



Action for Healthy Kids: Improving Nutrition and Physical Activity in Schools

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Overview

- Addressing childhood obesity – our approach
- Accomplishments to date
- Criteria for evaluating school-based approaches
- Resources for making change happen

Rising to the Challenge ...

Action for Healthy Kids (AFHK)

- Only nonprofit organization formed specifically to address the epidemic of overweight, undernourished and sedentary youth by focusing on changes at school
 - A private-public partnership formed as a response to the Surgeon General’s “Call to Action to Prevent and Decrease Overweight and Obesity”
 - Former U.S. Surgeon General David Satcher serves as the founding chair
 - Launched at the October 2002 Healthy Schools Summit for which First Lady Laura Bush served as Honorary Chairperson

*Help the Greatest Number of Children
by Changing their School Environment*



Need systemic, sustainable change

Our Approach:

- Create public-private partnerships
- Build multi-level coalitions representing broad group of stakeholders (national, state, local)
 - State Teams develop action plans that adapt to local needs
 - Focused goals in area of nutrition/physical activity
- Develop a national infrastructure - standardize critical functions, generate economies of scale
- Accelerate change by facilitating connections between teams, experts, and activities
- Advance teams' projects by providing resources and technical assistance
- Monitor, track and evaluate progress

Our Strength is Rooted in Dedication

AFHK is a National Movement



Partner Steering Committee

American Academy of Family Physicians
American Academy of Pediatrics
American Association of Family & Consumer Sciences
American Association of School Administrators
American Cancer Society
American College of Sports Medicine
American Diabetes Association
American Dietetic Association
American Federation of Teachers
American Heart Association
American Public Health Association
American School Health Association
Association for Supervision and Curriculum Development
Association of School Business Officials International
Association of State & Territorial Chronic Disease
Program Directors
Association of State & Territorial Health Officials
Association of State & Territorial Public Health
Nutrition Directors
Council of Chief State School Officers
Family, Career & Community Leaders of America
Food Research and Action Center
National Association for Sport and Physical Education
National Association of Elementary School Principals
National Association of Pediatric Nurse Practitioners
National Association of School Nurses
National Association of Secondary School Principals
National Association of State Boards of Education

National Association of Student Councils
National Coalition for Parent Involvement in Education
National Coalition for Promoting Physical Activity
National Council of La Raza
National Dairy Council
National Education Association —
Health Information Network
National Future Farmers of America
Organization/Foundation
National Medical Association
National Middle School Association
National PTA
National School Boards Association
The Robert Wood Johnson Foundation
School Nutrition Association
Society for Nutrition Education
Society of State Directors of Health, Physical Education
and Recreation
U.S. Department of Agriculture — *Food and
Nutrition Service*
U.S. Department of Education — *Office of Safe and Drug-
Free Schools*
U.S. Department of Health and Human Services — *Office of
Disease Prevention and Health Promotion, Centers for
Disease Control and Prevention, and National Institute of
Child Health and Human Development*
YMCA of USA

AFHK Has Three Major Thrusts



- Improving children's eating habits by increasing access to nutritious foods and integrating nutrition education into curriculum.
- Increasing children's physical activity by adding or improving physical education courses, recess, after school programs, and co-curricular programs.
- Educating administrators, teachers, students, parents about how nutrition and physical activity impact health and academic performance.

AFHK Teams Are Action Hubs

- Accelerating change by furthering efforts already begun, identifying gaps, and developing new initiatives to address gaps
- Teams are taking action at state (37%), district (36%), and building (35%) levels
- 83% report maintaining or gaining momentum
- Impact being made by
 - Building collaborations at state and local levels
 - Informing thinking – educating, training
 - Fostering changes in practices/standards
 - Implementing new programs, curriculums

