

RETREAT IS NOT AN OPTION FOR KANSAS

Healthier school meals
protect our children *and*
our country



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MISSION: READINESS

RETREAT
IS NOT AN
OPTION



RETREAT IS NOT AN OPTION: A message from retired senior military leaders in Kansas



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While the Nation's obesity epidemic makes daily headlines, its effect on the U.S. military has largely been unreported: a 61 percent rise in obesity since 2002 among active duty forces; more than \$1.5 billion in annual obesity-related health care spending and costs to replace unfit personnel; significant recruiting challenges with nearly one in three young adults too heavy to serve; and newly released data in this report showing overall ineligibility above 70 percent in most states.

With this in mind, the more than 500 retired senior military leaders who comprise MISSION: READINESS are marking the end of the third school year in which—thanks to Congress' enactment of the Healthy, Hunger-Free Kids Act of 2010—millions of students are now eating healthier school meals with more whole grains, fruits, vegetables and lean proteins. This was also the first year in which candy and many other high-calorie, low-nutrient snacks and beverages in vending machines and elsewhere were replaced with healthier snacks and drinks.

These changes are important victories in the battle against obesity. America's youth spend considerable time at school, and many young people consume up to half of their daily calories there. If we are to win, schools must be our allies.

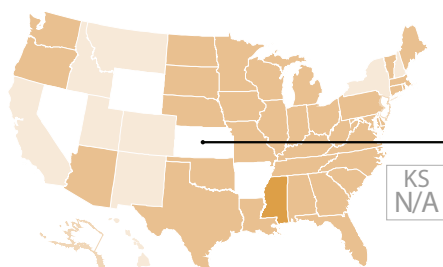
According to the U.S. Department of Agriculture (USDA), more than 99 percent of Kansas schools and more than 95 percent of schools nationwide are successfully meeting the healthier meal standards. Recent surveys indicate widespread student acceptance of healthier lunches across all grade levels. Furthermore, 72 percent of parents nationwide favor updated nutrition standards for school meals and school snacks, while 91 percent favor requiring schools to serve fruits or vegetables with every meal. From a financial perspective, USDA projects that school food service revenue will far outpace costs over five years.

We understand that some schools need additional support to help meet the updated standards, such as better equipment and more staff training, and that support should be provided. At the same time, moving forward with implementation of the standards for all schools is paramount. Students depend on schools to reinforce efforts by parents and communities to put them on track for healthy and productive lives. Healthy school meals and snacks are a vital part of that effort.

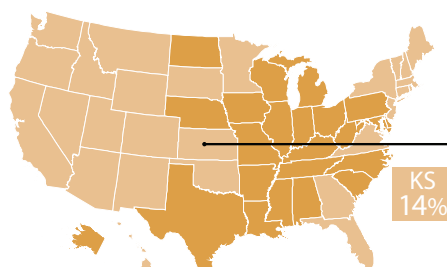
When it comes to children's health and our national security, retreat is not an option.

THE SPREADING EPIDEMIC OF OBESITY IN AMERICA (1990-2013)

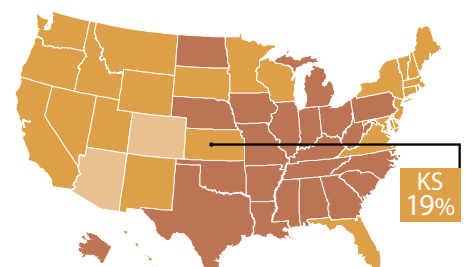
ALL STATES AT OR UNDER 15%



— 1990 —



— 1995 —



— 2000 —

RETREAT IS NOT AN OPTION FOR KANSAS

NEARLY 1 IN 3 IS TOO HEAVY TO JOIN, & 1 IN 8 WHO GOT IN IS NOW OBESE

The more than 500 retired military leaders who comprise MISSION: READINESS know that healthier school meals and snacks are vital for addressing the nation's obesity epidemic and supporting national security as well.

Our previous reports—including *Too Fat to Fight*—have detailed how weight and fitness problems often prevent young people from qualifying for the military. Data now show that these issues also pose tremendous challenges for millions of active duty personnel.

