



Alliance
for a
**Healthier
Generation**

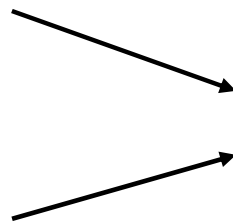
American Heart
Association. 



Robert Wood Johnson
Foundation
Supporting healthy schools nationwide

Mission Statement

To eliminate childhood obesity and inspire all young people in the United States to develop lifelong, healthy habits



**Alliance
for a
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Why Childhood Obesity?

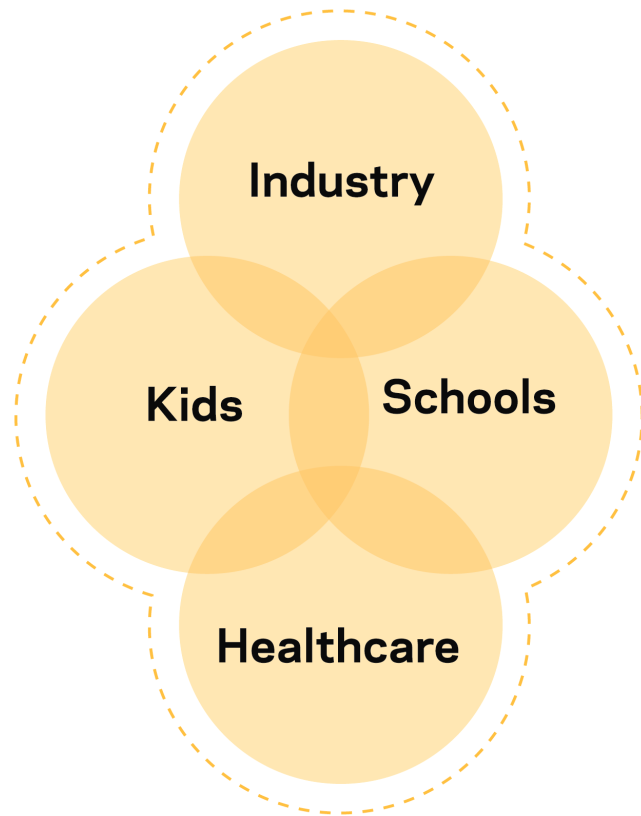
1 in 3 children in
the United States is
overweight or obese



1 in 25...

- Is not overweight or obese
- Has recess in school
- Has free time physical activity
- Drinks < 2 cans of soda / day
- Eats veggies almost every day
- Won't develop type II diabetes

Alliance for a Healthier Generation

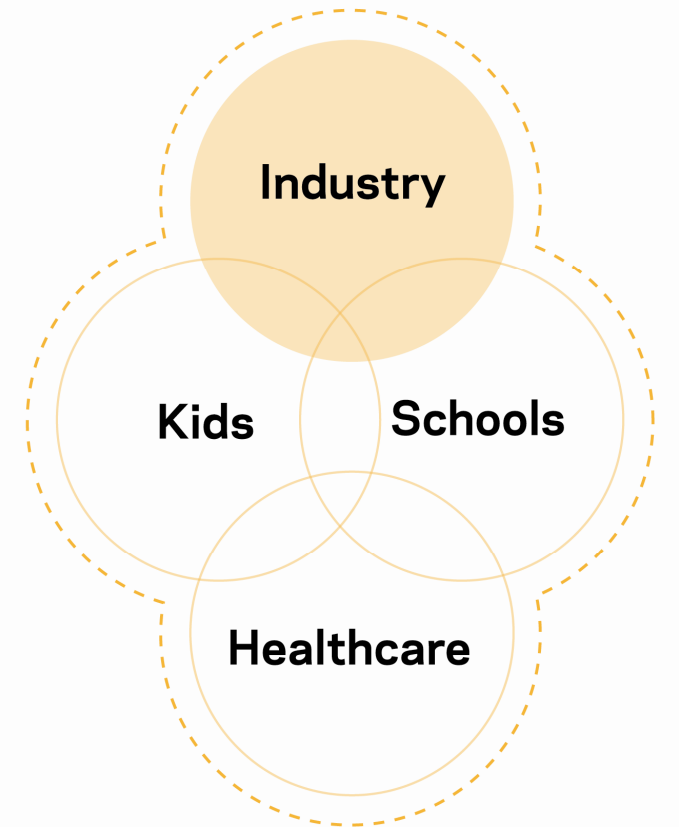


Goal:

