

# Be a Wellness Champion

## Tips for Putting Obesity Prevention Policies into Practice



**Lauren Kelsey**

Alaska Physical Activity & Nutrition Program

**AASB Fall Boardsmanship Academy**  
**September 21, 2019**

# Session Overview

- Why we care about local wellness policies
- Overview of LWP requirements
- Stories/examples of Alaska Districts putting policy into action
- Resources available/ways to get involved
- Q & A



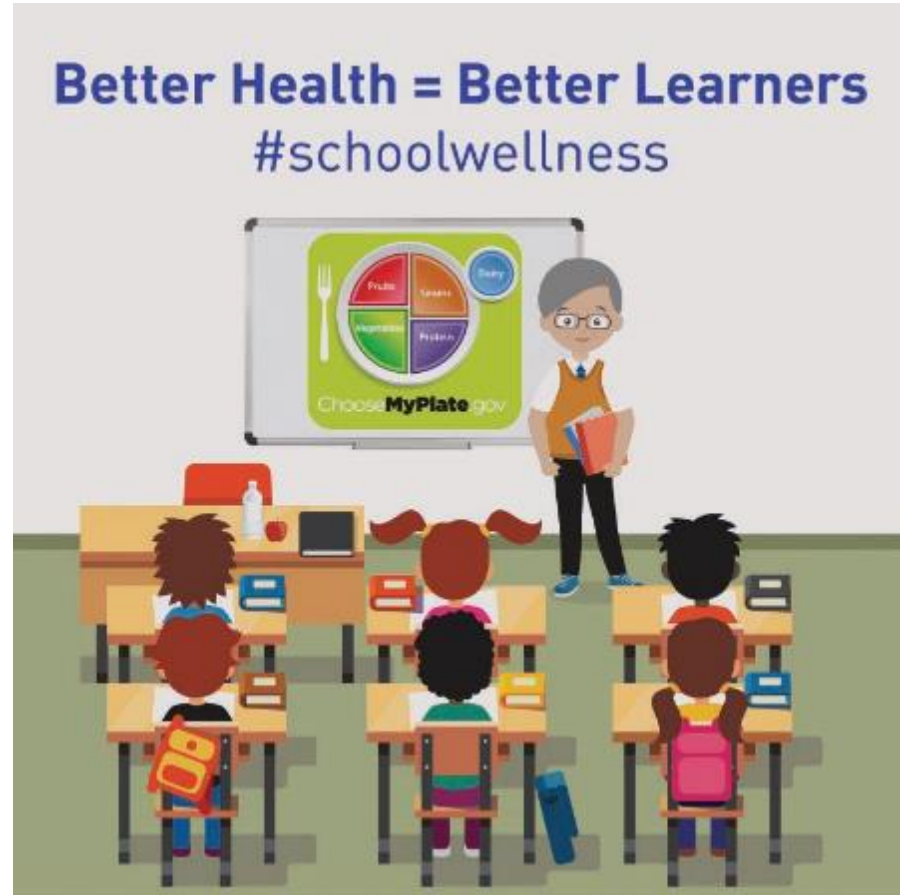
# Why We Care

- ❑ Schools play a critical role in helping youth establish lifelong healthy behaviors
- ❑ Healthy students are better learners
- ❑ All students deserve the opportunity to be healthy and successful



# It's a win-win

- Good nutrition and physical activity can contribute to:
  - fewer behavioral problems
  - lower absenteeism
  - higher graduation rates
  - higher test scores
- Healthy youth grow into healthy adults reducing the burden of chronic disease

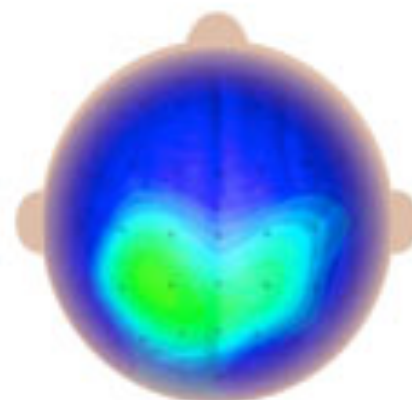


## active kids learn better

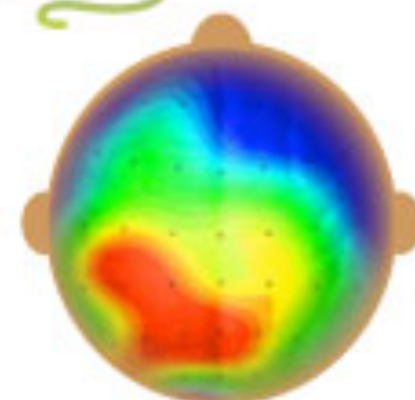
### BRAIN SCANS OF STUDENTS TAKING A TEST:



Red areas are very active;  
blue areas are least active.



