



THE NJ DEPARTMENT OF AGRICULTURE'S JETS PLAY 60 "EAT RIGHT, MOVE MORE" PROGRAM

2013-2014 APPLICATION PACKET

INTRODUCTION

The NJ Department of Agriculture's Jets Play 60 "Eat Right Move More" program is a joint effort between the New York Jets professional football team, the New Jersey Department of Agriculture, and the American Dairy Association & Dairy Council, Inc. to recognize schools in New Jersey that have made significant changes to improve their school nutrition and physical activity environment.

This year there will be an emphasis on selecting the schools that are implementing school breakfast programs. Eating a nutritious breakfast everyday plays an important role in students' academic achievement. Serving breakfast particularly after the bell ensures maximum participation in the breakfast program.

In addition, the selected schools will be required to participate in the Jets Play 60 Challenge. The Jets Play 60 Challenge requires that at least 100 students from the top eleven schools selected commit to log 60 minutes of physical activity every day for four weeks. More information on where and how to log the physical activity will be provided to the schools after their selection. When combined with healthier meal choices, physical activity produces overall physical, psychological and social benefits, as well as improved academic performance.

From the applications submitted, menus will be reviewed closely. Schools that show strong support, and demonstrate efforts to improve nutrition and physical activity amongst their students, will be chosen to participate in the NJ Department of Agriculture's Jets Play 60 "Eat Right, Move More" program. Based on a competitive application process, one Grand Prize school and 10 finalist schools, from different districts, will be selected to participate in this program for the 2013-2014 school year. Out of the 10 finalist schools, 4 first-place schools will be selected based on their performance in the Jets Play 60 Challenge.

I. APPLICANT ELIGIBILITY

Applicants must be:

- Public or private schools containing one or more of grades 4 –12
- Sponsors of the National School Lunch Program and/or School Breakfast Program in good standing
- Willing to implement the Jets Play 60 Challenge for a minimum of 100 students, track participation on-line and complete the program by February 28, 2014

II. SELECTION OF SCHOOLS

- Eleven schools (one grand prize winner and 10 finalists), from 11 different school districts, will be chosen based on the following:
 - Scoring the highest on the enclosed school nutrition and physical activity evaluation form
 - Using menus that reflect a wide variety of fruits and vegetables, and whole grains
 - Providing healthy a la carte choices
 - Demonstrating promotion and usage of Jersey Fresh products during Jersey Fresh Farm to School Week (last week in September) and Farm to School Month (October)
 - Demonstrating efforts to improve nutrition education and physical activity for students at the school
 - Extra points will be awarded to schools that have a breakfast program served “after the bell”
 - Having at least 100 students participate in the Play 60 Challenge
- Five winning schools; one Grand Prize winner and 4 first-place schools (which will be selected from the 10 finalists based on their performance in the 4 week Jets Play 60 Challenge), will have an on-site visit from a New York Jets football player. The Jets player will meet with the students, and talk with them about the importance of healthy eating and physical activity.
- **The Grand Prize school** will also win a \$5,000 grand prize- \$2,500 toward an infrastructure or equipment improvement directly for or related to the school meal programs, and \$2,500 to be used directly for the purchase of physical education equipment and will be entitled to have (8) student and staff representatives attend and be recognized at a home Jets football game at Metlife Stadium in East Rutherford on Sunday, December 8, 2013. **Please note:** Monetary awards will be provided after the school has demonstrated participation in the Play 60 Challenge.
- **The four first-place schools** will win a \$1000 prize for each school- \$500 toward an infrastructure or equipment improvement directly for or related to the school meal programs, and \$500 to be used directly for the purchase of physical education equipment.
- Six runner up schools will receive five autographed footballs per school to be distributed to the five students that did an outstanding job in the Jets Play 60 Challenge. The runner up schools will also receive Jets pencils, stickers and key chains.

III. PROGRAM TIMELINE

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|--------------------------------|---|
| ▪ October 18, 2013 | Application packet due date |
| ▪ November 15, 2013 | Grand Prize & 10 finalist selected schools to be notified |
| ▪ December 3, 2013 (tentative) | Grand prize school to receive Jets visit |
| ▪ December 8, 2013 | Grand prize school recognized at Jets home game |
| ▪ February 28, 2014 | Finalist Schools must complete Play 60 Challenge |
| ▪ Spring 2014 | Four first-place schools to receive Jet player visits and \$1000 to be split equally between kitchen equipment and physical education equipment |

