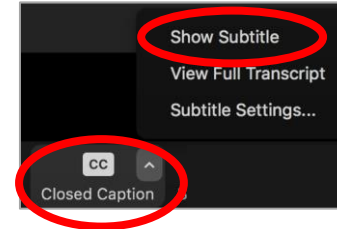


Welcome to today's webinar! Please...



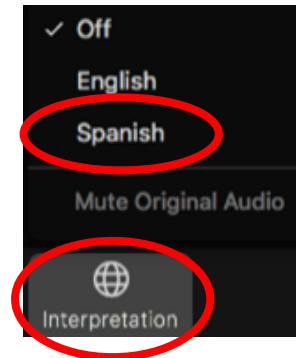
(Optional) Enable Closed Captioning:

Click the up arrow on the Closed Caption button. Select, "Show Subtitle."



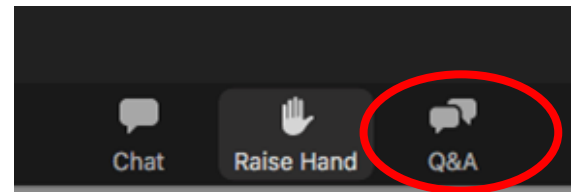
(Optional) Enable Interpretation:

Click the up arrow on the Interpretation button. Select "Spanish" to listen to today's webinar in Spanish.



Use the Q&A Feature to Ask Questions:

Click the "Q&A" button on your Zoom toolbar to ask questions throughout the webinar.



Healthy Meals Incentives Initiative

Recognition Awards Informational Webinar





Food and Nutrition Service (FNS)

Our Webinar Team



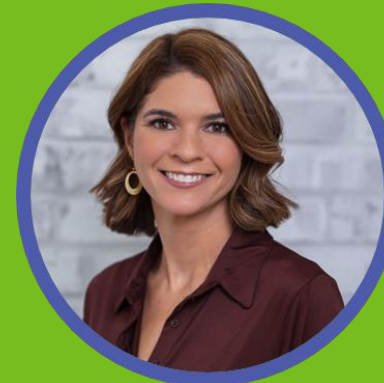
Alyson Foote (she/her/hers)

Action for Healthy Kids
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Raschell Downer (she/her/hers)

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RMC Health
Senior Manager
Professional Development and
Evaluation

Agenda

- 1 Welcome and Introductions
- 2 Overview of Recognition Awards
- 3 How to Apply and Technical Assistance
- 4 Upcoming Opportunities

5 Closing



Webinar Objectives

- 1 Identify categories for Recognition Awards
- 2 Identify how to apply for a Recognition Award
- 3 Identify how to receive technical assistance for applying for a Recognition Award
- 4 Identify what Recognition Award recipients will receive as part of the award

We want to hear from you!

Please respond in the chat:

What do you want to celebrate about your nutrition program?

Recognition Awards - Overview and Categories



Overview of Recognition Awards

The Recognition Awards will:

- Celebrate School Food Authorities (SFA) that have made significant improvements to the nutritional quality of their school meals
- Spotlight innovative school meal practices and strategies demonstrated by SFAs
- The Recognition Awards Application closes on June 30, 2025.



Trailblazer Awards

Breakfast



Breakfast Trailblazer



Small and/or Rural SFA Breakfast Trailblazer

Lunch



Lunch Trailblazer



Small and/or Rural SFA Lunch Trailblazer



Lunch Trailblazer Award Main Criteria



Lunch
Trailblazer



Small/Rural
Lunch
Trailblazer

School lunches are lower in sodium

Criteria:

Within the last 12 months:

- Meet specific weekly sodium guidelines
- Implement student engagement and/or nutrition education



