

WINS NEWS

WE INSIST ON NATURAL SHAPES

WINS NEEDS YOUR SUPPORT

We need more than kind thoughts to exist. Please donate to and join WINS so that we can continue to produce this newsletter, provide education about body image and health to youth and adults, and work to prevent eating disorders of all kinds.

Volume 13 • Issue 1

CALIFORNIA SCHOOLS AIM FOR HEALTH

Ann Gerhardt, MD

The 2005 California legislature passed three new laws designed to help school children eat more healthfully. The goal, pursued for years by public health and policy advocates, is to assure that public schools contribute to optimal childhood nutrition, rather than perpetuating problems.

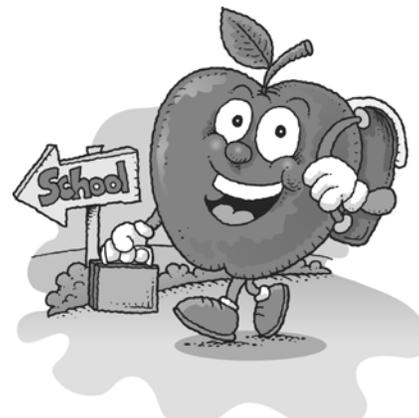
The new laws establish the strongest nutrition standards in the country for school food, and introduce more fresh fruits and vegetables into school meals. See Boxes 1, 2, and 3, in this article for summaries of the laws' provisions. Two of the laws, SB12 and SB965, limit the amount of calories, fat and sugar in school foods (SB12) and ban the sale of sodas in all primary and secondary schools (SB965). Both of these bills were signed over the strong objection of the beverage industry, the CA Chamber of Commerce, the Grocery Manufacturers of America and the National Confectioners Association. The third law, SB281, allocates \$18.2 million for fresh fruits and vegetables in school breakfast programs.

While parents are supposed to encourage habits and lifestyle that are in their child's best interest, they don't always succeed or even try. It is not the schools' responsibility to replace parents, but schools should at the very minimum deliver an environment conducive to a healthy lifestyle. Since children spend almost a third of their waking hours in school, where they consume at least one meal, there is cer-

tainly an opportunity to make an impact.

Have schools succeeded in doing that? Unfortunately, the answer is often no, with schools falling in line with our couch potato, fast food society. Physical education programs have phased down, if not out, in most schools. Food service departments augment income with junk food and sodas from vending machines. Teachers and staff may model less-than-ideal lifestyles.

The federal government does little to help. U.S. Department of Agriculture (USDA) regulations do not restrict the sale of common snack foods or beverages



ages on school campuses. The regulations do require schools to meet the Dietary Guidelines for Americans in their meals, but this applies only to the school breakfast and lunch programs. The 2004 Child Nutrition & WIC Reauthorization Act promotes nutrition

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HEALTHY SCHOOLS, HEALTHY PEOPLE 2005

WINS attended the 2005 Healthy Schools, Healthy People Conference on November 18-19, 2005.

Mary Jane Ray, Serena Ryder, Julie Martin and June Preston staffed our booth, explaining our curricula and mission. Conference attendees spent time learning about WINS, expressing interest in the curricula.

Ann Gerhardt, MD presented a workshop entitled "The U.S. Culture of Eating Disorders and What Schools Can Do About It." Teachers are hard graders, but seemed to give the presentation reasonably high



Mary Jane Ray staffing the WINS booth at the Conference.

marks. Now we just need to teach the other millions of teachers in the country...

EDITOR'S NOTE: I humbly apologize for not producing more newsletters in 2005. I've sent my life in a new direction, and it has been time-consuming. If anyone wants to take over the Newsletter Editor job, I will advise and continue to contribute articles. Otherwise, I'll work on getting the newsletters out more regularly.

Speaking of volunteers, if anyone is interested in serving on the Board, please contact any of the officers or June Preston at winsnews@aol.com or 800-600-WINS. Elections will happen this Spring.



—WINS' MISSION STATEMENT—

WINS is dedicated to:

- 1) Changing standards of beauty to those that do not define us by our weight and do not promote eating disorders, including anorexia, bulimia, binge eating disorder, and compulsive overeating that may lead to obesity;
- 2) Educating children and adults to recognize that the shape of one's body is determined by one's genes. Genetic makeup determines healthy weight, whether it be thin or heavy, and a moderate amount of balanced food, with a moderate amount of exercise will allow one to achieve her/his natural, healthy shape.
- 3) Changing body images in the media and advertising to those that are natural and attainable with healthy life-styles.

