



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

2018-2019 APPLICATION PACKET

INTRODUCTION

Healthier meal choices and physical activity significantly improves the physical, psychological, social and academic well-being of our children. New Jersey schools play a vital role in creating a healthy environment for both children and their larger communities through healthy eating and physical activity.

The NJ Department of Agriculture's Jets PLAY 60 "Eat Right Move More" program is a joint effort between the New Jersey Department of Agriculture (NJDA), the New York Jets and the American Dairy Association Northeast. The goal of the Jets Play 60 "Eat Right, Move More" program is to recognize schools in New Jersey that have succeeded in improving their school nutrition and physical activity, and to promote further success throughout our state.

Launched in 2006, the *Eat Right, Move More* program encourages New Jersey school children to take advantage of healthy foods in their school cafeterias and become more active through grant incentives and Jets player visits. **New! One grand champion school will receive a \$20,000 grant and a Jets school takeover including a Jets player visit, Jets Fest, Jets Flight Crew Cheerleaders and more!** Two additional schools will receive \$5,000 grants as Division Champion Schools.

To apply, please fill out the application below for your school to be considered.

Through the enclosed application, schools are encouraged to highlight innovative and creative ways they have increased participation in School Nutrition Programs and encouraged physical activity in their schools and larger communities. Schools must also implement the Jets PLAY 60 Challenge with at least one grade level. The Jets PLAY 60 Challenge is a tool to track activities students do at home and at school in order to reach 60 minutes of activity each day. Students will be asked to log their activity for four weeks. More information on where and how to log the physical activity will be provided to schools after submission of the application.

Winners will be based on a competitive application process, weighing both the application packet and 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 one grade level and complete the program by the deadline dates.
- Applications can be completed online below or through the link <http://jets.formstack.com/forms/jetsplay60ermm> or mailed and **RECEIVED BY March 1, 2019** for Grand Champion and Division Champion Winner entries.

MAILING/DELIVERY ADDRESSES:

*Regular/Priority or Overnight
through the US Postal Service:*
NJ Department of Agriculture
Division of Food & Nutrition
School Nutrition Programs
PO Box 334
Trenton, NJ 08625-0334
Attn.: Jackie Bricker

Delivery Using FedEx, UPS, DHL:
NJ Department of Agriculture
Division of Food & Nutrition
School Nutrition Programs
22 South Clinton Ave, Bldg 4, 3rd Fl
Trenton, NJ 08609-0334
Attn: Jackie Bricker

II. SELECTION OF SCHOOLS

Winning schools will be chosen based on the following:

- Scoring the highest on the enclosed application packet
- Providing “bonus” answers for various questions
- Demonstrating Local Wellness Policy standards
- Demonstrating the 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
- Implementation of innovative School Nutrition Program methods
- Performance of at least one grade level participating in the Jets PLAY 60 Challenge



The “**Grand Champion**” school will win a \$20,000 grant - \$10,000 toward an infrastructure or equipment improvement directly for/or related to the School Nutrition Programs, and \$10,000 to be used directly for the purchase of physical education equipment. The Grand Champion winner will also receive a Jets school takeover day in the spring, including a visit from a current Jets player or players, Jets Flight Crew Cheerleaders, Jets Fest and more! Lastly, the Grand Champion School will be honored on-field* at a Jets game during the 2019 season.

*Game tickets will be provided for student representatives and chaperone

Two (2) “**Division Champion**” schools will each win a \$5,000 grant - \$2,500 toward an infrastructure or equipment improvement directly for or related to the School Nutrition Programs and \$2,500 to be used directly for the purchase of physical education equipment

III. PROGRAM TIMELINE

January 7, 2019	Application open
March 1, 2019	Final Application due date for Grand Champion and Division Champion Winners
March 4, 2019	Last day to BEGIN PLAY 60 Challenge
March 29, 2019	Last day to SUBMIT PLAY 60 Challenge minutes
April 2019	Grand Champion and Division Champions will be notified
April/June 2019	Grand Champion School to receive Jets Takeover Day

IV. APPLICATION REVIEW AND SCORING CRITERIA

- A. A committee of representatives from the NJDA will score the application submitted.
- B. Only one school per school district may apply.
- C. Application packets must include all of the following documents (**incomplete packets will be disqualified**):
 - a. Completed and signed certification form (*Attachment A*).
 - b. Completed enclosed questionnaire, “School Nutrition and Physical Activity Questionnaire” (*Attachment B*)
 - c. Narrative (*Attachment C*)
 - d. School’s completed October 2018 lunch **and** breakfast menus (if applicable)
 - e. Wellness Committee Meeting Minutes, which includes attendee listing
 - f. Additional information showcasing accomplishments in improving school nutrition and physical activity



- D. Selection of the winning schools will be based on their performance in the PLAY 60 Challenge and the school's questionnaire scores.
- E. Winning schools will be asked to submit follow-up information and photographs to show use of the new equipment by food service personnel, physical education staff and students.

The NJDA's Jets PLAY 60 "*Eat Right, Move More*" program application packets must be submitted by **March 1, 2019**.

