School Wellness Policies… What's Next?

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OBJECTIVES

This preconference will provide the participant with:

- An overview of Local School Wellness Policies (LWP).
- A breakdown of the Action for Healthy Kids Wellness Policy Tool.
- Information on LWP resources.
- Step by step guidance on drafting, implementing, and monitoring LWP.

Local School Wellness Policies (LWP) Overview

Policies will include:

- ✓ Goals for nutrition promotion and education, physical activity & school wellness activities;
- ✓ Nutrition guidelines for all foods available on school campus during the school day;
- ✓ Permitting a variety of stakeholders to participate in development, implementation, review and updating of the LWP;
- ✓ Informing and updating the public about LWP content and implementation; and
- ✓ Periodically measuring and reporting on implementation.

Richard B. Russell National School Lunch Act, 24 U.S.C.A. Sect. 1758(b) (2011)

LWP Overview

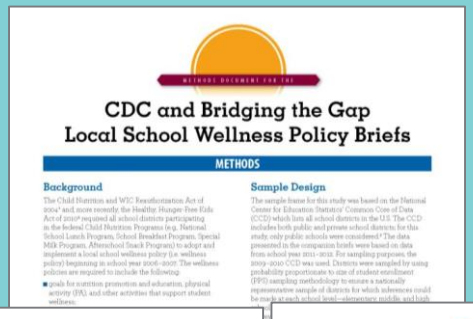
School districts determine specific policies appropriate for their schools.

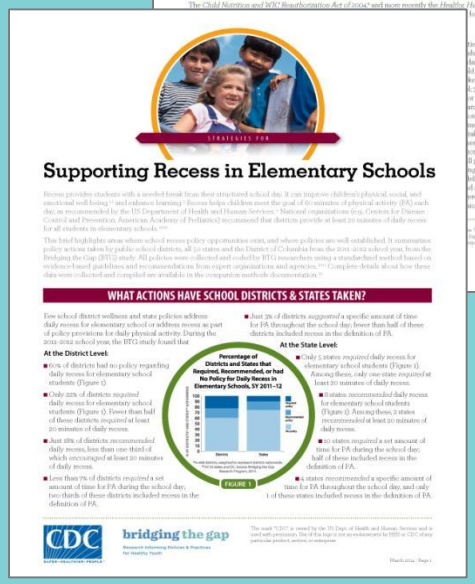
99% of U.S. students are enrolled in a school district with a wellness policy.

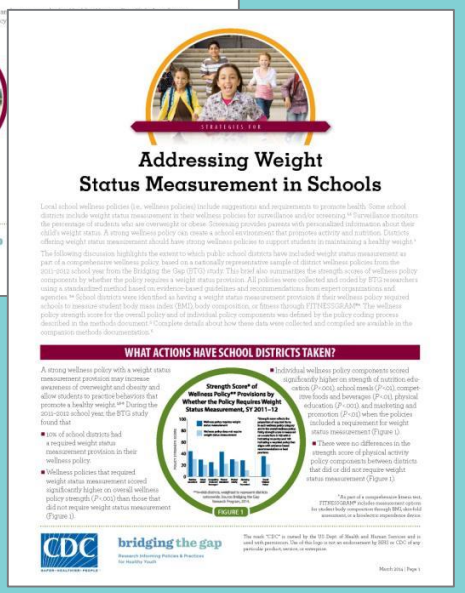
*Chriqui JF, Resnick E, Chaloupka FJ. School District Wellness Policies: Evaluating Progress and Potential for Improving Children's Health Five Years after Federal Mandate. Vol 3. Chicago, IL: Bridging the Gap Program, University of Illinois at Chicago; 2013.