Breakfast Trailblazer Award Main Criteria



Breakfast
Trailblazer



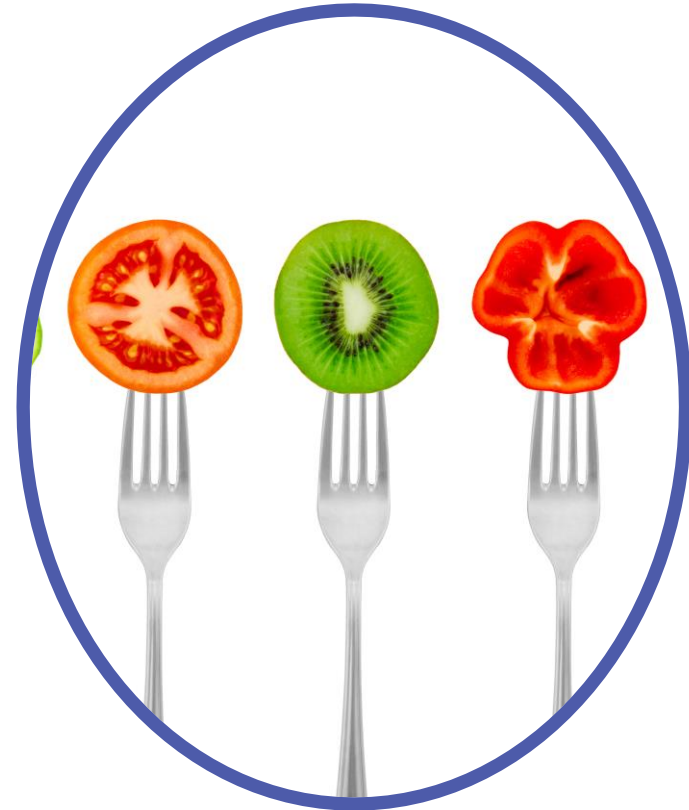
Small/Rural
Breakfast
Trailblazer

School breakfast menu has limited added sugars

Criteria:

Within the last 12 months:

- Meet specific sugar guidelines
- Implement student engagement and/or nutrition education



Innovative Practices Awards



Innovative School Lunch Makeover



Innovation in the Cultural Diversity of School Meals



Innovation in the Preparation of School Meals



Innovation in Nutrition Education





Main Criteria for School Lunch Makeover

A popular school lunch meal is given a makeover for at least one grade group

Criteria:

Within the last 12 months:

- Meet all meal pattern requirements
- Meet specific dietary specifications
- Incorporate student engagement





Main Criteria for Cultural Diversity of School Meals

School menu reflects the different cultures of students

Criteria:

Within the last 12 months:

- Offer at least one entrée and 2 sides that reflect cultures of students
- Facilitate student/community menu collaboration
- Provide culturally appropriate nutrition education





Main Criteria for Preparation of School Meals

New menu items are prepared from scratch

Criteria:

Within the last 12 months:

- Offer at least 3 new menu items (entrees or sides)
- Scratch-prepared menu items must be prepared from recipes in accordance with the USDA recipe standardization process
- Incorporate student engagement





Main Criteria for Nutrition Education

Nutrition education opportunities are available for students and parents/guardians

Criteria:

Within the last 12 months:

- Local School Wellness Policy includes specific goals for nutrition education
- Nutrition education provided to parents/guardians of students
- Local agricultural products are highlighted
- Offer variety of nutrition education activities



Poll



How to Apply for an Award and Technical Assistance



How to Apply



Healthy Meals Incentives Recognition Awards for School Food Authorities

<https://healthymealsincentives.org/>

How to Apply



[Grantees](#) [Recognition Awards](#) [Resources](#) [News](#)

Application Portal

The Healthy Meals Incentives Recognition Awards application portal is now open.

[GO TO PORTAL](#)

Key Dates

June 30, 2023 – Recognition Awards application opens

September 21, 2023 – Recognition Award Webinar (3:00 – 4:00 PM EST) – [Register now!](#)

June 30, 2025 – Recognition Awards application closes

For questions or support,
email: awards@healthymealsincentives.org

**Applications will be reviewed on a rolling basis over the two-year application period.*

Login to the Portal to Apply



Welcome to myAFHK! This portal is your hub for all things related to your school's/district's health and well-being programs. Create an account, connect to your school/district, then implement programs!

Login

[Forgot password?](#)

[Not a member?](#)

Login to the Portal to Apply



[Home](#)

[My School/District](#)

[Grants](#)

[Recognition Awards](#)

[Assessments](#)

[Events](#)

[FAQs](#)



Welcome to the myAFHK Portal!

This portal is your hub for all things related to your school/district's health and wellness programs as well as the USDA Food and Nutrition Service's Healthy Meals Incentives Grant and Recognition Awards. Once you connect with your school/district, you will be able to assess your school-level best practices with the AFHK-modified version of the CDC'S School Health Index (SHI). When you complete the Action for Healthy Kids SHI, you will receive a report that summarizes your responses and provides concrete strategies to improve school health programs and practices. This portal will also allow you access to apply for AFHK grant opportunities and manage grant reporting requirements. Bookmark this page so you can return frequently as you work to ensure that every kid is healthy and ready to learn in your school/district.

