

**How Tomorrow Moves:
Creating Opportunities
to Increase Physical
Activity in Schools**



Because Healthy Kids Learn Better

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www.ActionforHealthyKids.org

Who Are We?



Action for Healthy Kids fights childhood obesity, undernourishment and physical inactivity by helping schools become healthier places so kids can lead healthier lives.

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Active Kids in School




- Kids spend the majority of their time in school
- 2 out of 3 kids today are inactive
- Active schools are part of the solution because **active kids learn better.**

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The Active Kids Campaign








- The Active Kids Campaign partnership between AFHK and CSX Transportation is increasing the number of children moving more at school and learning about the importance of being physically active.

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Active Kids Campaign


Since 2013 physical activity grants have impacted



13 States



487 Schools



218k Students

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Active Kids Campaign





\$659k awarded to schools

50 average number of minutes of physical activity per day

1,117,665,000 average total minutes of physical activity for the school year

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Action for Healthy Kids® AFHK/CSX Video



- AFHK/CSX Video



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Action for Healthy Kids® School Grants for Healthy Kids: Active Kids Campaign



- 2013-2014 school year grants
- 197 schools across 10 states (AL, DC, GA, IL, IN, KY, MD, OH, PA and WV)
- Reached 101,008 students in 86 school districts**

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Action for Healthy Kids® School Grants for Healthy Kids: Active Kids Campaign



- 2014-2015 school year grants
- 287 schools across 12 states (AL, DC, FL, GA, IL, IN, KY, MD, NC, OH, PA and WV)
- 143,148 students in 153 school districts.**

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Action for Healthy Kids® PA Strategies 2013-2014

Physical Activity Strategies	% of schools
Physical Education Equipment	65%
Recess/Play Space Refurbishing	45%
Recess Equipment	38%
Fitness Testing	36%
Brain Breaks	33%
After-School Programming	30%
Before-School Programming	26%
Walk/Bike to School Initiatives	11%
Gymnasium Refurbishing	3%
Other (sports clubs, fitness events/activities, fitness logs, student engagement)	22%


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Action for Healthy Kids® PA Strategies 2014-2015

Physical Activity Strategies Used by Schools	% of schools
Physical Education Equipment	65%
Outdoor Active Recess	59%
Brain Breaks/Classroom Movement Breaks	55%
Indoor Active Recess	50%
Fitness Testing	48%
After-School Programming	47%
Before-School Programming	26%
Recess/Play Space Refurbishing	19%
Walk/Bike to School Initiatives	16%
Gymnasium Refurbishing	3%
Other (Exercise in non-traditional classrooms, fitness/sports clubs, fitness events/activities)	19%

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Action for Healthy Kids® Obj 1: PA Minutes 2013-2014



- To increase physical activity to 30 minutes per day in school and 30 minutes per day outside of schools
 - 93% of schools reported that students received at least 30 minutes of PA/day
 - Average number of PA = 56 minutes/day at school
 - 50% reported they received at least 60 minutes of PA/day (meeting the full daily recommendation)

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Action for Healthy Kids® 2013-2014 Final Results

Physical Activity Policy or Environment Strategy	Baseline %	Exit %	Change
Promote physical activity initiatives	55%	77%	+22%
Communicate Activities to Parents and/ or Community	46%	76%	+30%
Host a physical activity event (e.g., Fitness Night, Fun Run)	41%	75%	+34%
Change Policy Regarding Physical Activity	13%	32%	+19%
Increase physical activity in the classroom	60%	76%	+16%
Increase recess time	25%	28%	+3%
Improve the quality of recess	27%	40%	+13%
Increase the number of PE minutes per week	29%	40%	+11%
Incorporate everyday exercise into the curriculum	61%	75%	+14%
Provide information to students or families on recommendations for children to get sixty or more minutes of physical activity per day.	59%	79%	+20%

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Action for Healthy Kids® Obj 1: PA Minutes 2014-2015

- To increase physical activity to 30 minutes per day in school and 30 minutes per day outside of schools
 - 96% of schools reported that students received at least 30 minutes of PA/day
 - Average number of PA = 55 minutes/day at school
 - 52% reported they received at least 60 minutes of PA/day (meeting the full daily recommendation)



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Action for Healthy Kids® New Minutes of Physical Activity


- During the current school year (2014-2015), Active Kids Campaign schools are averaging 55 minutes of physical activity per day for their 143,148 students, which will result in an estimated 1,417,165,200 minutes of physical activity by the end of the school year.
 - 360,732,960 NEW minutes of physical activity



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Action for Healthy Kids® Obj 2: Student KAB 2013-2014


- Objective 2:** To improve student knowledge, attitudes and behaviors around physical activity
 - 94% of students received the physical activity programming and messaging “well” or “extremely well”
 - Education on the importance of being physically active provided through multi-channels



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Action for Healthy Kids® 13-14 Student Survey Results


- 98% reported their school had encouraged them to be more physically active
- 73% of students knew that 60 minutes of PA is recommended daily and 55.5% reported meeting this goal most days
- 92% reported that being physically active everyday was important to them
- 89% reported it was important to their families for them to be physically active every day
- 64.4% reported their PA increased during the school year




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Action for Healthy Kids® Obj 3: Parent Engagement 2013-2014

- Objective 3:** To engage CSX employees and parents of students to support physical activity at school and at home
 - 92% of parents received the PA programming and messaging “well” or “extremely well”
 - Education on the importance of being physically active provided through multi-channels



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 **Parent Surveys**



- 95% reported it was important or very important to them that their child be physically active every day
- 93% reported they had talked to their child about getting more physical activity
- 93% of parents helped their child be more active.
- 54.4% reported their child's level of PA at school had increased
- 52.9% reported an increase of PA at home


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 **Every Kid Healthy Week**

- *Every Kid Healthy Week* is an annual observance designed to celebrate schools' investments and achievements in student wellness.
 - In April 2014, 485 schools *Every Kid Healthy Week* events ranged from family fitness nights, health fairs, family fun runs, taste testing events and other family-community engagement events.



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 **Creating a Culture of Wellness**



- 84% of schools reported implementation of PA programming will help to sustain their wellness environments
- 83% reported that PA programming helped to initiate new plans, policies and practices


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 **Creating a Culture of Wellness**



- 94% of teachers, 94% of administrators, and 95% of other school staff received the physical activity programming well or extremely well.


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 **Barriers to Increasing PA**




- Top Challenges:
 - Time and scheduling constraints
 - Financial burden
 - Lack of space/facility
 - Transportation issues
 - Staff transition
- All of which cause schools to struggle to invest in health and wellness activities.


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 **RESULTS: 8 Common Themes**


1. Increased student/staff awareness
2. Increased student participation
3. Increased student engagement and enthusiasm
4. Increased student physical activity levels
5. Improvement in physical fitness of students
6. Increased teacher use of and enthusiasm classroom physical activity breaks
7. Increased parent support
8. Benefits of new equipment



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 **Lessons Learned**

- Partners can help schools highlight the importance of PA without draining their limited time and resources
- By utilizing innovative physical activity strategies and engaging parents, schools can significantly increase children's movement throughout the school day and at home.



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 **Next Steps: Active Kids Campaign**

- 2015-2016 SY grants: **APPLY TODAY!!!**
- 290 schools across 13 states (AL, DC, FL, GA, IL, IN, KY, MD, NC, NY, OH, PA and WV)
- Every Kid Healthy Grants:** Physical activity plus optional nutrition component for healthy schools certification




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 **Questions?**



School Programs ♦ Tools and Resources ♦ Expert Partners
Volunteer Opportunities ♦ School Grants

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