



# Action for Healthy Kids

## School Wellness: Progress or Promise?



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# School Wellness: Progress or Promise?

- The Tipping Point
- Why School Wellness Matters
- State of School Wellness Today
- The Good News
- The Remaining Challenges
- Call to Action

# Our Core Beliefs Remain Unchanged

## VISION

All kids develop the lifelong habits necessary to promote health and learning.

## MISSION

To engage diverse organizations, leaders, and volunteers in actions that foster sound nutrition and good physical activity in children, youth, and schools.

# Our Strength Remains Rooted in Our Networks

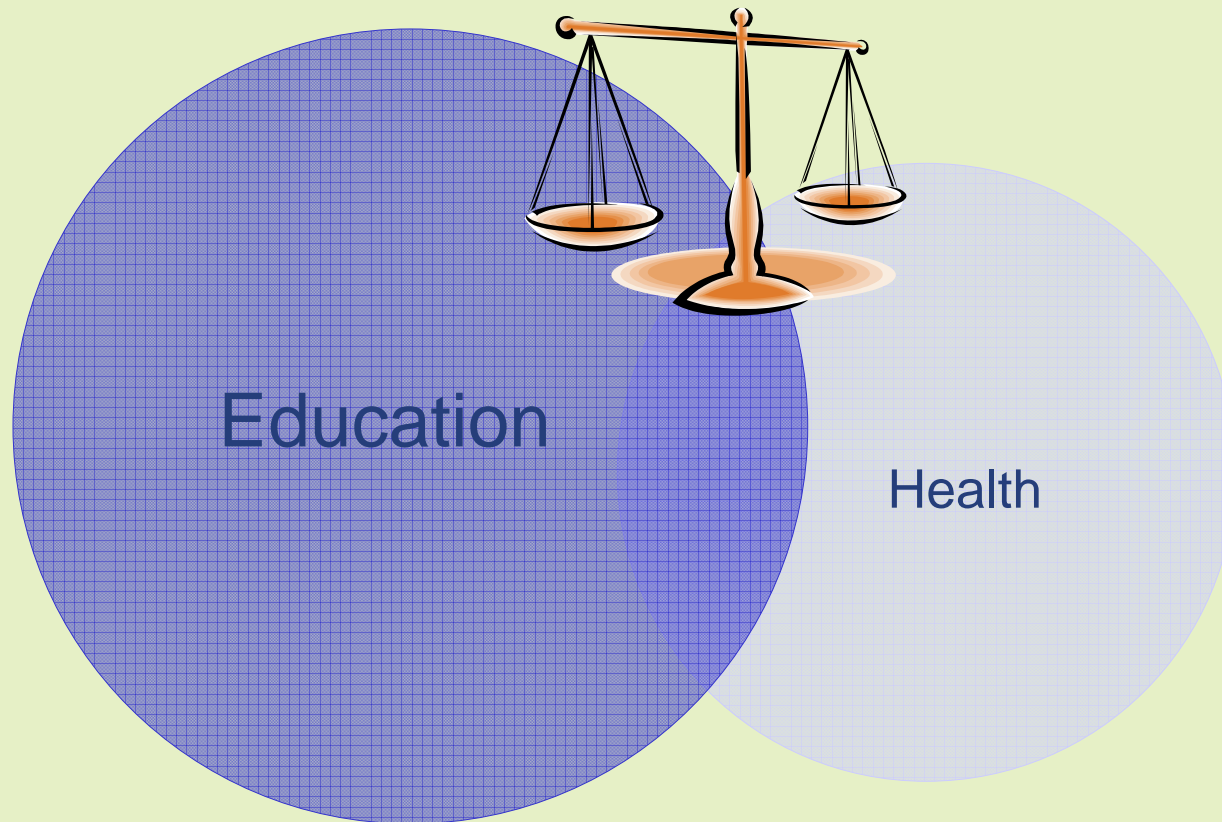


# Making a Difference!!

Action for Healthy Kids Teams have reached more than 70% of school districts (37 million K-12 students)

- 76% focus on helping districts with local wellness policies
- 84% have developed wellness policy guidelines and/or made recommendations for local districts.
- 82% have conducted training workshops for key stakeholders
- 71% have published a toolkit, policy model, how-to information
- 92% report that districts in their states developed local wellness policies based on action undertaken by Teams

