Action for Healthy Kids
School Wellness: Progress or Promise?
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

> 10,000 Volunteers in 51 Teams

Influential Board of Directors

60 National Partner Organizations
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?

Education

Health
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 and against school wellness
The Physical Activity Gap

Do schools have effective wellness policies encouraging daily physical activity?

- Physical Education Teachers: 35%
- School Health Professionals: 45%
- Community Health Professionals: 17%
- Superintendents: 68%
The Nutrition Gap

Do schools have effective wellness policies encouraging proper nutrition?

- **School Nutrition/Food Service**: 53%
- **School Health Professionals**: 50%
- **Community Health Professionals**: 21%
- **Superintendents**: 72%

*Action for Healthy Kids®*
Wellness Policy Implementation

Are schools implementing their wellness policies?

- **Physical Education Teachers**: 28%
- **Community Health Professionals**: 18%
- **School Nutrition/Food Service**: 50%
- **Principals**: 54%
- **Superintendents**: 77%
Wellness Policy Monitoring and Implementation

Are schools monitoring implementation and evaluating results?

- Community Health Professionals: 11%
- Physical Education Teachers: 18%
- School Nutrition/Food Service: 31%
- Superintendents: 60%

Superintendents' involvement is significantly higher compared to other groups.
### Barriers to School Wellness

<table>
<thead>
<tr>
<th>Category</th>
<th>Not a Barrier</th>
<th>Somewhat of a Barrier</th>
<th>Significant Barrier</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of existing school wellness policies</td>
<td>32%</td>
<td>42%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Lack of effective evidence-based interventions</td>
<td>22%</td>
<td>41%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Inadequate tools and “know-how”</td>
<td>19%</td>
<td>46%</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>Implementation of existing school wellness policies</td>
<td>18%</td>
<td>45%</td>
<td>29%</td>
<td>8%</td>
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<tr>
<td>Resources available to implement school wellness policies</td>
<td>14%</td>
<td>34%</td>
<td>46%</td>
<td>6%</td>
</tr>
<tr>
<td>Lack of time in school day</td>
<td>12%</td>
<td>31%</td>
<td>54%</td>
<td>1%</td>
</tr>
<tr>
<td>Tracking and monitoring of policy implementation</td>
<td>10%</td>
<td>38%</td>
<td>42%</td>
<td>10%</td>
</tr>
<tr>
<td>Competition from other school priorities</td>
<td>7%</td>
<td>25%</td>
<td>63%</td>
<td>5%</td>
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<tr>
<td>Other significant barrier</td>
<td>9%</td>
<td>10%</td>
<td>29%</td>
<td>51%</td>
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</tbody>
</table>

*The chart above shows the percentage of participants rating each barrier as not a barrier, somewhat of a barrier, significant barrier, or don’t know.*

*Action for Healthy Kids®*
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
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 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.
Wellness Policy Online Assessment 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.

Components

<table>
<thead>
<tr>
<th>Policy Areas</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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</thead>
<tbody>
<tr>
<td>Nutrition Education</td>
<td></td>
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<td>Physical Education and Physical Activity</td>
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<tr>
<td>Nutrition Standards for all Foods</td>
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<td>School Meals Program</td>
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<td>Other School Based Activities</td>
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<tr>
<td>Implementation and Evaluation</td>
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</tbody>
</table>

All grades included

Score | Description of activity | Result of activity | Plan for Improvement | Notes

0:   |   |   | Next steps: |
1:   |   |   |
2:   |   |   | Person responsible: |
N/A:  |   |   |              |

Save
My Contact Information

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Thank You!