Currently, 12 percent of active duty service members are obese based on height and weight—an increase of 61 percent since 2002—which is resulting in serious problems with injuries and dismissals.¹ Given that **one-third of American children and teens are now obese or overweight (including 29 percent of teens in Kansas)** and nearly one-third of Americans ages 17 to 24 are too overweight to serve in our military, the obesity rate among active duty service members could get even worse in the future if we do not act.² Obesity among our military and their families is costing our defense budget well over \$1.5 billion a year in health care spending and recruiting replacements for those who are too unfit to serve.³

71% of young Kansans cannot join the military.

What has changed?

Due to poor nutrition and health before World War II, U.S. troops in the war were on average 1.5 inches shorter than today.



That is why General Hershey, the Director of Selective Service, called for Congress to approve a National School Lunch program in 1945.

Mostly due to excess calories and too little exercise, young adults today are on average 20 pounds heavier than in 1960.



That is why over 500 retired admirals and generals support healthier meals and snacks in our schools.

IT WAS NOT ALWAYS LIKE THIS

When World War II began, frequent undernourishment and health problems stemming from the Great Depression meant that our troops were, on average, an inch and a

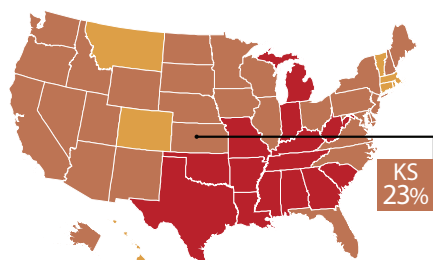
half shorter than troops are today. In fact, military leaders led by Major General Lewis B. Hershey (the Director of the Selective Service

System at the time) stepped in and urged Congress to pass a national school lunch program to improve the health and well-being of our nation's children and youth.⁴

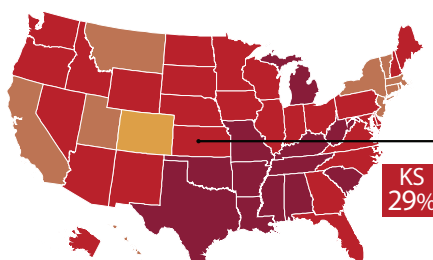
Percent of obese adults (Body Mass Index of 30+)

No Data 0-9.9% 10-14.9% 15-19.9% 20-24.9% 25-29.9% 30-34.9% 35%+

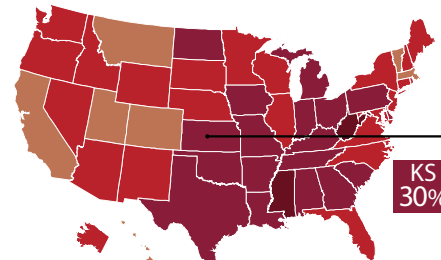
ALL STATES OVER 20%



— 2005 —

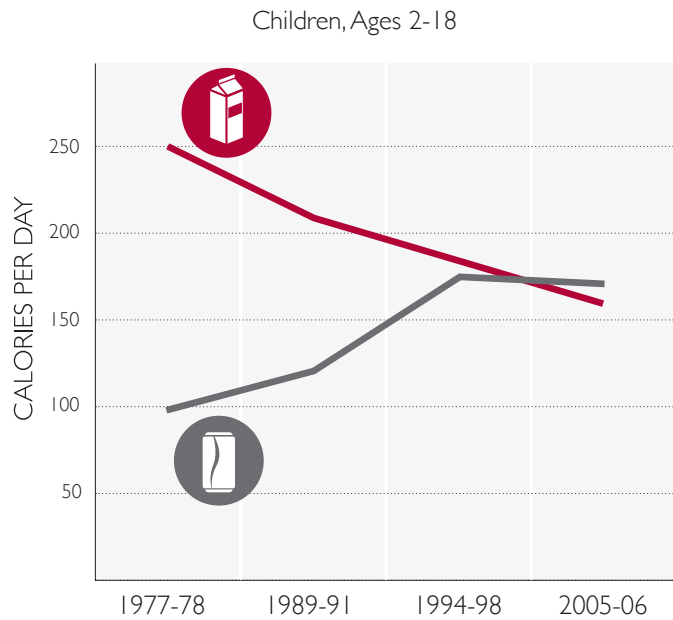


— 2010 —



— 2013 —

Trends in calories consumed from sugary drinks and milk



Source: Trust for America's Health

Lower consumption of calcium and vitamin D coupled with less exercise leads to more stress fractures.

