



GUIDELINE 3

Schools collaborate with public and private entities to promote student wellness.

BEST PRACTICES

- ★ New London Local Schools, New London, Ohio
- ★ Hawthorne School District Nutrition Network, Hawthorne, California
- ★ Fayette County Public Schools, Lexington, Kentucky
- ★ Green Bay Area Public School District, Green Bay, Wisconsin
- ★ Kingsley Middle School, Kingsley, Michigan
- ★ Waiakea High School, Hilo, Hawaii
- ★ Westlake Middle School, Thornton, Colorado
- ★ McComb School District, McComb, Mississippi
- ★ Manchester Team Nutrition, Merrimack, New Hampshire
- ★ Coulee Region Childhood Obesity Coalition, LaCrosse, Wisconsin
- ★ Gold Medal School Initiative, State of Utah
- ★ Healthy Children, Healthy Futures, New York, New York
- ★ Project Fit America, Novato, California
- ★ Reading School District’s Health & Fitness Focus, Redding, California

*“As a busy working mother, I strive to be a good role model for my children.
I run, bike or swim at least three days per week.
We can’t just tell our kids what to do; we should show them.”*

Kristi Pielstick, M.D., Akron



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Because all community partners — government agencies, nonprofit organizations, schools and businesses — have a vested interest in overall student success, including their health and well being, there are many opportunities for partnership. Public and private organizations can provide human, financial and other in-kind resources to support a greater variety of foods, more appealing packaging and displays for promoting healthy foods, and out-of-school time activities for students. A partnership can yield short- and long-term benefits. In the short term, the wellness of a partnering community organization can be increased as it works with a school to help promote and implement a wellness plan. In the long term, the community gains a pool of healthy citizens that can contribute to its growth, vibrancy and success.

OBJECTIVE

Public and private entities will partner with a school on a wellness initiative at least once per school year.

Setting small, reachable goals and celebrating success are important as schools implement a wellness plan. Setting a fairly easy goal to accomplish will ensure a quick win for all. When administrators, teachers and students, along with their community partners, see and experience those small successes, others will want to join in, commit to and support this important work. Showcasing the partnership in the local media can be an excellent way to raise awareness and recognize the efforts of those involved in implementing the plan.

BEST PRACTICES

★ 1. New London Local Schools, New London, Ohio

Background: The district's Healthy Initiative Advisory Committee sponsored a daylong wellness fair with more than 40 health-related agencies. Students from all grade levels could take part in the fair. After the school day, the fair was open to the community. The school health team was instrumental in coordinating the event.

The district also includes healthy tips on monthly menus and recruits student taste-testers to influence what choices may be included on school menus.

Duration: A one-time event plus ongoing activities.

Success: Before the wellness fair, students' response to lunchtime programs on health-related topics was mixed. After the fair, students displayed better attitudes toward nutrition and were more likely to frequent the salad bar.



✦ 2. Hawthorne School District Nutrition Network, Hawthorne, California

Background: The Hawthorne School District Nutrition Network was created in order to improve the health and well-being of students by educating them to make healthy food choices. The program involved parents and all stakeholders in the school community. School cafeterias provided a “Garden Bar” where students were allowed to choose from an assortment of fruits and vegetables. “Harvest of the Month” was implemented, allowing students to try seasonal fruits and vegetables. The program also is implementing a “breakfast buffet” at two schools.

Each school is provided with nutrition information by the Nutritional Network Team, which also provides training to students about the importance of nutrition and physical activity. Each elementary school in the Hawthorne School District has a cooking cart, which allows teachers to use and organize cooking lessons. Six of the eight elementary schools have working gardens, and the Nutrition Advisory Councils are now exploring the possibility of gardens at the middle schools. To reach out to the community, the Hawthorne Nutrition Network works with a local newspaper in publishing a weekly article, joins forces with local nonprofit organizations at health fairs and conducts nutrition classes for parents. A local television station broadcasts information about the Hawthorne breakfast program and runs public service announcements about the wellness program.

Success: Due to the introduction of the “breakfast buffet,” breakfast participation has risen, with one school noting an 8 percent increase in a one-month period. Student consumption of fruits and vegetables also has increased, especially during and after the “Harvest of the Month” promotions.

For more information:

http://www.actionforhealthykids.org/resources_profile.php?id=209

✦ 3. Fayette County Public Schools, Lexington, Kentucky

Local health department staff promoted healthy living and lifestyles to high school students. As part of the presentation, each student received a free healthy snack.

✦ 4. Green Bay Area Public School District, Green Bay, Wisconsin

The Green Bay area public schools partnered with area hospitals and community agencies to sponsor a nutrition assembly program for 20 area elementary schools, called “The Opera of Health.”

✦ 5. Kingsley Middle School, Kingsley, Michigan

Kingsley Middle School worked with the United Dairy Industries of Michigan and Michigan Team Nutrition to secure a grant for purchasing a milk vending machine. Once the machine was installed, the school started a calcium nutrition program.



★ 6. Waiakea High School, Hilo, Hawaii

Waiakea High School established a partnership with local food companies to set lower prices on healthy foods and snacks that are sold within the student-managed school store. The high school also worked with local companies to donate a vending machine that served bottled juices, water and low-fat milk. The students were then responsible for the marketing, selling and management of the products.