2004 vs. 2014
LWP requirements

Local School Wellness Policy Research Briefs







www.cdc.gov/healthyschools/npao/wellness.htm

Reflection

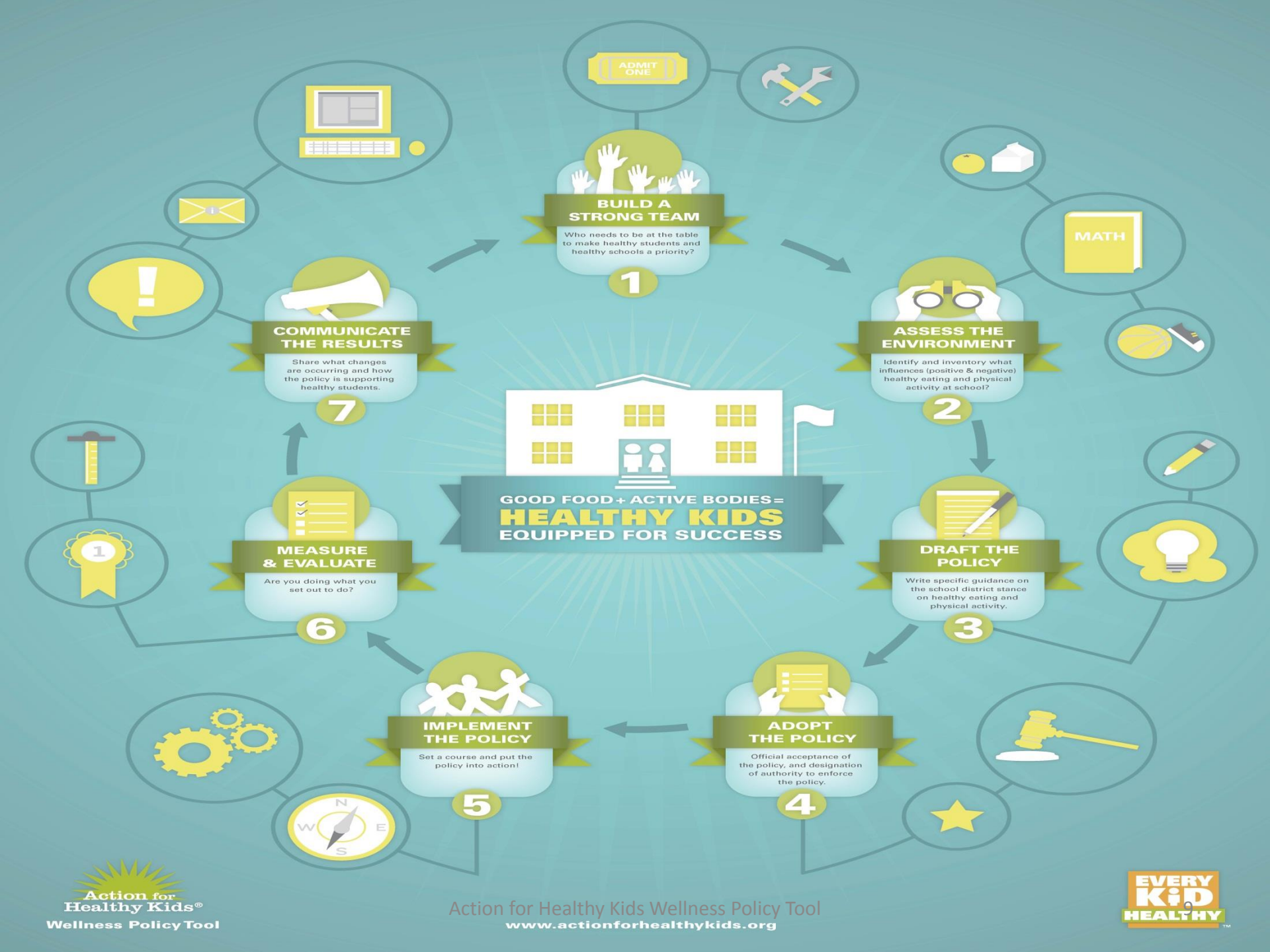
What is one thing that resonated with you about the new LWP requirements?

AFHK Wellness Policy Tool

Seven Steps to Success

Available free, online at www.actionforhealthykids.org.

Go to Tools for Schools, Click on Wellness Policy Tool link. Registration and log in is required to use the tool.



Action for Healthy Kids®
Wellness Policy Tool

EVERY KID HEALTHY™

BUILD A
STRONG TEAM
1

Who needs to be at the table to make healthy students and healthy schools a priority?

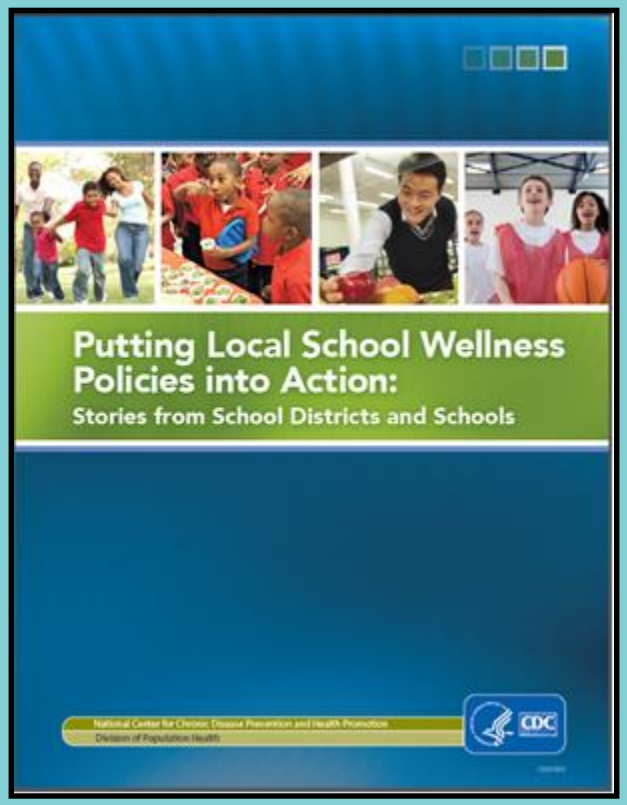
What's your role?

- Educators and School Staff
- School Nutrition Directors and Staff
- Administrators/Principals
- Board member
- Parent
- Students
- Community members

Putting Local School Wellness Policies Into Action: Stories from Districts and Schools

Common themes :

- Importance of a wellness champion
- Establishing wellness councils
- Partnerships
- Including parents and students in the process
- A need for more quantitative evaluation



www.cdc.gov/healthyschools/npao/pdf/SchoolWellnessInAction.pdf

ASSESS THE ENVIRONMENT
2

Healthy School Environment

Action for Healthy Kids®

Identify and Inventory: What influences (positive & negative) healthy eating and physical activity at school?

School Environments

Selected Strategies recommended by CDC to Encourage Healthy Eating and Physical Activity

- Promote access to healthy foods and physical activity at school.
- Provide suitable facilities for healthy eating.
- Establish safe spaces and facilities for physical activity.
- Avoid using physical activity as punishment.
- Avoid using food items to reward students.

