

Increasing Academic Achievement

# Share Healthy Food and Activity at School

Presented by  
Action for Healthy Kids



“...being overweight or obese has become the leading medical reason recruits are rejected for military service....We consider this problem so serious **from a national security perspective** that we have joined more than 130 other retired generals, admirals and senior military leaders in calling on Congress to pass new child nutrition legislation.”



*from **The latest national security threat: obesity***

*By retired U.S. Army Generals John M. Shalikashvili and Hugh Shelton,  
both former Chairmen of the Joint Chiefs of Staff*

*The Washington Post, Friday, April 30, 2010*

## *F as in Fat: How Obesity Threatens America's Future 2013*

- 13 states have adult obesity rates above 30%
- 41 states have rates above 25%
- All 50 states have rates above 20%

*F as in Fat: How Obesity Threatens America's Future 2013*, Trust for America's Health (TFAH) and the Robert Wood Johnson Foundation (RWJF). <http://healthyamericans.org/report/108/>



# WHY SCHOOLS?

---

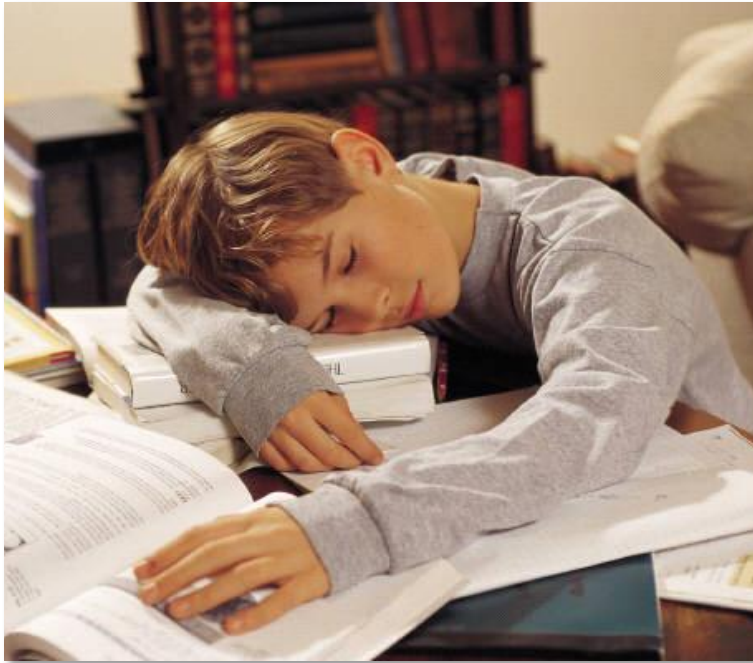
The Learning  
Connection





# The Learning Connection

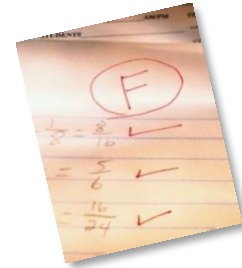
---



Undernourished children tend to have low energy, are often irritable, and have difficulty concentrating.

Action for Healthy Kids, “The Role of Sound Nutrition and Physical Activity in Academic Achievement”

# The Learning Connection



They also score lower on vocabulary, reading comprehension, and arithmetic tests.

Action for Healthy Kids, "The Role of Sound Nutrition and Physical Activity in Academic Achievement"



A study of 5,000 children found a significant association between **diet quality** and academic performance.