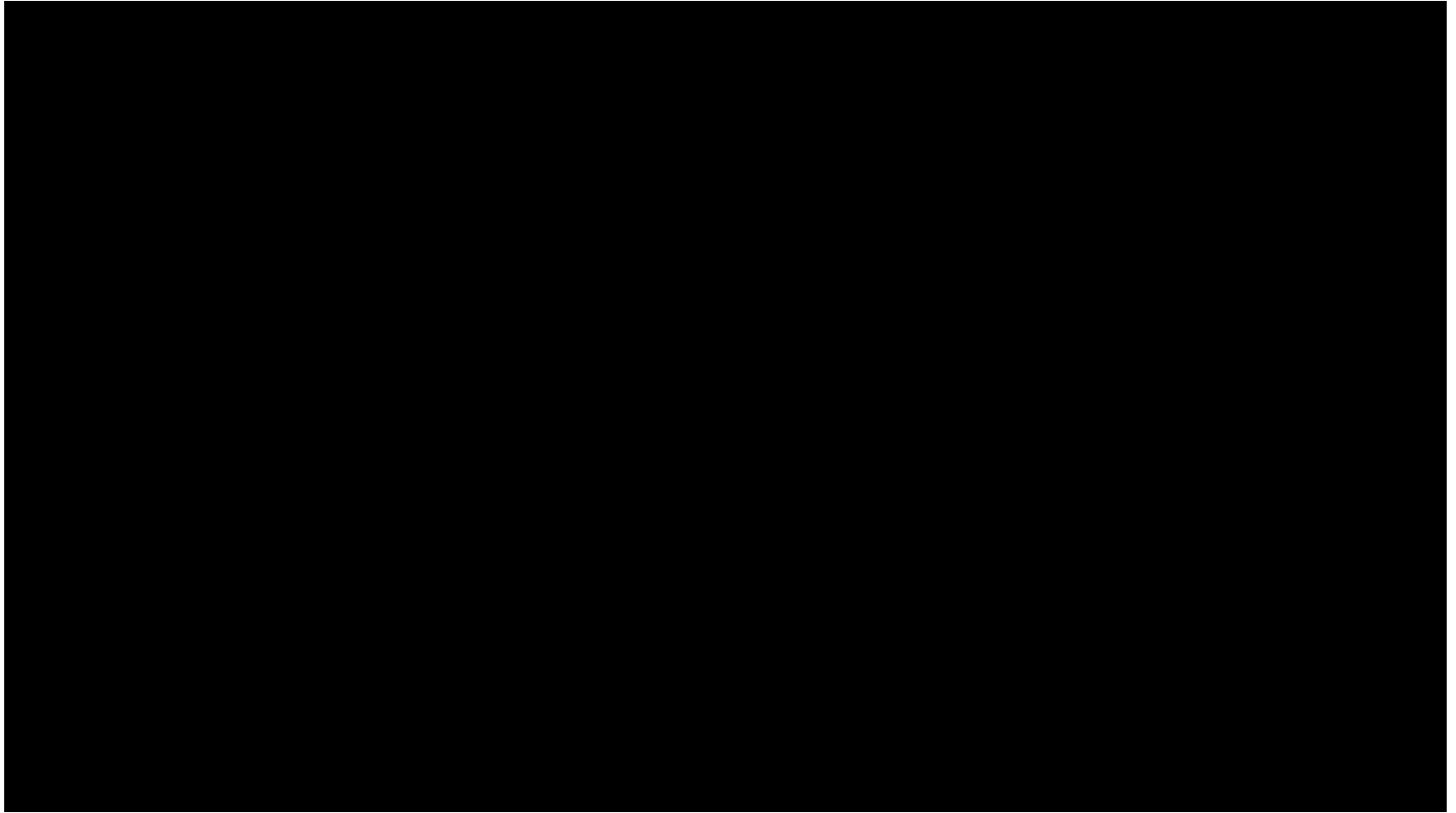
after 20 minutes of  
sitting quietly



after 20 minutes of  
walking

Learn more about why active kids learn better and how schools can help at [activelivingresearch.org/activeeducationbrief](http://activelivingresearch.org/activeeducationbrief).