IV. APPLICATION REVIEW AND SCORING CRITERIA

- A. A committee of representatives from the New Jersey Department of Agriculture will score the application submitted by schools.
- B. Applications will be judged based on the school's score on the enclosed questionnaire, on menus and a la carte offerings, on method of breakfast service, on the promotion of locally grown products, and on the school's efforts to improve the overall school nutrition environment, along with increased opportunities for physical activity.
- C. Only one school per school district may apply.
- D. Application packets must include all of the following (**incomplete packets will be disqualified**):
 - a. Completed and signed certification form (*Attachment A*). An authorized school authority that signs this form is also verifying the accuracy of the information provided in the application packet – **original signatures** are required
 - b. Completed enclosed questionnaire, "School Nutrition and Physical Activity Questionnaire" (*Attachment B*)
 - c. Narrative, as described in *Attachment C*
 - d. School's completed lunch (and breakfast menus if applicable), for the month of October 2013
 - e. List of a la carte food and beverage items available to students at the school
 - f. Additional information the school may want to provide, showing their accomplishments in improving school nutrition and physical activity
- E. Grand Prize winner school must participate in the Jets Play 60 Challenge.
- F. Grand Prize winner and the 10 finalists will be selected by the committee of representatives from the New Jersey Department of Agriculture
- G. The selection of the 4 first place winner schools from the 10 finalist schools will be based on their performance in the Play 60 challenge which will be monitored by the Jets representatives via the website
- H. All winning schools will be **required to** provide receipts for their purchases made with the monetary awards.

The NJ Department of Agriculture's Jets Play 60 "Eat Right, Move More" program application packets must be postmarked by October 18, 2013 and sent to the address below. NO FAXED APPLICATION PACKETS WILL BE ACCEPTED.

Regular mail (US Postal Service):

**NJ Department of Agriculture
Division of Food and Nutrition
PO Box 334
Trenton, NJ 08625-0334
Attn: Arleen Ramos-Szatmary**

Hand delivered mail (such as FedEx or UPS):

**NJ Department of Agriculture
Division of Food and Nutrition
33 West State St., 4th Floor
Trenton, NJ 08608
Attn: Arleen Ramos-Szatmary**

Questions should be directed to Karen Krawczun at 609-984-0692.

Attachment A

The NJ Department of Agriculture's Jets Play 60 "Eat Right, Move More" Program FY 2014 Application Checklist and Certification Form

School District (LEA): _____ County _____

Child Nutrition Program Agreement # _____

School Submitting Proposal _____

School Address _____

Contact Name/Title _____

Contact Phone _____ Email _____

Name of Principal _____

Phone _____ Email _____

School Enrollment _____ Grades of the school _____

This checklist is provided to assist the applicant in making sure that a complete application is submitted. Failure to include any of the required items will result in disqualification of the application.

Please compile application in the following order:

- Application Checklist & Certification (**Attachment A**) NOTE: Proper original signatures required
- Completed School Nutrition and Physical Activity Questionnaire (**Attachment B**)
- Narrative, per instructions in **Attachment C**
- School Lunch Menus (and Breakfast Menus, if applicable) for October 2013
- List of a la carte food and/or beverage items offered at the school
- Optional:** Other documents indicating efforts to improve student nutrition and physical activity

Certification: <i>I have reviewed this application and verify its contents to be accurate.</i>	
Superintendent, Administrator, or Authorized Representative: <i>(Please type or print name)</i>	Title:
Signature:	Date:

**SCHOOL NUTRITION AND
PHYSICAL ACTIVITY QUESTIONNAIRE
School Year 2013-2014**

BE SURE TO CONSULT WITH THE FOOD SERVICE DIRECTOR FOR BREAKFAST AND LUNCH QUESTIONS, AND WITH THE PHYSICAL EDUCATION TEACHERS FOR QUESTIONS RELATED TO PHYSICAL ACTIVITY/EDUCATION.

SCHOOL BREAKFAST PROGRAM (SBP)

1. How is the SBP served in the school?
 - The school does not participate in the SPB, skip to question #7
 - Cafeteria, before classes start
 - After the Bell – in the classroom
 - After the Bell – Grab ‘n Go
 - After the Bell – after 1st period
 - Other _____

2. Are any hot breakfast choices available for the students?
 - Yes – indicate how often _____
 - No

3. How many menu choices do you offer at breakfast?
 - One
 - Two
 - Three or more

4. Does the school provide a la carte breakfast items?
 - Yes
 - No

5. If a la carte breakfast only, when can students purchase breakfast items?
 - Before classes start
 - After the bell

6. Provide a paragraph describing how the School Breakfast Program is operated; include challenges or struggles and rate of participation.