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Assessing School Environments…

School Food Environment

Low-nutrient, energy-dense foods and beverages are

- **Served in vending machines, à la carte lines, school stores, fundraisers, and classroom parties.**
- **Marketed to students.**

Assessing School Environments…

School Physical Activity Environment

- **Daily physical education is not provided in most schools.**
- **Daily recess for elementary school students is not offered at many schools.**
- **Walking or biking to school is less common.**

DRAFT THE POLICY
3

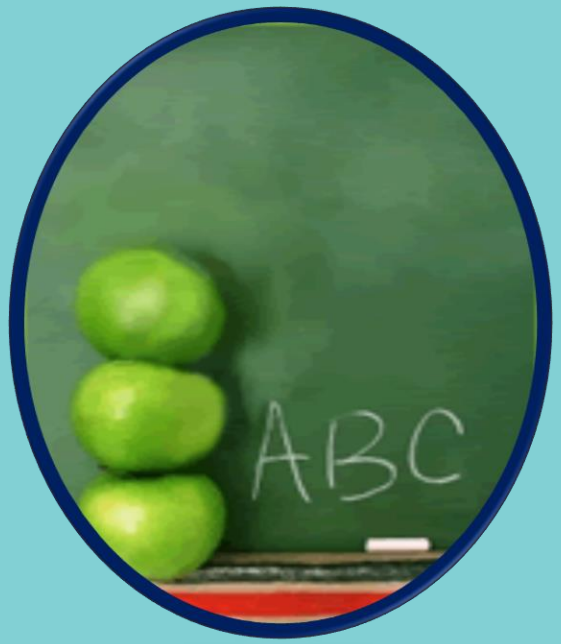
Technical Assistance – School Policies and School Wellness Policies

Wellness policies must be developed and implemented by "local parents, teachers, administrators, school food service, school boards and the public."

Action for Healthy Kids®

Write specific guidance on the school district stance on healthy eating and physical activity.

WHO
WHAT
WHEN
WHERE
WHY
HOW



School District Policy and Procedure

Policy

- Formal guidance needed to coordinate and carry out activities in the district
- Operational framework within the district functions
- Widespread, broad
- "What" and/or "Why"

Procedure

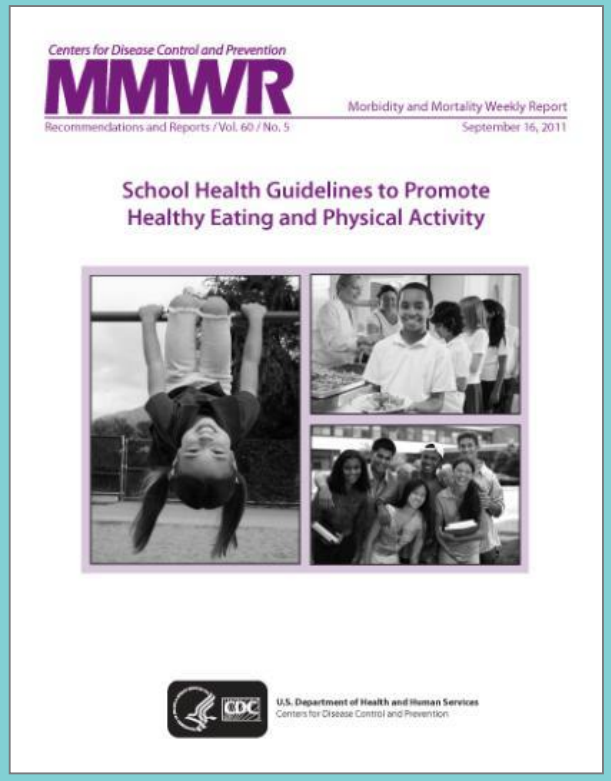
- Operational processes required to implement policy
- States the details
- May be specific to department, building or district-wide
- "How" and/or "Who"

Does the Policy and Procedure address…?

- Statement of purpose
- Principles, Values
- Objectives
- Strategies
- Specific Actions
- Desired Outcomes
- Performance Indicators
- Management Plans (Enforcement?)
- Review Process and Timing

KEY Considerations When Revising

- Make sure the policy is designed to fit your district's context/ needs
- Identify the key goals for the district
- Involve key stakeholders
- Benchmark your policy against our national data
- Incorporate plans for reporting and ongoing monitoring of progress
- Set a timeline for review and revisions



SCHOOL HEALTH GUIDELINES TO PROMOTE HEALTHY EATING AND PHYSICAL ACTIVITY

www.cdc.gov/healthyschools/npao/strategies.htm

School Health Guidelines

1. Policies and Practices
2. School Environments
3. Nutrition Services
4. Physical Education and Physical Activity
5. Health Education
6. School Health Services
7. Family and Community
8. School Employee Wellness
9. Professional Development

www.cdc.gov/healthyschools/npao/strategies.htm

ADOPT
THE POLICY
4

Adopt the Policy

Official acceptance of the policy and designation of authority to enforce the policy.

Adopt the Policy – Board Discussions:

- **First reading, committee referral, etc.**
  - **Scope of Authority**
  - **Consistent with local, state and federal laws?**
  - **Good educational practice? Reflect District goals?**
  - **Reasonable?**
  - **Adequate?**
  - **Consistent with other policies**
  - **Financial Implications?**
  - **Who is responsible?**
  - **Who benefits?**
- **Revisions, Second Reading → Adoption**

LWP 2.0- Time for Implementation

School districts must now focus on LWP *implementation* in their schools

NEW RULE REQUIREMENTS on Implementation

- Periodically measure and make available to the public an assessment on the implementation of the LWP, including
  - the extent to which schools in the school districts are in compliance with the LWP.
  - a description of the progress made in attaining the goals of the LWP.
- Designate 1 or more school district official to ensure that each school complies with the LWP.