# Success in Schools PSA





# What is a Healthy School Nutrition Environment?



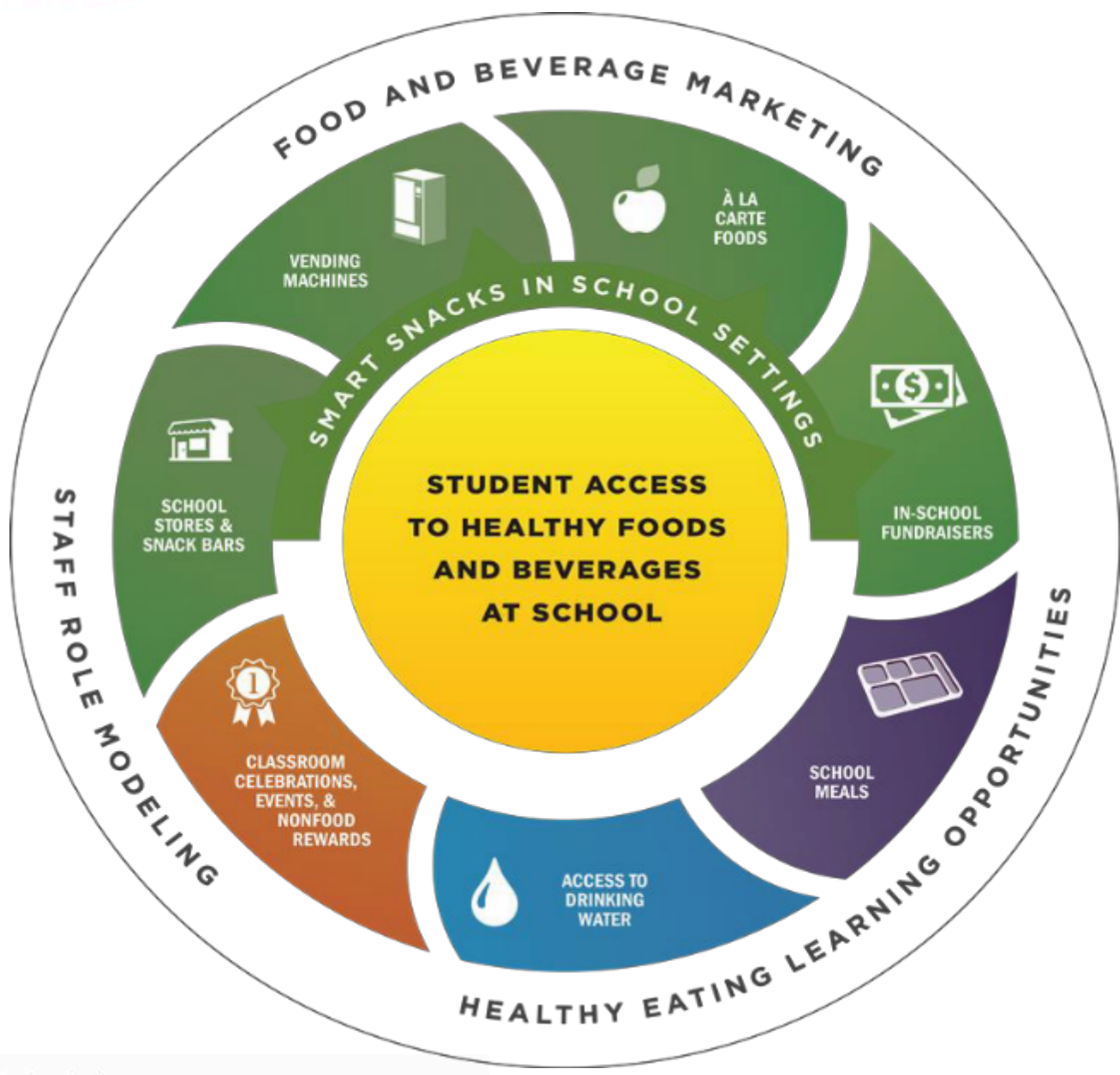
Access to healthy foods & beverages



Consistent messages about good nutrition



Opportunities to learn about healthy eating





# Create a Culture Supportive of....

## Physical Education & Physical Activity

Active Students = Better Learners  
[www.cdc.gov/healthyschools/PEandPA](http://www.cdc.gov/healthyschools/PEandPA)



# Comprehensive School Physical Activity Programs

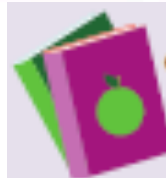


**Active Students = Better Learners**

# What's in a school wellness policy?

All districts that participate in the National School Lunch or Breakfast Program are **required** to have a local wellness policy (aka Student Nutrition & Physical Activity policy).

Major topics include...



- Nutrition education and promotion



- Physical activity and Physical Education



- Other wellness activities (such as school gardens and walk/bike to school)



- Nutrition standards for all foods and drinks sold at school (aka Smart Snacks)



- Foods and drinks that may be given to students (such as at classroom celebrations or rewards for behavior)



- Food and beverage marketing

# Alaska LWP Checklist

□ Checklist based on SOA Gold Standard wellness policy

□ **bold** items highlight state or federal requirements

School Wellness Policy Annual Report Checklist	
District Name _____	Date of Evaluation _____
Contact Name _____	School Name (if applicable) _____
<p>• The purpose of this form is to assist districts in developing regular reports for parents, the local School Board, and the public on the school wellness policy mandated under the State of Alaska Gold Standard School Wellness Policy. Completing this report will also assist districts in being ready for on-site review from the Alaska Department of Education &amp; Early Development Child Nutrition Program.</p> <p>• <b>Notes on completing the assessment and report:</b> This assessment and report template uses the State of Alaska Gold Standard School Wellness Policy as a guide, but can be used to assess any district wellness policy. <b>Bolded policy elements</b> are required by federal regulation and should be prioritized when developing goals. Districts are encouraged to determine which additional policy elements are appropriate for schools under their jurisdiction, in order to create a supportive environment for student nutrition and physical activity. When bolded items are not met, include an explanation.</p> <p>• This report is intended to be completed using district level information; however, each school site within a district could choose to complete a separate report. For larger districts, reporting on a district level may be challenging due to variation in various sites' programs toward standards and goals. If you are completing this report for the entire district, answer questions using best available information and consider noting individual building variation/ concerns in the "notes" sections.</p>	
<p><b>School Wellness Advisory Group</b> Does the district have a school wellness advisory group? <input type="radio"/> Yes <input type="radio"/> No If not, please explain: _____</p>	
<p>Has your work group helped maintain, revise, improve, or update the policy? If not, please explain: _____</p> <p>Attach a list of participants of your school wellness advisory group as an appendix to this report. Participation in wellness advisory group is promoted by: _____</p> <p>Communication medium(s) used to promote/encourage participation: _____</p> <p>The School Wellness Advisory Group was provided evidence about improving school nutrition and physical activity: _____</p> <p><b>Presenting Goals</b> When was the wellness policy (aka Student Nutrition and Physical Activity policy) passed? _____</p> <p>When was the last time your goals were presented to the Board? _____</p>	<p><b>Nutrition</b></p> <p><b>School Meal Programs</b> Schools in the district participate in all available federal school meal programs <input type="checkbox"/> Yes <input type="checkbox"/> In Progress <input type="checkbox"/> No Notes: _____</p> <p>Schools in the district participate in all available federal school meal programs. <input type="checkbox"/> School Lunch Program <input type="checkbox"/> School Breakfast Program <input type="checkbox"/> Fresh Fruit and Vegetables Program <input type="checkbox"/> Summer Food Service Program <input type="checkbox"/> Supper Program <input type="checkbox"/> Special Milk Program <input type="checkbox"/> Afterschool snack program Notes: _____ <input type="checkbox"/> Others, please specify: _____</p> <p>The District participates in the following supplemental initiatives: <input type="checkbox"/> Breakfast in the Classroom <input type="checkbox"/> Mobile Breakfast Carts <input type="checkbox"/> Grab 'n' Go Breakfast <input type="checkbox"/> Farm or Fish to School Programs <input type="checkbox"/> School Gardens <input type="checkbox"/> Others, please specify: _____</p> <p>There is a school nutrition coordinator in place in our school district. <input type="checkbox"/> Yes <input type="checkbox"/> In progress <input type="checkbox"/> No Notes: _____</p> <p><b>Nutrition Education and Promotion</b> All foods and beverages sold during school between 12 am and 30 min after the conclusion of the school day comply with Smart Snack requirements. If not, please explain: _____ <input type="checkbox"/> Yes <input type="checkbox"/> In progress <input type="checkbox"/> No</p> <p>Please check the venues that currently comply with Smart Snack requirements. <input type="checkbox"/> Vending <input type="checkbox"/> School Stores <input type="checkbox"/> Fundraisers <input type="checkbox"/> Concessions <input type="checkbox"/> A la carte If 'in progress', 'no', or not applicable, please explain: _____</p> <p>All foods and beverages provided through the National School Lunch/School Breakfast Programs meet nutritional requirements of the National School Lunch Act. If not, please explain: _____ <input type="checkbox"/> Yes <input type="checkbox"/> In progress <input type="checkbox"/> No</p> <p>All food and beverage marketing is limited to foods that meet the National School Lunch Act, Nutritional Guidelines for all foods sold in schools. If not, please explain: _____ <input type="checkbox"/> Yes <input type="checkbox"/> In progress <input type="checkbox"/> No</p>