# What is the tipping point?





# Why School Wellness Matters



# Why School Wellness Matters

- It all comes back to learning
- Well nourished students = better students
- Poor nutrition + hunger = ↓ cognitive function

“The academic success of America’s youth is strongly linked with their health. In turn, academic success is an excellent indicator for the overall well being of youth and is a primary predictor and determinant of adult health outcomes”

-CDC Health is Academic



# What Kids are Up Against

- 2% of school age children consume the recommended daily number of servings from all major food groups
- Only 4% of elementary schools, 8% of middle schools, and 2% of high schools provide daily physical education
- 1/3 of total calories consumed come from foods with low nutrient density
- 62% of 9-13 year olds do not participate in any organized physical activity during nonschool hours
- 1.6 Billion spent on food marketing to youth



# State of School Wellness Today

- Growing Public Awareness
- Federal Mandate Spurs Action
- States are Stepping Up
- Substantial yet not widespread change

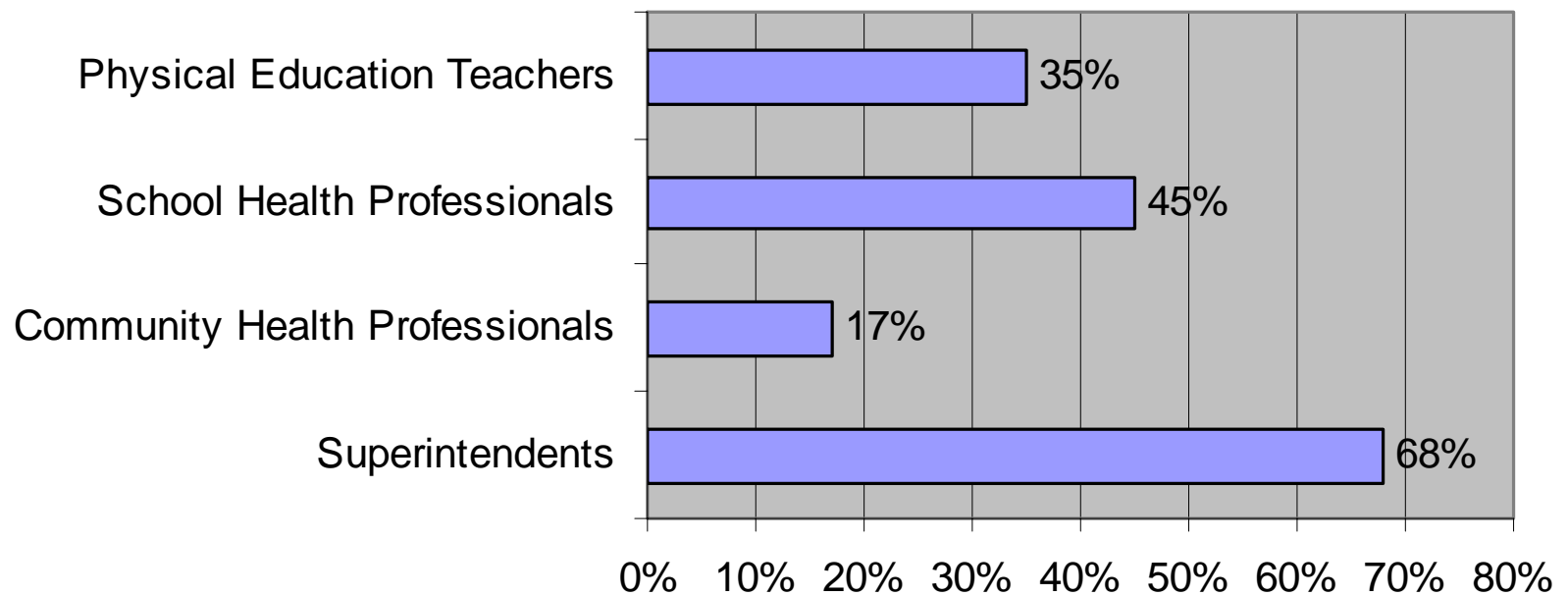


# The State of School Wellness Today

- National survey of education and health professionals, community leaders, and parents regarding current state of school wellness
- 2047 responses from all 50 states and District of Columbia
- Survey distributed to AFHK Team Members and constituents of 10 Partner organizations---convenience sample
- Survey responses paint a revealing picture about what is working for an against school wellness