USDA Administrative Review

- July 1, 2013 - New USDA Administrative Review process.
- Every three years, school districts will be assessed on compliance with the National School Lunch Program and School Breakfast Program.
- Update includes a more in-depth assessment of LWP implementation, assessment, and public reporting.
- www.fns.usda.gov/tn/healthy/wellnesspolicy_adminreview.html

IMPLEMENT
THE POLICY
5

Implement the Policy…
Set a course and put the policy in action!

WHO
WHAT
WHEN
WHERE
WHY
HOW

LWP Implementation Strategies

Pilot Implementation

Phased Implementation

Full-Scale Implementation

Activity: LWP Implementation Plan

Objective: To identify the process for implementing one LWP policy element in schools.

1. Form a small group at your table. Each group will receive one LWP policy element.
2. Discuss the steps needed to implement your group's LWP policy element. Complete the LWP Implementation Plan table.
3. 10 minutes

MEASURE
& EVALUATE
6

Measuring Success

The Policy Must…

"establish a plan for measuring implementation …including designation….charged with operational responsibility for ensuring that the school meets the local wellness policy."

COMMUNICATE
THE RESULTS
7

Communicate the Results

Share what changes are occurring and how the policy is supporting healthy students.

What's your role?

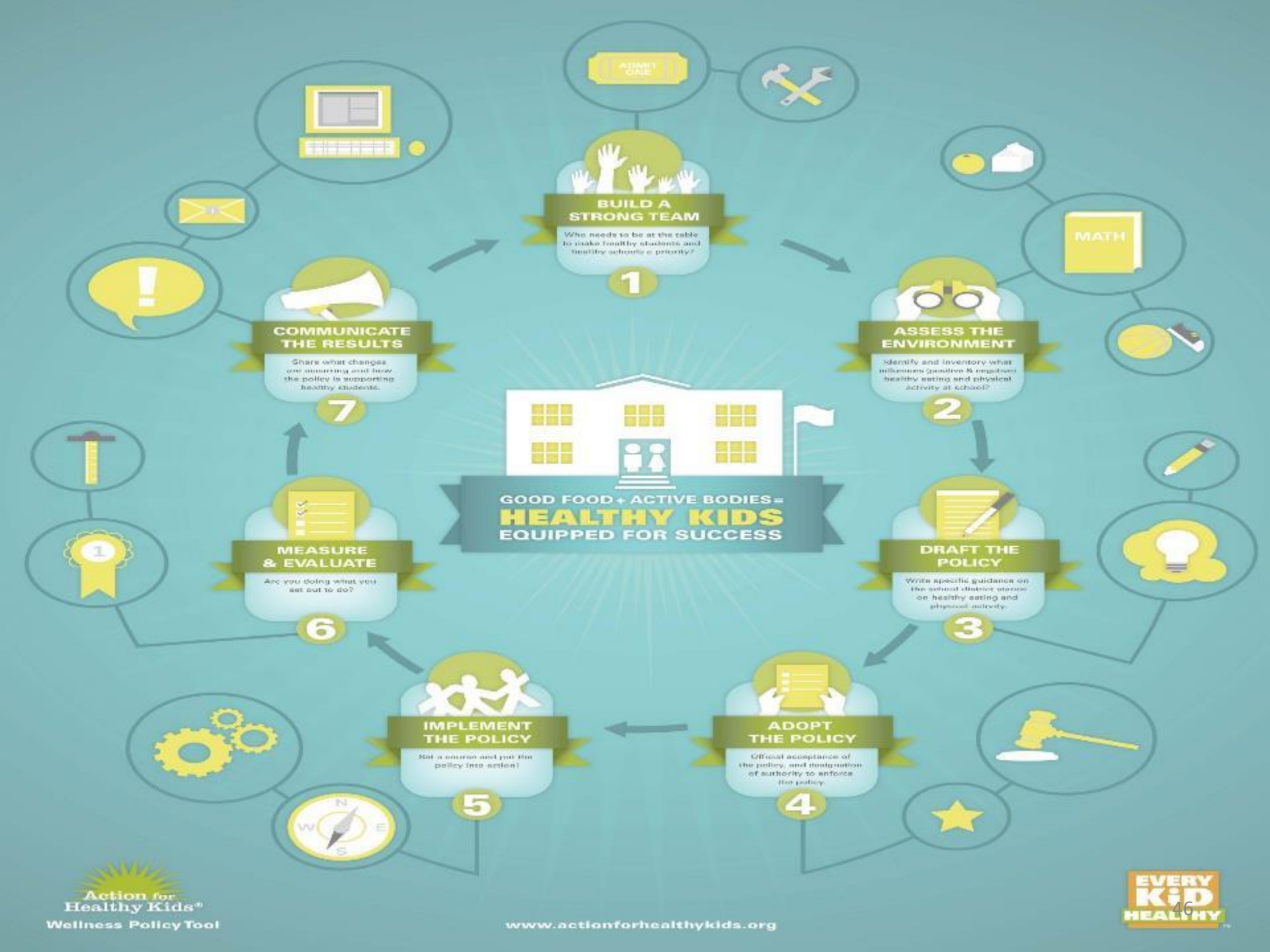
- Educators and School Staff
- School Nutrition Directors and Staff
- Administrators/Principals
- Board member
- Parent
- Students
- Community members