# Break into Groups

1. Wellness Team
2. Nutrition
3. Physical Education
4. Physical Activity
5. Communication/  
Monitoring

School Wellness Policy Annual Report Checklist	
District Name _____	Date of Evaluation _____
Contact Name _____	School Name (if applicable) _____
<ul style="list-style-type: none"><li>• The purpose of this form is to assist districts in developing regular reports for parents, the local School Board, and the public on the school wellness policy mandated under the State of Alaska Gold Standard School Wellness Policy. Completing this report will also assist districts in being ready for on-site review from the Alaska Department of Education &amp; Early Development Child Nutrition Program.</li><li>• <b>Notes on completing the assessment and report:</b> This assessment and report template uses the State of Alaska Gold Standard School Wellness Policy as a guide, but can be used to assess any district wellness policy. <b>Bolded policy elements</b> are required by federal regulation and should be prioritized when developing goals. Districts are encouraged to determine which additional policy elements are appropriate for schools under their jurisdiction, in order to create a supportive environment for student nutrition and physical activity. When bolded items are not met, include an explanation.</li><li>• This report is intended to be completed using district level information; however, each school site within a district could choose to complete a separate report. For larger districts, reporting on a district level may be challenging due to variation in various sites' programs toward standards and goals. If you are completing this report for the entire district, answer questions using best available information and consider noting individual building variation/concerns in the "notes" sections.</li></ul>	
<b>School Wellness Advisory Group</b> Does the district have a school wellness advisory group? <input type="radio"/> Yes <input type="radio"/> No If not, please explain: _____	
Has your work group helped maintain, revise, implement, assess, and monitor the policy? <input type="radio"/> Yes <input type="radio"/> No If not, please explain: _____	
Attach a list of participants of your school wellness advisory group with a description of their roles as an appendix to this report. Attach your latest minutes as an appendix to this report. Participation in wellness advisory group is promoted to: <input type="checkbox"/> Students <input type="checkbox"/> Parents <input type="checkbox"/> Food Service Personnel <input type="checkbox"/> Board Members <input type="checkbox"/> School Administrators <input type="checkbox"/> School health professionals <input type="checkbox"/> Physical education teachers <input type="checkbox"/> Local SNAP-Ed coordinators <input type="checkbox"/> Other interested community members <input type="checkbox"/> Others, please specify: _____	
Communication medium(s) used to promote/encourage participation: <input type="checkbox"/> Newsletters <input type="checkbox"/> Public announcements <input type="checkbox"/> Web-postings <input type="checkbox"/> Parent communication <input type="checkbox"/> Others, please specify: _____	
The School Wellness Advisory Group was provided with up-to-date scientific evidence about improving school nutrition and physical activity programs? <input type="radio"/> Yes <input type="radio"/> No	
<b>Presenting Goals</b> When was the wellness policy (aka Student Nutrition and Physical Activity policy) passed? <input type="checkbox"/> Less than 6 months ago <input type="checkbox"/> 6 months-1 year ago <input type="checkbox"/> More than 1 year ago Specific date: _____ When was the last time your goals were presented to the Board? <input type="checkbox"/> Less than 6 months ago <input type="checkbox"/> 6 months-1 year ago <input type="checkbox"/> More than 1 year ago Specific date: _____	



# Five groups, Five tasks, Five(ish) minutes

1. Wellness Team
2. Nutrition
3. Physical Education
4. Physical Activity
5. Communication/  
Monitoring

1. Scan your section as a group
2. Pick a person (or 2) who will report out
3. Summarize the **bold** requirements
4. Call out items that you love and
5. Items that would be a challenge to implement in your districts

# Latest rules impacting School Wellness Policies



- Latest USDA rules on wellness policy implementation went into effect **June 2017**
  - Nutrition standards for foods/beverages that can be sold or marketed during the school day
  - Public involvement/transparency on implementation
- Alaska's Physical Activity in Schools Law went into effect **October 2016.**
  - Students K-8 must be provided opportunities for 90% of the recommended 60 minutes a day of physical activity during each full school day

# New requirements from the 2017 final rule

- Policies for Food and Beverage Marketing
  - \* “Can’t sell? Can’t market!”
- LWP must include nutrition guidelines and standards for all foods and beverages **available** (not just sold) on campus.
- (New just in AK) A Smart Snacks waiver can allow sale of food and beverages that do not meet the requirements



# New requirements from the 2017 final rule

- Leadership
  - LWP lead position/title designated in writing
- Public Involvement
  - **Annual** “invite and inform”
- **Triennial** assessment of implementation
  - You can use the SOA checklist
- Recordkeeping specifics to prep for triennial



# From Paper to Practice

## Alaskan School Districts putting their Local Wellness Policies into Action





# Success in Schools webpage

## Making Physical Activity Easier for Alaska Children

### Fred Ipalook Elementary School in Utqiagvik — Inside playgrounds make play possible all year

Travel more than 1,000 air miles north to Utqiagvik, formerly known as Barrow, and you'll find about 4,500 people living along the Arctic Ocean. Utqiagvik is the northernmost community in the United States and is known for having no sunlight during winter months, with cold temperatures and many feet of snow.

