



# Food For Thought

Volume I, Issue I

Winter 2003

## Save These Dates

- Social Marketing Workshop  
January 27-28, 2004
- PANA Quarterly Meeting  
Tuesday, February 10, 2004
- Pennsylvania Action For  
Healthy Kids Summit  
Wednesday, March 10, 2004
- Strengthening The Food Re-  
source Safety Net -Annual  
Conference, May 4-5, 2004

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## Coordinator's Corner

Dick Poorbaugh, PA NEN Coordinator [rwp2@psu.edu](mailto:rwp2@psu.edu)

**W**e are back! After a year's hiatus, the PA NEN newsletter returns to serve as in-print glue for the network. We want to create a useful tool to inform, entertain, and reward NEN members in the course of their daily work. This first edition of FY 2004 is a model to build upon. You tell us what you would like to see in content and format. My initial vision is that articles will be brief, timely and of interest to network members. They will include highlights of NEN activities, member happenings, announcements of upcoming events, with timely hints or hot topic previews when appropriate. More extensive treatment will be posted on the NEN Web site.

The Network has made great progress this past year: passing bylaws, defining appropriate working committees and getting a handle on structural issues. It is my goal to make the network a vehicle that will enable us to address nutrition and health issues of our audiences in ways not easily accomplished as individuals or organi-

Dick Poorbaugh,  
Network Coordinator



zations. Collectively the Network can command resources and engage in activity not readily available to individual members or NEP Projects. Additional staffing, e-mail and an interactive Web site will make it possible for us to build a close working network of members able to accomplish the goals of the network and take the lead in coordinating initiatives among many outstanding stakeholder organizations and individuals.

The recently initiated NEN Input Protocol provides an orderly process for accepting and integrating member ideas and concerns into NEN Project planning. Our move to the Department of Nutritional Sciences within the College of Health and Human Development is accompanied by an urgency to make a difference. With your help we will do that. The newsletter can be a contributing factor to success in that endeavor.

## Our Children, Our Schools: Healthy Food for Healthy Kids,

Megan M. Hollinger, RD, EdM, The Food Trust, School Market Program

**S**tudies have shown healthy eating patterns learned early in life promote good health. Providing children with fresh and healthy foods in schools will help to establish life-long healthy eating habits.

The Food Trust's School Market Program is a nutrition education program that trains teachers and provides them with the tools to integrate nutrition into their daily teaching, while helping the students to create and operate fresh fruit markets in their school. They sell fruit and vegetable salads, whole fruits, 100% juice boxes, and other healthy snacks to their fellow students, teachers and staff. The program is currently operating in nineteen schools. This school year alone, over 200 teachers are participating and the children have pumped over 491 pounds of fruit into their schools!

We are promoting an overall healthy school environment where the children's minds and bodies are nourished. If you know of a school that may be interested in the School Market Program, please contact Karima Rose, EdM at [krrose@thefoodtrust.org](mailto:krrose@thefoodtrust.org)

## A Nutrition Website That Can Save You Time

Dorrie Lisle, PA Nutrition Education Program Manager, [DSL10@psu.edu](mailto:DSL10@psu.edu)



**H**ear ye! Hear ye! Nutrition educators, teachers, human service organizations, and anyone writing newsletters or hand-outs with food information:

PA Nutrition Education Network announces the unveiling of two new resources on its Web site at [www.panen.org](http://www.panen.org):

Nutrition newsletter articles  
Healthy recipes.

These resources are organized to be used by anyone developing newsletters or other materials for consumers/program participants. There are approximately 200 approved newsletter articles and 140 approved recipes.

### Newsletter Articles:

- Are science-based and cover a wide range of current topics interest to the consumer
- Are copyright free and can be used by anyone for newsletters and other materials.
- Can be copied and pasted directly into your documents.
- Have been edited to meet low literacy guidelines.