★ 7. Westlake Middle School, Adams 12 Five Star School District, Thornton, Colorado

Westlake Middle School’s nutrition services department started an a la carte options program, called “eat smart,” during fall 2003. This program replaced a la carte selections with more healthy food choices. Working with the USDA’s Eat Smart Play Hard™ campaign, Westlake Middle School coordinated its “eat smart” snacks with the Eat Smart Play Hard™ logos and posters.

★ 8. McComb School District, McComb, Mississippi

McComb School District developed relationships and partnerships with local pediatricians, who gave presentations to the school board on issues such as childhood obesity, cardiovascular disease and diabetes.

★ 9. Manchester Team Nutrition, Merrimack, New Hampshire

Background: Manchester Team Nutrition is a collaboration of a registered dietitian, food service workers, students, school nurses, teachers, parents and many community organizations serving 14 elementary schools in the Manchester School District. This group provided nutrition and physical activity education through the Healthy Hearts program, which consisted of nutrition contests, creative classes, monthly school lunch menus, newsletters and health fairs for children. The program also held luncheons for parents and developed a Web site.

Success: The program was influential in increasing school lunch participation by 1,010 meals per day in 2000.

For more information:

http://www.actionforhealthykids.org/resources_profile.php?id=233



✦ 10. Coulee Region Childhood Obesity Coalition, LaCrosse, Wisconsin

Background: The Coulee Region Childhood Obesity Coalition was created to increase awareness of childhood obesity and help prevent the problem by encouraging healthy eating habits and physical activity. Many local organizations were involved in providing the community with ideas for healthy eating and exercising. Local grocery stores provided shoppers with healthy recipes and tips. Schools provided healthier lunch choices and removed pop machines from the school buildings. A Walk-to-School-Day event was held to encourage children to increase their physical activity. Parents also joined their children during the walk and then attended a healthy breakfast with them at school.

Success: Childhood obesity awareness increased in the La Crosse area, and the school lunch choices have changed. The La Crosse School District now provides students with healthier lunch choices, and a la carte choices need to meet certain criteria in order to be served.

For more information:

http://www.actionforhealthykids.org/resources_profile.php?id=196

✦ 11. Gold Medal School Initiative, State of Utah

Background: The Gold Medal School Initiative was created to encourage students in Utah elementary schools to increase their physical activity and watch their food choices. Each school had three years to achieve either a bronze, silver or gold level. Each school was assigned a mentor to help meet the criteria for the desired level. The mentor also was available to assist each school when necessary. Each school was entitled up to \$1,000 toward physical education equipment and nutritional services once it met the criteria.

Success: Student and school participation increased in one school year. Each school wrote new policies for tobacco, nutrition and physical activity.

For more information:

http://www.actionforhealthykids.org/resources_profile.php?id=205



★ 12. Healthy Children, Healthy Futures, New York, New York

Background: Healthy Children, Healthy Futures joined forces with MetLife Foundation to provide children ages 9 to 12 in Atlanta, Los Angeles and New York with an after-school program that would help them learn about nutrition and physical activity. The after-school program also motivated children to help their peers learn about nutrition and physical activity as well. The 12-session program, which contains nutrition and physical activity information, was developed and marketed to children through radio, television and/or the Internet. The programs core material was excerpted from 8 Habits of Healthy Kids, developed for the project by the Strange Cancer Prevention Center in New York City.

Duration: The program began development in October 2001 and is still in progress.

For more information:

http://www.actionforhealthykids.org/resources_profile.php?id=212





✦ 13. Project Fit America, Novato, California

Background: Project Fit America provides schools with exercise equipment specifically designed to help children improve their scores on fitness tests. The program offers training workshops for teachers and provides support materials for encouraging children to participate in physical challenges and activities.

Duration: The program is currently in progress.

Success: More than 360 schools have implemented the Project Fit America program and have had reliable success in its use. Many children enjoyed increased levels of physical activity and performing many exercises, as measured by pre- and post-tests.

For more information:

http://www.actionforhealthykids.org/resources_profile.php?id=252

✦ 14. Redding School District's Health & Fitness Focus, Redding, California

Background: The Redding School District implemented the SPARK physical education curriculum into their schools in order to educate their students, staff and parents about health and fitness. Teachers were trained in the curriculum and given nutrition information. The school district allocated \$25,000 for the equipment needed for each school, developed a physical education policy and hired a health educator to train all the teachers. The Redding district also hosted a nutrition Olympics, a cross-country meet, a track and field day, and a health presentation.

Duration: The program began in the 2004-2005 academic year and continues today.

Success: The program saw an increase in physical fitness and academic scores. Students, staff and parents became more knowledgeable about nutrition and fitness. Because the program was deemed a success during its first year, the second year funding costs were split between the school district and the public health department.

For more information:

<http://www.californiaprojectclean.org/brightideas/>



RESOURCES

Advertising, marketing and the media: Improving messages

The Institute of Medicine addresses the impact of advertising, marketing and the media on youth wellness. The Web site expresses current trends and offers alternatives for improvements.
<http://www.iom.edu>

Ohio Parks and Recreation Association

Resources with health and wellness program ideas as well as park locations for outdoor physical activity.
<http://www.opraonline.org/>





GUIDELINE 3