Today, however, children are surrounded by too many calories and not enough opportunities for exercise, a combination that has played a major role in the tripling of childhood obesity rates over the past three decades.

Young American men as a whole are now 20 pounds heavier than the average male in his twenties was in 1960.⁵

Obesity is one of the main reasons why 71 percent of young adults in Kansas and more than 70 percent nationwide are unable to serve in today's military. This includes young adults in families with generations of military service, and others who have the critical skills our military needs but cannot join simply because of too many extra pounds.⁶

WHAT HAS HAPPENED?

Children's biology has not changed in the course of a single generation. What has changed dramatically is our nutritional and exercise environment. Things that would have been considered absurd in the 1960s are now commonplace in American society, such as drinking sugary drinks daily instead of milk or water, or watching television

and playing video games all afternoon instead of riding bikes and playing outside with friends.

Obesity is not the only problem. During the critical adolescent years for bone growth—ages 11 to 14 for girls and 13 to 17 for boys—children have a heightened need for calcium, vitamin D and exercise. But 85 percent of girls and 58 percent of boys at these ages are not getting enough calcium and nearly half of boys and girls in those age groups are not getting enough vitamin D in their diets.⁷ One reason for this problem is that consumption of milk has dropped and been overtaken by rising consumption of sugary drinks.⁸ Compounding the problem, **more than two-thirds of adolescents nationwide and 62 percent in Kansas do not get the recommended hour of exercise daily.**⁹ More exercise will help with our national problem of obesity, but that is only one part of the equation.¹⁰

THE MILITARY IS NOT IMMUNE

Our country should rightly be proud of everyone serving in uniform. The majority of the men and women in the military are very fit and form the strongest overall fighting force in America's history.

Yet even the military is not immune to rising weight problems among some troops. These problems are not only a challenge for military recruiters looking for enough fit individuals, but they are also leading to increased injuries and dismissals among those who serve.

For example, the military's basic training programs work wonders to get young men and women into shape rapidly by replacing fat with muscle. But many recruits enter basic training with significant challenges:

- Each year, thousands of recruits lose 20 pounds or more to join the military, and they are at a higher risk of gaining that weight back once they leave basic training.¹¹
- According to one study, one out of every seven male Army recruits reported that they had not exercised or played any sports in a typical week prior to joining.¹²

Keeping young men and women in shape after basic training is another challenge:

- One study of more than 2,000 men in a U.S. Army light-infantry brigade in Afghanistan found that 14 percent were obese.¹³



- Across the military, too many men and women are not just overweight but actually obese. In 2002, less than eight percent of active duty service members were obese, but by 2011 that figure had jumped to more than 12 percent—a 61 percent increase.¹⁴

Basic training can help to build a lot of muscle, but strengthening bones is not as easy. The military is facing an unprecedented rise in the type of injuries that stem, in part, from poor nutrition and lack of physical activity in adolescence:

- The obese service members in the brigade in Afghanistan were 40 percent more likely to experience an injury than those with a healthy weight, and slower runners were 49 percent more likely to be injured.¹⁵
- This higher risk of injuries has serious consequences for our forces in combat: there were 72 percent more medical evacuations from Afghanistan and Iraq to Germany for stress fractures, serious sprains and other similar injuries than for combat wounds.¹⁶

Finally, problems with weight and fitness are leading to dismissals among those who serve, and are placing significant burdens on our defense budget:

- Thousands of unfit personnel are let go each year at a great cost to taxpayers. In 2012, for example, the Army dismissed 3,000 soldiers and the Navy and Air Force each dismissed 1,300 service members for being overweight or out of shape. The cost to recruit, screen and train their replacements amounts to nearly half a billion dollars.¹⁷
- The military spends well over \$1 billion a year to treat weight-related health problems such as heart disease and diabetes through its TRICARE health insurance for active duty personnel, reservists, retirees and their families.¹⁸
- Obesity is contributing greatly to rising health care spending within the military, which now accounts for 10 percent of the total defense budget.¹⁹

THE TRANSITION TO HEALTHIER MEALS IN SCHOOLS IS WORKING

Good nutrition starts at home, and parents play a central role. But with children consuming up to half of their daily calories while at school and out of sight of their parents, schools should be a focal point in the nation's effort to combat childhood obesity.

