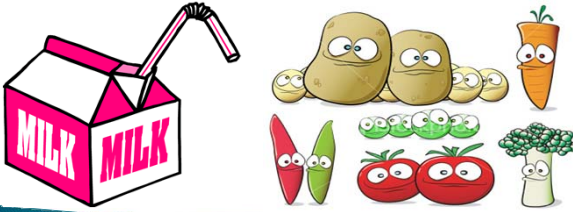


Education and Praise as a Mechanism for Increasing Healthy Choices in Children

Advised by Dr. Pittman



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Childhood Overweight Rates

- ▶ United States: 17.1%
- ▶ South Carolina: 29.1%
- ▶ Spartanburg County: 34.4%

Causes and Effects

- ▶ High energy intake
- ▶ Low energy expenditure
- ▶ Childhood diabetes
- ▶ Cardiovascular disease
- ▶ Adulthood obesity

Why target school lunch?

- ▶ Largest audience
- ▶ Homogenous environment
- ▶ Variables easily manipulated and controlled

Why Jessie Boyd Elementary?

	Caucasian	African American	Hispanic	Asian	American Indian
Jesse Boyd Elementary	62%	28%	3%	2%	1%
Spartanburg County	76.1%	21.0%	3.9%	1.7%	0.3%

School Lunches

- ▶ USDA Guidelines
 - Calories, nutrients, choices
- ▶ Chartwells
 - 4 milks, 3 entrees, 4 sides
 - Balanced Lunch Program
- ▶ 2/3 of students choose lunch

The Plan

- ▶ Provide positive education
- ▶ Instill positive eating habits
- ▶ Positive emotions for making healthy choices
- ▶ Public Recognition
- ▶ Cost free
- ▶ Sustainable

Baseline Data Collection

- ▶ 9 days
- ▶ Recorded entrée, side, and milk selections
- ▶ Balanced meal + White milk
- ▶ Replication of counts
- ▶ Data compilation



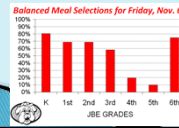
Education

- ▶ Education Day
 - Presented a short video explaining the food pyramid and balanced lunches
 - Explained incentive program
 - Performed skits

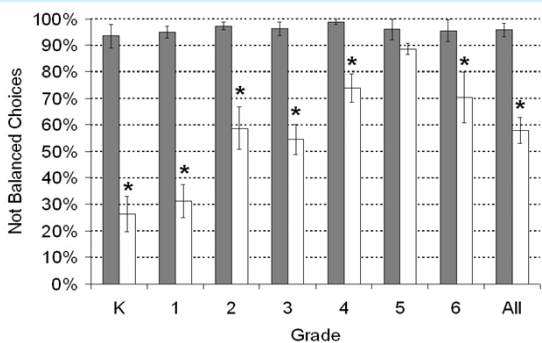


Incentive Phase

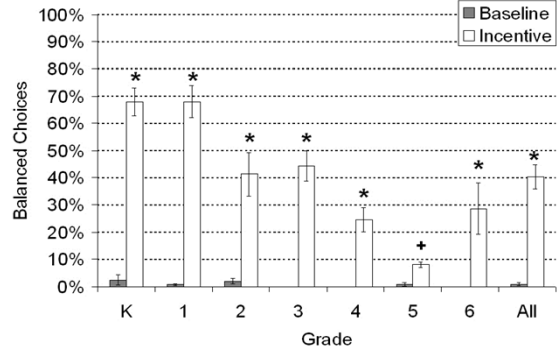
- ▶ Morning announcements
- ▶ Same data collection methods
- ▶ Repeated menu
- ▶ Reinforcement
 - Public recognition
 - Receive healthy choice sticker
 - Ring bell
 - Results displayed everyday

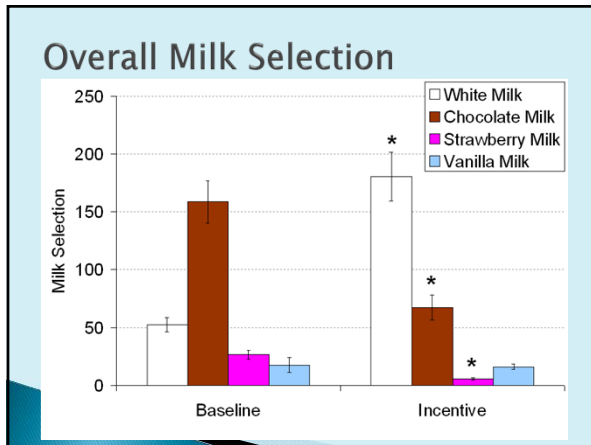
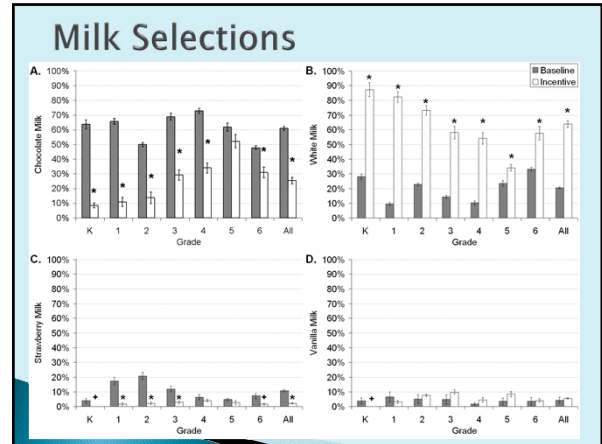
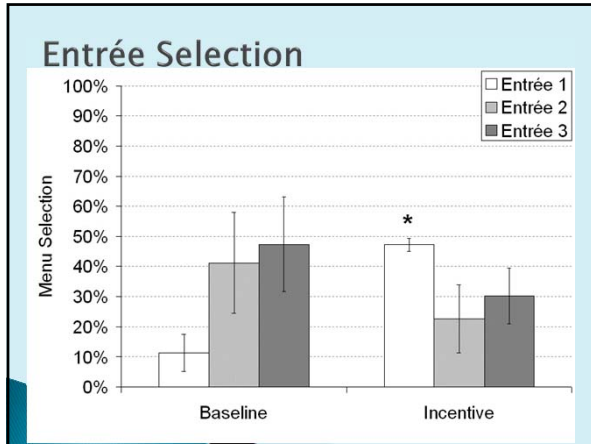


Not Balanced Choices



Balanced Choices





- ### What we learned...
- ▶ Education and praise
 - Necessary
 - Sufficient
 - ▶ Support from JBE & Chartwells
 - Chartwells' balanced lunch option
 - twice per week → every day

- ### What we learned...
- ▶ School-wide effects
 - Students were proud of themselves
 - Grades competed
 - Teachers were surprised at the effectiveness
 - ▶ Sustainability
 - JBE is continuing the program

- ### The Public Debate over Milk
- ▶ National Dairy Council
 - ▶ Previous studies
 - ▶ Our findings
 - No need to remove flavored milks
 - Education inspires children to choose white milk

What about the future?

- ▶ Publish results
- ▶ Develop universal implementation
 - identify healthiest choice through service provider or school nurse
 - support praise
- ▶ More information available at www.Balancedchoices.info