

Kids Eat Smart Week & the Walk to Breakfast

WOW – it's going to be a wicked fall! On the heels of the Kids Eat Smart Back to School campaign which was launched at Atlantic Place, St. John's, August 28, Kids Eat Smart Week (October 13 – 19) is shaping up to be a real celebration of what Kids Eat Smart Clubs do. Olympic Gold Medalist and Kids Eat Smart Champion Jamie Korab is going to visit Kids Eat Smart Clubs throughout the province, school information reports are helping out with Kids Eat Smart nutrition notes, and we've got a quiz to get the kids thinking! October 19th is the Kids Eat Smart Province-Wide Walk to Breakfast. TD is back as the lead sponsor, joined by Atlantic Towing, General Mills, Department of Education, Nubody's, Scotsburn, and Booster Juice – so far! Registration forms are making their way to Kids Eat Smart Clubs, and we're looking forward to the best Walk yet! **GET YOUR SCHOOL INVOLVED!** It's a great way to raise funds, and donations (financial and Kids Eat Smart-type food fare) are eligible for matching grants! Get ready to WALK!



Kids Eat Smart Club member Anastasia Whelan tries out a fruit smoothie and an Olympic Gold Medal at the launch of the Kids Eat Smart Back to School Campaign, Atlantic Place, with the medal's rightful owner, Kids Eat Smart Champion, Jamie Korab.



Walk to Breakfast 06

Kids Eat Smart receives CMA Award!!

The leading Canadian authority on health, the Canadian Medical Association has selected Kids Eat Smart Foundation as the 2007 recipient of the CMA Award for Excellence in Health Promotion. This award highlights specific efforts by an individual or organization outside of the health sector to promote the health and wellness of Canadian. Quite an honour for an organization provincial in scope! The Foundation was nominated by the Newfoundland and Labrador Medical Association and was the chosen one among numerous other nominees.



The CMA flew Executive Director Daphne LeDrew to Vancouver, where she and Chair of the Board of Directors, John Neville received the Award.

Club Spotlight

Centreville Academy, Bonavista Bay

Centreville Academy's Kids Eat Smart Breakfast Club serves approximately 70 K-8 students five days a week. Centreville's Club is generally "grab and go" with a hot breakfast being served by the Anglican Church Women on Wednesdays. The TOPS (Taking off the Pounds Sensibly) chapter will be helping the Anglican Church Women out with the hot breakfast this year. This school also has a House System and breakfast volunteers make use of that by rewarding house points to students who use their manners or help out. Centreville Academy, congratulations on your successful Kids Eat Smart Club!

Community Spotlight

Pasadena Academy

While eating breakfast at their Kids Eat Smart Club, students of Pasadena Academy, Pasadena see a beautiful mural, which was painted by grade 12 student Stephanie Drover, under the supervision of Art teacher, Brian Robson. With the Kids Eat Smart logo, an outdoor scene, and the names of contributors to the Kids Eat Smart Club, it says a lot! The mural is meant to recognize and thank all who support the Club.



Supporters include Pasadena Foodland, Town of Pasadena, ACW, Knights of Columbus, Ultramar, Midland Construction, Johnson's Construction Limited, CitiFinancial, PharmaChoice and Newfoundland Power.



Apple Awards



Government of NL - An apple for the Government of Newfoundland and Labrador! This year the Department of Human Resources, Labour and Employment earmarked \$700,000 to Kids Eat Smart Foundation, with a \$50,000 contribution from the Department of Health. Minister of Human Resources, Labour and Employment, the Honourable Shawn Skinner (right), presented the



cheque to John Neville (left), Chair of Kids Eat Smart Foundation, Daphne LeDrew, Executive Director, and Frankie Kavanaugh at the Holy Cross Junior High Kids Eat Smart Club in June.

Building strong kids - The Newfoundland and Labrador Construction Association recently made a donation to Kids Eat Smart Foundation from funds raised at the NLCA Auction. Pictured (l-r) NLCA Chair Harry Bartlett, Ron Hickey, Chair, Charity Auction Committee, John Neville, Chair, Kids Eat Smart Board, and Terry Scaplen, General Contractors Section Chair.



Masonic Charity Golf Tournament - Apples for the Masons, who continued their tradition of supporting Kids Eat Smart Clubs through the Masonic Charity Golf Tournament in June. Co-chair Masonic Charity Golf Tournament Lew Crummey (r), made the presentation to Doug Dewling (l), Treasurer, Kids Eat Smart Board of Directors.



An apple for AppleCore Interactive



Kids Eat Smart partner to the core, staff of AppleCore Interactive recently gathered to make a perfect pyramid presentation to Kids Eat Smart Foundation.

St. Paul's Jr. High, St. John's volunteers - Club Co-ordinator Jill Rowe in the middle of volunteers (top l-r) Ashley Stone, Mrs. Barb Galway, Stacey Gladney, Charlene McCarthy, Katie Bishop, Mr. Byron Hollett. Jessica Noel, Emma Collingwood, Lauren King.



Fun Food Facts—Fun Food Facts—Fun Food Facts



BlueBerry Best— September is BlueBerry Time! They are now ripe, plentiful, and delicious! Blueberries are known for their antioxidant properties, are a source of fiber and are VERY tasty.

Enjoy blueberries in yogurt, on cereal, on salads, in smoothies or on their own. Be creative with this delicious berry!!