Since the bipartisan enactment of the Healthy, Hunger-Free Kids Act in 2010, the vast majority of schools have implemented updated nutrition standards successfully. USDA is providing kitchen equipment grants and technical assistance to schools that are facing challenges implementing the updated standards. We should continue to support any schools that are having a tougher time, but like our armed forces, we should not stop when the going gets tough.

The new approach of serving healthier food and drinks in schools is working, according to available research and data:

- According to the U.S. Department of Agriculture (USDA), more than 95 percent of schools nationwide and **99 percent of schools in Kansas are successfully serving healthier meals that meet the new standards.**²⁰
 - In a study published in *Childhood Obesity*, 70 percent of elementary school administrators concluded that
- “students like the new lunches” and that acceptance of the changes had grown over time.²¹
 - A recent poll showed that, across party lines, the majority of parents support the updated nutrition standards for school meals and snacks. Nine out of ten parents also support requiring schools to include a serving of fruits or vegetables with every meal.²²
 - A study by Harvard University researchers found that plate waste (food thrown away) decreased when the updated nutrition standards were put in place in a large, urban school district.²³
 - The same Harvard study found that under the new guidelines, children added 23 percent more



THE MILITARY'S INNOVATIVE EFFORTS TO ADDRESS OBESITY

Our armed services are working hard to change the nutritional and exercise environment within the military.

In 2013, the military launched a campaign called Operation Live Well to improve the health of our troops and their families. Chief among these efforts is the Healthy Base Initiative at 14 pilot sites across the country, aimed at promoting health among troops and their families by educating them about the dangers of a sedentary lifestyle and poor nutrition and creating environments that support healthy behavior. The initiative will allow the military to see which innovations are working at different bases and identify the ones that could be expanded service-wide. The Department of Defense is currently collecting and evaluating results from the first phase, which will be reported by August 2015.³³

Services have also launched their own initiatives. The Army's "Go for Green" initiative, for example, uses food and beverage labels to point out "high performance food" (marked in green) and "performance limiting food" (marked in red) in meal lines and

vending machines. It has also changed menus to include more nutrient-dense foods, including whole grains, green vegetables and reduced-fat milk, as well as fewer fried foods and sugary beverages than in the past.³⁴ Meanwhile, the Air Force offers courses to parents living on bases about how to encourage their young children to eat healthier foods and become more active. Another class provides health coaches to retirees who are at risk for obesity-related health problems.³⁵ In response to the consequences of obesity and lack of fitness, the Navy has made accommodations for individuals who are less fit or more prone to injuries by giving every recruit custom-fitted running shoes and using more forgiving materials on their tracks.³⁶

Experts in the military know that this problem did not emerge overnight and will not go away overnight, but they are committed to coming up with long-term solutions that provide real results. However, the military cannot reverse the nation's obesity epidemic on its own.



KNOWLEDGE IS POWER: EDUCATING PARENTS AND CHILDREN

Serving healthier foods and drinks in schools can have a ripple effect; for example, school nutrition directors have reported that parents sometimes request recipes after their children come home asking that they make the meal they had in school.³⁷ But in addition to serving children healthier food in schools, we need to make sure children and their parents have access to

information as well. For example, 51 percent of parents of overweight or obese children think their child's weight is normal or even underweight.³⁸ Also, too many children and adults are unaware that a typical, 20-ounce bottle of soda sold in most public vending machines includes the equivalent of up to 18 teaspoons of sugar.³⁹



Data source: New York City Health Department
Photo credit: Brent Flanders [CC BY-NC-ND 2.0](#)

fruits to their plates, and children ate 16 percent more vegetables.²⁴

- Another study found that, under the new guidelines, students ate nearly 20 percent more of the entrees and 40 percent more of the vegetables they took, effectively decreasing the amount thrown away.²⁵
- Schools received an additional \$200 million in revenue during the first year of implementation of the updated standards due to increased reimbursement rates. USDA has also provided \$36 million in kitchen equipment grants and targeted technical assistance to help struggling schools achieve implementation.²⁶
- Based on USDA projections, it is likely that as children shift from buying snacks for lunch to buying more meals, the additional revenue generated will be higher than the costs of providing healthier options.²⁷
- Schools with modern and adequate food storage and kitchen equipment have adjusted more easily to the updated nutrition standards. Providing funding for schools in need of new kitchen equipment is one effective strategy to improve compliance with the new standards.²⁸
- While school lunch participation declined slightly overall from 2010 to 2013, participation among those receiving free lunches actually increased. Moreover, declines appear to have been concentrated in relatively few schools, as 84 percent of school administrators reported that the number of students purchasing lunches remained steady or increased following implementation of the updated guidelines. For example, the Los Angeles Unified School District (one of the nation's largest

school districts) experienced a 14 percent increase in participation following implementation of the updated standards.²⁹