To reduce the prevalence of childhood obesity by 2015 by fostering an environment that helps all young people pursue healthy and active lives

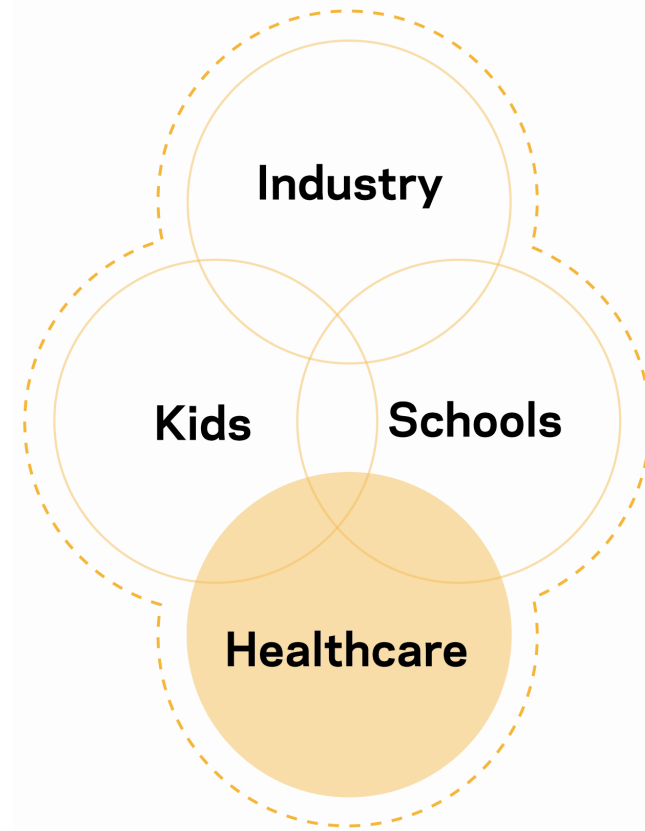
Industry Initiative

- Engaging with companies that have the ability to improve access to healthier foods and beverages as well as physical activity for youth and their families
- Agreements with beverage, snack food and dairy industries
 - Created Alliance School Beverage and Competitive Foods (“Snack”) Guidelines
- Beverage progress as of 9/08
 - 65% decrease in soda shipments to schools
 - 58% decrease in beverage calories shipped to schools
 - 79% of contracts in compliance



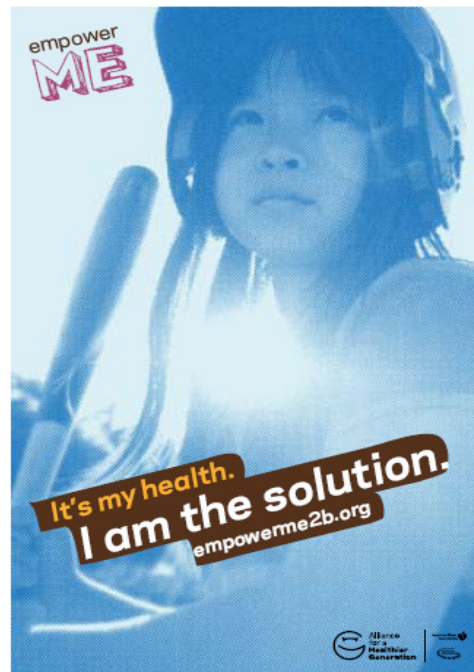
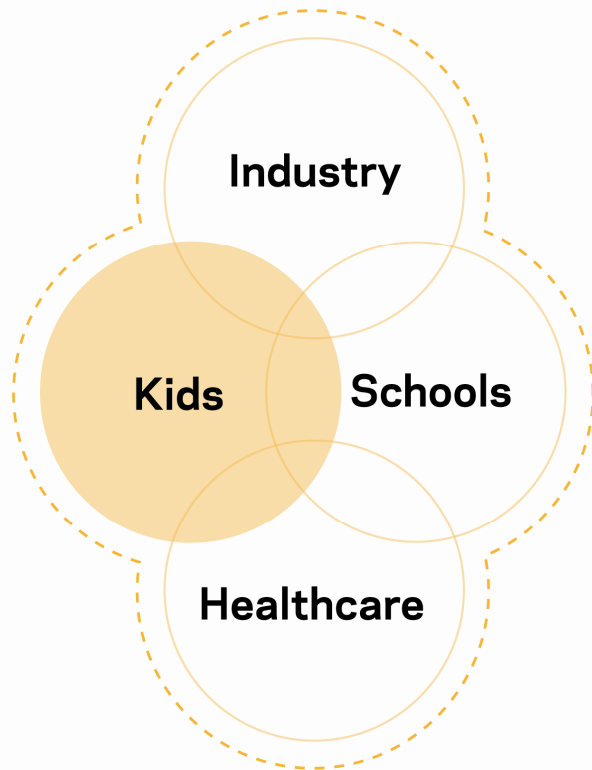
Healthcare Initiative