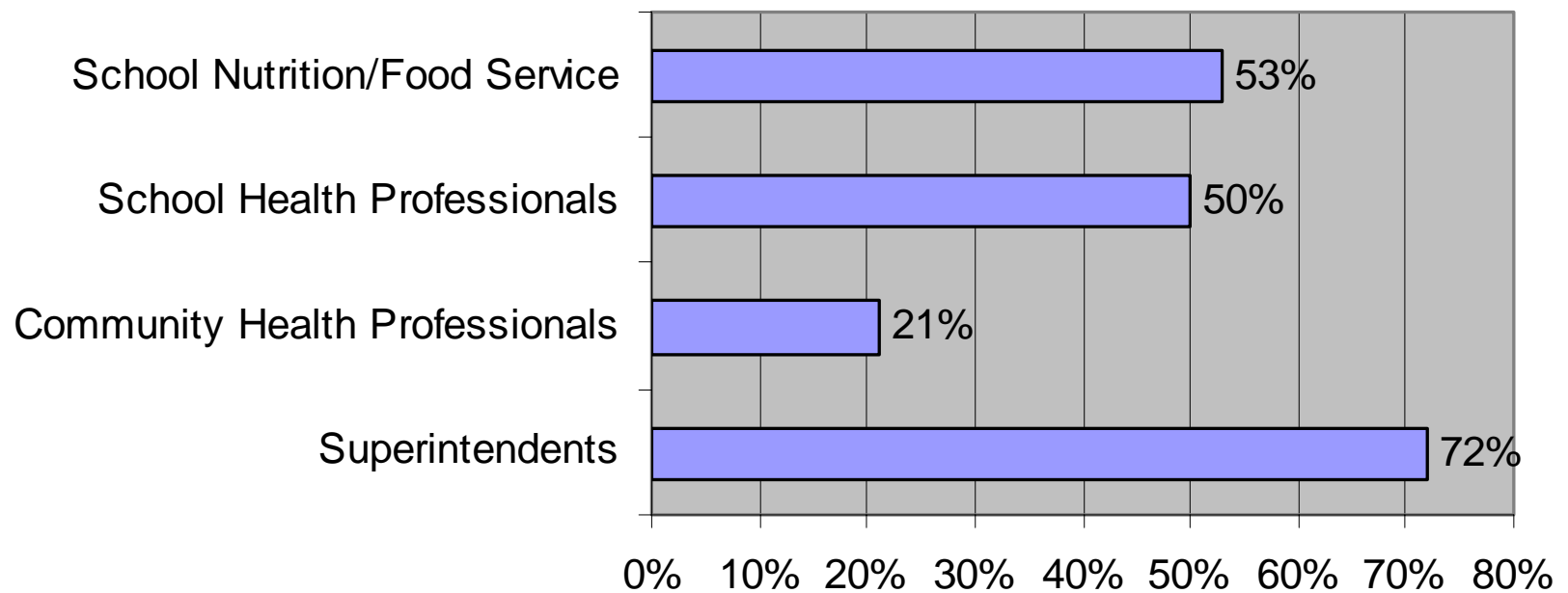
# The Physical Activity Gap

Do schools have effective wellness policies encouraging daily physical activity?