The dark, cold and snowy conditions don't stop Utqiagvik kids from playing because Ipalook Elementary built its playground inside. An entire playground that you'd expect to see outside is in the heated school building, including jungle gyms, slides, ladders, basketball hoops and open space.

Both schools will give credit to the overwhelming community support—teachers, administrators and parents—as the reason they are able to make changes and give kids their best chance for health and success in school.

This is what Alaska communities are doing to help kids grow up healthy. What can your community do? [Click here](#) to find more ideas to provide healthy foods, drinks and physical activity for kids.



[playeveryday.alaska.gov](http://playeveryday.alaska.gov)

# Spotlight on Water Promotion/ Soda-free Schools

## North Slope Borough School District, Utqiagvik and surrounding villages — Creating soda-free elementary and middle schools

Years of support from students, families and athletic booster clubs set the stage for a new change in the North Slope Borough School District during the 2017-18 school year. All elementary and middle schools in this district are now soda-free.

Added sugars are in all kinds of foods, from sweet cereals, to granola bars, cookies, cakes and ice cream.

But do you know how children get most of their added sugar each day?

They drink it. Choosing to cut back on soda is a big step toward reducing unhealthy added sugars in children's diets.

The idea for "soda-free" schools began years ago by North Slope students who wanted to be healthier during their sports seasons. The high school football and volleyball teams in Utqiagvik started a "Stop the Pop" pledge to cut out drinking soda during the season. This pledge expanded as more



## Petersburg School District — Replacing water fountains with water bottle filling stations

When Petersburg School District received a wellness grant, the staff got together to come up with ways to have a lasting impact on Petersburg children — even after the grant was gone. They noticed the schools' water fountains were getting old. Over the course of several years, they replaced all of them with fountains that could also fill water bottles.

The district installed three water bottle filling stations at the high school, two for the middle school, two for the elementary school, then two more for the gym area where the elementary students have physical education classes. Those filling stations gave students access to water no matter where they were.

Then the district went a step further. It gave a water bottle to every single student. That's about 450 students in grades K-12. They could fill up those water bottles throughout the day. They also could drink from their water bottles during class.



-school sporting events. This effort  
soda can't be sold at schools, and it

schools.

Get out and Play. Every day.



Raising healthy kids  
in Alaska!

## Petersburg school celebrates birthdays with books instead of treats

Ann Potempa, Play Every Day Blog 11/7/2016 1:09 PM

If it's your birthday at [Stedman Elementary School](#) in Petersburg, your day is going to start off with a school-wide celebration.

The principal is going to announce your name over the intercom during morning announcements. You're going to be invited to walk down the hallway to the main office and pick up your sign. When you get to the main office, you will pick out a book to keep in honor of your birthday.



Birthday Books 2018 video

## Spotlight on Celebrations:

- Books and announcements in Petersburg
- less focus on “the have’s and the have-nots”
- cute video on Play Every Day website



# Spotlight on Smart Snacks:

- Mat Su Site visits to assess menus/  
provide TA on Smart Snacks
- Alliance for Healthier Generation's Product Calculator

Get out and Play. Every day.



*Raising healthy kids  
in Alaska!*

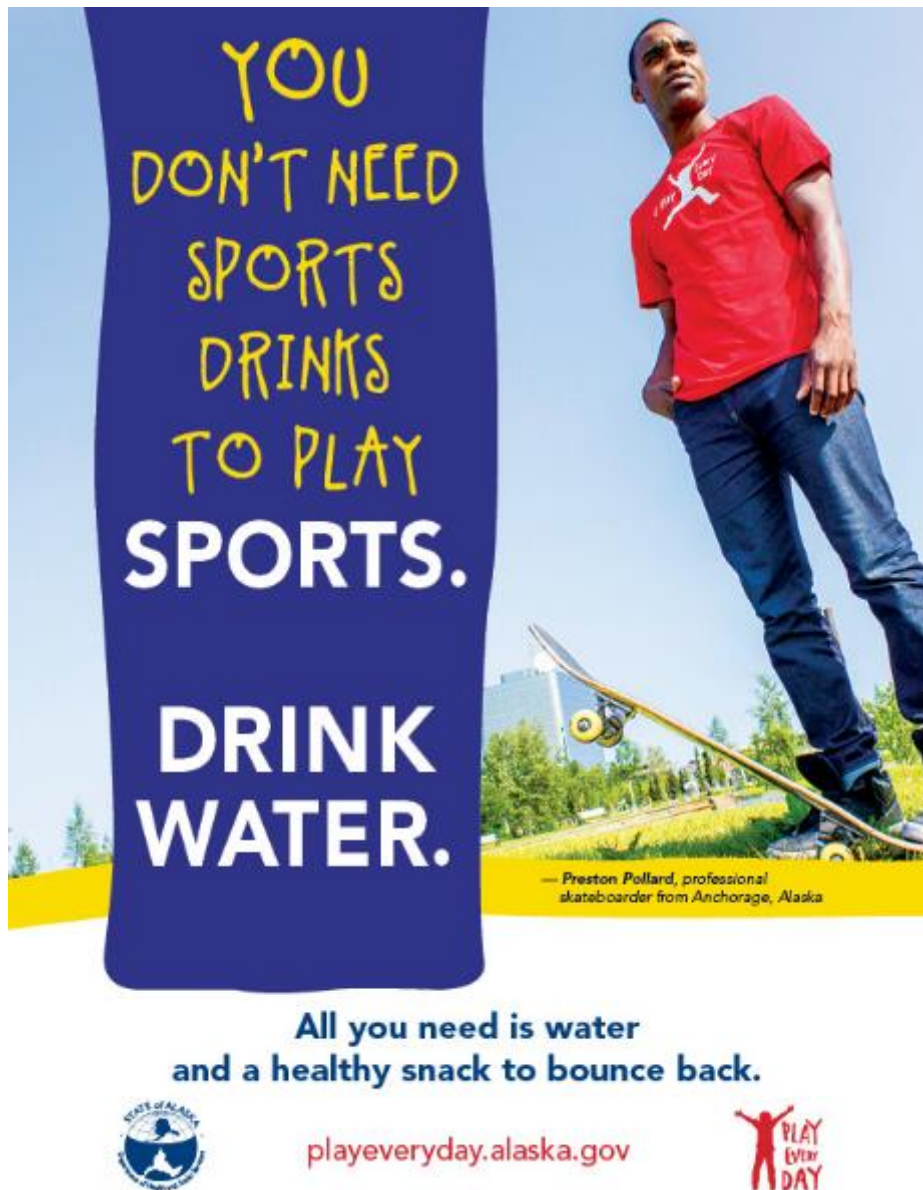
## School Store Makeover: Mat Su Schools serve Smart Snacks