MILK
SKIM MILK

ADMIT ONE
BUILD A STRONG TEAM
Who needs to be at the table to make healthy students and healthy schools a priority?
1
ASSESS THE ENVIRONMENT
Identify and inventory what influences (positive & negative) healthy eating and physical activity at school?
2
DRAFT THE POLICY
Write specific guidance on the school district stance on healthy eating and physical activity.
3
ADOPT THE POLICY
Official acceptance of the policy, and designation of authority to enforce the policy.
4
IMPLEMENT THE POLICY
Set a course and put the policy into action!
5
MEASURE & EVALUATE
Are you doing what you set out to do?
6
COMMUNICATE THE RESULTS
Share what changes are occurring and how the policy is supporting healthy students.
7
MATH
GOOD FOOD + ACTIVE BODIES =
HEALTHY KIDS
EQUIPPED FOR SUCCESS

Evaluation and Wrap Up

THANK YOU!!!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Write specific guidance on the school district stance on healthy eating and physical activity.
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ADOPT THE POLICY
Official acceptance of the policy, and designation of authority to enforce the policy.
4
IMPLEMENT THE POLICY
Roll it out and put the policy into action!
5
MEASURE & EVALUATE
Are you doing what you set out to do?
6
COMMUNICATE THE RESULTS
Share what changes are occurring and how the policy is supporting healthy students.
7
GOOD FOOD + ACTIVE BODIES =
HEALTHY KIDS
EQUIPPED FOR SUCCESS
MATH
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EVERY KID HEALTHY

Healthy eating and academic achievement

Dietary Behavior/Issue	Related Academic Achievement Outcomes
Participation in the school lunch program	• increased GPAs, academic grades, and standardized test scores
Participation in the school breakfast program	• increased grade point averages (GPAs), academic grades, and standardized test scores • reduced absenteeism and fewer psychosocial problems
Skipping breakfast	• negatively influences cognitive performance
Lack of adequate consumption of specific foods	• lower grades
Deficits in specific nutrients	• learning deficiencies, lower grades, and higher rates of absenteeism and tardiness
Insufficient food intake	• poor class performance, more days of school missed, and inability to focus

Physical activity and academic achievement

Physical Activity Practice	Related Academic Achievement Outcomes
Students who are physically active	• have better grades, better school attendance, fewer disciplinary problems, and better classroom behaviors.
Increased physical activity and physical fitness levels	• improved cognitive performance
Increased participation in physical education class	• better grades, standardized test scores, and classroom behavior
Time spent in recess	• Improved cognitive performance and classroom behaviors
Participation in brief classroom physical activity breaks	• improved attitudes, cognitive performance, classroom behaviors, and education outcomes
Participation in extracurricular physical activities	• higher GPAs and lower drop-out rates

Core messages

- **All students deserve an opportunity to be healthy and successful.**
- **Schools are where youth spend a vast majority of their time and play a critical role in what they eat and how active they are.**
- **Providing students with healthy food options and opportunities to be physically active throughout the school day help them to be healthier and better learners.**
- **Students who are physically active and eat healthy foods are more likely to be focused in the classroom, earn better grades and test scores, and attend and finish school.**
- **Healthy and successful students are part of the foundation of a strong community.**

Audience-specific messages

Audience	Benefits to the Audience
States	• Lower state healthcare expenses • Better prepared workforce across the state • Increased state productivity
School Districts	• Better overall test scores and grades in district • Increased attendance rates • Increased graduation rates
Schools	• Decreased rates of student absenteeism • Fewer behavioral problems • Higher school-wide test scores and grades
Parents	• Child is a better learner • Child can be better prepared for college • Child can have better job opportunities • Child can live a longer, healthier life
Students	• Increase their concentration • Have better grades and test scores

Linking to the Whole Child Model

Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

SEARCH

CDC A-Z INDEX

Healthy Schools

- Healthy Schools
- Nutrition Environment +
- Obesity Prevention +
- Physical Activity +
- Chronic Conditions +
- Local School Wellness Policy
- Whole School, Whole Community, Whole Child (WSCC) +
- Resources +
- **Health & Academics** −
  - Data & Statistics
- Parents for Healthy Schools
- School Health Guidelines +
- Data & Statistics
- Multimedia +
- Tools & Training +
- State Programs

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CDC > Healthy Schools

Health & Academics

The academic success of America's youth is strongly linked with their health.

Healthy Students Are Better Learners

Health-related factors such as hunger, physical and emotional abuse, and chronic illness can lead to poor school performance.[1] Health-risk behaviors such as early sexual initiation, violence, and physical inactivity are consistently linked to poor grades and test scores and lower educational attainment.[2-5]

Leading national education organizations recognize the close relationship between health and education, as well as the need to foster health and well-being within the educational environment for all students.[6-9]

Schools are the Right Place for a Healthy Start

Scientific reviews have documented that school health programs can have positive effects on educational outcomes, as well as health-risk behaviors and health outcomes.[10-11] Similarly, programs that are primarily designed to improve academic performance are increasingly recognized as important public health interventions.[12-13]

