



ABOUT THE GO 4RESH CAMPAIGN

The Boston Collaborative for Food and Fitness' (BCFF) Youth Advisory Board (YAB) consists of dedicated youth from various neighborhoods in Boston and surrounding communities that have come together to carry out BCFF's mission.

The *Go4resh Campaign* is aiming to change the culture around school food in Boston. YAB has a vision of seeing their peers eating healthier, fresher, locally grown foods from the lunch lines at their school. YAB wants to see more students...

- eat fresh fruits and vegetables rather than processed foods
- get in the lunch line for a healthy nutritious meal rather than opting to snack before and after school
- enjoy school lunch so they are recharged and ready to learn, and engage in physical activities all afternoon

Through the *Go4resh Campaign*-YAB is advocating for food items on BPS school menus that meet the following criteria:

1. **Ingredients in school meals are locally grown:** We want our food as fresh as it gets, so we want food from farms from Massachusetts and New England.
2. **School meals made from scratch:** We all know that the best food is made fresh (as mom makes it at home), with natural ingredients that are not frozen or processed.
3. **School meals are healthy and delicious:** We know that healthy food can be delicious. It takes some creative thinking, but we know the Food and Nutrition Services staff in the BPS can do it!

Together, we are saying yes to fresh!

GETTING FRESH ON THE MENU

The YAB is currently collaborating with Helen Mont-Ferguson, the Director of the Food & Nutrition Services Department of Boston Public Schools, to identify food items that meet the three criteria listed. We are also working with the Farm to School Initiative to promote locally grown fruits and vegetables to our fellow students.

GETTING STUDENTS & THE COMMUNITY INVOLVED

YAB has been busy spreading the word about this important campaign to other youth in Boston. Buttons and writing pens with the *Go4resh* logo have been given out in the past few months and students everywhere have been spotted with these cool items on their backpacks.

The YAB message is spread everywhere through our Facebook Fan Page. Just search "*Go4resh*" when you log-on to Facebook.

YAB is also developing a recruitment strategy for BPS clubs and groups who would like to help with our campaign. Targeting middle and high school student groups, we will be contributing information so that groups can have resources to host events that help promote our *Go4resh Campaign*. With many concerned youth engaged, we can all make these changes a reality!

Again, we cannot go forward without the help of our fellow youth, our headmasters, parents, teachers and cafeteria staff and advocates.

Want to get involved?

Contact the BCFF Project Manager, José F. Massó at jmasso@bphc.org or 617. 534. 2672.