Looking to pick up a skinny caramel latte at the Upbeat Cafe at Colony High School? It's going to come with calorie-free flavoring.

Want to grab a quick slice of pizza from the Snack Shack run by the high school's activities program? Now it's got a tasty whole wheat crust. You might also notice that the portion size is a bit smaller—10 slices per pie this year compared to the 8 slices they sold before.

These menu changes are a part of the Matanuska Susitna Borough School District implementation of the [Smart Snacks in School](#) nutrition standards.





## Spotlight on Marketing:

- “Athlete of the Year” branded bottles
- “Can’t sell? Can’t market”
- Promoting healthy beverage choices instead



# Spotlight on Recess:

- Sitka's active playground games
- links to bullying prevention

Get out and Play. Every day.



Raising healthy kids  
in Alaska!

## Organized recess means playground fun at Sitka school

Ann Potempa, Play Every Day Blog 2/25/2015 9:25 AM

When you send kids outside to play at recess, they know what to do, right?

They know to be active, have a good time, include everyone else in the game?

Baranof Elementary School, a Sitka school that teaches about 250 preschool through first-grade students, started a structured recess program in the fall of 2013 because staff realized that not all children knew what to do on the playground, or how to start up games with other kids.



# Spotlight on Physical Activity:

- daily lesson plans include classroom PA
- opening-time dancing

Get out and Play. Every day.



*Raising healthy kids  
in Alaska!*

## Schools follow new state law increasing physical activity to improve health, academic performance

Ann Potempa, Play Every Day Blog 10/19/2016 11:28 AM

A new law takes effect this week in Alaska requiring schools to provide almost one hour of daily physical activity for all students in grades kindergarten through 8.

Children benefit from physical activity, both in their overall health and their academic performance.

According to the Centers for

Disease Control and Prevention, meeting the daily recommendation of physical activity is linked to an increase in concentration and focus, improved classroom attendance and behavior, better academic performance, prevention of obesity, and improved overall health.



# Spotlight on 60 minutes a day:

□ Seward's  
daily PE for  
grades 3-5

□ morning  
and lunch

recess Want more? Visit [playeveryday@alaska.gov](mailto:playeveryday@alaska.gov)

Get out and Play. Every day.



Raising healthy kids  
in Alaska!

## Seward school makes PE a daily priority

Ann Potempa, Play Every Day Blog 10/22/2014 9:25 AM

If you're a third grader at Seward Elementary, you will have physical education class on Monday.

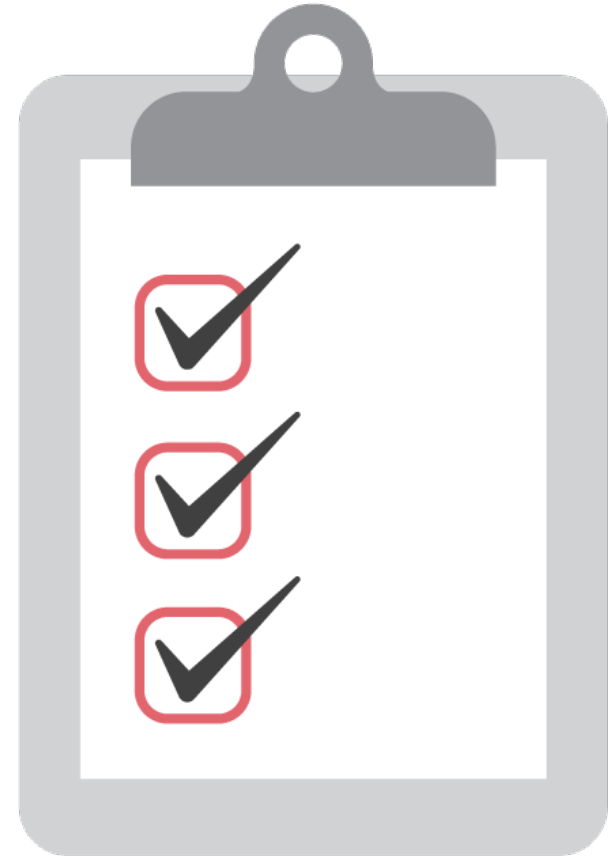
You'll have it on Tuesday, too. And again Wednesday, Thursday and Friday.