- The Alliance Healthcare Initiative marks the first time that reimbursements have been available on a broad scale for the prevention and treatment of childhood obesity.
- Engages insurers, employers and provider associations in a landmark agreement to reimburse physicians and registered dietitians for obesity prevention-related services



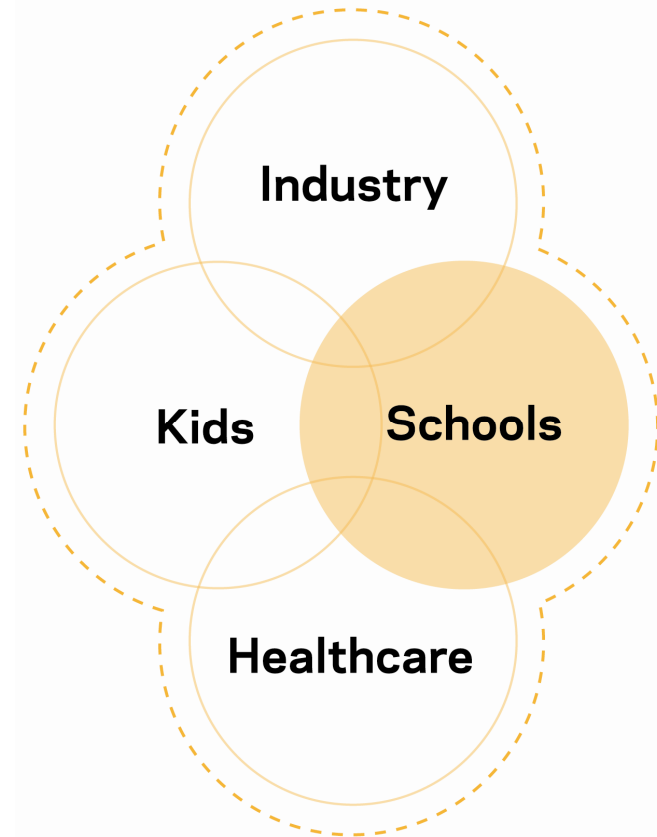
Kids' Movement: empowerME

A by kids, for kids movement inspiring all kids to make healthy behavior changes and to become advocates for healthy eating and physical activity (www.empowerME2b.org)



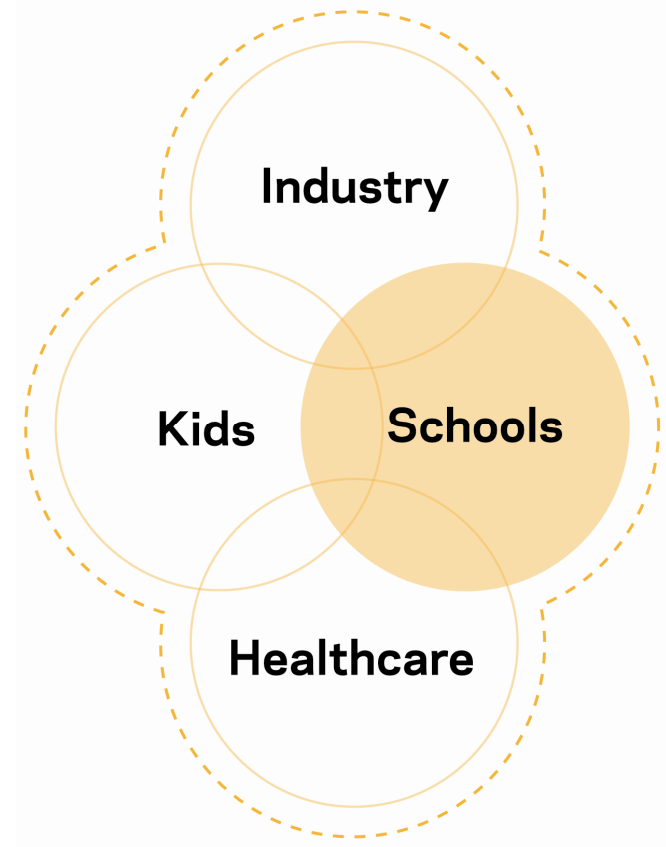
The Healthy Schools Program

- Works with schools to create a culture where healthy eating and physical activity is the norm and not the exception
- Provides tools and solutions to help schools become healthier places for students and staff
- Offers schools the opportunity to earn national recognition for their efforts toward a healthier school environment

