



Action for Healthy Kids®



The Learning Connection

ACTION FOR HEALTHY KIDS

THE CHILDHOOD OBESITY ISSUE



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THE LATEST PROJECTIONS: If we don't reverse trend, by 2030

- 1. Obesity related medical costs could be up to 20% of total health costs or \$500B annually.**
- 2. Obesity rates will increase 42% (32M obese Americans).**
- 3. Severe obesity will more than double from 5-11%.**

Why Schools?



- Schools reach most children and adolescents in a community
- Children spend around 900 hours per year in school
- Teachers, school staff and parent volunteers are key role models
- Schools provide institutional approval and reinforce behaviors
- Curriculum standards for health include nutrition and physical education

Why Schools?

Schools show kids what we value and what is important in our community.



Why make the case?



- Gets the school community on board
- Builds support
- Must sell the “why” before the “what” or the “how”

Creating a Sense of Urgency



Using Data and Statistics

- Use local statistics.
- Make the connection to academic achievement.
- Share the facts in a compelling yet sensitive way.
- Stick to the most memorable and striking facts.

The Learning Connection

55
MILLION
SCHOOL KIDS

Each one of us can help improve the eating and activity habits of the 55 MILLION school kids in this country and, in the process, improve their health so they can succeed in the classroom.



GOOD FOOD



ACTIVE BODIES



KIDS EQUIPPED FOR SUCCESS!

Kids who attend "healthy" schools have fewer absences, higher academic achievement and self-esteem and are more likely to graduate from high school.



PHYSICAL ACTIVITY SUPPORTS ACHIEVEMENT

Even moderate exercise, like walking, increases brain activity.



KIDS WHO EAT WELL, LEARN BETTER

Students who eat school breakfast have been shown, on average, to attend 1.5 more days of school per year and score 17.5% higher on standardized math tests.



HEALTHIER PRACTICES CAN INCREASE SCHOOLS' BOTTOM LINES

Schools can get a financial boost by offering more nutritious meals & snacks. Students will buy and eat healthier foods and beverages.

**EVERY
KiD
HEALTHY**

Visit ActionForHealthyKids.org, where, in under 1 minute, you can take the *Every Kid Healthy Pledge*. You'll have access to our free programs, volunteer opportunities and school grants.

Physical Activity Supports Academics

- **School-Based Physical Education Studies**

- 11 of the 14 studies found one or more positive associations
- Remaining 3 studies found no significant associations

- **Recess at School**

- All eight studies found one or more positive associations

- **Physical Activity in the Classroom**

- 8 of the 9 studies found positive associations
- Remaining 1 study found no significant associations

Physical Activity Supports Academics

Researchers in Georgia determined a vigorous afterschool program improved:

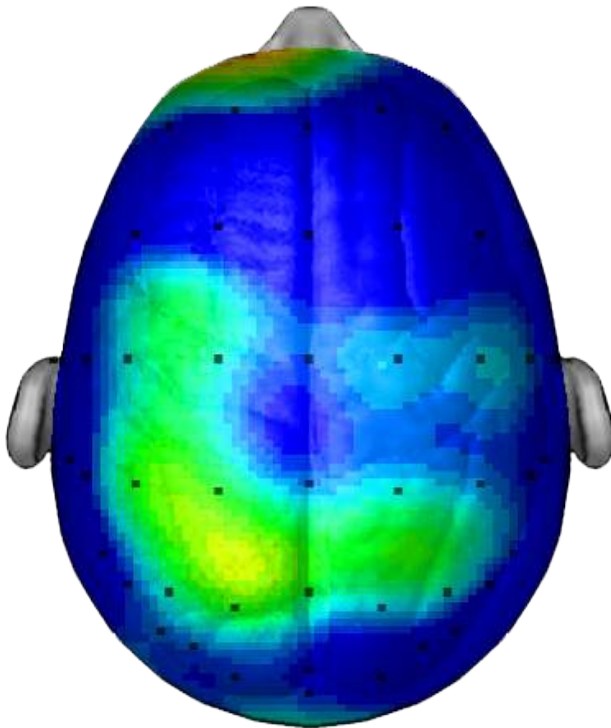
- Executive function
- Mathematics performance

“It’s not that we turned any of the children into little Einsteins. But we did see a measurable, and what I think is a meaningful improvement on their scores.”

