

Smart Snacking

A More Nutritious School Snack Program

(NAPSA)—Schools across the country are working hard to offer more nutritious choices in food and beverages in their vending machines and cafeterias in order to improve the school nutrition environment. Still, concerns persist about maintaining revenue when popular foods and snacks are removed from the campus, winning student acceptance of new snacks and foods, finding new products and getting community support.

Here are a few tips to help your school get started on a path to a more nutritious snacking program:

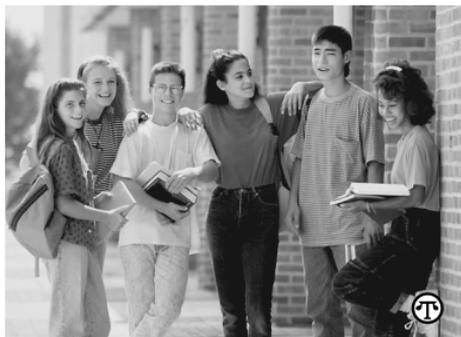
- **Establish a clear-cut goal.** Programs such as the Alliance for a Healthier Generation—a joint venture between the American Heart Association and the William J. Clinton Foundation—Healthy Schools Program provide a framework for reaching and meeting goals.

- **Develop an action plan.** Determine what is important, efficient and affordable for your school. Put the action plan on paper and make certain the timeline works for all parties involved.

- **Involve the students.** Conduct a sampling program to introduce new healthy foods to students. Letting students choose will help increase adoption of more nutritious snack options.

- **Communicate.** Experiment with the best ways to communicate this information to today's teenagers. Draw on such resources as art, music, theater, athletic teams and other out-of-the-box ways to help teenagers see the value of eating well.

- **Find more nutritious products.** Fortunately, snack companies



A new line of “better for you” snacks is just one way schools can provide their students with more nutritious snack options.

are beginning to offer such alternatives and there are tools, such as the Alliance for a Healthier Generation Healthy Schools Product Navigator, that can help schools identify compliant foods. A good example of great-tasting snacks designed to be “better for you” is Generation Max™ created by Mars, Incorporated. The snacks come in single-serving portions and are an excellent source of calcium and vitamin D.

Parents can get involved too:

- **Be active at the school.** Get the information you need as a parent by reading school newsletters and lunch menus. Encourage teachers and school staff by telling them how you appreciate their efforts to provide healthy options.

- **Become a decision-maker.** Get involved in the local PTA/PTO and meet with school and district staff to encourage adoption of stricter school nutrition guidelines.

To learn more, visit the Web site at www.healthiergeneration.org.

Visit www.Gen-Max.com to learn more about Generation Max™.