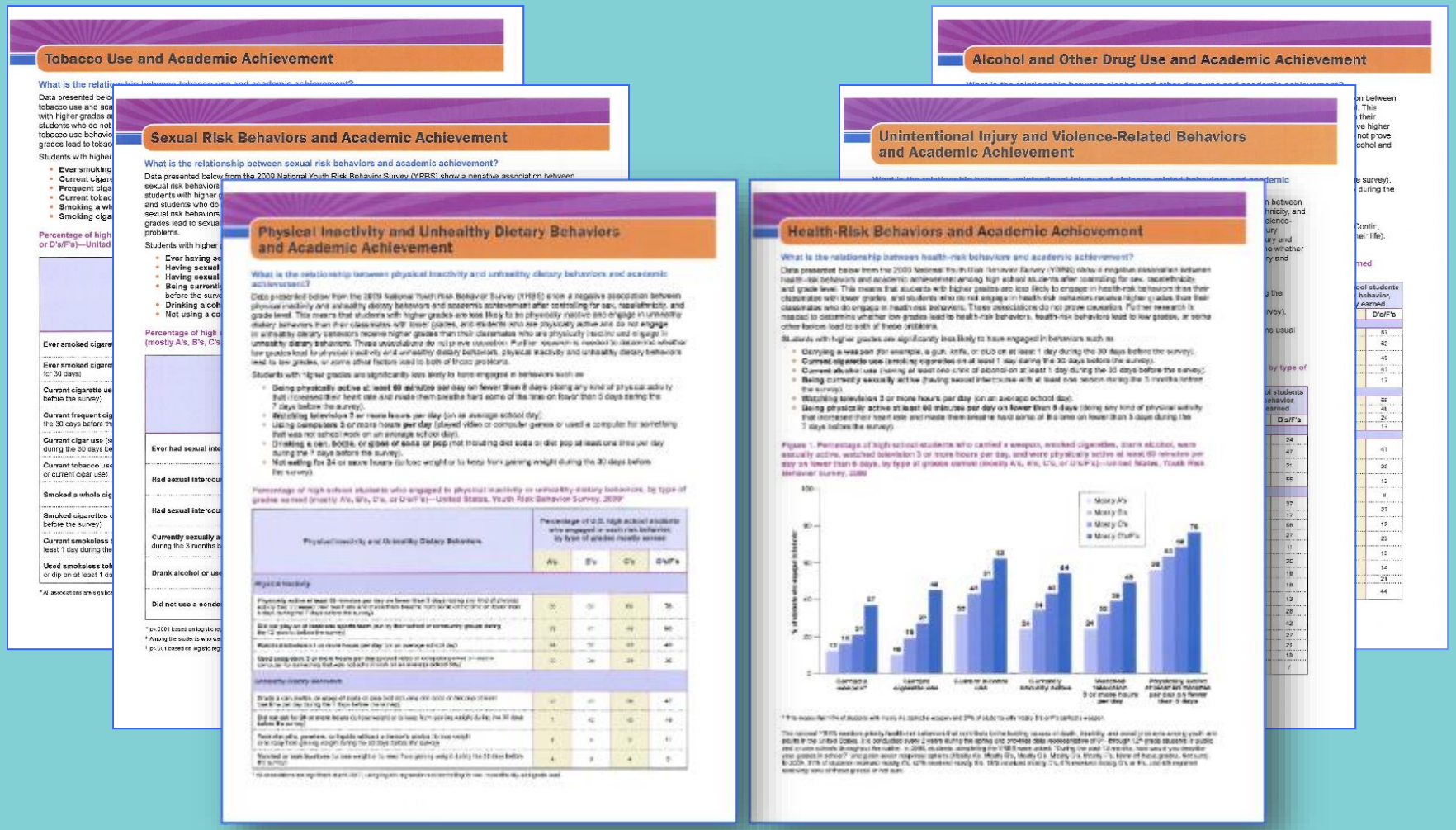
Schools play a critical role in promoting the health and safety of young people and helping them establish lifelong healthy behaviors. Research also has shown that school health programs can reduce the prevalence of health risk behaviors among young people and have a positive effect on academic performance. CDC analyzes research findings to develop guidelines and strategies for schools to address health risk behaviors among students and creates tools to help schools implement these guidelines.

Spotlight On

Healthy Kids. Successful Students. Stronger Communities.
Public health and education professionals can use these tools to communicate the link between healthy eating, physical activity, and improved academic achievement to engage stakeholders in supporting healthy school environments.