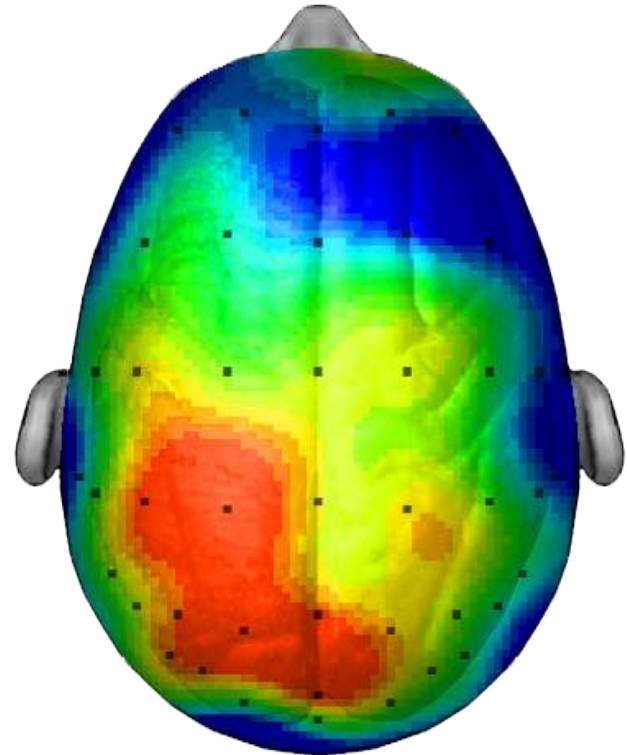
Catherine L. Davis, Ph.D.,
Georgia Prevention
Center

