



**Kids Eat Smart
Foundation**
NEWFOUNDLAND & LABRADOR

Smart Talk

Printed in support of the Kids Eat Smart Foundation on a Xerox 250

Fall 2009

What's Coming Up This Fall?



Kids Eat Smart Week (KES Week)

This year, KES Week will take place from October 12-16, following the Thanksgiving Day weekend. With kids returning to school after a very food-focused holiday, Kids Eat Smart Foundation is taking the opportunity to emphasize the importance of healthy eating throughout the year. The Kids Eat Smart Nutrition Quiz will return this year, running from Tuesday, October 13th to Friday, October 16th. A winning entry will be drawn from all correct answers each day, for a total of four winning classes.



TD Canada Trust Kids Eat Smart Province-Wide Walk to Breakfast

We are pleased to have TD Canada Trust onboard again this year as our title sponsor for the Kids Eat Smart Province-Wide Walk to Breakfast. The Walk will be capping off Kids Eat Smart Week on Friday, October 16, 2009. Not only is the Walk a fundraising event but it is also a means of creating awareness in the community about the importance of child nutrition. Registration packages have been sent to all Kids Eat Smart Clubs and the Foundation encourages all Clubs to participate in this province-wide fundraising event.



Kids Eat Smart Foundation Gala 2009: JAZZ

Our annual fundraising event will return for the seventh time this year, now under a new name: *Kids Eat Smart Foundation Gala*. Attendees will be transported back to the 1940's with the theme of JAZZ. Amy House will emcee the event and guests will be entertained with a captivating Jazz performance by Janet Cull and Dana Parsons. The Gala will be held at the Holiday Inn in St. John's on Saturday, November 7, 2009. The night will include dinner, entertainment, games, and both a silent and live auction. Tickets are available for purchase now by contacting the Kids Eat Smart Foundation office at 722-1996. For more information about the event please visit our website: www.kidseatsmart.ca



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Community Spotlight – Sears (Port aux Basques)

Sears in Port aux Basques is a Sears Canada Dealer Store that has been operating for 16 years. They offer a full selection of appliances, bedding, electronics, lawn & garden products, and seasonal items. Owner and operator, **Steve Manstan**, chose to support the Foundation because “the health of our kids is a benefit for our community as a whole.” Sears, Port aux Basque officially became a Kids Eat Smart Bronze Level Community Partner in December 2008.

Club Spotlight – Holy Cross Junior High



Holy Cross Junior High Kids Eat Smart Club in St. John's walks to breakfast each year led by Lisa Smith-Saunders. Lisa is the home economics teacher for Holy Cross and the program coordinator for the Kids Eat Smart Breakfast Club. Lisa's efforts

always pay off in terms of fun, funds and awareness. Every year Lisa approaches businesses for prizes in addition to the prizes provided by Kids Eat Smart Foundation and students look forward to the prize presentation after the Walk.

Students arrive at school, then Walk around the block and come back for a pancake breakfast, that always includes

healthy foods from the four food groups including milk, juice, fruit, eggs and pancakes. Last year Holy Cross' Walk raised over \$1500.00 through sponsors and individual donations!



Volunteer Spotlight – Joy Walsh & Dean Decker

Joy Walsh and Dean Decker have been coordinating the Kids Eat Smart Club at Pasadena Academy since the spring of 2003. Both were volunteers for Pasadena Elementary School Kids Eat Smart Club and when their oldest kids moved to the Academy they did a survey, with the help of others, and found a need for a breakfast Club. When asked what they enjoy about volunteering they stated, “It is rewarding to know that we are providing a community service, especially a service that is such a huge benefit to the youth of our town!” Joy and Dean would like to thank the Kids Eat Smart Foundation, residents, businesses and community groups in Pasadena who continue to make breakfast in the school a reality.

Joy and Dean are looking to pass on their coordination duties this year but will continue to support the Club in various ways. Kids Eat Smart Foundation would like to thank Joy Walsh and Dean Decker for their tremendous contribution they have made to the health and wellness of the students of Pasadena Academy.

Omega-3s

Omega-3 fatty acids are an important part of heart healthy eating. They are also important in brain and eye development. These fats cannot be produced by your body, thus you must get them from your foods. Some foods that contain omega-3 fatty acids are fatty fish (ex. mackerel, herring, salmon, trout), omega-3 eggs, flax oil, canola oil, soybean oil and walnuts. Include these foods in your healthy diet!





