

## Making Smart Eating Choices in Atlanta Public Schools is Getting A Lot Easier

Good4U program is helping to teach elementary students basic skills about making the right food choices.

Atlanta Public Schools is encouraging elementary school children to eat healthy and make smart food choices with Good4U, an innovative and fun learning experience.

Sponsored by the Atlanta Falcons and the district's foodservice provider, Sodexo-Jackmont, this engaging nutrition education program celebrates and encourages elementary school children to eat healthy food that is Good 4 U!

Beginning in schools with the lowest consumption of healthy foods, the Good4U program is rotated through four to six Atlanta elementary schools at a time, for a period of three weeks. At each participating school, every student is given a Good4U card with 13 empty spaces to earn stickers. Each week, students have a chance to earn Good4U stickers every time they make a healthy food selection.

Symbols on the school lunch menus promote healthy salads (Salad4U), wraps (Wrap4U), and local produce

(Local4U). Students were encouraged to choose as many of the items above to earn one sticker for each of the items displayed. A student can earn up to three stickers on some days.

P.A. announcements highlight the healthy menu selections for the week to maximize a student's sticker earning potential. Visits to the schools by the Atlanta Falcon's mascot and Lift-Off, Sodexo's nutrition and wellness champion, reinforce the day-to-day learning experience and build excitement in the program.

Once each student fills up their card, they drop it in a container in their school cafeteria. Every student who earns all 13 stickers and fills their Good4U card is awarded a prize. At the end of the program, three tickets are randomly drawn, and these students receive a grand prize. Grand prizes include an autographed football by Atlanta Falcon players, as well as an Atlanta Falcon duffle bag and MP3 player donated by Sodexo-Jackmont.



The Good4U program is making a very positive impact on student eating habits in Atlanta Public Schools. Data proves that even after the promotion ends, students are still choosing healthy food choices. Springdale Park Elementary was able to increase the consumption of fruits by 133%. Vegetable consumption increased 160%, salads and wraps increased 80%, and a la carte sales of healthier choices increased 55%.

*"Good4U makes nutrition education fun for elementary children. When you take away the guesswork and reward healthy eating, smart choices become easier. And the best part is that local community partners are involved in the process, with their own tools and resources, helping to ensure that these important lessons won't get lost when students leave the cafeteria."*

*— Hossein Akhtarkhvari, District Manager*

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