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Website: www.winsnews.org

PLEASE JOIN US

We exist only to carry out our mission and for our members. Donations are used entirely to get the message out. See back page for Membership Application.

BOARD MEETINGS are held the second Wednesday of each month. Everyone is invited to attend. See **WINS MEETING TIME & PLACE** in this issue for details.

WINS NEWS is published quarterly for members and friends. News items, community events, press releases, letters to the editor, commentaries, poetry, and/or other information which might be of interest to our members are welcomed and encouraged.

WINS FOUNDER RECEIVES MEDICAL HONOR AWARD

For her work with WINS, Ann Gerhardt, MD received the 2005 Sacramento Sierra Valley Medical Society Award on January 13, 2006. The following is her acceptance speech.

I'm extremely grateful to the Medical Society for honoring me with this year's Medical Honor Award for my work with WINS. WINS was actually one of the first anti-eating disorder groups in the country, and we, along with other organizations, succeeded at least in halting the rise of the incidence of anorexia and bulimia - except of course in supermodels and actresses. Now we are addressing childhood obesity, essentially by applying the same WINS message - that the ideal body is a healthy, natural shape - one that is genetically determined and achievable with moderation and a healthy lifestyle, two concepts not especially prevalent in U.S. society today. I hope



you will visit our display table in the lobby, so you can see more of what we do. You might even acquire a curriculum to donate to your local school or church or civic group.

Seated from left: Serena Ryder RD, Jim & Mary Jane Ray, Judy Gould RD, Ann Gerhardt MD. Standing: Kathryn & Bruce Maffia, Pat Monahan, Jim McElroy.

Those of us who have a passion for a cause work for years, just trying to make a difference and achieve a few goals. We don't count on personal recognition or benefit. I have, actually, received benefits from my involvement in WINS. One benefit is the many interesting people I've met, some of them characters, and some of whom have become lasting personal friends. It also occurred to me that I've acquired some new skills that I wouldn't have learned from just being a practicing physician. I've learned to write grants for a nonprofit organization, produce a newsletter, talk in sound bites for media and shamelessly beg for money.

*A nonprofit like WINS doesn't exist and it certainly can't succeed as a result of the work of one individual. Some of the many people whose enthusiasm and energy have kept the organization - and me - going are seated here tonight. **Kathryn and Bruce Maffia, Mary Jane and Jim Ray, Pat Monahan, Judy Gould and Serena Ryder** - Thank you for all you have done for and given to WINS.*

*The person who stayed in the background, but who supported me the most, is my life partner, **Jim McElroy**. He has given me practical advice on how to run an organization, some of which I've followed, tolerated my absences and stress level, and encouraged me to act on my nutso ideas. Well, one of those ideas wasn't so nuts. It was WINS.*

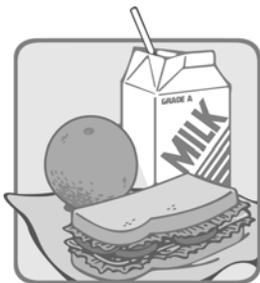
Thank you for this award and I accept it not only for myself, but on behalf of the members of WINS.

To learn about upcoming WINS meetings, speakers & events — call 1-800-600-WINS.

CALIFORNIA SCHOOLS AIM FOR HEALTH

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education and physical activity and encourages consumption of cow's milk



and fresh locally grown produce, but relegates development of specific policies to the state and local governments. The act also helps to

prevent malnutrition in children from low-income families.

Until now the states haven't done much, either. A few have responded to the epidemic of eating disorders and obesity with initiatives that move toward reversing these trends. So far Arkansas is the only state that has passed legislation banning all vending machines in elementary schools.

In 2001 the California legislature passed SB19, which provided for pilot programs of improved school nutrition. It required that 1) the Department of Education maintain nutrition guidelines for all foods served on public school campuses; 2) school districts ensure that outside vendors' food and beverage sales do not interfere with the school's food service programs; 3) nutrition information be available for all non-school food service food; and 4) at least 25 schools implement a pilot program offering free fresh and dried fruits and vegetables to pupils.

