



# Connecting Children to Real Food

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Biophilia Networking Group

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## Active Themes

1. Access
2. Family Life
3. Media
4. School Food
5. Food Education

# Access

- 20 million children nationally enrolled in the free and reduced lunch program
- 72% of Pittsburgh Public School children are enrolled in the free and reduced lunch program (PPG)
- 47% of Pittsburgh families live in areas with “low supermarket access” (Just Harvest)



# Family Structure

- 59% of American two parent house holds have both parents working (Bureau of Labor Services)
- Less family meal time
- Busy schedules

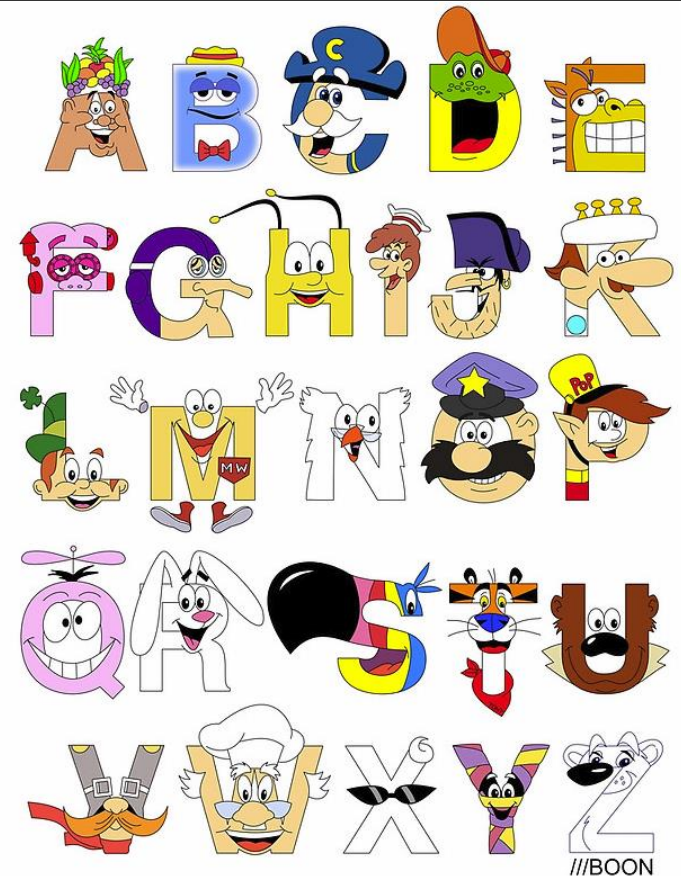


# Media

Kids spend 8-10 hours of screen time a day (AAP)

\$2 billion a year in food marketing to children (Yale)

Over 10+ food ads a day to kids (PI)



# School Food

- ❑ 60% of American Schools don't have kitchens
- ❑ Ave \$0.90/meal, limited funding
- ❑ Poor quality of commodity foods: recalls



# Food Education

- ❑ Lunch periods as financial and curricular “black holes”
- ❑ Elimination of home economics
- ❑ Poorly funded and structured health and nutrition programs



# How do we solve this? What can YOU do?

- ▣ There has to be a paradigm shift. Two main ways to tackle this issue:
  - ▣ Macro Level: School Lunch Reform
  - ▣ Micro Level: Small Seeds, Food Education





# Macro Issue: School lunch reform

- ECS model for school lunch
- Supply vs. Demand
- Challenges
- Call to Action



# Six Case Studies: Successful Food ED

1. Edible School Yard
2. National Celebration Days
3. Farm Collaboration
4. School Events
5. Composting
6. Community Partners











## Grow Pittsburgh: Edible School Yard

- 2 year partnership with Grow Pittsburgh
- Online Curriculum
- Classroom Support
- Garden Integration
- Family Nights





# National Celebrations

- KALE DAY
- Food Day
- Food Revolution Day
- National Apple Month
- Farm to School







## Farmer Partnerships

- Adopt a Farmer
- Mott Family Farm
- Clarion River Organics
- Eggs
- Field Trips