EXAMPLES OF SCHOOLS THAT ARE MAKING IT WORK

Reports from the *Alliance for a Healthier Generation* show that Topeka and Liberal are among the many school districts in Kansas making improvements to lunches and snacks as a result of the updated school meal standards:

The food service department at Topeka Public Schools does not back away from a challenge. Niki Jahnke knew she had her work cut out for her when she became Topeka's food service director in 2005. In addition to her background in nutrition, she had seen the quality of school lunches as a parent. Over the past ten years, she has led the food service department's efforts to make school foods healthier and tastier for the more than 14,000 students in the district. By keeping up-to-date on new offerings from suppliers, she ensures that Topeka's students are the first to try new items. The department worked creatively to make meals healthier without sacrificing flavor by replacing high salt content with interesting spices, such as Thai-inspired seasonings. In the midst of these changes, Jahnke kept food service revenue up in part by expanding the district's summer meals program and instituting a dinner program. Although it took some adjusting, she reports that the majority of students now like the new menus.³¹

A smaller, rural district of more than 4,000 students, the Liberal School District overcame different hurdles in moving to healthier lunches. Recognizing that buy-in from the school community was essential, Nutrition Services Director Connie

Vogts built support for the new changes by writing an article in the local newspaper addressing parents' concerns, frequently updating a bulletin board with information about the nutrition standards and incorporating students' feedback and suggestions. She led the food service department in replacing popular meals such as pizza, nachos and mac-n-cheese with healthier alternatives such as fresh-made deli sandwiches, taco burgers and chicken quesadillas. Vogts also frequently updates the district's nutrition department web page with tips on healthy eating and physical activity for children, parents and teachers. These efforts and others have paid off: the Liberal School District was one of fewer than 600 schools nationwide to win a prestigious HealthierUS Challenge Gold Award in 2014, reflecting high performance in categories like meal participation, nutrition in meals, nutrition education in the classroom and physical education. Vogts told a local newspaper, the *Leader & Times*, "It's not something we're going to see immediate results from," but "...if we teach our kids these healthy eating habits now and they continue to follow those habits, we will see healthier adults down the road."³²

CONCLUSION

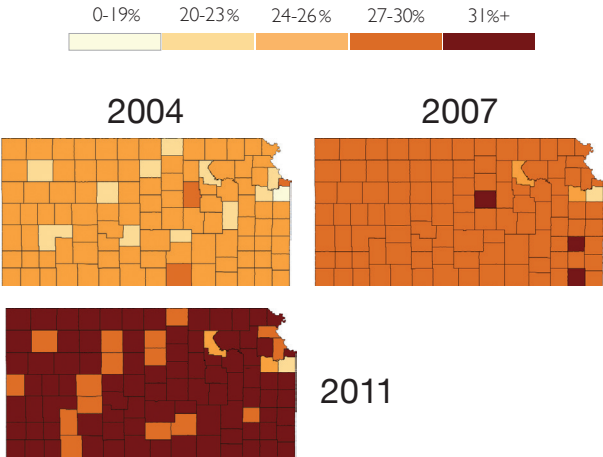
We all want our children to grow up stronger and healthier, not weaker and sicker.

That will require improving the eating and exercise habits that have led to the tripling of childhood obesity rates since 1980, military obesity rates increasing by 61 percent in less than a decade, and countless billions of dollars spent treating preventable illness and disease.

There are signs that recent efforts to provide children with healthier food and beverages at school, more nutrition education, and more exercise opportunities may be beginning to cause this dangerous epidemic to level off among most children and even some encouraging evidence that obesity is beginning to fall among our youngest children. Unfortunately, adult obesity increased in some states in 2013 and remained high overall.⁴¹ We need to do more, however, to make the healthy choice the easy and accessible choice for every child in every community.