Physical Activity Turns on the Brain

Brain after sitting quietly



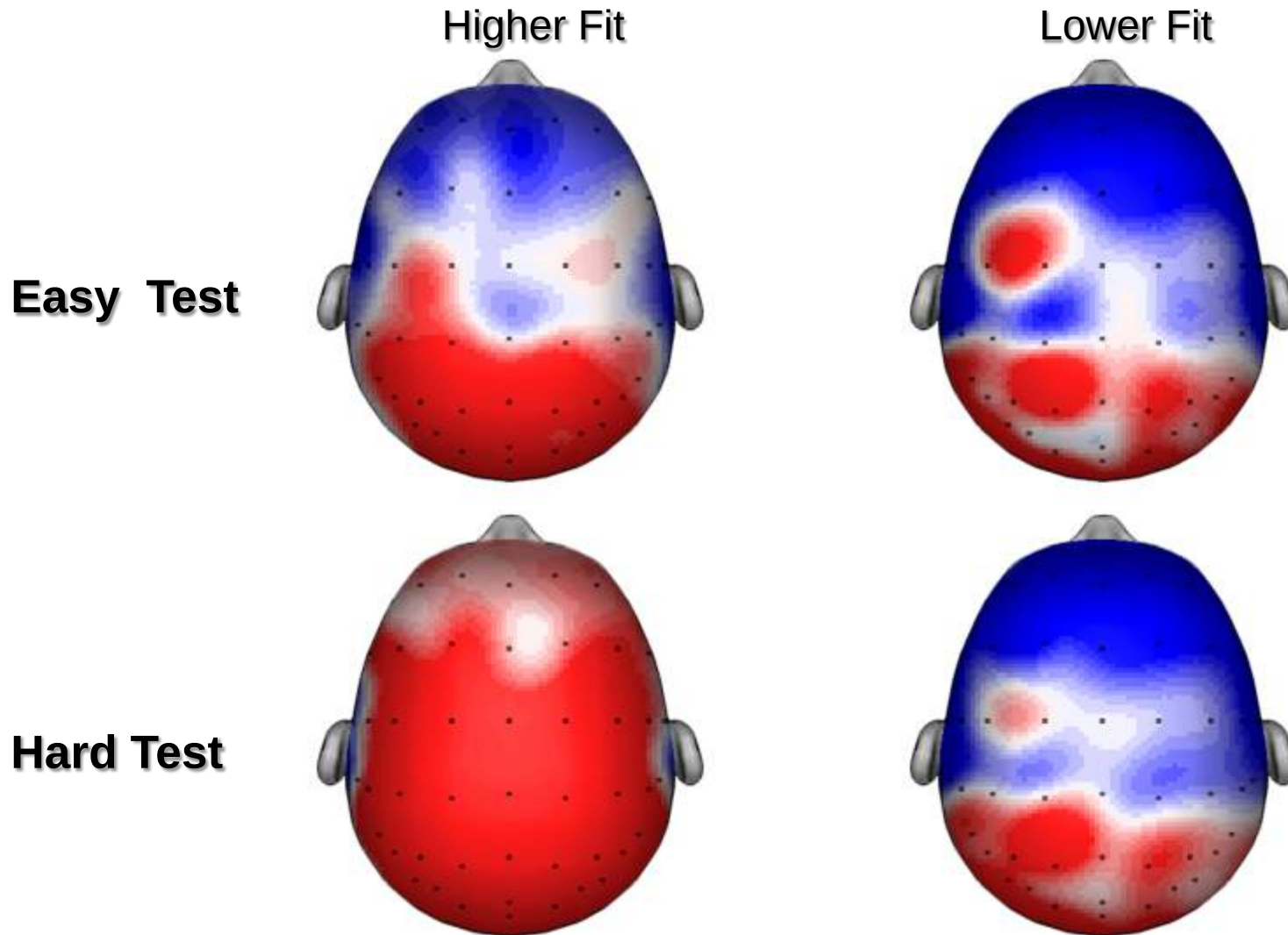
Brain after 20 minute walk

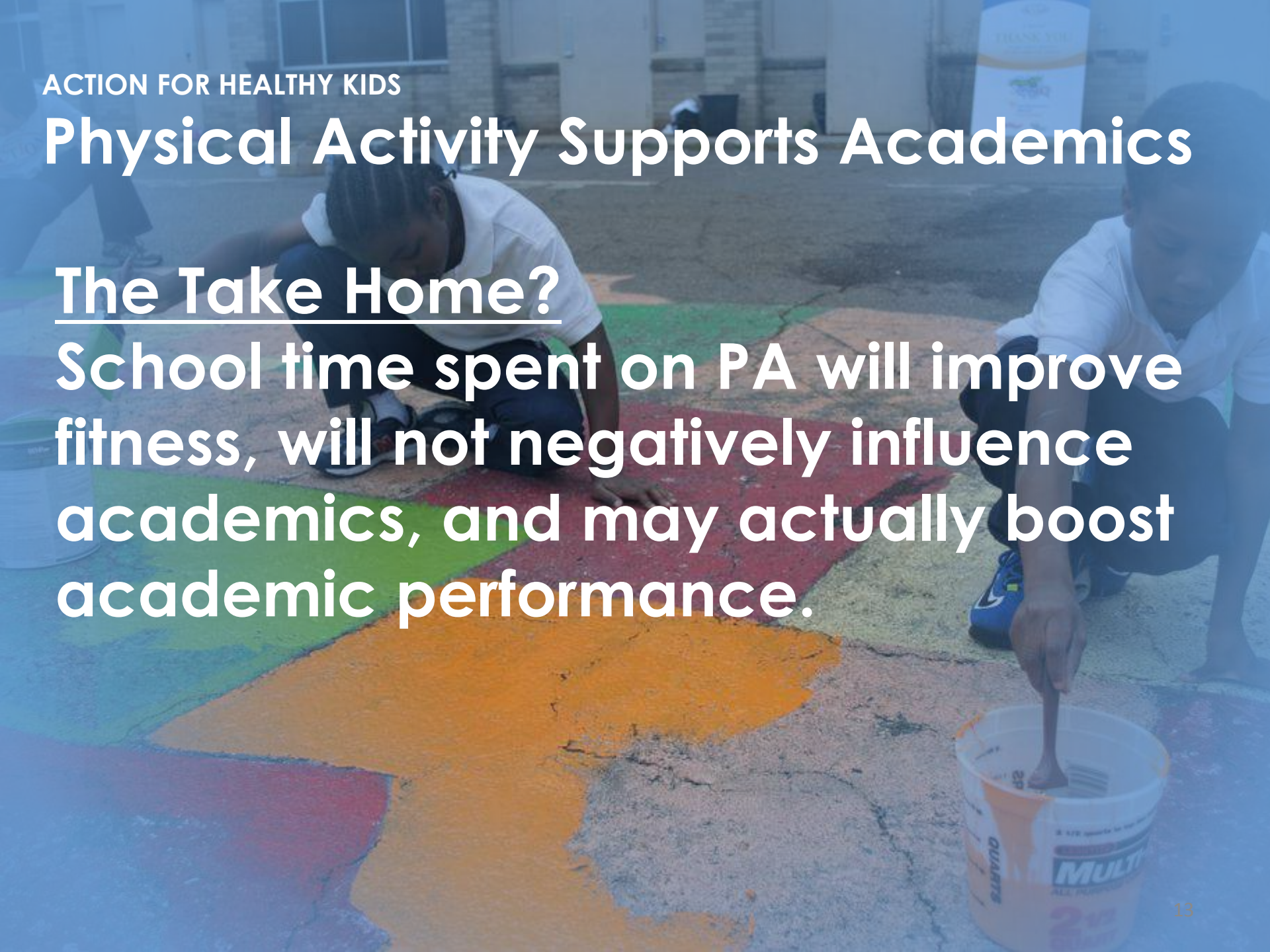


Average composite of 20 students' brains taking the same test

Research/scan compliments of Dr. Chuck Hillman University of Illinois

Physical Activity Turns on the Brain



The background image shows two young children, a girl and a boy, both wearing white t-shirts and dark pants, crouching on a sidewalk. They are painting a large, colorful mural on the pavement. The mural consists of several large, irregular shapes in green, red, orange, and blue. The girl is on the left, and the boy is on the right, holding a paintbrush and dipping it into a white bucket of paint. The bucket has the word 'MULTI' and 'QUARTS' visible on it. In the background, there is a building with windows and a sign that says 'THANK YOU'.

