



**Kids Eat Smart  
Foundation**  
NEWFOUNDLAND & LABRADOR

# Smart Talk

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Winter 2011

## Nutrition Month—March 2011

Kids Eat Smart Foundation will celebrate healthy eating and healthy living with special events for Kids Eat Smart Club participants during Nutrition Month. Dietitians of Canada continue their theme from last year, “Celebrate food...from field to table!” and Kids Eat Smart Foundation is again partnering with the NL Federation of Agriculture and the School Milk Foundation to bring local food and local farmers into Kids Eat Smart Clubs in several areas of the province. During the first week of March, breakfasts will include local produce, such as milk, blueberries, raspberries, or eggs and students will learn about the rich agricultural tradition of our province and their community as the farmers share their knowledge.



Apple Day, now in its fourth year, will be March 18th and Kids Eat Smart Clubs throughout the province will be serving a variety of apples in many fun and unique ways to celebrate the event. Clubs will receive an Apple Tree of Knowledge poster game and be able to participate in an online interactive version of the game at [www.kidseatSMART.ca](http://www.kidseatSMART.ca) starting on March 14th. Participating Clubs will also receive prizes to distribute on Apple Day.

## Fantastic Fall for Kids Eat Smart Foundation

*Walking, Talking and Singing for Kids Eat Smart*

Some 20,000 students, parents, teachers, police officers and other friends – including Olympic Gold Medallist Jamie Korab – took to the streets and walked for education, health and wellness on October 22, 2010 in the 5th TD Canada Trust Kids Eat Smart Province-Wide Walk to Breakfast. A record number of schools participated, and Walks went on throughout the province rain or shine.



*Matthew Elementary, Bonavista*

Alan Doyle of Great Big Sea charmed and disarmed guests at the 8<sup>th</sup> Annual Kids Eat Smart Foundation Gala – An Evening in Sheraton Forest. After having been locked in the stocks, hitting a bull’s eye (or two) in the Wii-based Archer’s Eye game, Doyle played his lute and shared songs and stories from the set of Ridley Scott’s 2010 film *Robin Hood*. The event, which featured a three course meal, live and silent auction, as well as games, was an outstanding success!



*Gala 2010—An Evening in Sheraton Forest*

### Kids Eat Smart Board of Directors

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- John Neville, *Past Chair*
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## Club Spotlight – Smallwood Academy

Smallwood Academy in Gambo offers a nutritious breakfast, coordinated by teacher Roger Snook, in a warm and friendly atmosphere. This Kids Eat Smart Club attributes its success to the team efforts of a remarkable group of community volunteers, parents, students and staff. Volunteers, Berdina Connolly and Sharon Paul, help with menu planning and special breakfast days. The Instructional Resource Support teacher, Andrea Doucette, with her dedicated students, assist with grocery shopping and restocking food. The nutrition teacher, Patti Burry, has incorporated nutrition education and hands on experience for the students through the preparation of safe and nutritious foods. This Kids Eat Smart Club provides a healthy start to each student's day and an opportunity to socialize in the company of phenomenal community members.



## Community Spotlight—Templeton Academy



Kids Eat Smart Clubs rely on community support both financial and volunteer and it comes from a variety of sources. Templeton Academy in Meadows invites community groups into their school on Fridays to volunteer with their Kids Eat Smart Breakfast Club. In this picture, the Hughes Brook-

Irishtown-Summerside Fire Chief helps serve breakfast to primary and elementary students at Templeton Academy during Fire Prevention Week. Linking community events such as Fire Prevention Week to Kids Eat Smart Clubs is a great way to educate students and raise awareness of important issues while they enjoy a healthy breakfast.

## Volunteer Spotlight – Jackie Hawco & Jeannie Shea St. Augustine's Elementary

Jackie Hawco and Jeannie Shea who coordinate the Kids Eat Smart Club at St. Augustine's Elementary, Bell Island, attended the 2010 Volunteer Week reception for volunteers at Government House hosted by the Honourable John C. Crosbie, PC, OC, ONL, QC, Lieutenant Governor of Newfoundland and Labrador, and Her Honour Jane Furneaux Crosbie. Jackie and Jeannie assist in recruiting new



volunteers to the Kids Eat Smart Club, handle scheduling of volunteers, help prepare the meals and monitor the food supply inventory for the Club. Both volunteers have children who attended the school but who have since moved on to high school, while they continue to volunteer. In reference to their trip to Government House, Jackie and Jeannie noted, "It was an interesting day and a wonderful experience. Their Honours made us feel very much appreciated for our efforts as volunteers with the Kids Eat Smart program at St. Augustine's Elementary."