We must continue building on these signs of progress for the sake of our children's health, our economic competitiveness and our national security. The more than 500 retired admirals and generals who are members of MISSION: READINESS are standing strong to keep school nutrition standards on track, because when our national security and our children's health are at stake, retreat is not an option.

PERCENT OF OBESE ADULTS IN KANSAS BY COUNTY



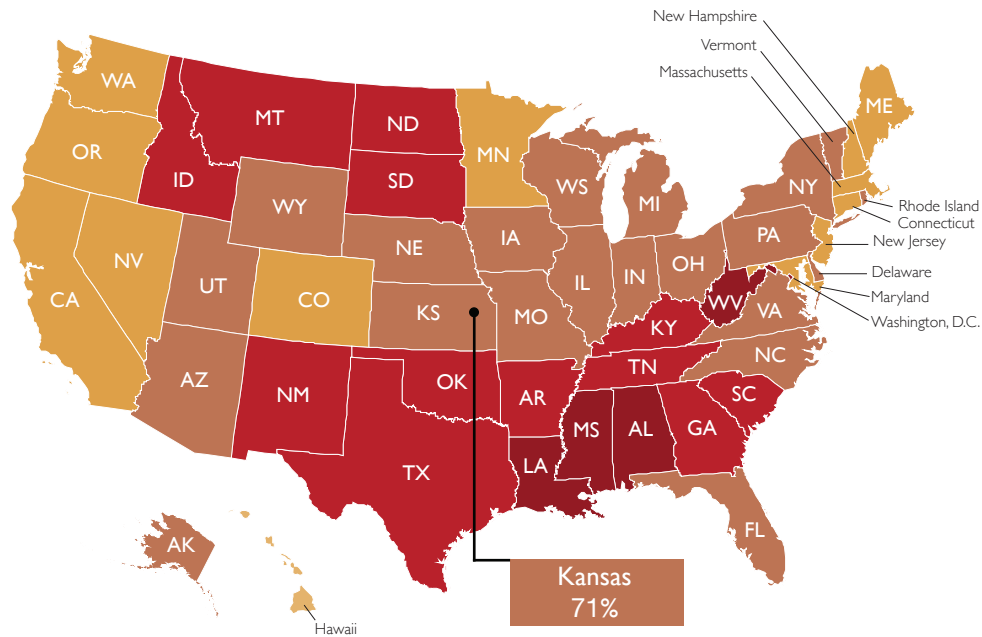
2011 OBESITY RATES BY COUNTY

Statewide	30%	Gray	29	Osage	39
Allen	34	Greeley	31	Osborne	33
Anderson	31	Greenwood	35	Ottawa	33
Atchison	30	Hamilton	33	Pawnee	33
Barber	35	Harper	32	Phillips	33
Barton	36	Harvey	34	Pottawatomie	32
Bourbon	39	Haskell	33	Pratt	32
Brown	31	Hodgeman	31	Rawlins	37
Butler	31	Jackson	37	Reno	34
Chase	31	Jefferson	33	Republic	29
Chautauqua	32	Jewell	32	Rice	31
Cherokee	40	Johnson	23	Riley	27
Cheyenne	32	Kearny	31	Rooks	30
Clark	32	Kingman	31	Rush	31
Clay	35	Kiowa	31	Russell	32
Cloud	34	Labette	34	Saline	32
Coffey	32	Lane	36	Scott	31
Comanche	35	Leavenworth	31	Sedgwick	29
Cowley	37	Lincoln	31	Seward	33
Crawford	37	Linn	35	Shawnee	32
Decatur	35	Logan	32	Sheridan	32
Dickinson	33	Lyon	32	Sherman	33
Doniphan	35	Marion	32	Smith	32
Douglas	25	Marshall	34	Stafford	34
Edwards	33	McPherson	31	Stanton	31
Elk	35	Meade	29	Stevens	34
Ellis	30	Miami	35	Sumner	36
Ellsworth	34	Mitchell	29	Thomas	31
Finney	32	Montgomery	35	Trego	32
Ford	33	Morris	34	Wabaunsee	31
Franklin	33	Morton	33	Wallace	32
Geary	33	Nemaha	32	Washington	34
Gove	33	Neosho	33	Wichita	33
Graham	32	Ness	31	Wilson	35
Grant	34	Norton	36	Woodson	28
				Wyandotte	38

