

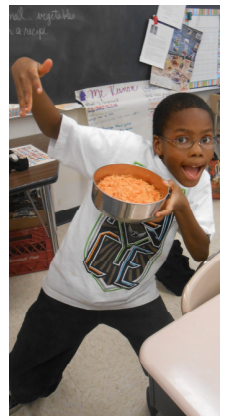


REAL FOOD *for* KIDS[®] MONTGOMERY

A parent and student advocacy group working for whole, real, local, sustainable and nutrient-rich food in the Montgomery County Public Schools.

Who We Are

- Over 3500 parents of current students from every school in MCPS
- Over 5700 supporters in Montgomery County
- 72 parent representatives to individual schools
- 59 MCPS teachers
- 108-person communications network to PTAs and Wellness Committees
- 14-person Board of Directors (including two MCPS students) and 9-person Advisory Board



Our Priorities

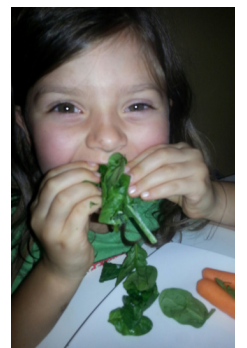
We set our priorities through yearly member polls. Our current priorities are:

- Reduce added sugar to 10% per meal
- Ensure that all students have access to safe, clean water
- Decrease the use of processed foods



Our Mission

To collaborate with school communities to elevate the quality and character of school food, develop and deliver programs that advance literacy in nutrition and health, and engage students, parents, and schools in building a culture of health that spreads to their homes and communities.





How We Educate, Advocate and Build Change

- Send bi-weekly newsletter to supporters
- Build grassroots network via school listservs, PTAs and community functions
- Send petitions and sign-on letters to MCPS Administrators and Board of Education
- Engage directly with MCPS Administrators, Board of Education and County Council members
- Testify before the Board of Education and County Council
- Train parent representatives to start wellness committees
- Conduct nutrition education programs in schools
- Conduct events such as the School Lunch Recipe Contest, movie screenings, School Food Forum, Salad Bar Summit and Real Food Festival
- Participate in Eat Well, Be Active Partnership; Montgomery County Food Council; MCCPTA School Nutrition Subcommittee; and MCPS district-wide Wellness Committee
- Conduct state-level advocacy through Healthy School Food Maryland coalition and School Food Environment Grades



Our Accomplishments

Since we began our advocacy in 2012, RFKM has helped to channel student and parent interest into notable changes:

- Chemicals and all food dyes removed from school food
- Frequency of pizza reduced and scratch cooking increased
- Soda and candy vending machines off until 30 minutes after school
- Soda marketing messages removed from vending machines
- Healthier a la carte (snack) options
- Pink milk with red dye #40 removed from sale
- 26 Wellness Committees formed in schools
- District-wide Wellness Committee formed
- A policy to eliminate artificial sweeteners



December 3, 2014

December 10, 2014