The absence of funding for the bill squelched opportunity for much change, and rendered the nutrition standards inoperative. Many schools and some school districts have implemented the nutrition standards on a voluntary basis. Oakland schools banned vending machine junk food in 2002. The Berkeley school district has started organic gardens, salad bars and cooking classes. Various schools in San Jose, Los Angeles, Newport-Mesa and Columbia school districts have increased cafeteria offerings of healthy fruits, vegetables and snacks.

SB19's pilot program showed that middle and high schools could implement nutrition standards without any loss of revenue. Some schools made more money by selling healthy foods than they had selling unhealthy foods. The enactment of SB 19 helped to kick off a national movement to eliminate soda and junk food sales on school campuses.

No state has passed legislation that completely bans the sale of competitive foods on campus. (The USDA defines "competitive foods" as foods offered at school other than meals served through school meal programs.) The Centers for Disease Control and Prevention's School Health Policies and Programs Study 2000 survey concluded that 43% of elementary schools, 89.4% of middle/junior high and 98.2% of senior high schools had at least one of a vending machine, school store, canteen, or snack bar. Agreements between a major soft drink manufacturer and a school board are often called "pouring rights" contracts. Often soft drink companies insist on secrecy about their proposals and school board staff and trustees aren't allowed to discuss the terms of the contract with the public.

Food vending machines are not all bad. A pilot program to place milk vending machines in western schools has been a resounding success. More than 80,000 bottles of milk (chocolate is the favorite) were sold in 2003-2004. A collaborative effort by Western United Dairywomen, the CA Milk Advisory Board and various dairy companies funded the program and loaned vending machines to schools. Instead of usurping milk sales

BOX 1: CALIFORNIA SB 12 – BANS SCHOOL JUNK FOOD (K-12)

Deletes the requirement that SB19 be funded prior to implementation, thereby imposing its nutrition standards in elementary schools and extends those standards to secondary schools. Effective date 7/1/07.

Restricts portion sizes of a la carte items in elementary school cafeterias. The serving size may not exceed the serving size of the food served in the National School Lunch Program or School Breakfast Program.

Restricts food items in vending machines to 200 calories per item.

- Requires all foods sold or served on school grounds in middle or junior high and high schools to be approved for compliance with nutrition standards.

- Foods sold outside of the USDA meal have to meet the following standards:

- 1) Not more than 35 percent of the total calories could be from fat, excluding the fat in nuts, nut butters, seeds, eggs, cheese packaged for individual sale, fruits and nonfried vegetables or legumes;

- 2) Not more than 10 percent of the total calories from saturated fat, excluding that in eggs or cheese packaged for individual sale; and

- 3) Not more than 35 percent of the total food weight composed of sugar, including naturally occurring and added sugars, except fruits or vegetables.

A middle, junior high or high school is allowed to sell items that do not comply with these standards if the sale takes place off of school grounds, takes place on school grounds at least one half hour after the end of the school day, or the sale occurs during a school-sponsored pupil activity after the end of the school day.

in the school cafeteria, those sales increased, presumably because kids decided they liked milk.

Reducing soda consumption is one of the most promising strategies for addressing the epidemic of overweight children. Each additional daily serving of sugar-sweetened soda increases a

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HER HANDS WERE BEAUTIFUL by Marlena Gutierrez

To all the truly beautiful women, whose inner light shines so brightly that they create a radiance that transforms their physical being.

Her hands were beautiful
Her fingers were worn
Her knuckles swollen
They were a part of her history
A part of who she was.
Working in canneries, factories,
laundromats,
Ironing, sewing, washing, cooking
Until her hands were gnarled
And painful.
In her later years
Her hands were used for praying
For writing, recording her thoughts
and reflections,
Her poetry.
There was a peacefulness about her, a
radiance
That attracted others,
Especially women.

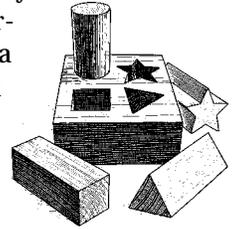
Sitting at her kitchen table,
They shared with her their secrets
They cried, they asked for guidance
They asked for prayers
They asked for her blessing
She listened with compassion, without
judgment
And, as her hands held theirs,
They felt comforted and calmed and
understood
And her hands were so beautiful.

She was beautiful.
She was the Elder
She was the Healer
She was the Wise One
She was my Mother
And she was Beautiful.