MILITARY INELIGIBILITY AMONG YOUNG AMERICANS AGES 17-24

Source: Department of Defense, 2014

Three leading preventable causes of not being able to join the military include being overweight, lacking adequate education and having a history of crime or drug use.⁴⁰



RANK	STATE	PERCENT INELIGIBLE
51	Mississippi	78%
50	District of Columbia	78%
49	Louisiana	76%
48	Alabama	75%
47	West Virginia	75%
46	Arkansas	74%
45	South Carolina	74%
44	Tennessee	74%
43	North Dakota	73%
42	Montana	73%
41	South Dakota	73%
40	Kentucky	73%
39	New Mexico	73%
38	Oklahoma	73%
37	Texas	73%
36	Georgia	73%
35	Idaho	73%
34	Rhode Island	72%
33	North Carolina	72%
32	Missouri	72%
31	Indiana	72%
30	Arizona	72%
29	Pennsylvania	72%
28	Utah	72%
27	Ohio	72%

RANK	STATE	PERCENT INELIGIBLE
26	Michigan	71%
25	Florida	71%
24	Vermont	71%
23	Virginia	71%
22	Wisconsin	71%
21	Delaware	71%
20	Nebraska	71%
19	Wyoming	71%
18	New York	71%
17	Iowa	71%
16	Kansas	71%
15	Alaska	71%
14	Illinois	71%
13	Maine	70%
12	Nevada	70%
11	Oregon	70%
10	New Hampshire	70%
9	Maryland	70%
8	California	70%
7	Massachusetts	70%
6	Colorado	70%
5	Minnesota	69%
4	Connecticut	69%
3	Washington	69%
2	New Jersey	69%
1	Hawaii	62%