The Big Picture – Daphne LeDrew, Executive Director

With the leaves quickly changing colours and daylight fading earlier every day, fall is certainly well underway and with a new school year, Kids Eat Smart Clubs are getting into full swing – 195 of them throughout the province! Last year 13 new Clubs started and Kids Eat Smart Foundation granted a total of \$786,824 to Clubs to purchase food and equipment. This is up by 41% over the previous year. We are pleased with this growth and know that the increase in Clubs, more fruits and dairy products being served regularly, and the increase in the number of days per week some Clubs are operating have all contributed to this. Last year the Foundation added two regional staff persons and Clubs benefited.

So far this school year, start up grants have been issued to four new Clubs and we know that others are working through the start up process.

The beginning of the school year is an excellent time to raise awareness about good nutrition, physical activity and academic success. Kids Eat Smart Week and the Walk to Breakfast are designed to do just that. You can support the Walk to Breakfast at your school by joining in the walk, donating, or volunteering. Our annual fundraising Gala is coming up and we hope as many as possible will support this event at the Holiday Inn on November 7th.

As well as the new staff on the right, Kids Eat Smart welcomes three new members to its Board of Directors –Heather Hillier, Gander; and Wilma Hartman and Terry Greene, St. John's. We look forward to working together for the benefit of the children of our province.

Given the presence of the H1N1 influenza virus in the province this year, I want to encourage volunteers at Kids Eat Smart Clubs to pay special attention to preventing the spread of this virus and to practice the three C's of prevention: Clean – wash hands thoroughly and often, Cover – coughs and sneezes, Contain – stay home if you're sick and ask someone else to volunteer in your place.

Good Eating = Good Thinking

Daphne LeDrew

On The Go On The Go On The Go

Kids Eat Smart Foundation has won the 'Reader with a Cause' award and will be featured in the December issue of *Today's Parent* magazine, thanks to Heather Rogers for nominating the Foundation.

Keep a lookout for Stephanie O'Brien, visiting clubs in Southern Labrador and the Northern Peninsula the week of October 26-30, 2009.

Kids Eat Smart Foundation Calendars featuring posters designed by students during Nutrition Month 2009 will be available for sale in November.

Kids Eat Smart Week 2009 – October 12-16, 2009

TD Canada Trust Province-Wide Walk to Breakfast – October 16, 2009

Kids Eat Smart Foundation Gala 2009 – November 7, 2009

Welcome New Staff



We are pleased to have Cindy Sullivan join our staff as our new Development & Awareness Coordinator. Cindy has many years of event planning, project management and organization to bring to the Kids Eat Smart Foundation. She previously worked as provincial Event Coordinator with the Newfoundland and Labrador Organization of Women Entrepreneurs. This experience in the not-for-profit sector is a great asset. She will be involved in event planning, marketing and awareness campaigns, corporate communications and working with corporate sponsors and community partners.



Jessica Crocker will be completing a work term with the Kids Eat Smart Foundation and will be joining our team until December. She is currently in her fourth year at Memorial University of Newfoundland, working towards a Bachelor of Commerce degree, with a concentration in Human Resources, and a Minor degree in French. Jessica looks forward to the work she will be involved in with the Kids Eat Smart Foundation.



Stephanie O'Brien is our new Western Region Development Coordinator. She is a registered dietitian who graduated from Memorial University with a Bachelor of Science (Honours) degree in 2007, and most recently obtained her Master of Applied Human Nutrition degree from Mount Saint Vincent University. Stephanie is excited to work with KES and looks forward to meeting all of the school members, parents, students and volunteers on the West Coast!

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Bronze Partner - Masonic Charity Golf Tournament - Presents their Annual Donation



Members of the Masonic presented Kids Eat Smart Foundation with a cheque for \$2000 in June, donated from some of the proceeds of their annual Charity Golf Tournament.

Pictured (l-r): Daphne LeDrew - KESF Executive Director, Gordon Driscoll - Charity Golf committee member, Scott Bartlett - Charity Golf committee member, Gordon Moulton - Charity Golf committee member, and Lester Bowring - Masonic District Grand Master NL.

A Warm Welcome to these New Kids Eat Smart Clubs

Gill Memorial Academy, Musgrave Harbour
Lewisporte Intermediate, Lewisporte
St. Andrew's Elementary, St. John's
Virginia Park Elementary, St. John's

Contact Us

Kids Eat Smart Foundation
Newfoundland and Labrador
 Box 26009 80 Elizabeth Avenue
 St. John's, NL A1E 0A5

Tel. (709) 722-1996

Fax: (709) 722-7250

Toll-Free: 1-877-722-1996

www.kidseatsmart.ca
meals@kidseatsmart.ca

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