SFA Profile

1. Application Instructions 2. SFA Profile

Application Instructions

Healthy Meals Incentives Recognition Awards Application for School Food Authorities

Review each award category, the criteria, and the documentation needed before submitting an application. Complete and review the application, gather and upload documentation, and submit the completed application. Applications may be submitted through **June 30, 2025**. You can visit the portal anytime to apply for individual awards. Applications will be reviewed on a rolling basis and you can expect to receive a response within two months of submission.

Note the following before applying for an award:

- To qualify for an award, the required number of schools (indicated for each award criteria) within the School Food Authority (SFA) must meet all required criteria listed under the award category and submit all the required documentation.
- There are a total of eight Recognition Awards (see list below). You may apply for any number of the awards. Remember, an SFA may only receive recognition for each award once. So, once you receive recognition for an award, you may not reapply for the same award.

1. [Breakfast Trailblazer Award](#)
2. [Small and/or Rural School Food Authority Breakfast Trailblazer Award](#)
3. [Lunch Trailblazer Award](#)
4. [Small and/or Rural School Food Authority Lunch Trailblazer Award](#)
5. [Innovative School Lunch Makeover Award](#)
6. [Innovation in the Cultural Diversity of School Meals](#)
7. [Innovation in the Preparation of School Meals](#)
8. [Innovation in Nutrition Education](#)

- Applications should be completed by a School Nutrition Director or Foodservice Director.
- Your State agency must sign the [State Agency Confirmation Letter](#) before you submit your application but they are not required to review your application.

SFA Profile Continued

1. Application Instructions 2. SFA Profile

SFA Profile

OMB Burden Statement

OMB Control Number: 0584-0685

Expiration Date: 06/30/2026

OMB BURDEN STATEMENT: The Food and Nutrition Service (FNS) is collecting this information to help recognize School Food Authorities (SFA) that meet the criteria of the Healthy Meals Incentives Recognition Awards. This is a voluntary collection and FNS will use the information to recognize SFAs for their significant improvements to the nutritional quality of school meals by exceeding the transitional school meal pattern requirements for sodium and whole grains and by taking steps to reduce added sugars. This collection does not request personally identifiable information that is subject to the privacy requirements outlined at 5 U.S.C. §552a(e)3 of the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0685. The time required to complete this information collection is estimated to average 900 minutes (15 hours) per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

School Food Authority (SFA) Information

Please select your School Food Authority (SFA)*

--select an item ▾

Are you a recipient of a Healthy Meals Incentives Grant?*

Yes

No

Recognition Awards Application

[Home](#)[My School/District](#)[Grants](#)[Recognition Awards](#)[Assessments](#)[Events](#)[FAQs](#)

Recognition Award Categories

Thank you for completing Step 1 of the Recognition Award application(s). You may now complete Steps 2 and 3 below. SFAs are eligible to apply for the Recognition Awards if they participate in the National School Lunch Program (NSLP) and/or School Breakfast Program (SBP) in the contiguous United States, Hawaii, Alaska, District of Columbia, Puerto Rico, Guam, or the United States Virgin Islands.

Key Dates

- June 30, 2023: Recognition Awards applications opens
- September 21, 2023: Recognition Awards Kickoff Webinar
- June 30, 2025: Recognition Awards applications closes

**Applications will be reviewed on a rolling basis over the two-year application period*

Recognition Award Resources

- [Recognition Awards Criteria](#)
- [Recognition Awards FAQs](#)

To Note:

- If the main point of contact has changed from the person who completed the SFA Profile, please reach out to awards@healthymealsincentives.org in order to receive assistance from an HMI Support team member to update the contact information
- There are two Recognition Awards for small and/or rural SFAs only. Therefore, you may not be eligible to apply to these awards. If your SFA is eligible, the award icon will be in color. If your SFA is ineligible, the award icon will be gray.
 - If you believe your SFA is eligible for an award that is gray, please reach out to awards@healthymealsincentives.org in order to receive assistance from an HMI Support team member to determine eligibility.
- Once an application has been started, the status of the application will appear under the icon.
 - **In Progress** = Application is started but not yet complete. Edits can be made.
 - **Submitted** = Application is complete and submitted. Edits cannot be made.
 - **In Review** = Application is submitted and under review by the AFHK team.
 - **Declined** = Application was not approved by the AFHK team. Applicants may edit and resubmit their application for further review.
 - **Awarded** = Congratulations! Application has been approved.
- The criteria for each award requires documentation to be uploaded to verify adherence to the award requirements. Each file upload has a maximum file size of 25MB and can support up to three individual files. Please combine your supporting documentation where possible.

