



Robert Wood Johnson Foundation

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

## 2014-2015 APPLICATION PACKET

### INTRODUCTION

*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, the Robert Wood Johnson Foundation (RWJF), and the American Dairy Association & Dairy Council, Inc. The program's goal is to recognize schools in New Jersey that have made significant changes to improve their school nutrition and physical activity. When combined with healthier meal choices, physical activity produces overall physical, psychological, and social benefits, as well as academic performance.

**This year there will be an emphasis on the implementation of Smart Snacks. Improving the nutritional profile of all foods/beverages sold in schools is vital to improving the overall diet and health of all children by helping them make healthier choices and reduce their risk of obesity and other related diseases. It ensures children from all socioeconomic backgrounds adopt healthful eating habits that will enable them to live productive lives.**

From the applications submitted, menus and physical education environment will be reviewed closely. Schools that show strong support, and demonstrate efforts to improve nutrition and physical activity amongst their students, will be score highest. As part of the application process and to be eligible to win a grant, your school must implement the Jets PLAY 60 challenge with at least 100 students. The Jets PLAY 60 Challenge is a log to track activities students do at home and school to reach 60 minutes of activity each day. Students will be asked to log their activity for four weeks in a game planner (log book) that will be provided by the Jets. Upon submitting your paper application, your school will receive 100 hard copies of the Jets PLAY 60 game planner (log book). Schools will then log their students' minutes online. More information on where and how to log the physical activity will be provided to the schools after submission of the paper application.

Based on a competitive application process, weighing both the paper application and performance in the Jets PLAY 60 Challenge, 10 total schools will be selected as winners. This will include one Grand Prize school, four 1<sup>st</sup> Prize schools, and five 2<sup>nd</sup> Prize schools.

## 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 the deadline dates.

## II. SELECTION OF SCHOOLS

- Ten schools (one Grand Prize winner, four 1<sup>st</sup> Prize winners and five 2<sup>nd</sup> Prize winners), 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, 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
  - Implementation of Smart Snacks
  - Performance of at least 100 students participating in the Jets PLAY 60 Challenge
- **The Grand Prize school** will win a \$15,000 grant- \$7,500 toward an infrastructure or equipment improvement directly for or related to the school meal programs, and \$7,500 to be used directly for the purchase of physical education equipment **and** will be entitled to have eight (8) student and staff representatives attend and be recognized at a home Jets football game at Metlife Stadium in East Rutherford on Sunday, December 21, 2014. The Grand Prize winner will also have an on-site visit from a NJDA representative, a New York Jets player, and a RWJF representative. The Jets player will meet with the students, and talk with them about the importance of healthy eating and physical activity. School Administrators and teachers from the winning schools will have the opportunity to attend RWJF headquarters and participate in a professional development day in which they will be asked to share best practices with other schools. Travel expenses will be provided.
- **Four 1<sup>st</sup> Place schools** will win a \$5000 grant for each school- \$2500 toward an infrastructure or equipment improvement directly for or related to the school meal programs and \$2500 to be used directly for the purchase of physical education equipment. The four 1<sup>st</sup> Place schools will also have an on-site visit from a NJDA representative, a New York Jets football player, and a RWJF representative. The Jets player will meet with the students, and talk with them about the importance of healthy eating and physical activity. School Administrators and teachers from the winning schools will have the opportunity to attend RWJF headquarters and participate in a professional development day in which they will be asked to share best practices with other schools. Travel expenses will be provided.

- **Five 2<sup>nd</sup> Place schools** will win a \$1000 grant 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. School Administrators and teachers from the winning schools will have the opportunity to attend RWJF headquarters and participate in a professional development day in which they will be asked to share best practices with other schools. Travel expenses will be provided.

### III. PROGRAM TIMELINE

October 21, 2014	Application due date for chance at Grand prize Jets PLAY 60 Game Planner shipped upon submission of application. If application is completed earlier, materials will ship earlier to allow for more time to implement Jets PLAY 60 Challenge
November 25, 2014	PLAY 60 minutes must be submitted on-line for a chance to win Grand prize
November 26, 2014	Grand prize winning school to be notified
December 16, 2014	Grand prize school to receive Jets visit
December 21, 2014	Grand prize winning school recognized at Jets home game
January 16, 2015	Application due date for chance to win one of four 1 <sup>st</sup> place prizes or five 2 <sup>nd</sup> place prizes
February 20, 2015	PLAY 60 program must be submitted on-line for a chance to win 1 <sup>st</sup> and 2 <sup>nd</sup> place prizes
February 24, 2015	Four 1 <sup>st</sup> place and five 2 <sup>nd</sup> place winning schools to be notified
Spring 2015	Four 1 <sup>st</sup> Place schools to receive Jets visit

### IV. APPLICATION REVIEW AND SCORING CRITERIA

- A committee of representatives from the NJDA will score the application submitted by each school.
- Applications will be judged based on the school's score on the enclosed questionnaire, menus, a la carte offerings, method of breakfast service, 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.
- 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 2014
  - 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, four 1<sup>st</sup> Place winner schools, and five 2<sup>nd</sup> Place winner schools will be selected by the committee of representatives from the NJDA
- F. Grand Prize winner school must participate in the Jets PLAY 60 Challenge
- G. The selection of the four 1<sup>st</sup> Place winner schools and five 2<sup>nd</sup> Place winner schools will be based on their performance in the PLAY 60 Challenge, which will be monitored by Jets representatives via the website
- All winning schools will be **required** to provide receipts for their purchases made with the monetary awards.