www.cdc.gov/healthyschools/health_and_academics

Health-Risk Behaviors and Academic Grades Fact Sheets



http://www.cdc.gov/healthyyouth/health_and_academics/data.htm

AFHK Resources

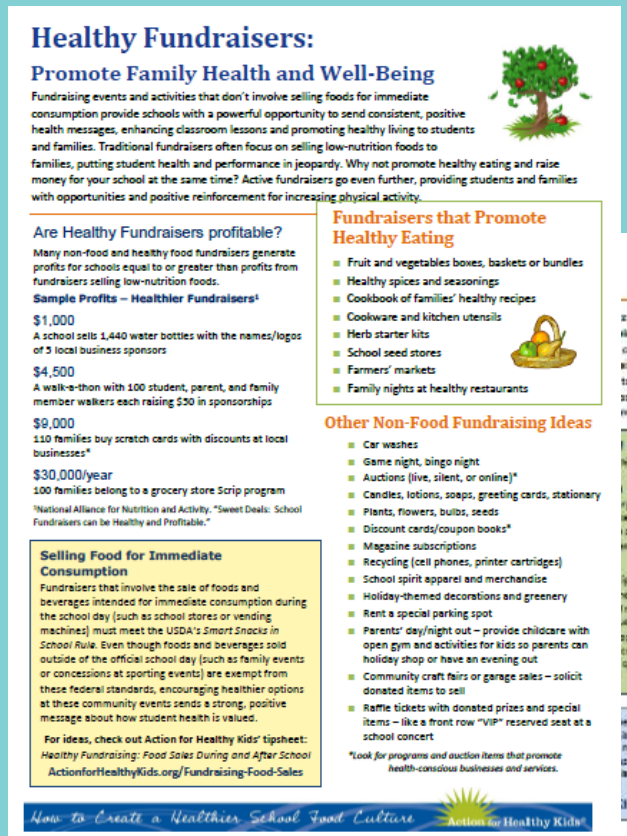
- Webinars
- Slice and Dice eNewsletter
- Presentations
- Resource Clearinghouse
- State Coordinator Support
- Technical Assistance
- Wellness Policy Tool
- School Health Index
- Every Kid Healthy Week

www.Actionforhealthykids.org

Action for Healthy Kids®

AFHK Tip Sheets

Available online at www.actionforhealthykids.org



Healthy Fundraisers:

Promote Family Health and Well-Being

Fundraising events and activities that don't involve selling foods for immediate consumption provide schools with a powerful opportunity to send consistent, positive health messages, enhancing classroom lessons and promoting healthy living to students and families. Traditional fundraisers often focus on selling low-nutrition foods to families, putting student health and performance in jeopardy. Why not promote healthy eating and raise money for your school at the same time? Active fundraisers go even further, providing students and families with opportunities and positive reinforcement for increasing physical activity.

Are Healthy Fundraisers profitable?

Many non-food and healthy food fundraisers generate profits for schools equal to or greater than profits from fundraisers selling low-nutrition foods.

Sample Profits – Healthier Fundraisers[1]

$1,000
A school sells 1,440 water bottles with the names/logos of 5 local business sponsors

$4,500
A walk-a-thon with 100 student, parent, and family member walkers each raising $50 in sponsorships

$9,000
110 families buy scratch cards with discounts at local businesses*

$30,000/year
100 families belong to a grocery store Scrip program

[1]National Alliance for Nutrition and Activity. *Sweet Deals: School Fundraisers can be Healthy and Profitable."

Selling Food for Immediate Consumption

Fundraisers that involve the sale of foods and beverages intended for immediate consumption during the school day (such as school stores or vending machines) must meet the USDA's *Smart Snacks in School Rule*. Even though foods and beverages sold outside of the official school day (such as family events or concessions at sporting events) are exempt from these federal standards, encouraging healthier options at these community events sends a strong, positive message about how student health is valued.

For ideas, check out Action for Healthy Kids' tipsheet: *Healthy Fundraising: Food Sales During and After School*
ActionforHealthyKids.org/Fundraising-Food-Sales

Fundraisers that Promote Healthy Eating

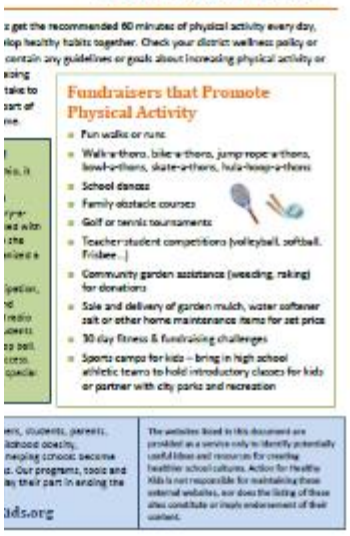
- Fruit and vegetables boxes, baskets or bundles
- Healthy spices and seasonings
- Cookbook of families' healthy recipes
- Cookware and kitchen utensils
- Herb starter kits
- School seed stores
- Farmers' markets
- Family nights at healthy restaurants

Other Non-Food Fundraising Ideas

- Car washes
- Game night, bingo night
- Auctions (live, silent, or online)*
- Candles, lotions, soaps, greeting cards, stationary
- Plants, flowers, bulbs, seeds
- Discount cards/coupon books*
- Magazine subscriptions
- Recycling (cell phones, printer cartridges)
- School spirit apparel and merchandise
- Holiday-themed decorations and greenery
- Rent a special parking spot
- Parents' day/night out – provide childcare with open gym and activities for kids so parents can holiday shop or have an evening out
- Community craft fairs or garage sales – solicit donated items to sell
- Raffle tickets with donated prizes and special items – like a front row "VIP" reserved seat at a school concert

*Look for programs and auction items that promote health-conscious businesses and services.