If you require any assistance with your application, please don't hesitate to reach out to us. You can email us at awards@healthymealsincentives.org or visit our [FAQs](#) page.

[Step 2: Upload State Agency Confirmation Letter](#)

Recognition Awards Application



State Agency Confirmation Letter

*This form will only need to be completed once regardless of the number of individual Recognition Awards you submit. Please note that your State Agency Confirmation Letter **MUST** be submitted before you can submit any of the individual awards.*

Your State agency must sign the [State Agency Confirmation Letter](#) before you submit your application but they are not required to review your application.

The State agency must confirm that the School Food Authority (SFA) does not have any outstanding corrective actions and that any previous findings have been resolved (except as a public health emergency and situations resulting from tornadoes, and floods as well as other exceptional events). The State agency must also confirm that the SFA does not have any findings related to the COVID-19 response. The State agency must also confirm that the SFA does not have any findings related to the COVID-19 response as hurricanes, the agency must also

Please upload your completed State Agency Confirmation Letter.

Add File...

Thank you for your submission!



School Food Authority (SFA)

Please select your School Food Authority (SFA)*

--select an item v

*Required

Save Progress

Recognition Awards Application

Home



1. **Breakfast Trailblazer - Instructions** 2. Breakfast Trailblazer - Application 3. Application Verification and

Breakfast Trailblazer - Instructions

School breakfast can be the foundation to student success. The Breakfast Trailblazer fuels a student's day by providing a nutritious breakfast with limited added sugars.

Award Criteria

Within the past 12 months, the SFA has changed their school breakfast menus to meet at least four (4) of the following criteria.

1. Only unflavored milk is offered.
2. Breakfast cereals, if offered, contain ≤ 6 grams of added sugars per dry ounce.
3. Yogurts, if offered, contain ≤ 12 grams of added sugars per 6 ounces.
4. No grain-based desserts are offered, as defined by superscripts 3, 4, or 5 in the [Food Buying Guide for Child Nutrition Program's Exhibit A: Grain Requirements for Child Nutrition Programs](#).
5. No high-intensity sweeteners (e.g., artificial sweeteners, non-nutritive sweeteners) are used to replace added sugars.

The SFA must also meet the following criteria:

- Breakfast meals must meet all other meal pattern requirements, including weekly specifications for calories, sodium, and saturated fat.
- At least half (≥ 50 percent) of the schools within the SFA* that participate in the SBP must meet the criteria, and, all grade levels of the SFA must be represented in the selected schools.

Recognition Awards Application - Documentation



Actions 2. Breakfast Trailblazer - Application 3. Application Verification and Submission >

Breakfast Trailblazer - Application

A. Within the past 12 months, the SFA has changed their school breakfast menus to meet at least four (4) of the five (5) criteria below. Select “Yes” for the four criteria you choose to include in your application and “No” to the criteria you are not including.

CRITERIA

1. Only unflavored milk is offered.*

- Yes
 No

2. Breakfast cereals, if offered, contain ≤ 6 grams of added sugars per dry ounce.*

- Yes
 No

DOCUMENTATION - Max file size of 25MB and up to 3 individual files per file upload

Production records are required to be submitted below in Section B.

Attach documentation of added sugars for cereals including Nutrition Facts labels, product specification sheets, nutrient analysis of cereal recipes ([using USDA-approved nutrient analysis software](#)), or other documentation showing the amount of added sugars in the cereals offered for the qualifying week's menu. (Maximum file size of 25MB and can support up to 3 individual files)

Add File...

Recognition Awards Application



< Applications 2. Breakfast Trailblazer - Application 3. Application Verification and Submission

Application Verification and Submission

School Nutrition Director Attestation

Please read the following statement and sign below if you agree:

Action for Healthy Kids reserves the right to verify all information on the application and reject applications that are incomplete or otherwise fail to provide factual information.

I have reviewed this application and attest to the accuracy of the information provided. Our School Food Authority agrees to cooperate with USDA and Action for Healthy Kids upon request to publicize our efforts.