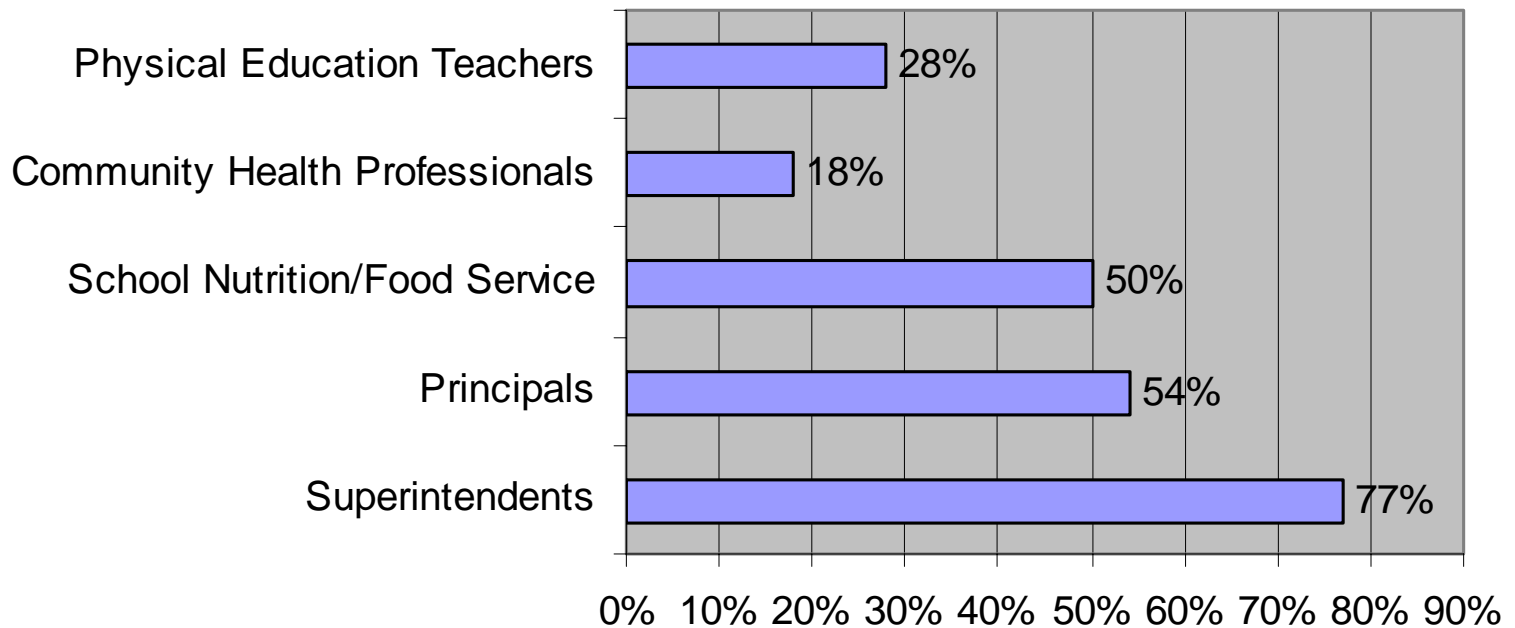
# The Nutrition Gap

Do schools have effective wellness policies encouraging proper nutrition?



# Wellness Policy Implementation

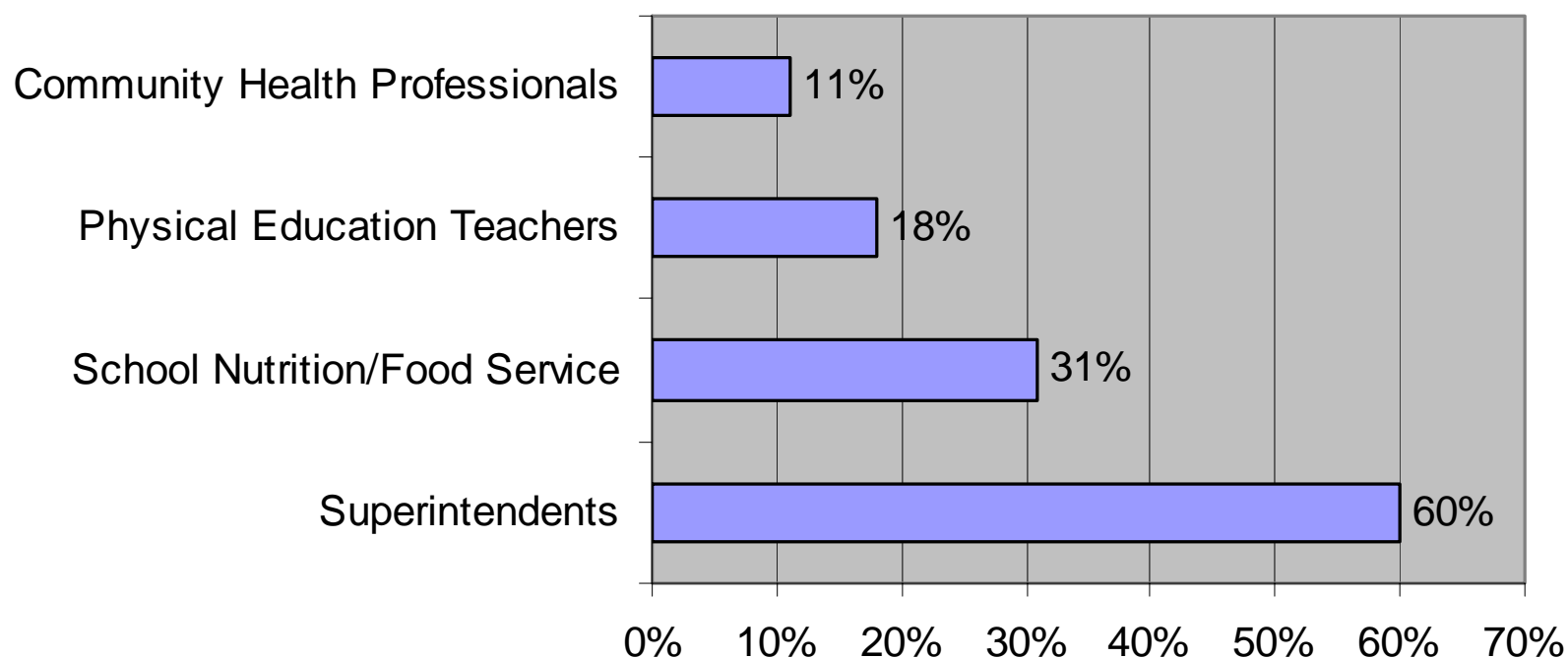
Are schools implementing their wellness policies?