Informing Critical Audiences

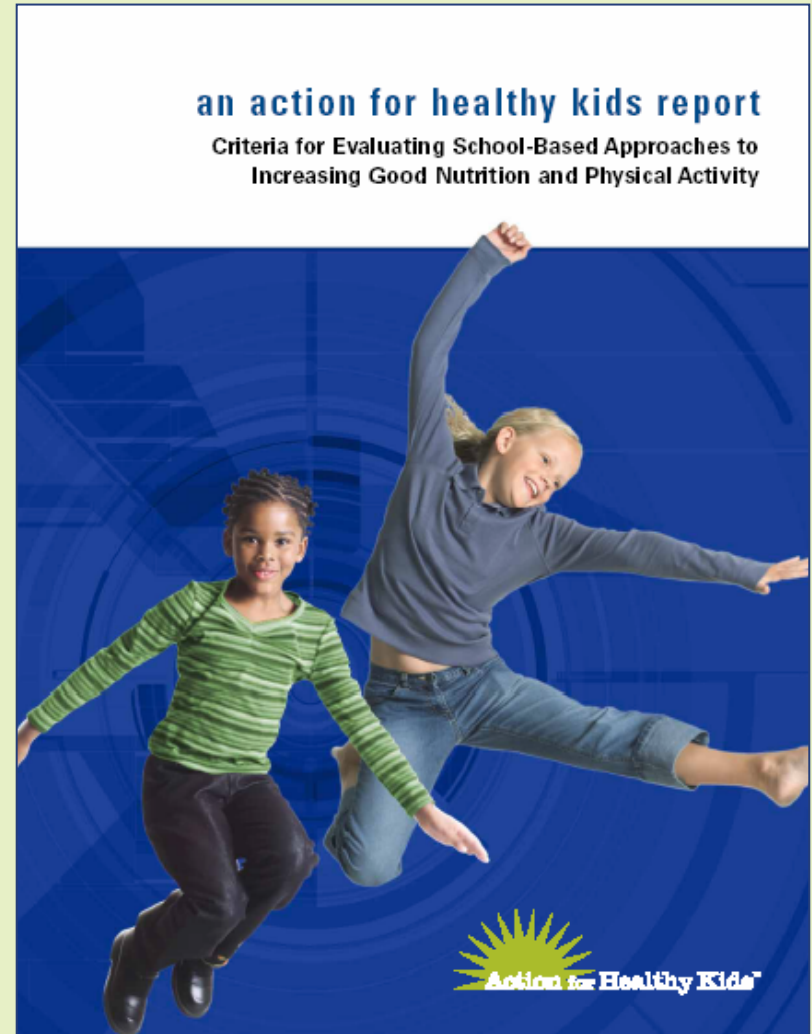
- > 80% have initiated education efforts targeting administrators, teachers, government leaders, students, parents, school food service professionals and general public
 - Conferences/State Summits
 - Advisory panels, commissions
 - Lunch and Learns
 - Articles, White Papers, Materials
- Majority have developed guidelines and recommendations
 - Competitive foods, a la carte, vending – 89%
 - Increasing physical activity – 74%
 - Daily, quality physical education – 58%
 - Incorporating nutrition education – 66%
 - Advancing health education – 58%

Stimulating Change at Building Level

- Demonstration projects
 - Healthy vending pilots
 - Breakfast programs
 - Physical activity events/programs
 - Student council/advocacy
 - Parent outreach
 - Peer-to-peer education
- Data collection
- Awards and mini-grants
- Student Health Advisory Councils

AFHK Best-Practice Criteria

- 2 levels of criteria together provide a comprehensive tool for developing and evaluating an approach's effectiveness and its adoptability
- Essential Criteria
 - Criteria represent level of standards that all approaches should strive for
- Critical Criteria
 - Criteria addresses the adoptability of an approach



Re-launched Web-based Clearinghouse

Action for Healthy Kids[®]
Moving Toward a Healthier Tomorrow

[About Us](#) | [State-by-State Action](#) | [Resources to Improve Schools](#)
[Reports, Initiatives & Events](#) | [Tools for Teams](#) | [Newsroom](#)

Learn How You Can Help
You can help improve children's nutrition and physical activity by joining your Action for Healthy Kids State Team or by making a contribution. [Learn more >>](#)

What's New
President's Council on Physical Fitness and Sports Collaborates on ReCharge!
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*They are only children ...
one in four*

We are Action for Healthy Kids. The only nonprofit organization formed specifically to address the epidemic of overweight, undernourished and sedentary youth by focusing on changes at school. We work in all 50 states and the District of Columbia to improve children's nutrition and increase physical activity, which will in turn improve their readiness to learn.

Creating a Wellness Policy

The screenshot displays the Action for Healthy Kids website interface. At the top left, there is a navigation menu with links for Home, About Us, State-by-State Action, Resources to Improve Schools, Reports, Initiatives & Events, Tools for Teams, and Newsroom. The main header area features the Action for Healthy Kids logo and the tagline "Moving Toward a Healthier Tomorrow". The page title is "Wellness Policy". The main content area includes a paragraph of placeholder text, a "View by state:" dropdown menu listing states from Alabama to Delaware, and a "Search by category:" section with four checked checkboxes for USDA goals: nutrition education, physical activity, nutrition standards, and other school-based activities. A "View Policies" button is located below the search categories. On the right side, there is a vertical image strip showing a group of children.

Being developed in collaboration with Centers of Disease Control and Prevention – Division of Adolescent and School Health

Schools Can Help Make A Difference

- Wellness policy mandate offers a unique opportunity
- Environmental change is critical
- Children and teens spend ~2000 hours each year at school
- It is a structured environment
- Feeding programs are in place
- Schools are a great equalizer

Our Strength is Rooted in Dedication

- Action for Healthy Kids is built on partnerships at national, state and local levels
 - There is in-kind support exceeding \$3 million/year
 - Some of our donors include:
 - National Dairy Council
 - National Football League
 - The Robert Wood Johnson Foundation
 - Trustees' Philanthropy Fund of the Fidelity Charitable Trust
 - Anthem Blue Cross Blue Shield
 - UPS Foundation
 - Aetna Foundation
 - Land O'Lakes
 - Pfizer
 - Compass Group/Chartwells