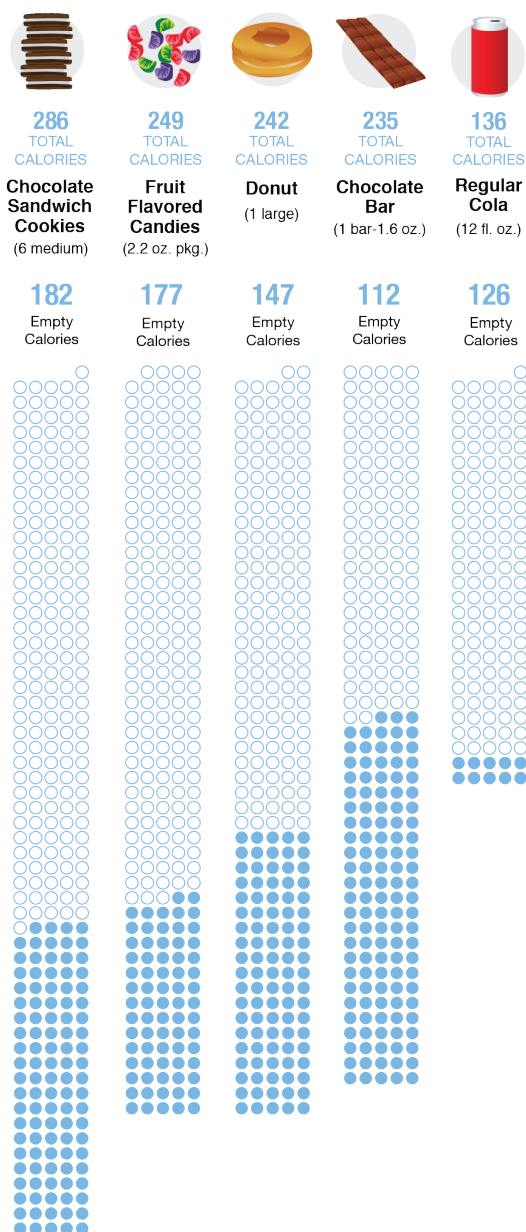


United States Department of Agriculture

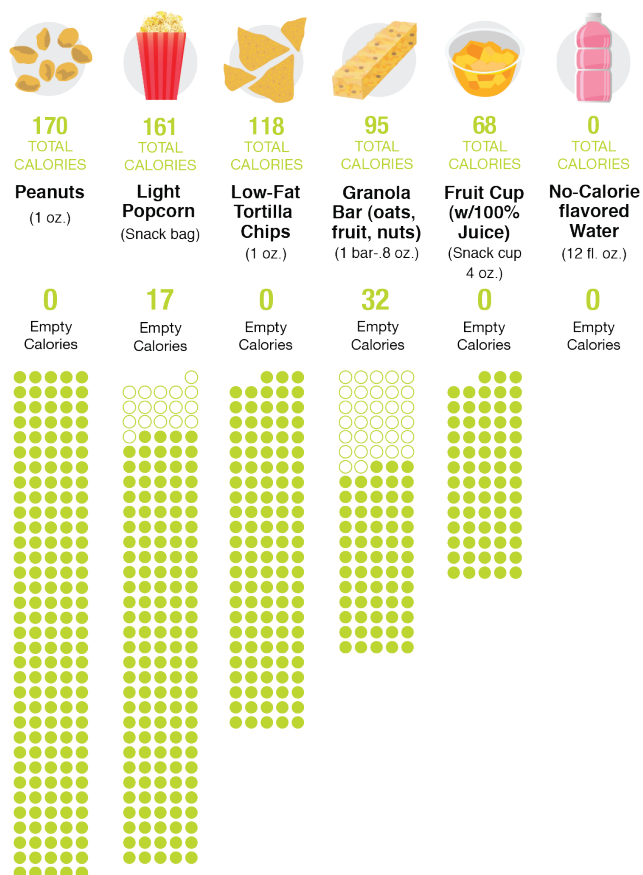
SMART SNACKS IN SCHOOL

The Healthy, Hunger-Free Kids Act of 2010 requires USDA to establish nutrition standards for all foods sold in schools — beyond the federally-supported meals programs. This new rule carefully balances science-based nutrition guidelines with practical and flexible solutions to promote healthier eating on campus. The rule draws on recommendations from the Institute of Medicine, existing voluntary standards already implemented by thousands of schools around the country, and healthy food and beverage offerings already available in the marketplace.

Before the New Standards



After the New Standards



Equals 1 calorie



Shows empty calories*



*Calories from food components such as added sugars and solid fats that provide little nutritional value. Empty calories are part of total calories.

ENDNOTES

- 1 12.4% in 2011 vs. 7.7% in 2002 according to: Department of Defense (2013, February). 2011 Health Related Behaviors Survey of Active Duty Military Personnel. TRICARE Management Activity, Fairfax, VA. Smith, TJ, Marriot, BP, White, A, Hadden, L et al. (2013, June). Military Personnel Exhibit a Lower Presence of Obesity than the General U.S. Adult Population. Military Nutrition Division, U.S. Army Research Institute of Environmental Medicine. Natick, MA.
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- 4 U.S. Congress. (1945). House of Representatives 49th Congress 1st Session, Hearings Before The Committee on Agriculture on H.R. 2673, H.R. 3143 (H.R. 3370 Reported). Bills Relating to the School Lunch Program, March 23-May 24, 1945. Testimony of Major General Lewis B. Hershey.
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- 10 Centers for Disease Control and Prevention (n.d.) "Nutrition, Physical Activity, and Obesity." Retrieved from <http://www.cdc.gov/winnablebattles/obesity/index.html>
- 11 Department of Defense (2013, February). 2011 Health Related Behaviors Survey of Active Duty Military Personnel. TRICARE Management Activity, Fairfax, VA.
- 12 Swedler, D.I., Knapik, J.J., Williams, K.W., Grier, T.L., & Jones, B.H. (n.d.). Risk factors for medical discharge from United States Army basic combat training. Aberdeen Proving Ground, MD: US Army Center for Health Promotion and Preventive Medicine.
- 13 Anderson, MK, Grier, T, Canham Chervak, M, Bushman, TT & Jones, BH, Army Institute of Public Health. Association of health behaviors and risk factors for injury: A study of military personnel. Poster session presented at: 141st American Public Health Association Annual Meeting and Expo; 2013 Nov 2-6. Boston, MA.
- 14 Department of Defense (2003, October). 2002 Health Related Behaviors Survey of Active Duty Military Personnel. RTI International. Research Triangle Park, NC; Department of Defense (2013, February). 2011 Health Related Behaviors Survey of Active Duty Military Personnel. TRICARE Management Activity, Fairfax, VA.
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