# School Events

- Earth Night
- Catalyst Project
- Back to School Night
- Open House
- Field Day
- Green Apple Day of Service

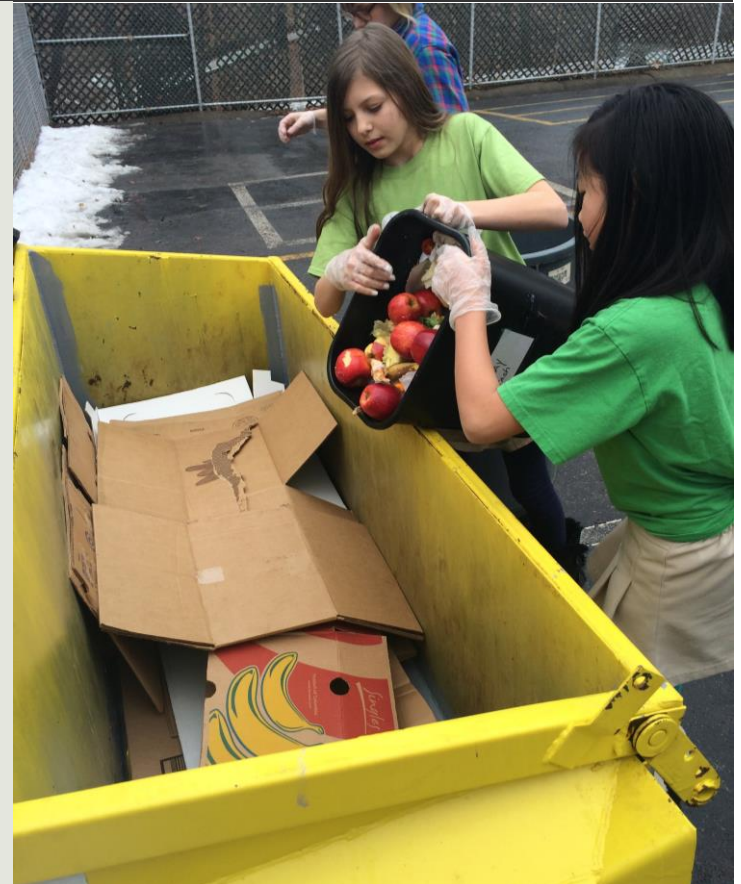


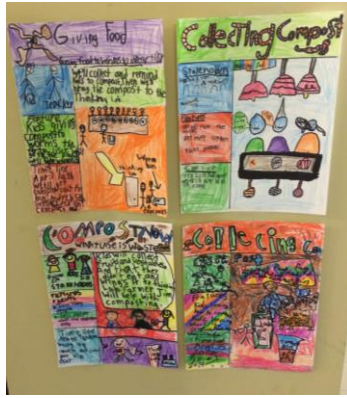


# Composting

Partnership with AgRecycle:

- 2012-2013 Second Grade Project
- Fifth Grade Project
- AgRecycle
- School Wide Buy In
- Challenging but gratifying







# Community Partnerships

Grow Pittsburgh, Legume, Casbah, ROOT 174, Pittsburgh Post Gazette, Just Harvest, City Paper, Burgatory, BRGR, Taco Truck, Slow Food Pittsburgh, Edible Allegheny, Table Magazine, Franktuary, Phipps, Parkhurst, GTECH, PA Made Cheese, Greater Pittsburgh Community Food Bank, Avenue B, Red Oak Café, Chatham University, Triple B Farms, Garfield Farms and many more.







# Sources

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- [http://www.yale.edu/acmelab/articles/Harris\\_Bargh\\_Brownell\\_Health\\_Psych.pdf](http://www.yale.edu/acmelab/articles/Harris_Bargh_Brownell_Health_Psych.pdf)
- <http://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/pages/media-and-children.aspx>
- <http://www.bls.gov/news.release/famee.nr0.htm>
- <http://fedup.dosomething.org/fedup>
- Pictures by Kelsey Weisgerber