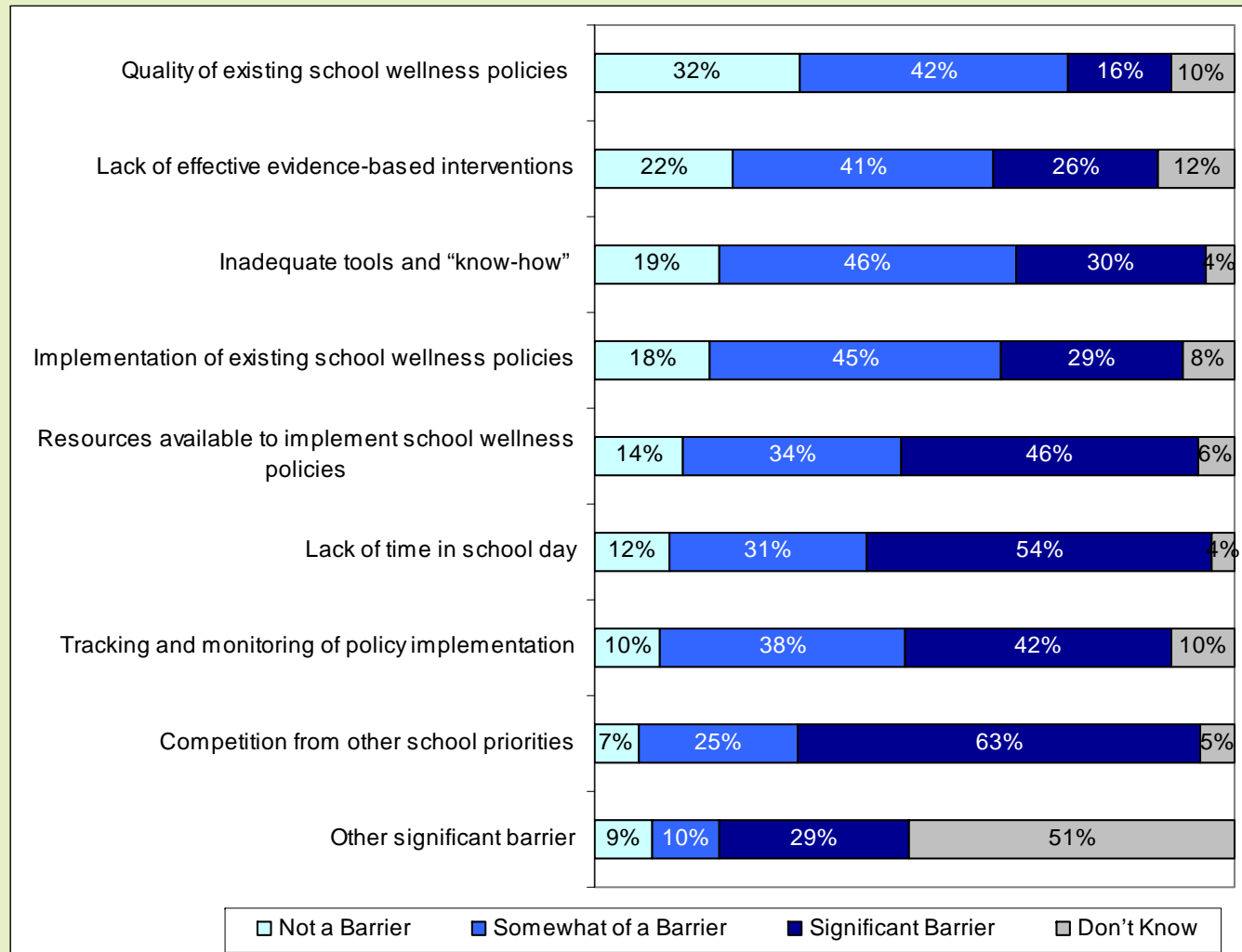


# Wellness Policy Monitoring and Implementation

