



# Two Angry Moms Press Kit

For More Information visit: [www.angrymoms.org](http://www.angrymoms.org)

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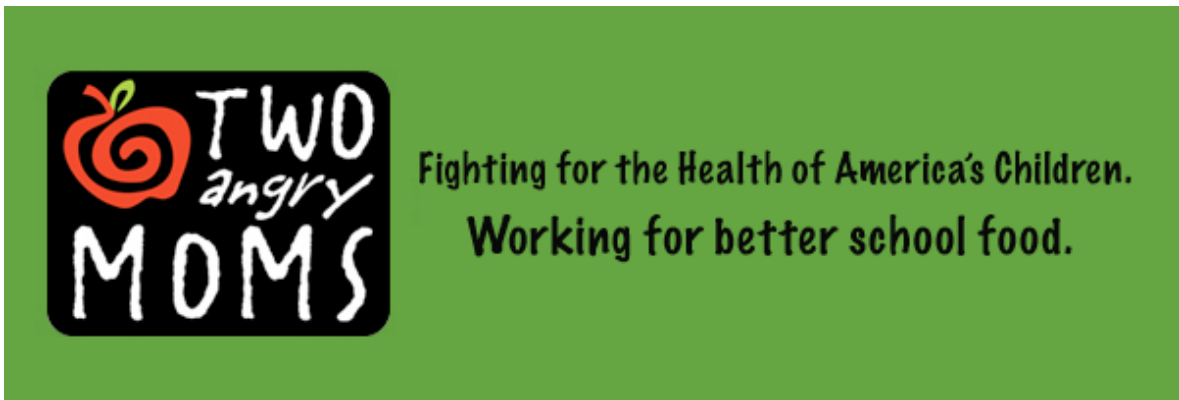
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**Two Angry Moms** is a documentary film that asks the question: **What happens when fed-up moms try to change school food? Filmmaker Amy Kalafa crosses the country in search of alternatives to the toxic food environment found in many of our nations schools.**

There are nearly seventy-three million school-aged children in America. The Centers for Disease Control predict that these children will be the first generation in history to live shorter lives than those of their parents. ***Two Angry Moms*** takes a look at the school food programs responsible for a large portion of each child's daily meals. ***Two Angry Moms*** explores the roles the federal government, corporate interest, school administration and parents play in the feeding of our country's school kids. The film offers successful and often inspirational examples of how to improve school food programs and make a difference in both the health of each child and the long-term health of the country.

Goals for the film:

- Tell the story of what has gone wrong with school food and feature strategies and models for getting real food into schools.
- Increase awareness of factors that influence what our kids eat everyday.
- Create a movement of two million "angry moms" (and dads) who will take a stand for their children's health and demand a change.
- Hold screenings in school districts nationwide with Q&A info sessions.

Texas Agricultural secretary Susan Combs said that it's going to take 2 *million* angry moms to change the school lunch program. Please join us!

**IT'S A MOVIE. IT'S A MOVEMENT.**

For more information visit us at [www.angrymoms.org](http://www.angrymoms.org)

*Your film has as much important information as Al Gore's film..... -Wayne and Lee Paull, Parents*



## TWO ANGRY MOMS - FREQUENTLY ASKED QUESTIONS

### What is *Two Angry Moms* the movie about?

- It follows the story of moms and others fighting for the health of America's kids by working to change school food.
- It also covers the history of the school lunch program and the impact of government policy and private interests upon the program.
- The movie highlights successful and often inspiring examples of school food programs from around the country.
- **It drives home the point that parents need to make the connection between food and their kid's health** and to take a stand for healthy change.
- This movie is also a MOVEMENT. Texas Agricultural commissioner said it would take 2 million angry moms to change school lunch. Two Angry Moms will act as a tipping point in increasing awareness of this vital issue.
- This movie is about taking action, and our website, [www.angrymoms.org](http://www.angrymoms.org) is a go-to resource to get you started.
- Through the film, we found that when communities support local farms, when kids get connected to where their food comes from, when school buying power is used to promote educated, healthy children, it has a positive effect not only on kids, but on the environment and on everyone in the community. We found that **dedicated communities of people can create change in school food.**

### What about schools where children are not facing an obesity epidemic? What's the big deal?

- Our kids aren't just fat, they are sick too! Pediatricians tell us that 25-40% of kids in America are on some form of prescription medication daily.
- The issue is not just about obesity! Obesity is one component of declining children's health that is easy to see. What are not so easy to see are illnesses like asthma, allergies, behavioral issues and cancer, which are all appearing with increasing frequency in our kids.