### Recipes:

- Incorporate foods that are low in cost or available from most food banks.
- Edited to meet low literacy guidelines.
- Are appropriate for clients with limited cooking skills.
- Are copyright free and can be used by anyone for newsletters and other materials.
- Can be copied and pasted directly into your documents.
- Have been analyzed for nutrient content.

The site contains links with additional resources for more newsletter articles, free clip art, ingredient substitutions, and Spanish-English recipes, and recipes for complete meals using commodity foods.

As nutrition educators, whether in schools or the greater community, are asked to do more and more, with less, this resource is one way to save time and feel comfortable you are providing quality information for your consumers.

## 'Tis The Season: Healthy Holiday Recipes

For other cooking & nutrition tips visit <http://www.panen.org>



### Tips For Cooking The Turkey

*Adapted from Good for You! News for Your Health, SHARE of Philadelphia, November 2001. Turkey cooking times from U.S. Department of Agriculture, Food Safety and Inspection Service, <http://www.fsis.usda.gov/OA/pubs/tbcook.htm> [Edited 9/03/03]*

**H**ave a safe and happy holiday! Start by using these tips for cooking the turkey.

1. Thaw the turkey in the fridge, never on the counter. Allow enough time for thawing. For every 5 pounds, you'll need a day of thawing!
2. Wash the inside and outside of the turkey with water before cooking it.
3. Use spices to season the turkey.
4. Don't stuff the turkey until right before putting it in the oven.
5. Place the turkey breast-side up on a roasting pan.
6. Bake at 325 degrees F. The turkey is done when a meat thermometer placed into the thigh reads 180 degrees F. If you poke the turkey with a fork, the juices should be clear, not pink.

**Un-stuffed turkeys**— estimated cooking time, 325 degrees F

#### Turkey breast

4-6 pounds	1½ to 2¼ hours
6-8 pounds	2½ to 3¼ hours

#### Whole turkey

8-12 pounds	2¾ to 3 hours
12-14 pounds	3 to 3¾ hours
14-18 pounds	3¾ to 4¼ hours
18-20 pounds	4¼ to 4½ hours
20-24 pounds	4½ to 5 hours



### Peter Pumpkin Squares

Yield: 24 bars Serving size: 1 bar

#### Ingredients:

1 can (16 ounces) pumpkin	1½ cups rolled oats
1½ cup brown sugar	1 Tbsp ground cinnamon
4 eggs	2 teaspoons baking powder
¾ cup cooking oil	1 teaspoon baking soda
1½ cups all-purpose flour	Margarine or butter to grease the psn

#### Directions:

1. Preheat oven to 350 degrees F.
2. In a medium bowl, stir together the pumpkin, brown sugar, eggs, and oil. Mix well.
3. In a large bowl, mix the flour, oats, cinnamon, baking powder, and baking soda.
4. Add the pumpkin mix to the flour mix. Stir well.
5. Grease the baking pan with butter or margarine.
6. Pour the batter into the greased baking pan.
7. Bake for 30 minutes.

Source: Penn State Cooperative Extension Nutrition Links Program

#### Cooking The Turkey (continued)

**Stuffed turkeys** – estimated cooking time (325 degrees F)

#### Whole turkey

8-12 pounds	3 to 3½ hours
12-14 pounds	3½ to 4 hours
14-18 pounds	4 to 4½ hours
18-20 pounds	4½ to 5 hours
20-24 pounds	4¾ to 5¼ hours

## Committee Spotlight: NEN Social Marketing Committee

### Mary Ann Mihok, Messiah College, mmihok@messiah.edu

As one of the PA Nutrition Education Network (NEN) standing committees, the Social Marketing Committee, supports and promotes social marketing activities. We do this by working closely with Dick Poorbaugh and the Network staff in several ways:

- Advise on social marketing activities such as the Farmers' Market Support Program
- Recommend new NEN social marketing initiatives
- Provide input on social marketing initiatives to the annual NEN plan
- Work to increase understanding and use of social marketing throughout the Network.
- Develop criteria for the NEP management entity

to use in approving new Project Social Marketing Plans

Right now, the Committee is putting final details on a Social Marketing Seminar and Workshop scheduled for January 27 and 28, 2004, in Harrisburg.