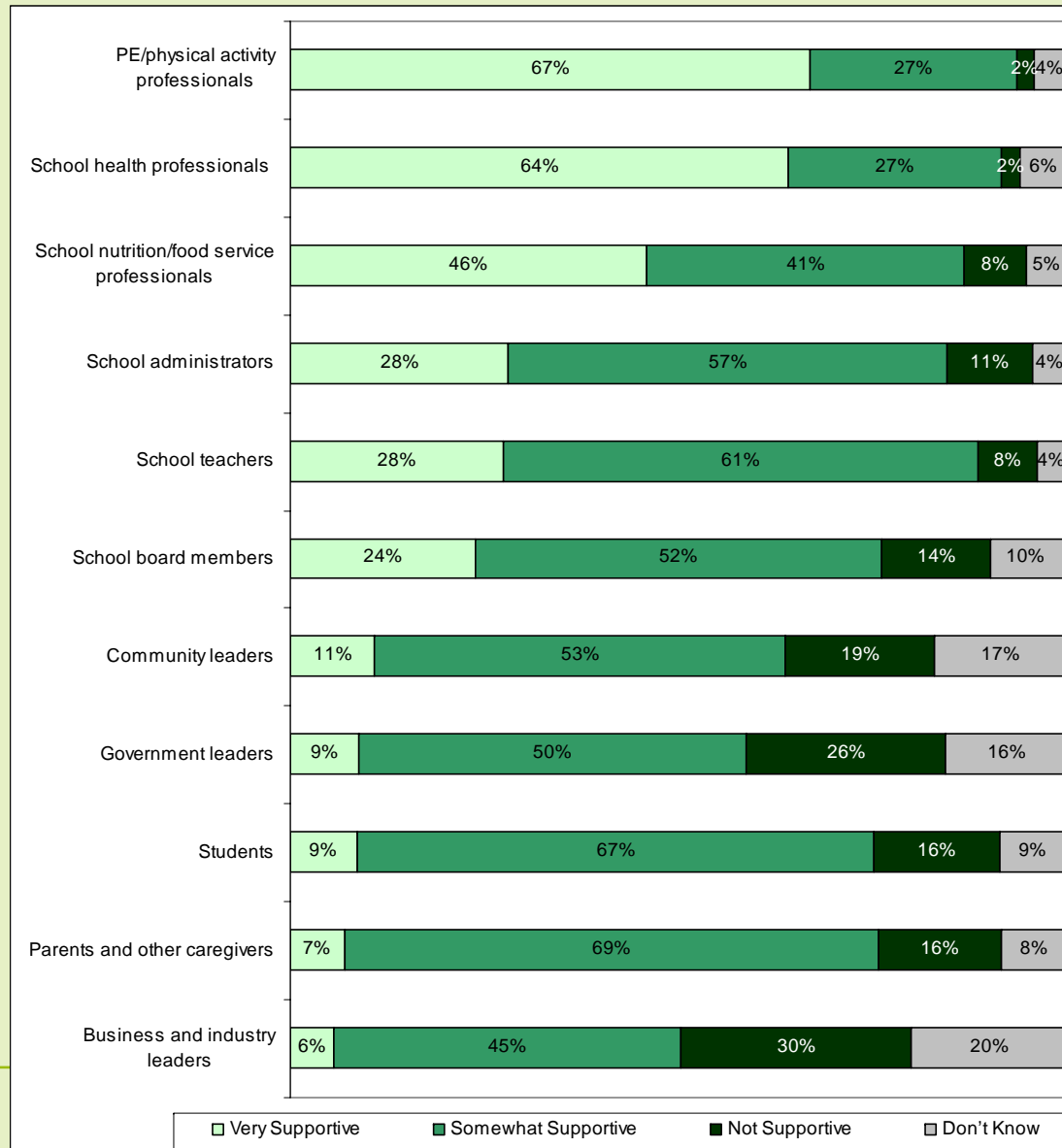
Are schools monitoring implementation and evaluating results?