**The NJDA’s Jets PLAY 60 “*Eat Right, Move More*” program application packets must be submitted by October 6, 2014. Completed applications should be emailed to [SNPspecialprojects@ag.state.nj.us](mailto:SNPspecialprojects@ag.state.nj.us) with “Eat More, Move More” in the subject line.**

**NO FAXED or POSTAL MAIL APPLICATION PACKETS WILL BE ACCEPTED.**

**Questions should be directed to Jackie Bricker at (609) 984-0692.**

**Attachment A**

**The NJDA's Jets PLAY 60 "Eat Right, Move More"  
Program FY 2014-2015 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 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 2014
- 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

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

**SCHOOL NUTRITION AND  
PHYSICAL ACTIVITY QUESTIONNAIRE  
School Year 2014-2015**

***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.***

**SMART SNACKS**

1. How often does your school allow snacks that do not fit Smart Snack criteria for special celebrations and holidays?  
 Weekly  
 Monthly  
 Yearly  
 Whenever there is a holiday or birthday  
 Never  
 Other \_\_\_\_\_
  
2. Does your school apply the Smart Snacks regulations to meals/snacks purchased by teachers and staff?  
 Yes  
 No
  
3. How often does your school offer fruits a la carte?  
 Daily  
 A few times a week  
 Weekly  
 Monthly  
 Never  
 Other \_\_\_\_\_
  
4. How often does your school offer vegetables a la carte?  
 Daily  
 A few times a week  
 Weekly  
 Monthly  
 Never  
 Other \_\_\_\_\_
  
5. What challenges do you anticipate your school will face in implementing the new Smart Snacks nutrition standards?

## SCHOOL BREAKFAST PROGRAM (SBP)

6. Does the school have the SBP?

- The school does not participate in the SPB, skip to question #12
- Cafeteria, before classes start
- After the Bell – in the classroom
- After the Bell – Grab ‘n Go
- After the Bell – after 1<sup>st</sup> period
- Other \_\_\_\_\_

7. Are any hot breakfast choices available for the students?

- Yes – indicate how often \_\_\_\_\_
- No

8. Does the school provide a la carte breakfast items?

- Yes
- No

9. If a la carte breakfast only, when can students purchase breakfast items?

- Before classes start
- After the bell

10. What is your average daily participation rate at breakfast?

11. Please describe how you market your school breakfast program to students and parents?

## NATIONAL SCHOOL LUNCH PROGRAM

12. Does your menu incorporate Whole Grain Rich pasta?

- Yes  
 No

13. Does your school incorporate local products into school lunch?

- Yes  
 No

14. Does your school participate in Farm to School Week (September)?

- Yes  
 No

15. Does your school participate in Farm to School Month (October)?

- Yes  
 No

16. Does your school participate in the Farm to Recognition Program?

- Yes  
 No

17. Describe some innovative ways you have included the new meal program requirements into your school lunch program that have proven successful.



## NUTRITION EDUCATION

18. 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 #19

19. How often does the committee meet?

- Annually  
 Twice a year  
 Quarterly  
 Monthly  
 Never

20. Does your school offer a culinary program?

- Yes, on-site  
 Yes, off-site (example Vo-Tech program)  
 No

21. Does your school have a school garden?

- Yes  
 No, skip to question #24

22. 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

23. Who maintains the school garden?

24. Is your school part of Team Nutrition?

- Yes  
 No

25. Does your school partner with any outside organizations to provide information on nutrition and physical activity?

- No  
 Yes, Name(s) of Organization(s) \_\_\_\_\_

## PHYSICAL EDUCATION

26. If the school has recess, is it held before lunch?

- Not applicable, this school does not have recess, skip to question #30
- Yes, all recess is before lunch
- Some classes have recess before lunch, some after lunch
- No, all recess is after lunch

27. Is this recess included as part of the PE time?

- Yes, all of it
- Yes, some of it
- No

28. How many days, during an average week, do students have Physical Education (PE) class (excluding health education)?

- One
- Two
- Three
- Four
- Five

29. 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

30. Are daily physical activity opportunities, such as intramural/interscholastic sports or activity clubs, available to students (excluding recess and PE time)?

- Yes, please provide 2 examples \_\_\_\_\_
- No

31. Describe the role of your school in partnership with families and the community in promoting physical activity among your students.

**ATTACHMENT C**

Provide a narrative describing specific ways you would utilize the \$15,000 grand prize, \$7,500 toward kitchen, cafeteria, or equipment improvements related to the school meal programs, and \$7,500 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.***