The program is being designed for nutrition educators who want to learn about the steps in social marketing and how to incorporate social marketing methods into their strategies for helping people to adopt healthy nutrition behaviors. We are excited about this first-of-its-kind seminar which, we hope, will help us to expand and improve PA NEN's social marketing efforts. Mark your calendar and we will see you there!

**Committee Officers include:** Muffin Friedman, chairman; Jennifer Canada, chair-elect; Mary Ann Mihok, secretary.

## Farmers' Market Nutrition Program Social Marketing Campaign

Theresa Nelson, PA NEN Program Associate, tan11@psu.edu

The PA Nutrition Education Network supported the Farmers' Market Nutrition Program this season by conducting a social marketing program promoting the use of fruits and vegetables by encouraging recipients of FMNP "checks" to make a habit of visiting Farmers Markets, using ALL their checks and developing a family habit of consuming more fruits and vegetables.

The campaign included using radio and TV nutrition messages and on-location distribution of nutrition education materials, enabling us to reach 3.9 million people statewide. "Live" events at locations throughout the state allowed us to reach out directly to 22 farmers' markets with positive results. Live radio remotes held at various markets encouraged those receiving farmers' market checks to redeem them to purchase fresh fruits and vegetables and to increase fruit and vegetable consumption and generally promoted the activities of PA NEN and the nineteen nutrition education projects around the state with special emphasis on activates in surrounding areas.

All those present at the remotes observed food demonstrations and were able to sample a variety of healthy fruit and vegetable recipes. Many thanks to CAD-COM, Cooperative Extension, other NEP Projects, WIC, and Offices of Aging for being vital contributors to our efforts. Planning is now underway for the FY 2004 effort to improve the eating habits of low income residents of the Commonwealth.

## Annual "Strengthening the Food Resource Safety Net" Conference Planning Underway

PA NEN Staff Report

Mark your calendars for May 4 and 5, 2004. The Annual Conference dates are set and the planning team of Sue Mitchem, PHAC; Sheila Christopher, PARF; and Dick Poorbaugh, PA NEN along with members of their respective organizations are filling the program with timely, educational, workshops and key speakers. Fifteen breakout sessions and several lead speakers will address food security, food access, diet, nutrition, obesity and public policy issues as well as bring shared stories from successful programs from across Pennsylvania.

Two added features to this year's program will make it unique. The Association of Regional Food Banks will celebrate 25 years of service and PHAC will

host a Legislative Education Pilgrimage to the Capitol on May 3 to enlighten lawmakers on priority issues among economically challenged and food uncertain constituents.

PA NEN will again hold it's annual meeting on Monday, May 3. This will be a day for committee meetings, network business, reorganization, and new committees to begin planning for FY 2005 activity.

Mark the dates—May 4 & 5 at the Marriott Hotel in Harrisburg. Watch your mail for details.



## A TIME FOR TRANSITION

**Dr. Audrey Maretzki, PI, PA NEN / NEP**

**anml@psu.edu**



I know there are some of you who will remember the birth of the Pennsylvania Nutrition Education Network. It took place in 1996 when the Food and Nutrition Service awarded a three-year networking grant to Penn State and Mary Jo Langston was hired to be the first network coordinator. Judy Heald was the person responsible for administering that FNS grant and Madeleine Sigman-Grant and I were the co-investigators. It took several years of hard work on the part of a group of dedicated and determined Network members, including representatives from the state departments of Public Welfare, Agriculture, Education, Health and Aging as well as the Governor's Policy Office, to craft the strategy that resulted in an approved Pennsylvania Food Stamp Nutrition Education Plan in FY 1999. Under that plan, Penn State's Department of Food Science in the College of Agricultural Sciences served as the administrative home for the Pennsylvania Nutrition Education Network and as the Management Entity for the Nutrition Education Plan. The Network was entrusted with the responsibility of seeing that the state plan would serve the nutrition education needs of the food stamp target audience throughout the Commonwealth, while the Management Entity had the task of administering the FNS-approved state plan through a contractual agreement between DPW and PSU. Under this arrangement, I served as the principal investigator for both the PA NEN and PA NEP. After a period in which Mary Jo served as both the NEN coordinator and the NEP manager, Dorrie Lisle was hired as network coordinator, a position she held until she was selected as the PA NEP Manager in July 2002. Like her predecessor, Dorrie also had the dual responsibility of NEN coordinator and NEP manager until Dick Poorbaugh became the network coordinator in November 2002.