### What about marketing to kids?

- The average American child today is exposed to an estimated 40,000 television commercials a year — over 100 a day. (Commercial Alert and the Center for a New American Dream are two great organizations that address the issue of commercialization of our kids.)
- Parents may do the best they can at home, but when positive efforts are undermined by the omnipresent branded logos of poor quality foods offered through school "a la carte" and "competitive foods" offerings and reinforced through TV advertisements, we fight an uphill battle every day.



### **What is so bad about school food?**

- Lots of harmful ingredients: hydrogenated oils, high fructose corn syrup, tons of sugar, artificial sweeteners, flavorings, colorings, preservatives and non-nutritive fillers.
- Simple answer: school food is often calorie-laden and of minimal nutritional value. We want to see schools serving kids whole foods, cooked from scratch, with plenty of fresh fruits and vegetables.
- Our kids spend a significant time in school over 12 years. The school environment has a huge impact on children's health. What are we teaching them about food? Are we walking our talk?
- A toxic food environment in school can undermine what parents are doing at home to instill healthy food values in their kids.

### **Why should parents care about the food served in school?**

- Schools have a responsibility to create a healthy supportive environment for kids.
- Schools that model better food on campus report higher test scores, fewer behavioral problems, winning sports teams and less absenteeism.
- School and home are the two places where kids learn habits that last a lifetime.
- What kids eat now has an impact on them 20 years from now. Obesity is way easier to prevent than to cure! No one has made real strides in reversing childhood obesity. Bariatric surgery is dangerous and has long-term effects.
- Of kids born in US in year 2000, 1 in 3 will develop diabetes
- CDC predicts this generation of American kids will be first in nation's history to live shorter lives than those of their parents.
- Obesity-related illnesses cost the United States an estimated \$117 billion.
- Poor diet and physical inactivity are the second leading causes of preventable death in the United States.
- Research shows that overweight preschool children are twice as likely to be obese as adults. Older children who are overweight are even more likely to be overweight as adults.

### **Who will change school lunch?**

Let's face it! It's up to us, the parents.

- Food service companies are not going to change it, they make too much money.
- State and federal legislation is too slow and food industry lobbyists have too much clout.
- School boards do not feel that this is a priority; they have so many other issues to deal with.
- School food is profit based first and foremost. School boards will not put it in as a line item like books and teacher salaries.
- It comes down to the PARENTS. Angry moms are taking a stand for their children's health.
- Texas Agriculture Secretary Susan Combs said it's going to take 2 million angry moms to change school food. We are the first two and we are building a movement from 2 to 2 million. Go to the website and join us.

### **How can you learn more?**

Go to [www.angrymoms.org](http://www.angrymoms.org) to support the film and learn more.





**Amy Kalafa** , C.H.H.C. is the Producer / Director of Two Angry Moms, and one of the “two angry moms” of the film’s title.

For over 20 years, Amy has produced award-winning films, television programs and magazine articles in the field of health education. Amy’s production credits include three seasons of Dr. T. Berry Brazelton’s parenting show, “What Every Baby Knows”, PBS specials, “Our Nation’s Health: A Matter of Choice” and “Healthy Aging”, as well as the Reiner Foundation’s, “The First Years Last Forever”. She has produced food and health segments for “Martha Stewart Living” and has appeared as a guest chef on PBS’s, “Cultivating Life”. Amy holds a Lectureship at the Yale School of Medicine and Psychiatry for her work in the field of health communication, particularly in recognition of a series she created for Court TV, “Inside the Criminal Mind”. As a subcontractor, Amy has worked on numerous training films for Yale University and the US Department of Education.