NATIONAL SCHOOL LUNCH PROGRAM

7. School lunches include a variety of **vegetables**. Check the one that most closely applies:
- A dark green or red/orange vegetable is offered **every day**
 - Dark green or red/orange vegetables are offered **at least 3 times per week**
 - Dark green or red/orange vegetables are offered **1 to 2 times per week**
8. School lunches include **beans or legumes**. Check the one that most closely applies:
- Beans or legumes are offered **every day**
 - Beans or legumes are offered **at least 3 times per week**
 - Beans or legumes are offered **1 to 2 times per week**
9. School lunches include a variety of **FRESH fruits**. Check the one that most closely applies:
- Fresh fruits are offered **every day**
 - Fresh fruits are offered **at least 3 times per week**
 - Fresh fruits are offered **1 to 2 times per week**
 - Fresh fruits are offered **less than once a week**
10. School lunches include a variety of **whole grains**. Check the one that most closely applies:
- Whole grain items are offered **every day**
 - Whole grain items are offered **at least 3 times per week**
 - Whole grain items are offered **1 to 2 times per week**
11. Describe some innovative ways you have included the new meal program requirements into your school lunch program that have proven successful.

FARM TO SCHOOL – NUTRITION EDUCATION, SCHOOL GARDENS

12. Does the school or school district have an ACTIVE wellness or school health/nutrition committee?

- Yes
 District-wide
 School-wide
 Both
 No, skip to question #15

13. How often does the committee meet?

- Annually
 Twice a year
 Quarterly
 Monthly
 Never

14. Who are the members of the committee?

- Principal / Vice Principal
 Teachers
 School Nurse
 Students
 Parents / PTA
 Other _____

15. Does your school have a school garden?

- Yes
 No, skip to question #18

16. Are any of the items grown in the school garden served to the students?

- Yes, as part of the NSLP
 Yes, as samplings, not part of NSLP
 No

17. Who maintains or is involved with the school garden project?

- Principal / Vice Principal
 Teachers
 School Nurse
 Students
 Parents / PTA
 Other _____

18. Do you plan to start a school garden?

- Yes
 No

19. Nutrition information is provided to students. Check all that apply.

- Information is not provided
- Information is provided on the menus
- Signage in the school cafeteria provides nutritional information
- Signage at the point of food service, providing information on the day's offerings
- Information on food service department's section of the school web site
- Other _____

20. Information on nutrition and physical activity is provided to parents:

- Annually
- Twice a year
- Quarterly
- Monthly
- Weekly
- Never

21. Which grades in this school provide nutrition education for the students?

- All grades
- Some grades – list the grades _____
- None

22. The school partners with outside organizations (other than with a Food Service Management Company (FSMC)) for resources or programing on nutrition and physical activity:

- Annually
- Twice a year
- Quarterly
- Monthly
- Weekly
- Never

LIST THE ORGANIZATIONS:

23. Describe any special activities held at the school to promote the usage of Jersey Fresh products during the Farm to School Week and Farm to School Month.

PHYSICAL EDUCATION

24. How much time **EACH WEEK** are students physically active, **OTHER THAN DURING THEIR PHYSICAL EDUCATION TIME PERIODS**? Select the closest time frame that applies.
- None
 - ½ hour
 - 1 hour
 - 1½ hours
 - 2 hours
 - > 2 hours
25. If the school has recess, is it held before lunch?
- Not applicable, this school does not have recess, skip to question #26
 - Yes, all recess is before lunch
 - Some classes have recess before lunch, some after lunch
 - No, all recess is after lunch
26. Is this recess included as part of the PE time?
- Yes, all of it
 - Yes, some of it
 - No
27. How many days, during an average week, do students have Physical Education (PE) class (exclude health education)?
- One
 - Two
 - Three
 - Four
 - Five
28. Estimate the number of minutes of each PE period that the students are physically active. Check the one that most closely applies.
- 5 – 10 minutes
 - 10 – 20 minutes
 - 20 – 30 minutes
 - 30 – 40 minutes
 - > 40 minutes
29. Describe any special activities or programs held at the school to engage students in additional physical activity, outside of recess, or physical education, and outside of the competitive sports teams. ***To be a considered a finalist this question MUST BE ANSWERED and schools must be willing to participate in the Jets Play 60 Challenge for four (4) weeks with a minimum of 100 students participating.***

ATTACHMENT C

Provide a narrative describing specific ways you would utilize the \$5000 grand prize, \$2,500 toward kitchen, cafeteria, or equipment improvements related to the school meal programs, and \$2,500 towards the purchase of physical education equipment. Explain how this will improve the food service operations, particularly in the area of providing healthier options for the students and help students become more physically active. The narrative should be not more than one (1) typed, double-spaced page using #12 font. ***This narrative MUST BE ANSWERED in order for the application to be considered.***