, with its partner the American Alliance for Health, Physical Education, Recreation and Dance, launched Jump Rope for Heart as a national fund-raising and education program in 1978. More than 30,000 schools jump in each year to help fight America's No. 1 and No.3 killers - heart disease and stroke - and teach kids the importance of physical activity and a healthy heart. Jump for Heart continues to educate students about living a heart-healthy lifestyle.

Jump Rope for Heart develops rope-jumping skills that are fun for everyone while promoting the value of physical activity and teamwork. Students learn about the seriousness of heart disease and stroke, the lifelong benefits of physical activity and the importance of living a heart-healthy lifestyle. The program also teaches students to set and achieve goals and shows them how they can make a difference through volunteering and community service!

For more information on how you can be a heart hero check out [www.americanheart.org/jump!](http://www.americanheart.org/jump!)

#### **We Can! Training**

We Can!, the National Institutes of Health's program to help keep 8- to 13-year-olds at a healthy weight through improved food choices, increased physical activity, and reduced screen time is conducting nine trainings throughout 2010. The Pennsylvania training will occur April 27-28 in Pittsburgh, PA.

Regional trainings provide an opportunity for individuals within organizations or community groups to receive hands-on, interactive instruction on the program's science-based, flexible curricula and resources as well as a chance to network with other groups working to prevent childhood obesity.

At the training, participants will have a chance to:

- Obtain hands-on, interactive instruction on the program's science-based, turn-key, flexible resources.
- Hear about innovative ways that **We Can!** site leaders have tailored their programs to meet specific community needs.
- Network with others working to prevent childhood obesity in the region.

Registration can be found at [www.wecantrainings.org](http://www.wecantrainings.org). Not all of the trainings are open for online registration yet. If you find that this is the case for the training that interests you, please e-mail **We Can!** directly at [wecantrainings@aed.org](mailto:wecantrainings@aed.org) and they will take your name and contact information.

#### **LearnToBeHealthy.org**

LearnToBeHealthy.org, an eLearning site created by the Susan P. Byrnes Health Education Center, has added a new online store where teachers, parents and community leaders can purchase health educational tools on CD-ROM, workbooks and other supplemental materials. Discount available to all PANA members.

Topic areas include:

- Nutrition & Fitness (Grades 2-12)
- The Five Senses (Grades 1-3)
- Tobacco & Inhalants (Grades 4 & 5)
- Adolescence (Grades 5 & 6)
- Dental Health (Grades 1-3)
- Mental Health (Grades K-12)

Each CD includes:

- Interactive games for students
- Engaging supplemental materials
- Detailed lesson plans
- Cross-curricular activities
- Standards-based educational tools

**PANA members are invited to enjoy special savings of 25% off any [CD purchase](#) through June 30, 2010. Enter coupon code PANA**

## Grant/Award Opportunities

#### **2010-11 Fresh Fruit and Vegetable Program**

The Pennsylvania Department of Education (PDE), Division of Food and Nutrition, is accepting applications for the 2010-2011 Fresh Fruit and Vegetable Program (FFVP). Schools with a free/reduced meal participation rate of 50% or higher will be given highest priority. Schools with close to that percentage and lower may submit applications as well, in case not all the slots can be filled with high free/reduced rate schools.

Schools who apply must be NSLP sponsors and complete an application demonstrating their ability to administer and operate the FFVP. Schools that receive the grant will receive approximately \$50-75/student/year to provide students with fresh fruits and vegetables.

Since the grant is awarded by building, not district, every building must submit an application to be considered for the grant. **Applications are due to PDE by 5:00 p.m. on March 5, 2010.**

For more information about the application process, please visit

[http://www.portal.state.pa.us/portal/server.pt/community/pa\\_food\\_and\\_nutrition\\_programs/18762/fresh\\_fruit\\_and\\_vegetable\\_program\\_ffvp/646195](http://www.portal.state.pa.us/portal/server.pt/community/pa_food_and_nutrition_programs/18762/fresh_fruit_and_vegetable_program_ffvp/646195)  
Questions about the FFVP on the application process can be directed to Cheryl Oberholser at [coberholse@state.pa.us](mailto:coberholse@state.pa.us) or 1-800-331-0129, Ext. 62374657 or Diane Kraft at [dkraft@state.pa.us](mailto:dkraft@state.pa.us) or 1-800-331-0129, Ext. 572383.

#### **Fiskars: Project Orange Thumb**

Fiskars Project Orange Thumb grants Fiskars garden tools and materials such as plants, seeds, mulch, etc. to eligible gardening groups. Maximum award: \$1,000 in implements and materials. Eligibility: gardens and/or gardening projects geared toward community involvement, neighborhood beautification, horticultural education, and/or sustainable agriculture. Deadline: February 19, 2010.

[http://www.fiskars.com/content/garden\\_en\\_us/Garden/ProjectOrangeThumb/grantprogram](http://www.fiskars.com/content/garden_en_us/Garden/ProjectOrangeThumb/grantprogram)

#### **Pepsi Refresh Project**

Pepsi is giving away millions in grants each month to fund great ideas. They're looking for people, businesses, and non-profits with ideas that will have a positive impact. For more information, visit: <http://www.refresheverything.com/index>

#### **Keep Gym in School Grants**

The NFL Network recently launched the 2009 National Keep Gym in School Campaign - an effort that will give more U.S. students access to quality physical education.

During the 2009-2010 school year, Keep Gym in School will help even more schools expand and improve PE with the following:

- National School Adoption Grants. Middle schools throughout the country can compete for ten \$1,000 grants that will be awarded in the spring of 2010 to fund physical education program improvements. The public can nominate their local middle school at <http://www.keeppgyminschool.com>
- Lesson Plans. Keep Gym in School developed in-school instructional material in partnership with National Association for Sport and Physical Education (NASPE) to get kids excited about PE. Football-inspired lesson plans and activity guides are available to PE instructors for free at <http://www.keeppgyminschool.com/educators.html>.

#### **Do Something Grants**

Learn more at <http://www.dosomething.org/grants>.

#### **Nickelodeon - Big Green Help Grant**

Nickelodeon's Big Green Help grant is providing resources to schools and community-based organizations to support environmentally friendly projects that educate and inspire kids to take care of the environment; be active and live healthily; and engage in community service.

Grants range from \$2,500 to \$5,000. Eligible applicants include elementary and middle schools (public and private non profit) and after-school community based organizations with a 501(c)(3) status serving children aged 5-15. Applicants must explain how the proposed project will benefit or enhance the learning experience of children, as well as its relevance to the environment, being active and living healthy, and/or community service. Additionally, applicant must host an Earth Day event in April or a Worldwide Day of Play event in September.

For more information, please visit: <http://bghevent.com/grant/index.htm>

nrgBalance is a program of the Center for Nutrition and Activity Promotion at Penn State Hershey Children's Hospital. For more information on this and other initiatives of the Center, please visit [www.nrgbalance.org](http://www.nrgbalance.org)