In fact, by the end of the week, all students in grades 3 to 5 at Seward's only elementary school will have 30 minutes of PE, five days a week, meeting the recommended 150 weekly minutes of PE for elementary-age children. When you add in the morning and lunch recess time, Seward's children are getting the recommended 60 minutes of daily physical activity for good health – all before they leave school at the end of the day.

# What you can do to help put your policy into action

- **Be loud, be proud**—policies don't communicate themselves
- **Don't talk about everything at once**—Break into little pieces
- Decide what you want people to **KNOW, FEEL & DO**
- **Share** your successes





# 4 ways you can help

- 1** Join your school wellness committee. Each school district should have a wellness team to make nutrition and physical activity goals. Districts must allow parents and community members to participate. You do not need any special training to be on the committee, just an interest in keeping your school healthy!



- 2** Find your district wellness policy at <https://education.alaska.gov/tis/cnp/wellness.html>. Compare it to the Alaska Gold Standard School Wellness policy found at <http://dhss.alaska.gov/dph/Chronic/Pages/SchoolHealth/aswpi.aspx>



- 3** Support classroom and school events to have healthy foods and get kids physically active. Keep the wellness policy in mind when planning what foods and beverages to have at events and celebrations.



- 4** Support healthy fundraising. Use the Smart Snacks Product Calculator to ensure that foods and beverages sold in schools meet Smart Snacks standards. [www.healthiergeneration.org/productcalculator](http://www.healthiergeneration.org/productcalculator)





## State of Alaska Gold Standard Student Wellness Policy

### 2018 Supplementary Materials: Wellness Policy Communication Planning Template

The Wellness Policy Communication Planning Template is a tool to define and communicate the specific value that your policy offers a variety of these audiences. Passing a good policy is an important first step, but communicating the policy is key to successful implementation. Students, staff, parents and the community need to know why the policy is important, key elements of the policy, and why the school setting is an important place to promote physical activity and good nutrition.

#### Issue or initiative:

Use this section to specify the policy component you're addressing. Don't try to communicate the whole policy all at once. Break out key elements that can be acted upon, for example: Smart Snacks nutrition standards, using non-food rewards, not withholding recess for discipline, increasing classroom based physical activity time, or healthy birthday celebrations.\*

#### Issue or Initiative:

#### Audience & Values:

Use this section to define each audience and their values. Values are deeply held beliefs that guide decisions at a big picture level as well as a day-to-day level. While some values are shared across audiences, board members, principals, teachers, students, and parents will have differing values based on their specific roles and responsibilities. For example, a principal may value the long term success of a policy while a teacher may value immediate ease of implementation, and a parent may value the peace of mind a policy brings.

#### Audience: Values:



#### Know – Feel – Do:

If this communication plan is successful, what will your audiences know, feel, and do as a result.

#### What will they:

- know, or believe to be true about the issue;
- how will they feel about the issue as it relates to their values; and
- what actions will they take to support the initiative.

For nearly every initiative, what a parent needs to know/feel/do is slightly different than what a teacher or needs to know/feel/do, and what a teacher needs to know/feel/do is slightly different than what a principal needs to know/feel/do, etc.

#### Know:

#### Feel:

#### Do:



#### Message:

Communicating policy effectively to students, parents, staff and the community will make enforcement easier. Using persuasive language and narrative, carefully construct a message that you will use to motivate each of your audiences to support your initiative.

Focus your message on supporting individuals in making healthy choices rather than pointing out why change is needed.

#### Message:



**Issue or Initiative:** Healthy Celebrations – An initiative for healthy birthday celebrations.

**Audience:** Kindergarten teachers

**Values:**

- students' health and wellbeing
- students' success and ability to perform in the classroom
- ease of implementation
- non-disruptive classroom events



**Know:** Student birthdays can be celebrated in a healthy and fun manner with activities such as stories, songs, games, hats, etc, rather than sugary snacks, creating better behavior and causing less disruption in the classroom.

**Feel:** Teachers feel confident that the Healthy Celebrations initiative will be an easy and effective shift in classroom celebration policy.

**Do:** To adopt, promote, and implement the Healthy Celebrations initiative in their classrooms.



**Message:**

Student health and wellbeing is intrinsically tied to behavior and performance in the classroom. By omitting sugary snacks and drinks from birthday celebrations, you will have less stress from erratic behavior and food allergy management.

Healthy celebrations are an easy and effective shift in classroom policy that cause less disruption to your school day.



**Audience:** Kindergarten families

**Values:**

- child's health and wellbeing
- child's success at school
- ease of participation
- celebratory birthday for their child



**Know:** Their child's birthday will be celebrated in a healthy and fun manner with activities such as stories, games, songs, hats, etc, rather than sugary snacks.

**Feel:** Parents feel assured that their child's birthday will be celebrated at school.

**Do:** To support and participate in the Healthy Celebrations initiative.



**Message:**

Healthy celebrations are fun! Rest assured that your child's birthday will be acknowledged and celebrated at school.

Healthy celebrations are easy! We have everything needed to celebrate your student's birthday at school—there's no need to go shopping.

If you'd like to contribute something extra to your child's birthday celebration, bring in a book or a game to share with the class rather than sugary snacks and drinks.



# Resources for healthy schools

## Alaska School Wellness Policies Creating Healthier School Environments

A local school wellness policy (also known as the Student Nutrition and Physical Activity policy) is a written document that guides a school district's development and implementation of policy promoting healthy school nutrition and physical activity.