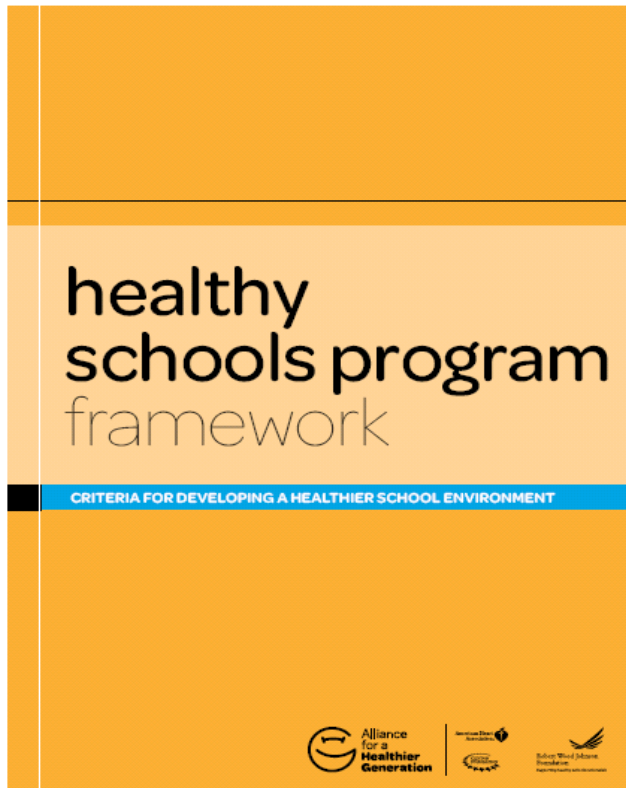


The Healthy Schools Program

- **Works with Schools to:**
 - improve access to healthier foods
 - increase physical activity opportunities for students
 - enhance nutrition education
 - establish school employee wellness programs
- **Through:**
 - access to quality local, state and national resources
 - content-specific toolkits and free online presentations
 - grant opportunities and discounts



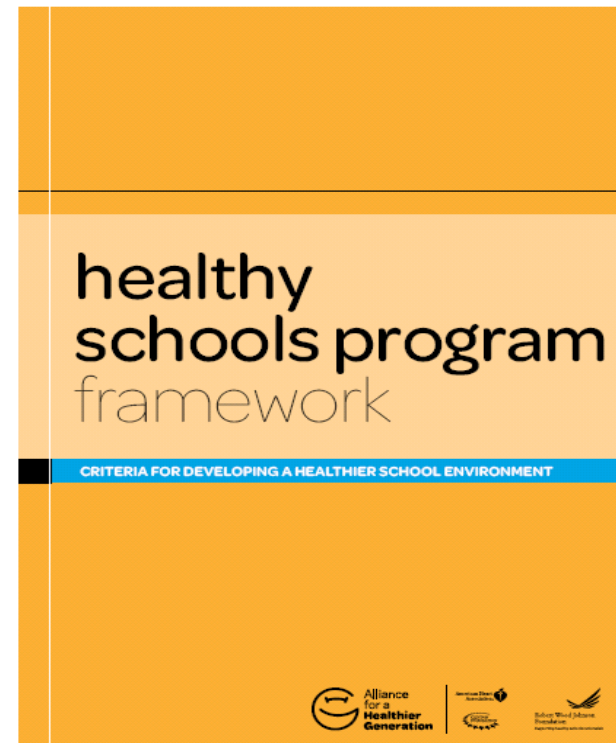
Healthy Schools Program Framework



- The Healthy Schools Program is based on a set of best practice guidelines, developed by a national panel of experts
- These guidelines, called the Framework, provide the roadmap to creating a healthier school environment

Best Practices Framework

- Policy/Systems
- Health Education
- **Physical Education**
- School Meals Programs
- Competitive Foods & Beverages
- Physical Activity
- Before and Afterschool Programs
- School Employee Wellness



Qualities of PE

Write down 10 indicators of a quality PE program.