Each of the coordinators has brought a distinct style and unique strengths to the Network. Mary Jo launched the Network and initiated the community-based state plan development process that continues to characterize the PA NEP program. Dorrie brought her years of experience with other federally-funded programs to the Network and used her knowledge of social marketing to launch a campaign to improve the redemption of farmers' market coupons by WIC clients. Dick came to the Network with a history of organizational development and has steered the Network through the time-consuming process of developing and approving its by-laws and implementing an expanded committee structure.

Each of these coordinator-led steps helped to position the Network for its administrative move from the PSU College of Agricultural Sciences to the College of Health and Human Development, a move that formally took place on October 1, 2003. This administrative move has involved a very successful search for a new faculty member in the Department of Nutritional Sciences to replace me as the director of the Pennsylvania Nutrition Education Program. Effective March 1, 2004, Dr. Barbara Lohse will leave her position at Kansas State University and join the Penn State faculty as an associate professor of nutritional sciences. On July 1, 2004, Barbara will assume full responsibility as principal investigator for both the PA NEP and the Network.



I want to take this opportunity to thank all of the Network members who have worked in the public spotlight as well as behind the scenes to create the amazing web of relationships that has established an innovative food stamp nutrition education program in Pennsylvania. My involvement with this program has been one of the most professionally and personally rewarding activities of my half-century career as a community nutritionist. I will miss the day-to-day contact I have had with the NEP projects as well as with the members of the Network, but I'm thrilled that both the Management Entity and the Network have found a comfortable new home within Penn State. I plan to continue my involvement as a loyal member of the Network as it grows and develops into an ever more vital force for nutrition education in the Commonwealth.



## NEN TOUR STUDIES SW PA FOOD SYSTEM

Adapted from an article by Congressional Hunger Fellows  
Roxanne Caines and Patience Butler

Nearly 40 participants explored where Greater Pittsburgh gets its food and how it is distributed during a two-day Food System Bus Tour, sponsored by the Pennsylvania Nutrition Education Network (PANEN) September 17-18, 2003. Participants learned that local food production has the ability to feed a population filled with diverse economic sectors and thrive.

Beginning at the Greater Pittsburgh Community Food Bank and ending at Penn State Cooperative Extension for Allegheny County, members of the Tour visited several sites, including the Food Farm in Bulger, Jodikinos' Farm and Janoski's Farm and Greenhouse in Clinton, Mildred's Daughters Urban Farm in Stanton Heights, Addison Farm Stand in the Hill District and a Wal-Mart Supercenter. Participants included representatives from the Allegheny County government, PA NEN, Just Harvest, the Greater Pittsburgh Community Food Bank and others.

"People in the mainstream food system don't know what's going on in food assistance and food emergency services and vice versa," said Richard Poorbaugh, coordinator for PA NEN. The bus tour provides a chance for "people to learn about a lot of systems involved in food distribution and to get people to think more about a sustainable system."

PA NEN is committed to educating low-income Pennsylvanians about healthful food choices and encouraging individuals to adopt positive, sustainable, nutrition related behaviors through the development and support of public and private partnerships.

New partnerships were formed this year by including Congressional Hunger Fellows Patience Butler and Roxanne Caines in the tour. Their Fellowship is sponsored by the Washington, DC-based Congressional Hunger Center, a bipartisan organization whose goal is to "Fight hunger by developing leaders".