ACTION FOR HEALTHY KIDS

Physical Activity Supports Academics

The Take Home?

School time spent on PA will improve fitness, will not negatively influence academics, and may actually boost academic performance.

Kids Who Eat Well Learn Better

- What we know:
 - Normal brain development needs a variety of macronutrients and micronutrients
 - Majority of youth eat fewer nutrient-rich foods and over consume
 - 1 in 4 children live in food-insecure households
 - Studies of school children with insufficient food revealed poorer class performance, more absences from school, and a decline in academic achievement
 - Understand most about the effect of breakfast on academic achievement
 - More research is needed

Kids Who Eat Well Learn Better

According to a 2013 national report, students who eat school breakfast:

- Attend 1.5 more days of school
- Score 17.5% higher on standardized math tests



Kids Who Eat Well Learn Better

School District of Philadelphia increased nutrition education, swapped low-fat milk for sodas and sugar-sweetened drinks, implemented strict snack policies and got rid of deep-fat fryers. And the obesity rate in Philadelphia school children dropped 5 percent from 2006-2010. Boston and New York City, too.



Healthier Practices Can Increase Bottom Line

For 2005 report *Making it Happen! School Nutrition Success Stories*, the CDC polled 17 schools and districts around the country about their decisions to sell healthier foods and beverages and found that



- 71% experienced revenue increases
- 24% had no change at all

Creating a Sense of Urgency



- Make a link to people's personal lives.
- Frame the issue in a school context.
- Connect the message with daily practices taking place at your school.

Share Best Practices



Students enjoy a fruit and yogurt parfait bar

- Inform your audience about school wellness policies and best practices within your district and in other districts.

Share Best Practices

- Use success stories to inspire your audience!



Responding to Concerns



1) “We’re just too busy.”

Responding to Concerns

2) “Shouldn’t we be focusing on academics?”



Focusing on wellness IS focusing on academics at Sparr Elementary in Ocala, Florida. The school’s grade went from a C to a B on the Florida Comprehensive Assessment Test after implementing *Game On!* – AFHK’s framework for elementary school wellness initiatives.

Responding to Concerns



3) “It’s not the school’s job to teach healthy habits; isn’t that the parents’ job?”

Responding to Concerns

4) “We don’t want to break
with our school’s
traditions.”



Responding to Concerns

5) “But kids like what we’re serving them now.”



6) “These foods are a part of our heritage.”

Responding to Concerns



7) “Our current budget is stretched so thin - how will we fund these initiatives?”





EVERY KID NEEDS TO BE **HEALTHY**

Kids who don't eat nutritiously
and enjoy regular physical
activity may be at an academic
disadvantage.

ACTION FOR HEALTHY KIDS

We All Have A Role To Play

Action for Healthy Kids is a national non-profit that works with state teams throughout the country to fight childhood obesity, undernourishment and physical inactivity by helping schools become healthier places so kids can live healthier lives.

LEARN

More about the issue, the solutions and how to empower others

ACT

For healthy kids in your schools and communities

TRANSFORM

Your school culture to make sustainable, lasting changes for children's health

GOAL: 25,000 schools and 10 million children reached by 2013.

EDUCATORS: What's your role?

Sam Kelley and Sam Teel, Hodge Elementary; Denton, TX

PROBLEM: Students were starting the school day without breakfast; saw other opportunities for improving student health

SOLUTION: Started a universal breakfast in the classroom program; *Changing the Scene; Hodge Healthy Family Challenge*; Role models for other schools in the district



Sam Kelley, Hodge Elementary principal



Sam Teel (right), Hodge Elementary school nurse

EDUCATORS: What's your role?

Daniel Hill, P.E. Teacher & Wellness Champion, Bates Creek Elementary, Lexington, KY

PROBLEM: Have district and school wellness policy in place but no strategy for implementing them.

SOLUTION: Develop a plan for putting these policies into action.

- Playground Equipment
- Videos for Indoor Recess
- “Hello Bite” Taste Test Program
- Student Leadership



PARENTS: What's your role?

Ami McChesney, Passionate Parent
Lamar Elementary School
Austin, TX

PROBLEM: Dull, empty space on school campus; need to help students see how food is grown

SOLUTION: Build a school garden using parent and student volunteers; teachers utilize garden as reinforcement for lessons learned in the classroom; students and staff can taste produce grown in garden!





www.actionforhealthykids.org

Programs and Tools
Expert Partners

Volunteer Opportunities
School Grants