Questions may be directed to School Nutrition Programs
Attn: Jackie Bricker at (609) 984-0692



Attachment A

**The NJDA's Jets PLAY 60 "Eat Right, Move More"
Program FY 2018-2019 Application Checklist and Certification Form**

School Food Authority _____ County _____

School Nutrition Program Agreement # _____

School Submitting Proposal _____

School Address _____

Contact Name/Title _____

Phone _____ Email _____

Name of Principal _____

Phone _____ Email _____

Food Service Director _____

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**)
- Completed **School Nutrition & Physical Activity** Questionnaire (**Attachment B**)
- Narrative (**Attachment C**)
- School Lunch Menus Breakfast Menus (if applicable) for October 2018
- Wellness Committee Meeting Minutes, which includes attendee listing
- Optional:** Other documents indicating efforts to improve student nutrition and physical activity

Certification: *I have reviewed this application and verify its contents to be accurate.*

BA or Authorized Representative (this person MUST have legal authority to sign contracts on behalf of the district):	
NAME: (please print)	DATE:
SIGNATURE:	
School Principal: SIGNATURE:	DATE:



Attachment B

**SCHOOL NUTRITION AND
PHYSICAL ACTIVITY QUESTIONNAIRE
School Year 2018-2019**

Consult with the Food Service Director for meal program related questions and with the Physical Education Teacher to answer Physical Activity/Education related question.

1. Does your school operate the School Breakfast Program (SBP)?

- No
- Yes, we are mandated to participate
 - Before the Bell only
 - After the Bell only
 - Both Before the Bell and After the Bell
- Yes, but we are not mandated to participate
 - Before the Bell only
 - After the Bell only
 - Both Before the Bell and After the Bell

2. What form of breakfast service does your school offer?

- In the Classroom
- Grab & Go
- Kiosk
- Cold Breakfast only
- Both Cold and Hot Breakfast offerings

3. How do you market your SBP and what are 3 innovative ideas and practices you use to make this program successful in your school?

- 1.
- 2.
- 3.

Bonus:

Bonus:



4. Has your school shared best practices used or learned of them by mentorship from another school or district?

- No
- Yes, describe:

5. What are your 5 most creative ways of incorporating the five (5) Vegetable Sub-Groups into your school's Lunch Program?

- 1.
- 2.
- 3.
- 4.
- 5.

Bonus:

Bonus:

6. On a regular basis, approximately what percentage of your Reimbursable Meals includes milk?

- 0% - 25%
- 26% - 50%
- 50% - 75%
- >75%

7. What are your 3 most creative ways of incorporating Milk and other Dairy Products into your school's Breakfast & Lunch programs?

- 1.
- 2.
- 3.

Bonus:

Bonus:

8. How are fresh fruits and vegetables placed so they are accessible to the students?

- At the front of the serving line
- Near the cashier
- Throughout the serving line
- At a separate salad bar/farm market/kiosk



9. What are your school's 3 most effective methods used to increase participation in the National School Lunch Program?

1.

2.

3.

Bonus:

Bonus:

10. Has your school incorporated those increased Lunch Program participation methods into the School Breakfast Program (SBP)?

Yes, describe:

No

Not applicable

11. What are the 5 most successful Smart Snack items offered in your meal programs?

1.

2.

3.

4.

5.

Bonus:

Bonus:

12. Does the school require nutritional standards for foods/beverages served at school parties, celebrations, events, etc?

Yes, describe

No

Not applicable

13. Has your school received a Healthier US School Challenge (HUSCC) award?

No

Yes, Level:

Bronze

Silver

Gold

Gold of Distinction



14. Does your school advertise and promote healthy eating and nutrition education with signage, use of creative menus, posters, bulletin boards, etc?

- No
- Yes, throughout the school, including cafeteria, in the hallways, playing fields, etc.
- Yes, only in and around the cafeteria
- Other, describe:

15. Is your school involved with the Fuel Up to Play 60 Program?

- Yes, please describe all Fuel Up to Play 60 activities
- I just signed up at www.fueluptoplay60.com
- No

16. Does your school participate in Farm to School activities and events? (Check all that apply)

- No
- Yes, during *Jersey Fresh Farm to School Week* (last week of September)
- Yes, during National Farm to School Month (October)
- At various times throughout the year. Please describe all Farm to School activities:

17. Does your school offer standards based nutrition education in a variety of subjects (e.g. science, health, math, etc)? Please describe:

18. Does your school offer before or after school physical activity (check all that apply):

- No
- Competitive sports
- Non-competitive sports (intramurals/clubs, etc.)
- Active free-play during before/after-care programs



19. Describe any physical activity based programs sponsored by outside organizations in which your school participates. (e.g. Jump Rope/Hoops for Heart, Girls on the Run, Presidential Youth Fitness Program, etc)

20. Describe ways you encourage students to “Move More” during the school day, above the curriculum requirements. Be sure to include in-class movement activities; any sports clubs and activities; external collaborations with physical activity and/or nutrition organizations; usage of outside playground/physical education equipment; and usage of sports fields/tracks. The narrative should be no more than one (1) typed, preferably double-spaced page using #12 font.



Attachment C

EAT RIGHT, MOVE MORE

This narrative MUST BE ANSWERED/SUBMITTED for the application to be considered.

Provide a narrative which describes specific ways your school would utilize the grant to improve both your Food Service operation and your Physical Education program. The grant must be spent equally between Food Service Programs (Eat Right ..) and Physical Education Program (.. Move More). You **MUST** include: why your school should be selected; specifically why it is important for ***your school's students*** to "Eat Right"; specifically why it is important for ***your school's students*** to "Move More"; and an explanation on how the grant would be equally spent between both programs. The narrative should be no more than two (2) pages typed, preferably double-spaced, using #12 font.