Physical Education Criteria

- **Requires all students at the elementary school level to participate in at least 60 minutes of physical education per week throughout the academic year (Silver-90, Gold-150)**
- **Requires all students at the middle school level to participate in at least 90 minutes of physical education per week for the equivalent of one year and allows students of all grades to enroll in additional physical education (Silver-135, 2 years, Gold-225, all years)**
- **Requires all students at the high school level to complete the equivalent of one-half year of physical education and allows students of all grades to enroll in additional physical education (Silver-one year, Gold-1 ½ years)**



Physical Education Criteria

- **Required at the Gold and Platinum Levels**
 - **Physical education is taught by licensed physical educators at all levels**



Physical Education Checklist

Bronze-4, Silver-6, Gold-8, Platinum-10

- **Physical education is based on a written and sequential curriculum that is aligned to the national/state standards for physical education**
- **District or school utilizes the CDC's Physical Education Curriculum Analysis Tool (PECAT) to assess their physical education curriculum**
- **Physical education instructional strategies and other practices support needs of the diversity of the student population**
- **Students are moderately to vigorously active for at least 50% of physical education class time**



Physical Education Checklist cont.

Bronze-4, Silver-6, Gold-8, Platinum-10

- **All students are assessed in mastery of skills and content in physical education and results are on the report card every term that physical education is required**
- **Physical education is taught by licensed physical educators or appropriately trained classroom teachers at the elementary school level or by licensed or certified physical educators at the middle and high school levels**
- **Student/teacher ratio in physical education is comparable with other classes at all grade levels**



Physical Education Checklist cont.

Bronze-4, Silver-6, Gold-8, Platinum-10

- **All teachers who teach physical education receive annual professional development on effective practices for physical education for a minimum of eight contact hours**
- **Physical education credits are not waived for other physical activities**
- **Physical education classes are appropriately modified or adapted to promote the participation of all students, in particular students with chronic health conditions and/or special needs**



PE Success

- Felix Varela Senior High School, Miami, FL
 - Physical Lifestyle Design
 - Personal Fitness
 - Academies
 - Sports Medicine
 - Sports Administration
 - First Responder
 - All classes utilize FITNESSGRAM



PE Success

West Babylon Schools, NY

- Created new curriculum to meet the needs of all students
 - Wellness
 - Adventure Education and Social Skills
 - Lifetime Activities
- Success of the new program resulted in elective PE classes



Relationships in PE

- Relationship with Sportime and SPARK PE
 - Implementation Sites
 - 2009-2011
 - Escambia County, FL
 - Kearney NE
 - Discount
 - All HSP schools are eligible for a discount - see Resource Database for more information



Physical Activity Helps With...

- controlling weight
- reducing blood pressure
- raising HDL ("good") cholesterol
- reducing the risk of diabetes and some kinds of cancer
- improved psychological well-being, including gaining more self-confidence and higher self-esteem
- behavioral and cognitive functioning of youth
- on-task behavior during academic instruction



Physical Activity vs. Exercise

- **Physical Activity:** bodily movement that is produced by the contraction of skeletal muscle and that increases energy expenditure.
- **Exercise:** planned, structured, and repetitive bodily movement done to improve or maintain one or more components of fitness.

How Active Should Young People Be?

- Currently, the recommendation that is consistent across numerous leading scientific organizations:
 - *Among 6-19 year olds, 60 minutes of moderate to vigorous physical activity on most, if not all, days of the week*