# Barriers to School Wellness



# Who Supports School Wellness?



# The Good News

- We are *LEARNING* how to inspire parents
- We are *MOBILIZING* students
- We are *ENGAGING* school leaders

## Our Challenge:

- Continue to *DEMONSTRATE*
- *EXTEND* the reach of information available

# The Hurdles

- Parents, Schools, and Communities = MUTUAL reinforcement
- Finding a voice within competing mandates and priorities
- Nutritional Quality
- Daily, quality physical education

# Call to Action

- Continue to advocate
- Recognize the small success that lay groundwork for sustainable change
- Focus beyond the “cheap fixes”
- Help integrate wellness into continuous school improvement plan
- Grow our tent and cast a wider net



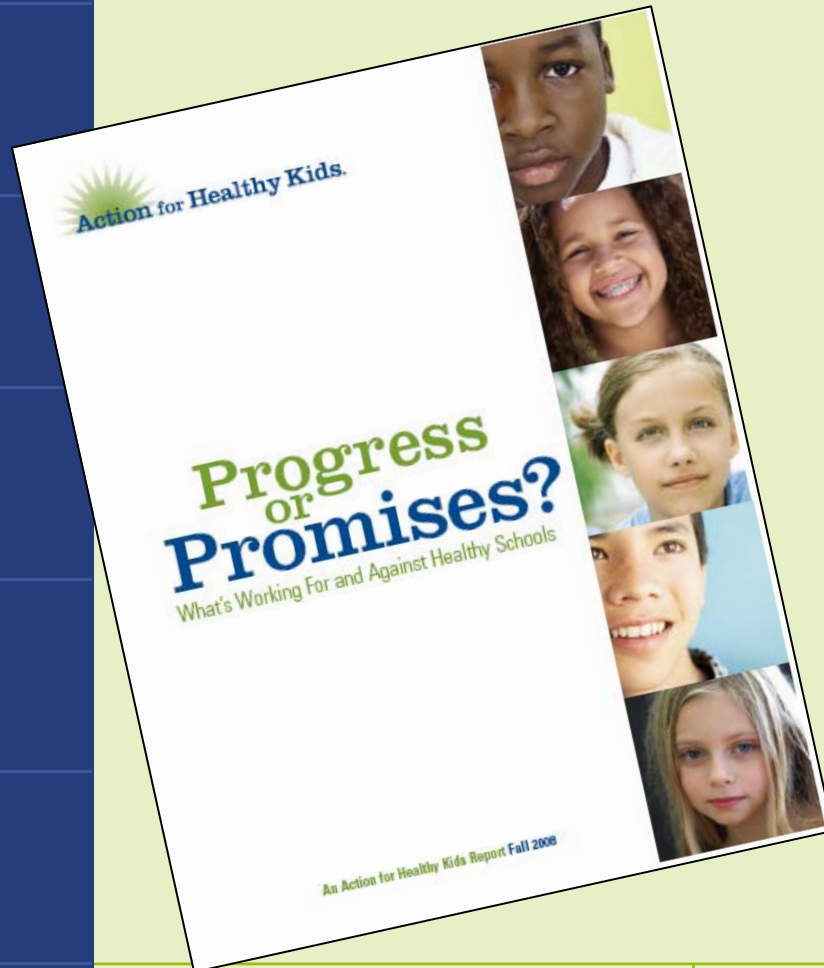
# Be the ONE who leads the community

“Most change happens because of the impassioned leadership of ONE individual”

-Howell Wechsler

# Progress or Promises?

## *What's Working For and Against Healthy Schools*



- Published Fall 2008
- Downloadable PDF of report, executive summary and supporting documents at:

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

# ReCharge! Energizing After-school

- Four core concepts
  - Energy In
  - Energy Out
  - Teamwork
  - Goal-setting
- Promotes national standards for health education, physical activity and parent involvement, and the 2005 U.S. Department of Agriculture Dietary Guidelines
- *ReCharge!* was developed by content experts in education, fitness, nutrition, and after-school organizations



# Game On! The Ultimate Wellness Challenge

*Game On! The Ultimate Wellness Challenge* is a year-long program that challenges America's youth, their families and schools to incorporate healthy food choices and physical activity into their daily lives.