Amy and her husband Alex Gunuey own and operate a television production company, A-RAY.tv. Amy and Alex’s mutual passion for good food and good films led them to produce the independent documentary, Two Angry Moms.

Amy is also a holistic health and nutrition counselor and a Lyme disease consultant. Her advocacy work extends to her personal life as well. She served a four-year term on the advisory board of the Weston / Westport Health District’s CDC funded “Target Lyme” prevention initiative and she is a founding board member of the AIDS Treatment Data Network, a certified Kripalu Yoga teacher and an organic farmer. She and Alex have two daughters who have always brought their lunch to school.





**H.H.C.**

**Susan P. Rubin D.M.D.,**

Dr. Rubin is the other “angry mom” of the movie’s title. She is the director of A Better Way Holistic Health, a private health counseling practice in Westchester County, NY. Her unique approach integrates whole food and healthy lifestyle with the reality of living in our busy, often chaotic, world. In addition to her private practice, she teaches cooking classes and conducts workshops and programs on many aspects of food, public health advocacy and holistic healing.

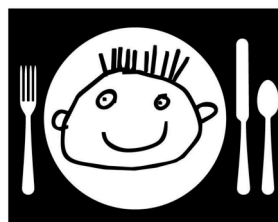
Susan has been active on the school food front for over a decade. Her junk food awareness program has been implemented in many schools across the country. She founded Better School Food (BSF), which consists of concerned educators, parents and health professionals. The coalition’s mission is to increase awareness of the connection between food and its impact on children’s health, behavior and learning.

Susan and her husband Ron have three daughters who make their own school lunches, most of the time. For more information visit [www.drSusanRubin.com](http://www.drSusanRubin.com) and [www.betterschoolfood.org](http://www.betterschoolfood.org).



Two Angry Moms

**Better  
School  
FOOD**



[www.angrymoms.org](http://www.angrymoms.org)





## TWO ANGRY MOMS - TARGET AUDIENCE PROFILE

- There are 72.3 million children in the U.S. under 18 years of age.
- Parents of children under 18 make up over one-third of the nation's potential voters.



*The audience for Two Angry Moms is wide and diverse. Every parent with a child in public school is potentially interested in the topic. Government statistics report that there are over 4.3 billion lunches served in nearly 88,000 schools to 26.5 million children annually.*

*We believe that most parents currently have limited awareness of the quality of the food being served in our school cafeterias, vending machines and classrooms. Parents need to understand the critical role eating healthy food, forming healthy eating habits and learning about food from a cultural and nutritional perspective can play in preventing and reversing childhood obesity, diabetes and a myriad of behavioral and learning problems.*





Moms have traditionally been the nutritional gatekeepers of our homes. We do most of the food shopping and the meal preparation for our families. We care about our kids and want nothing but the best for them. These actions will hopefully set up healthy eating patterns for the life of our kids.

But what happens when our kids come home with their backpacks loaded with candy wrappers? We send them off to school and now they want chicken nuggets and fries instead of the meal we've prepared.

Welcome to the world of school food. Thanks to tight budgets, the cafeteria has to be self-sustainable or make a profit to survive. Since poor quality junk food is quick, cheap and profitable, our children's health has become the price we pay.

Brown bagging your kid's lunch can work for a while, if you're a mom with time and money. But sadly, making your kid's lunch doesn't solve the problem. Candy rewards by teachers, frequent parties loaded with poor quality sweets, food fundraisers and vending machines have all turned schools into a toxic food environment. Kids want to be "cool" like the rest of the crowd. Even the savviest of mothers can ultimately feel overwhelmed.

There are many moms out there who care, but feel powerless to do something about school food. They are busy with kids and work. Thanks to food industry marketing and conflicting nutritional information, they're not even sure just what is "healthy" anymore. As our kids become sicker and reach a weight that is clearly unhealthy, we know that something has to change.