EDUCATIONAL VIDEO AND MIDDLE/HIGH SCHOOL CURRICULUM

*HAPPY, HEALTHY SHAPES
IT'S NOT HOW YOU LOOK,
IT'S HOW YOU FEEL*

This educational video and curriculum deals with issues of societal pressure to be thin, psychological problems of adolescence that lead to disordered eating, medical consequences of eating disorders, healthy nutrition and exercise. To receive a copy, please send your request to WINS (address on back page) along with \$50 for both curriculum & video or \$15 for the video alone; include your name and address. Allow a few weeks for delivery. The intended audience is teens, but it is a good message for people of all ages.



Try to get the video shown at your local schools and organizations.

LETTING GO

submitted by Mary Jane Ray

Letting go: Removing our attention from a particular experience or person and putting our focus on the here and now.

Letting go: A good thing. It reduces stress, food craving, and the number of unhealthy relationships one has.

"Let Go" Doesn't Mean Stop Caring

To "let go" does not mean stop caring, it means I can't do it for someone else.

To "let go" is not to cut myself off, it's the realization that I can't control another.

To "let go" is not to enable, but to allow learning from natural consequences.

To "let go" is not to try to change or blame another, it is to make the most of myself.

To "let go" is not to care for, but to care about.

To "let go" is not to fix, but to be supportive.

To "let go" is not to judge, but to allow another to be a human being.

To "let go" is not to be in the middle, arranging all the outcomes, but to allow others to affect their destinies.

To "let go" is not to be protective, it is to permit another to face reality.

To "let go" is not to deny, but to accept. It is not to nag, scold or argue with, but instead to search out my own shortcomings and correct them.

To "let go" is not to criticize and regulate anybody, but to try and become what I dream I can be.

To "let go" is not to regret the past, but to grow and live for the future.

To "let go" is to fear less and love more.

Thomas Allender, S.J.

WHAT IS A NATURAL SHAPE?

A natural shape is whatever shape your body assumes when you eat nutritionally balanced food per the Food Guide Pyramid (with a modest amount of fun foods) and physical activity is a regular, daily part of your life. A natural shape is very much determined by your genes.

It is not the wasted look of forever-dieting, nor is it obesity resulting from overeating and under exercising.

READING LIST

AVAILABLE ON REQUEST

Please send a self-addressed, stamped envelope to:

WINS, P.O. Box 19938,
Sacramento, CA 95819

Also, *Surge Eating Disorders Resource Catalog* has a huge number of valuable books, many are on the WINS reading list. Request a free catalog: P.O. Box 2238, Carlsbad, CA 92018; (800) 756-7533; www.gurze.com.



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If you are not yet a member
and you wish to continue to
receive WINS NEWS, please
see the bottom of this page.

WINS is proud of our quarterly newsletter. However, WINS cannot survive without your support.
We urge you to join our organization by sending your donation today.

WINS MEMBERSHIP APPLICATION & NEWSLETTER SUBSCRIPTION

Send with your check or money order to WINS, PO Box 19938, Sacramento, CA 95819

Name(s) _____

Address _____

City/State/Zip _____

Home Telephone (____) _____ Work Telephone (____) _____

Email Address _____

Who referred you? _____

How can you help? [] Telephone [] Education [] Publicity [] Newsletter [] Write Grants

Other: _____

Enclosed Donation — This is a: [] Renewal [] First Donation [] Gift

- [] \$35 Regular member
[] \$45 Family Membership (List all names above)
[] \$45 Member (You will receive a free gray T-shirt that says THIS IS A NATURAL SHAPE in blue.*)
[] \$100 Member (You will receive a free white polo shirt embroidered with WINS logo.*)
[] \$10 Student (Donation over \$10 appreciated)
[] Additional Donation \$_____
[] Grade School Curricula: • Grades 1&2 \$60 ___ #desired • Grades 3&4 \$65 ___ #desired
• Grades 5&6 \$65 ___ #desired • Entire Set \$160 ___ #desired

Amount enclosed: \$_____

- [] Middle/High School Curriculum & Video @ \$50 for both. Number desired: _____ Amount enclosed: \$_____
[] Middle/High School Video(s) @ \$15 each. Number desired: _____ Amount enclosed: \$_____
[] Additional T-shirt (\$15) [] Additional polo shirt (\$30) See above for descriptions.
[] A Gift from _____ (card will be sent).

* For T-shirt or polo shirt, specify size: [] small [] medium [] large [] extra large

We are truly a "grass roots" organization. Please help us keep track of what is happening in the "shape industry." Send us names of companies that use natural shapes and those that have forgotten what real people look like.

Comments: _____