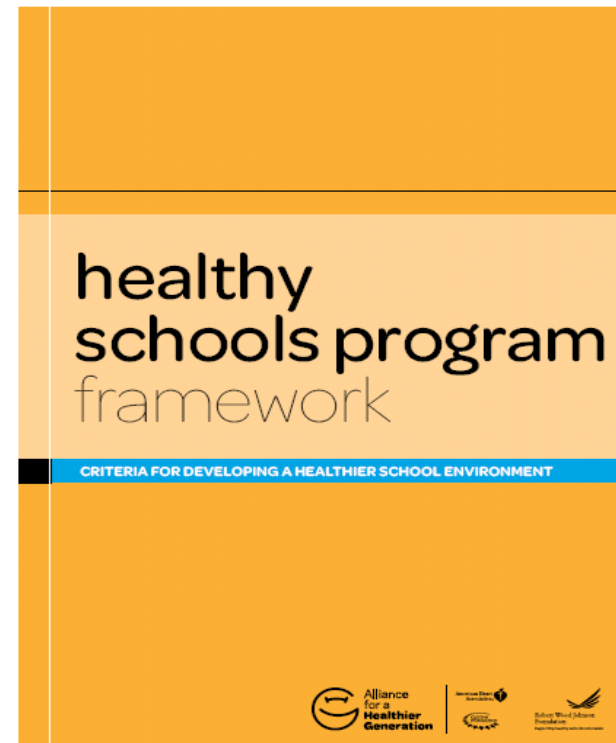
Benefits of Physical Activity During the School Day

- Increased levels of positive behavior and cognitive functioning in youth
- Across studies, increased time for physical education does not impact achievement in other subjects
- Recess before lunch means less food waste
- Integration of classroom PA breaks might improve on-task behavior during academic instruction



Best Practices Framework

- Policy/Systems
- Health Education
- Physical Education
- School Meals Programs
- Competitive Foods & Beverages
- **Physical Activity**
- Before and Afterschool Programs
- School Employee Wellness



Physical Activity Criteria

Bronze-2, Silver-4, Gold-5

- **All students have the opportunity to participate in physical activity breaks on a daily basis**
- **School has an annual plan for integrating physical activity into most subject areas**
- **School offers at least 20 minutes of recess daily at the elementary school level**



Physical Activity Criteria cont.

Bronze-2, Silver-4, Gold-5

- **School offers a range of competitive physical activity opportunities (intramural or interscholastic sports) before or after the school day**
- **School offers non-competitive physical activity opportunities aimed at engaging students in fun, recreational, and life-long learning opportunities before or after the school day**
- **School has a plan in place to promote safe walking and bicycling to school**



PA Success Stories

Paul Revere Intermediate School, Alsip, IL

- Wellness Wednesdays
- Fitness Alarms
- Intramurals supervised by paid teachers
- Bowling League



PA Success Stories

LaBelle Elementary School, Labelle, FL

- Librarian plays a 5 minute exercise video over closed circuit TM
- Student led PA breaks before classes rotate

Delaware Valley Middle School, Milford, PA

- Principal organized a “mini-marathon” with a culminating 5K event

Christina School District, DE

- Created a PA friendly environment



Physical Activity Opportunities

- Physical activity “alarms”
- Student produced physical activity videos
- Jammin’ Minutes
- Collaboration with IDEA Health and Fitness organization
- North Carolina Energizers
- Michigan Brain Breaks



Physical Activity Opportunities

A JAMMIN' MINUTE

Reps	Workout Routine: Seated Exercises
10	Raise and lower heels
10	Hands on hips, march your feet
10	Stand up, jump and sit down
10	Reach behind, opposite shoulder touch
10	Squeeze your bottom tight

Health-E-tip

Calorie-saving tip: Stick to one serving of cereal. Use a measuring cup to accurately determine one serving of cereal and one serving of milk (check box for serving sizes). That's as much as 8,400 calories saved over 6 weeks, which is 2 1/2 pounds.

- Jammin' Minutes (www.jamschoolprogram.com)

Tools to Help

- Physical Education Toolkit
- Physical Activity Toolkit
- Fact Sheets
- Indoor Fitness Trail Toolkit
- Elementary & Secondary Tip Sheet for Classroom PA
- Individualized assistance from the PE/PA Manager
- And more...



Healthy Schools Program's Network

- Engage others in your school community in your efforts toward a healthier school
- Network members get access to Healthy Schools Program resources that will help them become active and engaged advocates such as:
 - the Healthy Schools Product Navigator and Calculator to select healthier snack options
 - biweekly newsletters with links to useful tools and resources for creating a healthier school environment
 - Information on discounts on quality school health supplies and equipment



Alliance for a Healthier Generation | **American Heart Association**

**Eat well,
move more,
be well.**

You can help your school become a healthier place for students to learn and staff to work!
The Healthy Schools Program's Network will give you access to tools and discounts to help your school. Sign-up is free and anyone can join!

Join the Healthy Schools Program's Network today!
HealthierGeneration.org/schools

Generous support is provided by: **Robert Wood Johnson Foundation**

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