There are over 40 million moms in the United States alone. Imagine if just 2 million moms and dads got angry enough to take a stand to change school lunch? This documentary film, *Two Angry Moms*, intends to inspire and empower those 2 million parents to create a tipping point for better school food and better health for our families.

***We hope you'll join  
us....***





## WHAT ANGRY MOMS ACROSS THE COUNTRY ARE SAYING ABOUT THE MOVIE:

*How inspiring! .... I hope that many, many people have the opportunity to watch it*  
**Kathleen Q., PTO President**

*"Two Angry Moms" delivered the goods on all levels and the following Q&A was equally intriguing –*  
**Mo McFadden, Publicist**

*The movie goes right to the heart and makes you realize how important this is to the future generations of our country. -* **Melissa W., Mom**

*Congratulations. The film is so well done; it provides so much inspiration--it will move many people to do something. -* **Lisa B., Better School Food**

*A wonderful job capturing the current state of the school food system and then exhibiting remarkable evidence at how moms (and dad's too!) can make significant changes. -* **Alison H., Holistic Health Counselor**

*We loved it! (My sons Zach and Garrett said that they want to show it to their school, they LOVED it!) So you are involving every age group - not just us MOMS! -* **Cyndi Smith – Host, Freedom to Travel Show**

*Great documentary ....!! Really superb!! -* **Rebecca V., School Social Worker**

*"I am making GREAT headway here in Port Angeles ...because I have held 4 screenings so far and am planning more. I think it is EXTREMELY IMPORTANT that as many as people as possible see this film. Showing this movie has gotten this issue press coverage in Port Angeles, which has actually hit the radar screen of important folks in Seattle and Olympia. I was just contacted yesterday by the Washington Environmental Council - they are working on legislation to () support local foods in schools. They want our support and input. I also received an email yesterday from George Sneller, Director, Child Nutrition Services, Office of the Superintendent (State of Washington). He saw the press coverage and wants to speak with me about working together to make improvements in food offerings for students in our state. This is huge - I can't believe how much attention we've received in a very short period of time. And the only reason it happened is because of this film! It is absolutely the catalyst! I can't thank you enough for making this film..." -* **Beth Loveridge, Port Angeles, Washington**





Fighting for the Health of America's Children.  
Working for better school food.

### WHAT ANGRY MOMS ACROSS THE COUNTRY ARE SAYING ABOUT THE MOVEMENT:

*My daughter just started kindergarten last week... I was shocked to see her bring CANDY home every day... The school boasts about their healthy lunches, but as usual, they are loaded with sugar, food coloring, hydrogenated oils, and low nutritional value. It's bad enough that they don't have organic milk, but they offer "pink" and chocolate milk as well. I am more than angry, but don't know what to do. How do I get started? – Michelle M, NC*

*Bravo!! Public schools need to be changed at a national level. I believe it can be done and now is the right time. People are so lacking in education regarding nutrition in this country. Unfortunately, the government supports the food companies that make the junk. ...News programs are controlled by the same parent corporations that make the lousy food so websites, documentaries, public TV and mass mailings would be a start... Thank you for getting angry, also. - Kay H, MA*

*Our school lunch program serves cheesy, chili fries with ketchup & calls it a balanced meal. HELP - Retired teacher – Michael C, Buras, LA*

*Tell me what to do to get the ball rolling in rural Ohio. Over half the kids in our district are "free or reduced" for breakfast and lunch. All is loaded with salt, fat, sugar and hydrogenated oils. What can I do to facilitate change? – Mindy B, Coshocton, OH*

*We must fight for our children, because we are silently watching our children develop unhealthy eating habits and chronic illnesses. Let's all wake up today. Thanks for your step forward. If we all take a step forward and speak out for the sake of our children and humanity, what a wonderful world that would be. - Monica W, Atlanta GA*

*Please help me get pop tarts and animal crackers off the breakfast menu!!! – Sandra L, Chubbuck, ID*