The screenshot shows the website interface within a Microsoft Internet Explorer browser window. The address bar displays the URL: <http://www.actionforhealthykids.org/gotuwc/index.php>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The website header features a search bar with the text "Enter Search..." and a "Submit" button. To the right of the search bar are links for "Tools That Can Help" and "FULL PDF TOOLKIT".

The main content area is titled "Action for Healthy Kids Online Toolkit" and "GAME ON! The Ultimate Wellness Challenge". A prominent message reads: "HELP STUDENTS MAKE BETTER FOOD CHOICES AND MOVE MORE!". Below this, a brief description states: "Game On! The Ultimate Wellness Challenge is a year-long program that challenges America's youth, their families and schools to incorporate healthy food choices and physical activity into their daily lives." Links for "Read more" and "FAQs" are provided.

The navigation menu includes: Toolkit Home, Get Started, Making Better Food Choices Challenges, Moving More Challenges, and Challenge Course Event.

A "FIRST TIME HERE?" section offers guidance: "Learn how to plan your program, assemble a team, schedule your challenges and much, much more:" with a "GET STARTED!" button and a link to "More Questions? Browse the FAQs!".

The "Jump to a Challenge:" section is organized into four numbered columns:

- 1. Making Better Food Choices: Includes icons for Fruits and Vegetables, Whole Grains, Milk and Milk Products, and MyPyramid.
- 2. Moving More Activity: Includes icons for Before School, During School, After School, and Goal Setting.
- 3. Challenge Course Event: Represented by an icon of a race track with cones.

The footer of the website includes the text: "Action for Healthy Kids / Sitemap / Contact Us / Privacy". The browser's taskbar at the bottom shows several open applications, including Microsoft Office, NDC 2nd quarter 20..., JAMA- Plateau in Pre..., Game On! The Ultima..., and AFHK NASBE-NSBA P... The system clock indicates 12:24 PM.

# Wellness Policy Online Assessment Tool

You are logged in as: **afhk**, [click here to sign out](#)



## Wellness Policy Monitoring Tool

### Instructions:

Go through this form to determine what stage you are in implementing your local wellness policy and what steps you need to take to meet your initial goals. What follows is a comprehensive list of wellness policy components. Your wellness policy may or may not contain all of these components. You can use this tool to monitor the results of your wellness policy activities, or to keep track of your wellness policy goals moving forward.

In the first column, circle the code that represents your activity, and write a description of your activity (i.e. policy implementation) in each area.

Codes for policy implementation status:

- 0- Activity has not been implemented
- 1- Discussions or planning are underway regarding implementation activities.
- 2- Activity is being implemented
- N/A- This is not a current goal of my wellness policy

If 1 or 2, list results of the activities (short-term outcomes) to date.

If 0 or 1, list steps you will take to make changes and the person responsible for leading the activity.

Under "Notes or comments", write about barriers to implementation or other information relating to your policy.

Policy Areas	Components																														
<ul style="list-style-type: none"> <li><input type="radio"/> Nutrition Education</li> <li><input type="radio"/> Physical Activity and Physical Education</li> <li><input type="radio"/> Nutrition Standards for all Foods</li> <li><input type="radio"/> School Meals Program</li> <li><input type="radio"/> Other School Based Activities</li> <li><input type="radio"/> Implementation and Evaluation</li> </ul>	<div style="display: flex; justify-content: space-around; align-items: center;"> <span>1</span> <span>2</span> <span>3</span> <span>4</span> <span>5</span> <span>6</span> </div> <p>All grades included</p> <table border="1"> <thead> <tr> <th>Score</th> <th>Description of activity</th> <th>Result of activity</th> <th>Plan for Improvement</th> <th>Notes</th> </tr> </thead> <tbody> <tr> <td>0 : <input type="radio"/></td> <td></td> <td></td> <td>                     Next steps:  <input type="text"/>                      Person responsible:  <input type="text"/> </td> <td></td> </tr> <tr> <td>1 : <input type="radio"/></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2 : <input checked="" type="radio"/></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>N/A: <input type="radio"/></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>						Score	Description of activity	Result of activity	Plan for Improvement	Notes	0 : <input type="radio"/>			Next steps: <input type="text"/> Person responsible: <input type="text"/>		1 : <input type="radio"/>					2 : <input checked="" type="radio"/>					N/A: <input type="radio"/>				
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# My Contact Information

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Thank You!