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[Heather Unruh Reports:](#)

## **School Program Offers Prizes For Healthy Eating**

### ***Students Earn Points, Prizes For Healthy Meal Choices***

**LYNNFIELD, Mass.** -- One local school system is trying an innovative new approach to getting children to eat healthier.

NewsCenter 5's Heather Unruh reported that the Lynnfield program, called Imove, offers children a variety of healthy choices that are awarded with stamps or points that can be traded in later for prizes. "I got the chicken Caesar wrap, and it tastes very good," said fifth-grader Nikki DiRico.

Children can still opt for cheeseburgers and French fries, but Lynnfield students who pick Imove meals win. "I want that little skateboard thing," said fifth-grader Frank Cammisi. Healthy picks mean stamps, or points that add up. "All the way up to a mountain bike. From sportswear, shirts, water bottles, backpacks -- the more points they accrue, the better the rewards are," said Manuel Costa, president of the Costa Fruit and Produce Co.

Costa came up with the pilot program to combat childhood obesity. Lynnfield signed on with astonishing success. "Incredible. I never thought it would take off this much. We've increased our lunches by at least 20 percent just on Imove. The kids love it," said Lynnfield Food Service Director Nancy Antolini. Imove lunches cost about \$2 and contain no more than 25 percent of calories from fat, and the kids don't miss it. Fifth-grader Peter Foustoukos said he is eyeing two prizes, but said that's not his main incentive. "I'm doing this because I want to eat healthy because it's better to eat healthy, and the food tastes great, too," said Foustoukos.

In Lynnfield, it's becoming hip to be healthy. "I don't want to eat bad food because I don't want to get big," said DiRico. Given the power to choose, most students choose healthier foods. The school said incentive or not, everybody wins. "My mom says it's better to eat than the regular hot lunch. And I like it better than the regular hot lunch," said Cammisi.

Costa is funding the program, but it's looking for sponsorship from a major sports team. The company is also looking to expand to other schools this fall, so it's very possible Imove's fit lunch could be coming to a school cafeteria near you.

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