*I am a nutritionist and a special education teacher and working in schools all day you get to see what children eat for breakfast and lunch (the teachers eat that same garbage). The students eat mystery meat, processed foods and the vegetables that they get are cooked to 'death'. There are salads served but basically made with iceberg lettuce (no real nutrition) I watch children drink milk with each meal. These children have asthma, allergies, and digestive disorders and they don't really have a choice of good things to drink. When there are parties, there are cakes full of sugar and dyes, junk juices, and lots and lots of processed foods. – Sheila N, Upper Marlboro, MD*

*Thank you so much for coming up with this. I am a parent of two and I have been researching nutrition for two years now, and what I have learned is astonishing. My oldest child is in kindergarten and I am not looking forward to the lunch thing at all. I've looked at the menu items and all I can say is "yuck". I have heard of a handful of schools in the country that have drastically changed the food served to the children and they reported a huge change in the children, and it doesn't have to cost anymore than the crappy food they are serving to the kids now. However, there is the political side to it all that makes me even angrier. If there is something more I can do please let me know. - Faith B, Lakewood, CO*



## WHAT CAN I DO?

### TWO ANGRY MOMS ACTION PLAN FOR BETTER FOOD IN SCHOOLS

#### **IN YOUR SCHOOL DISTRICT:**

- 1) Host a Screening of Two Angry Moms:** With this first step you will meet, and join forces with, other like-minded people who recognize that our kids do better and feel better in a healthy school food environment. Download our [screening planner](#) and get started!
- 2) Sign and Circulate the Two to Two Million Angry Moms Pledge** to reach a national tipping point where healthy and delicious school food becomes the norm. Visit [angrymoms.org](http://angrymoms.org).
- 3) Have Lunch With Your Child in the School Cafeteria:** Understand the strengths and weaknesses of your school's lunch program by experiencing the food your kids are taking in at school every day. Ask to see ingredient lists for all the food on the menu.
- 4) Join a Committee or Coalition.** Get involved with the nutrition committee in your school or a wellness committee in your district. Create one if none exist. Write or update a District Wellness Policy that specifies your needs. For more support, become a member of [angrymoms.groupsite.com](http://angrymoms.groupsite.com). Your wellness committee should:
  - Survey Your District:** Find out how many other parents, students, teachers and staff share your concerns about school food. A community-wide survey raises awareness and builds numbers.
  - Read Your Contracts:** Is your school self-operated or run by a food service management company? Read all the contracts and write a wellness policy that specifies your needs. Make sure the contracts reflect the policy.
  - Ensure the Lunch Staff has Training and Equipment:** Hold fundraisers, seek grant funds to get the new program started.
- 5) Market Your New Program:** Some kids are afraid of fresh food! So when positive changes are made in your district, work with sports teams and student leaders to help with “buy-in” from your entire community. Create and participate in school gardening and cooking classes that produce real food. Hold “tastings”, make it fun!

#### **AT HOME:**

- 6) Build Your Food IQ.** Learn which foods are right for your family – not all foods are good for everyone!
- 7) Cook With Your Kids.** Read books, takes classes, watch cooking shows. Try new things, test recipes. Grow your own; get your kids connected to their food.

#### **ACT LOCALLY AND NATIONALLY:**

- 8) Speak Out:** Talk to friends, media and local leaders to raise awareness of the problems with school food and the solutions available when we work together to help our kids be the best and brightest they can be.
- 9) Call Congress:** Let them know you support legislation to get advertising and junk food out of schools, and USDA regulations that support sustainable agriculture, small farmers and local markets. Let's flood our schools with fresh fruits and vegetables.

Hold a house party or community screening of Two Angry Moms. Visit our website for more information.





**Fighting for the Health of America's Children.  
Working for better school food.**

### **Links to More information:**

View movie clips, join the movement, purchase a dvd, download handouts and lots more info at <http://www.angrymoms.org>

Want to Start a School Food Revolution in your own backyard? View our [Getting Started Guide](#) to find out how.

Would you like to know more about our not-for-profit fiscal sponsor the [Marion Institute](#)?

For more information on Better School Food, please contact:

Dr. Susan Rubin  
[betterschoolfood@aol.com](mailto:betterschoolfood@aol.com)



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