- Model student nutrition and physical activity policy
- Tips on working with school boards, communicating policy, assessing compliance, developing goals...

<http://dhss.alaska.gov/dph/Chronic/Pages/SchoolHealth/aswpi.aspx>

# National Resources available for you

- ❑ CDC Healthy Schools
- ❑ USDA Smart Snacks Guide
- ❑ Alliance for a Healthier Generation—Smart Snacks calculator/guides/videos
- ❑ Team Nutrition toolkit



[www.cdc.gov/healthyschools](http://www.cdc.gov/healthyschools), [www.fns.usda.gov/tn/guide-smart-snacks-schools](http://www.fns.usda.gov/tn/guide-smart-snacks-schools),  
[www.healthiergeneration.org](http://www.healthiergeneration.org), [www.fns.usda.gov/tn/local-school-wellness-policy-outreach-toolkit](http://www.fns.usda.gov/tn/local-school-wellness-policy-outreach-toolkit)



# Successes in Schools Short Videos



Birthday Books 2018 video



Fish-to-Schools 2018 video

<http://dhss.alaska.gov/dph/PlayEveryDay/Pages/Success-in-Alaska-Schools.aspx>

[www.youtube.com/playeverydayak](http://www.youtube.com/playeverydayak)

# We can do this!

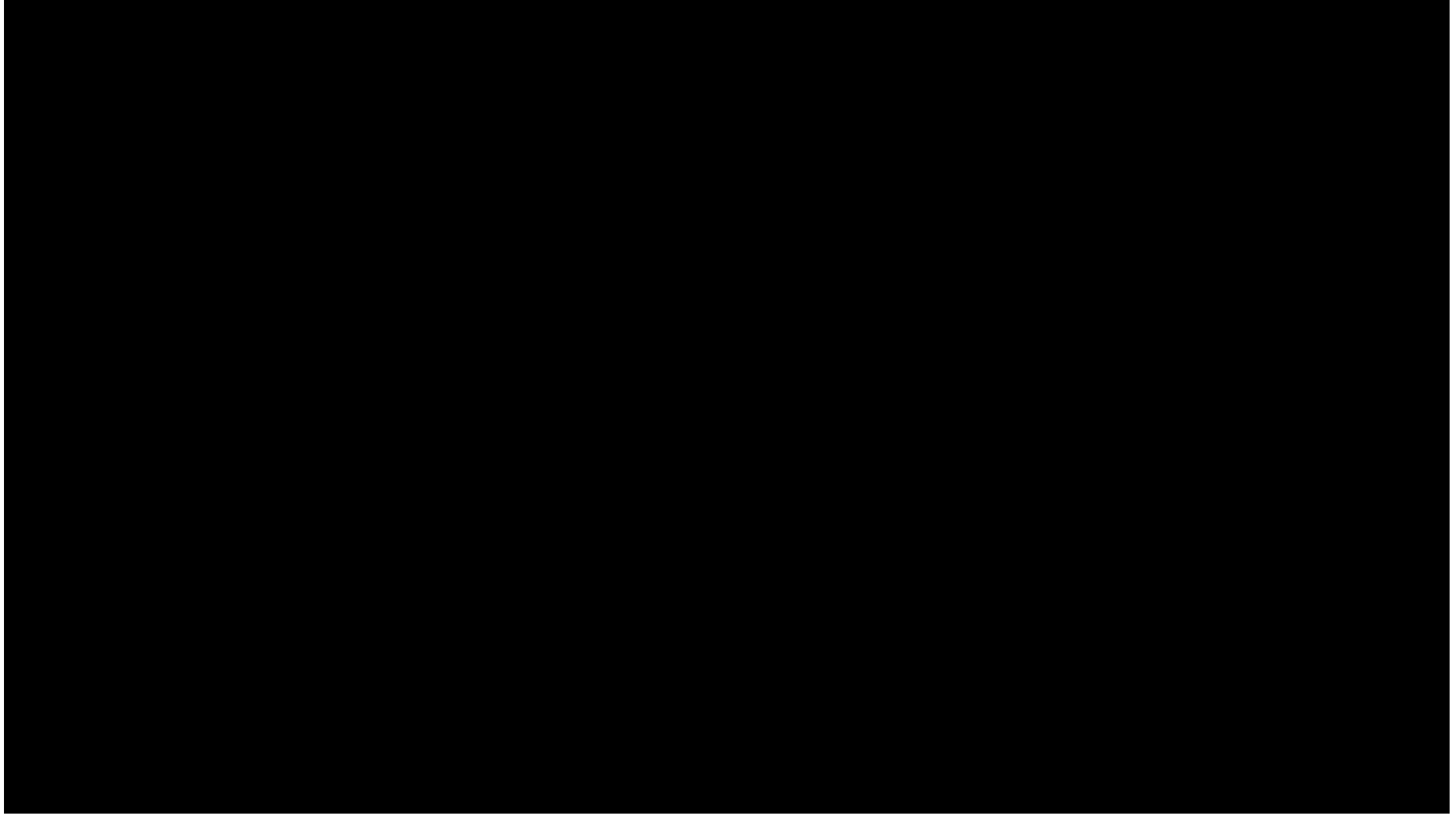
We need to create an Alaska where every child lives, learns and plays in an environment filled with healthy choices.

We can do this if we work together.





# Get Out and Play PSA



# Time for Your Questions



Or feel free to contact us...

□ Lauren Kelsey

907.269.8165

[lauren.kelsey@alaska.gov](mailto:lauren.kelsey@alaska.gov)

□ Cyde Coil

907.465.8719

[cyde.coil@alaska.gov](mailto:cyde.coil@alaska.gov)

*Thank you for your time!*