How to Create a Healthier School Food Culture — Action for Healthy Kids®



Active Fundraisers

Fundraisers that Promote Physical Activity

- Fun walks or runs
- Walk-a-thons, bike-a-thons, jump rope-a-thons, bowl-a-thons, skate-a-thons, hula-hoop-a-thons
- School dances
- Family obstacle courses
- Golf or tennis tournaments
- Teacher-student competitions (volleyball, softball, Frisbee…)
- Community garden assistance (weeding, raking) for donations
- Sale and delivery of garden mulch, water softener salt or other home maintenance items for set price
- 30 day fitness & fundraising challenges
- Sports camps for kids – bring in high school athletic teams to hold introductory classes for kids or partner with city parks and recreation

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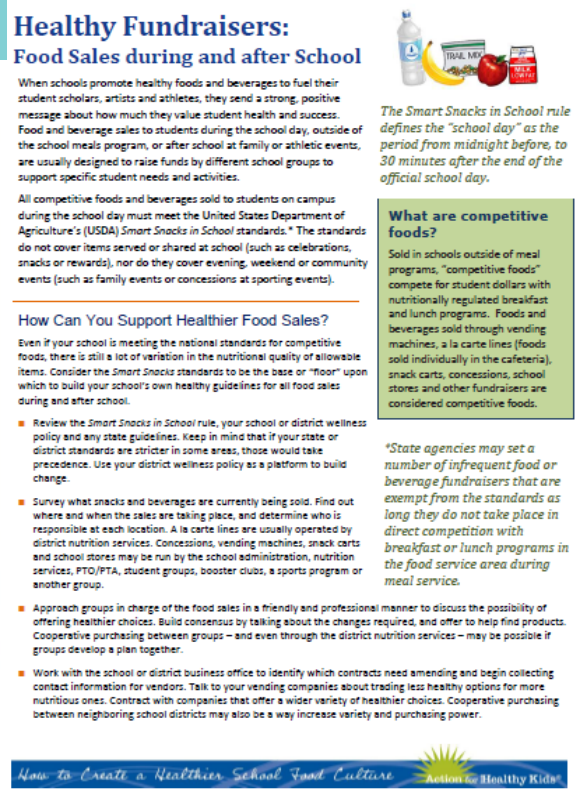


Healthy Fundraisers:

Food Sales during and after School

When schools promote healthy foods and beverages to fuel their student scholars, artists and athletes, they send a strong, positive message about how much they value student health and success. Food and beverage sales to students during the school day, outside of the school meals program, or after school at family or athletic events, are usually designed to raise funds by different school groups to support specific student needs and activities.

All competitive foods and beverages sold to students on campus during the school day must meet the United States Department of Agriculture's (USDA) *Smart Snacks in School* standards.* The standards do not cover items served or shared at school (such as celebrations, snacks or rewards), nor do they cover evening, weekend or community events (such as family events or concessions at sporting events).

The Smart Snacks in School rule defines the "school day" as the period from midnight before, to 30 minutes after the end of the official school day.

What are competitive foods?

Sold in schools outside of meal programs, "competitive foods" compete for student dollars with nutritionally regulated breakfast and lunch programs. Foods and beverages sold through vending machines, a la carte lines (foods sold individually in the cafeteria), snack carts, concessions, school stores and other fundraisers are considered competitive foods.

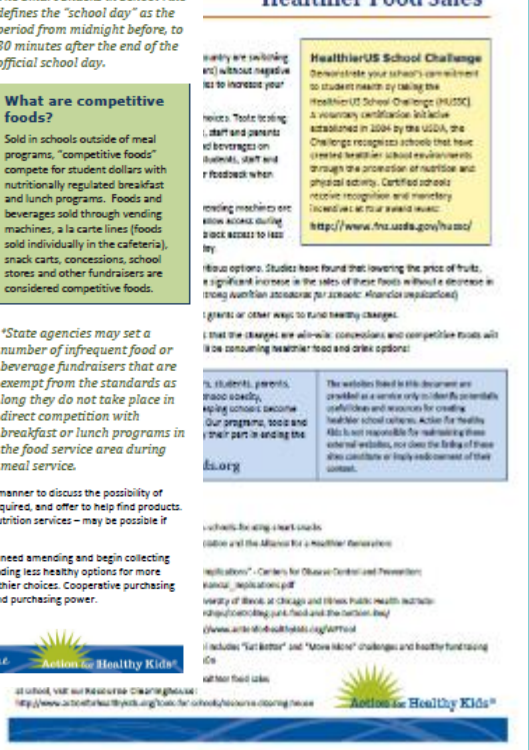
How Can You Support Healthier Food Sales?

Even if your school is meeting the national standards for competitive foods, there is still a lot of variation in the nutritional quality of allowable items. Consider the *Smart Snacks* standards to be the base or "floor" upon which to build your school's own healthy guidelines for all food sales during and after school.

- Review the *Smart Snacks in School* rule, your school or district wellness policy and any state guidelines. Keep in mind that if your state or district standards are stricter in some areas, those would take precedence. Use your district wellness policy as a platform to build change.
- Survey what snacks and beverages are currently being sold. Find out where and when the sales are taking place, and determine who is responsible at each location. A la carte lines are usually operated by district nutrition services. Concessions, vending machines, snack carts and school stores may be run by the school administration, nutrition services, PTO/PTA, student groups, booster clubs, a sports program or another group.
- Approach groups in charge of the food sales in a friendly and professional manner to discuss the possibility of offering healthier choices. Build consensus by talking about the changes required, and offer to help find products. Cooperative purchasing between groups – and even through the district nutrition services – may be possible if groups develop a plan together.
- Work with the school or district business office to identify which contracts need amending and begin collecting contact information for vendors. Talk to your vending companies about trading less healthy options for more nutritious ones. Contract with companies that offer a wider variety of healthier choices. Cooperative purchasing between neighboring school districts may also be a way increase variety and purchasing power.

*State agencies may set a number of infrequent food or beverage fundraisers that are exempt from the standards as long they do not take place in direct competition with breakfast or lunch programs in the food service area during meal service.

How to Create a Healthier School Food Culture — Action for Healthy Kids®



Healthier Food Sales

HealthierUS School Challenge

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