## Winter Warrior Foods

To boost your immune system and ward off colds this winter, be sure to get lots of vitamins, minerals and antioxidants in your diet which are found in fruits and vegetables. Add blueberries to oatmeal or add a variety of your favourite vegetables to a homemade soup or stew to help keep you warm and feeling good until spring!





The Big Picture—Daphne LeDrew, Executive Director  
Big events, big numbers, big ideas!

We're in the midst of exciting times at Kids Eat Smart Foundation. Between the satisfaction of looking back, and the thrill of looking ahead, it's hard to know where to look!

The fall flew. In the latter part of October, Kids Eat Smart Week – and the nutrition quiz – got everyone thinking about what kids eat at school. The grand finale of the week, the TD Kids Eat Smart Province-Wide Walk to Breakfast was the biggest one yet, with 103 schools participating. The 2010 Kids Eat Smart Foundation Gala, on November 12 at the Sheraton Hotel NL St. John's, was a sensational event that raised funds and awareness for the Foundation. Special guest Alan Doyle and emcee Jonathan Crowe kept the more than 350 guests well entertained through the evening. Big star, big audience, and big story! To see Alan live at Sheraton Forest, and hear what he thinks of Kids Eat Smart... search YouTube 'Sheraton Forest'.

And we're big news too. The Canadian Broadcasting Corporation and Kids Eat Smart developed a partnership that supports both our interests. CBC believes that health, healthy eating, and fitness are important, and so does Kids Eat Smart. On January 4, Kids Eat Smart was part of a nation-wide health event called Live Right Now, which was launched at the YMCA in St. John's.

By the end of January 2011, Kids Eat Smart Foundation had helped 14 communities start new Clubs! These new Clubs have come from all corners of the province, and we are delighted to welcome them.

That's where we've been. Even more inspiring is where we're going. This year's Apple Day has a new twist with the Apple Tree of Knowledge. Later in the year Kids Eat Smart aims to help Clubs do what they do best even better, with an evaluative operating standard called 'Getting Smart on Evaluation'. We're also aiming for the internet! We're in the early phases of developing a series of short videos that will support volunteers as they run their Clubs.

We're off to a great start in 2011!



Kids Eat Smart Foundation is pleased to announce a new partnership with Breakfast Clubs of Canada, a national organization dedicated to providing services and funding to support school breakfast clubs for children and youth across Canada. With this partnership, Breakfast Clubs of Canada, through its national initiatives, will provide Kids Eat Smart Foundation with funds to assist nutrition programs in Newfoundland and Labrador. On Friday, February 4th, in partnership with BCC and Walmart, the national Taste for Learning Tour was launched at the Walmart store on Kelsey Drive in St. John's. Customers received complimentary reusable breakfast bags filled with coupons for products supporting the cause. Hits FM broadcast live from the store and customers entered a draw to win an apron signed by Allan Hawco of *Republic of Doyle* and Steele Communications on-air personalities. From February 17-March 17, 2011, the public can support the campaign by purchasing a \$1 bookmark from any WalMart store in Newfoundland and Labrador, purchasing select products from Saputo, Danone, Kellogg's, and Minute Maid from their local WalMart, and they can donate \$5 by texting BREAKFAST to 45678.

## Welcome New Staff



Evelyn Francis is the new KES Program Development Coordinator in the Nova Central

School District. Evelyn graduated from the University of Alberta with a Bachelor of Science in Nutrition and Food Sciences and has spent time working in Community Health as well as the Volunteer Sector. Born and raised in Central Newfoundland, Evelyn is looking forward to visiting existing KES Clubs in the district and recruiting new ones. You can reach Evelyn at (709)424-8758 or email: [efrancis@kidseatsmart.ca](mailto:efrancis@kidseatsmart.ca)

## Welcome New Clubs

Pearson Academy  
Hazelwood Elementary  
Clarenville High School  
Persalvic School  
Holy Spirit High School  
Elizabeth Park Elementary  
Perlwin Elementary  
Community Youth Network  
James Cook Memorial  
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J.C. Erhardt Memorial  
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Pearce Junior High  
Baccalieu Collegiate

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