On The Go On The Go On The Go On The Go On The Go

Volunteer Registration – Keep 'em coming! So far, Kids Eat Smart Foundation has registration information for 2500 of our 4500 volunteers. There is a big push on now to make that happen. If we know who you are, we can serve you better!

Sponsor Breakfast – Late in May, Kids Eat Smart Foundation was very proud to recognize the contributions of our partners at the 1st Annual Kids Eat Smart Year End Breakfast at the Fluvarium, St. John's. Partners received recognition certificates, guests enjoyed a typical 'Kids Eat Smart' breakfast of fruit, yogurt, and bread. At the end of the event all assembled went outside to plant the Petro-Canada Legacy Tree in honour of Petro-Canada's outstanding contribution to the Foundation. As luck would have it, kids from the Kids Eat Smart Club at St. Augustine's, Bell Island happened by, pictured here.



BFL Atlantic Regional Conference – Kids Eat Smart was pleased to host the Breakfast for Learning Atlantic Regional Conference in June. Representatives from BFL in New Brunswick, PEI, Nova Scotia and Ontario visited Kids Eat Smart Clubs at Immaculate Conception at Colliers and Holy Cross Junior High, Mount Pearl Intermediate and Prince of Wales Collegiate, St. John's, shared ideas and enjoyed genuine Newfoundland hospitality.

freeTHINK – It was a 24 hour marathon of creative genius for free!! Each year, Bristol Group holds freeTHINK, and Kids Eat Smart came out a winner! The group came up with a brilliant strategy for a nutrition month fundraiser, and also a 90 second video that tells the story of Kids Eat Smart Clubs. Check it out at www.kidseatSMART.ca/newsroom.



Volunteer Spotlight – Student Leadership Group @ Mount Pearl Intermediate

The Student Leadership Group at Mount Pearl Intermediate is making a difference to their Kids Eat Smart Club. In the 2006-2007 school year they used their fundraising skills to raise enough money to provide a freezer, trolley and to provide monetary donations. These

donations make running the Kids Eat Smart Club easier, and increase the menu items that can be served every morning. Well done! The Mount Pearl Intermediate appreciates your work!

The Big Picture – Executive Director, Daphne LeDrew

There have been many special moments since I took the job of Executive Director for Kids Eat Smart Foundation. One came last month, when John Neville, Chair of the Board of Directors and I, accepted the Award for Excellence in Health Promotion from the Canadian Medical Association.

While John and I were there to accept the award, we did it on your behalf – everyone that supports Kids Eat Smart Foundation and especially our KES Club Coordinators and volunteers. The people who rise and shine to ensure children and youth have a healthy start to their school day. You are the recipients of the Canadian Medical Association Award for Excellence in Health Promotion. Congratulations. I'm proud to support you.

Kids Eat Smart Foundation is partnering with Memorial University Division of Community Health and Humanities

to do an evaluation of current Clubs to analyze the best delivery method to ensure the stability of the programs throughout Newfoundland and Labrador. We will need your support in order to carry out the project! This evaluation will have a three pronged approach - focus groups, telephone interviews and key informant interviews and while it's in the planning stage right now we will be contacting KES volunteers as the project develops and I hope that you will respond as you are able.

The new Kids Eat Club Guide and ToolKit will be coming to KES Clubs soon. Please note the Keys to Success reference guide. I encourage you to register your KES Club at www.eatrightbebright.ca and join the club!



Daphne LeDrew

Donors

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Thanks to all who donated to Kids Eat Smart Foundation. Thanks also to those who support Kids Eat Smart Clubs at the community level.

Welcome Aboard!

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| Kids Eat Smart Club - | Holy Trinity Elementary, Torbay |
| Samantha Gerbeau - | Samantha is here to help with all that's going on this fall. |
| Janalee Strowbridge - | West Coast Development Co-Ordinator |
| Steve Power - | Kids Eat Smart Finance Committee Member |

Aliant – Going for Gold

Kids Eat Smart is delighted to welcome Aliant as a Gold Level partner. Aliant has been here for Kids Eat Smart Foundation since 2005. Way back then they were the ones who enabled the creation of Kids Eat Smart Club signs. Now they are "Going for Gold" – just like the Kids Eat Smart Champion and Aliant employee, Jamie Korab.



Tools for the Job—Coming Soon!

Brand new Kids Eat Smart Club binders for Kids Eat Smart Clubs! Kids Eat Smart Clubs are big things to co-ordinate, and Kids Eat Smart Club Co-ordinators and volunteers are busy people – so the Foundation has developed the Kids Eat Smart Club Guide and Toolkit to will make running the Club a little easier. Kids Eat Smart dietitian, Melanie Colbourne, says, "The Kids Eat Smart

Club Guide and ToolKit is a one-stop reference for Kids Eat Smart Clubs. It's updated from the previous Program Co-ordinators Handbook, and includes much more in an easy-to-use binder format. It has lots of practical information – like menu ideas and recipes- along with the standard necessities like form letters, information on volunteer recruitment and retention, etc."

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To Contact Us

Kids Eat Smart Foundation
Newfoundland and Labrador
Box 26009 95 Bonaventure Place
St. John's, NL A1C 5T9

Tel. (709) 722-1996

Fax: (709) 722-7250

Toll-Free: 1-877-722-1996

www.kidseatsmart.ca

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