Signature *

Date *

Recognition Awards Application

Date *

Thank you for applying for the Healthy Meals Incentives Recognition Awards. For more information, visit <https://www.fns.usda.gov/cnp/healthy-meals-incentives>.

OK

In accordance with federal civil rights law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, sex (including sexual orientation), disability, age, or reprisal or retaliation.

Under the Americans with Disabilities Act and policies, this institution is prohibited from discriminating on the basis of race, sex (including sexual orientation), disability, age, or reprisal or retaliation.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

My SFA received an award! What does it include?



- Recognition Awardee Toolkit
- Stipend for travel expenses to attend a Healthy Meals Summit
- National recognition in monthly awards communications
- A list of celebratory ideas for recognizing the SN team at the local level

Technical Assistance



- Email awards@healthymealsincentives.org
- Upcoming Opportunities for Support

Upcoming Opportunities



Quarterly Recognition Awards Informational Webinars

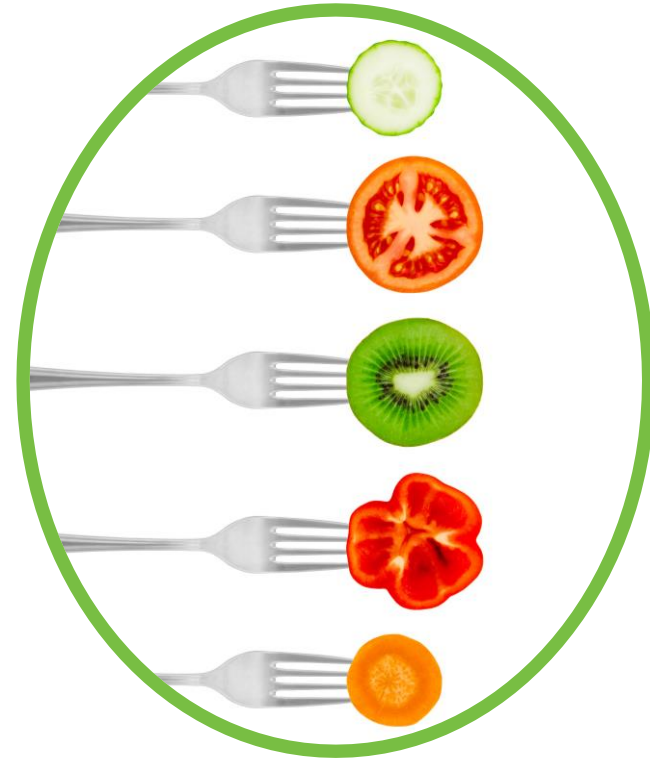
- December 13, 2023, from 11 am – 12 pm ET
- February 28, 2024, from 12 – 1 pm ET
- May 8, 2024, from 2:30 – 3:30 pm ET



Recorded Presentations

- Short, recorded presentations that include:
 - Eligibility information
 - Award criteria
 - Required documentation
 - How to apply for the specific award

- Available by end of October at:
<https://healthymealsincentives.org/recognition-awards/>



Questions



What is a School Food Authority (SFA)?

SFAs are typically the school district, or the entity within the school district, that operates the school food service.

If you are the governing body responsible for administering the National School Lunch Program or School Breakfast Program for your school, then you would be considered the School Food Authority.



I've applied for a Recognition Award. When will I be notified if my SFA was approved?

Applications are reviewed on a rolling basis. You will be informed of award status within two months of submitting an application.



There are two awards that my SFA meets the criteria for. Can I apply for both?

Yes. There are a total of 8 Recognition Awards.
SFAs may apply for any number of awards.



If my SFA receives an award this year, and we meet the criteria for a different award next year, can we apply again?

Yes! If you apply for and receive an award this year, like the Lunch Trailblazer Award, you can apply for a different award (i.e., Innovation in Nutrition Education) next year!



What is the role of the state agency with this application?

The SFA must obtain a state agency confirmation letter that states the SFA does not have any outstanding corrective actions and that any previous findings have been resolved. State agencies do not need to review SFA applications prior to submission.



How do I get started?

First, review the award criteria and determine what changes, if any, are needed for your SFA to qualify for that award. Collect the required documentation for that award. Apply when your SFA meets the criteria.



Thank you!



Reminders:

- Register for the December 13 Recognition Awards Informational Webinar
- Reach out to awards@healthymealsincentives.org to receive technical assistance
- Survey