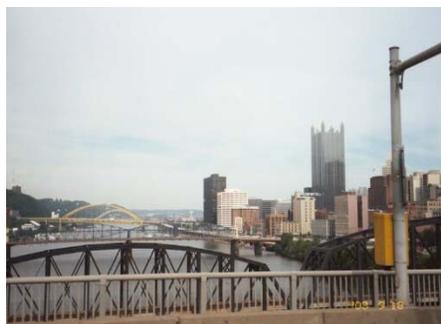
Patience is serving at the Greater Pittsburgh Community Food Bank to develop a program that will encourage the Food Bank's Member Agencies to become active in advocating for hunger issues on the local, state and national levels. Roxanne is working with Just Harvest to evaluate WIC Farmers Market Nutrition Programs and identify barriers in coupon redemption and increase participation.

"I am a city girl and this particular farm proves that you don't have to have hundreds of acres of land and millions of dollars worth of equipment to grow fresh, nutritious produce," comments Patience after visiting Mildred's Daughters Urban Farm. "Essentially all one really needs is a pot, some seeds and a little TLC."

The 2002 Bus Tour visited SE Pennsylvania, New Jersey and Delaware. For information about the 2004 Tour or services that PA NEN provides, contact Marian Dunegan at 814-863-0020 or mud1@psu.edu.



Jodikino's Farm, Clinton, PA



Pittsburgh, PA



The Food Farm, Bulger, PA



## THE PENNSYLVANIA NUTRITION EDUCATION NETWORK

111 Sowers Street  
Suite 520  
State College, PA 16801

Phone: 814-863-0020  
Fax: 814-865-9046  
Email: [mudl@psu.edu](mailto:mudl@psu.edu)

The mission of the Pennsylvania Nutrition Education Network is to educate low income Pennsylvanians about healthful food choices and encourage individuals to adopt positive, sustainable, current related behaviors through the development and support of public and private partnerships.

<http://www.panen.org>



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## Meet The PA NEN Staff Details & contact information at [www.panen.org](http://www.panen.org)

### Dr. Audrey Maretzki, Principal Investigator

No stranger to most of you, Audrey is a professor of Food Science and Nutrition at Penn State. She is founder of several continuing, award-winning, federal and state funded outreach initiatives, including PA Nutrition Education Network (PA NEN), the PA Nutrition Education Program (PA NEP) and the Northern Appalachian Leadership Initiative on Cancer (now a part of the Appalachian Cancer Network). She continues to be at the forefront of new nutrition developments, most recently the Center For Research on Food and Nutrition Education for Low Income Audiences.

### Dick Poorbaugh, Network Coordinator

Dick, a cross-over from Ag production, marketing and the cooperative business program joined the network in November 2003. Creating an environment for growth and development in the network's organization and nutrition outreach is his responsibility. Building a strong network to support grassroots assessed needs is fundamental to PA NEP program excellence.



PA NEN Program Staff— Poorbaugh, Dunegan  
Nelson, and DeJonghe

### Theresa A. Nelson, Network Program Associate

Theresa has been with the PA Nutrition Education Network since July 2003. Her primary responsibilities include: growing the network, providing support for PA NEN committees and leaders to develop a strong, efficient network, providing leadership and technical support for social marketing activities and collaborating with nutrition and other health leaders.

### Marian Dunegan, Staff Assistant

Marian came to work for the PA Nutrition Education Network in September 2002. With a diverse background in customer service and supervisory roles, Marian provides complete support for the Network and staff.

### Bart DeJonghe, Graduate Assistant

Bart is a third-year doctoral candidate in nutritional neuroscience under Dr. Mihai Covasa. His research focuses on the physiological and hormonal controls of food intake in animal systems.. Bart provides a valuable link to the Department of Nutritional Sciences research and academic faculty. He assists the Network in survey work, logistics, serves on the research committee, and provides support where needed.