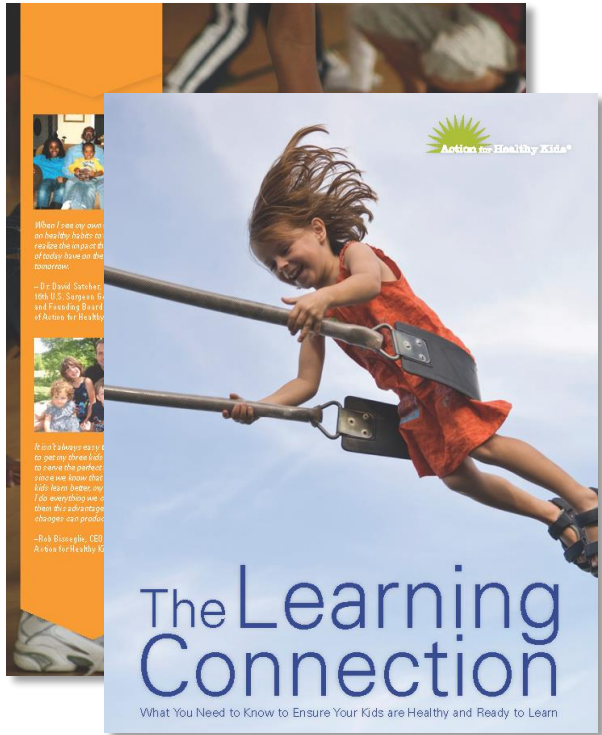
Florence MD, Asbridge M, Veugelers PJ. Diet quality and academic performance. *Journal of School Health*. 2008; 78: 209-215.

# The Learning Connection

How many kids eat a healthy breakfast before school starts each morning?







Kids who get regular physical activity experience improvements in their fitness levels and brain function.

**Action for Healthy Kids, The Learning Connection**  
What You Need to Know to Ensure Your Kids are Healthy and Ready to Learn



## What Movement Does for the Brain

- Increases learning ability
- Increases attentiveness
- Increases the level of engagement
- Decreases behavioral issues
- Decreases absenteeism

“Move More, Learn More – Physical Activity at the Secondary Level,” Colorado Legacy Foundation Webinar, September 12, 2012  
<http://colegacy.org/news/wp-content/uploads/2012/09/Move-More-Learn-More-PA-Presentation.pdf>



Overweight kids miss school four times as much as normal weight kids.

[www.actionforhealthykids.org/who-we-are/facts/](http://www.actionforhealthykids.org/who-we-are/facts/)

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





# How do we reward our students?



# Fitness Winners are rewarded...

---

Congratulations to all students who participated in the President's Fitness Challenge!

**Donut party for all Presidential Winners before school on Friday!**



“Rewarding children with unhealthy foods in school...It’s like teaching children a lesson on the importance of not smoking and then handing out ashtrays and lighters to the kids who did the best job listening.”



*Marlene Schwartz, Ph.D.*  
*Deputy Director, Rudd Center for Food Policy and Obesity, Yale University*  
- from **Alternatives to Food Rewards**  
*Connecticut State Department of Education, 5/2005, revised 11/2011*





**But it's just a mint..!**



One mint per day adds up to over 3 cups of sugar and 3,600 extra calories over the course of the school year.





In class,  
students learn  
about  
nutrition,  
healthy eating  
and the  
importance of  
moderation.



Yet in some  
classrooms students  
eat birthday treats  
over 25 times each  
year.



Fundraisers support sports, music, art, technology and many other school activities.







Restaurant Nights

Do ours  
encourage  
healthy lifestyle  
choices?



Seed  
Packets



Dance-a-thon



Student  
Artwork

Fruit Sales



Candy  
Sales



Bike-a-thon





# What do our family events promote?

---

Muffins  
with  
Mom



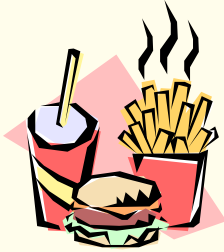
School  
Carnival



Donuts  
with  
Dad



# PTO SCHOOL CALENDAR



Fun Run for Healthy Kids

October 17<sup>th</sup>

---



Family Fundraiser at Joe's Junk Food Joint!

October 25<sup>th</sup>

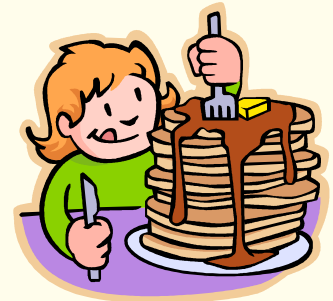
---

Wellness Meeting - November 11<sup>th</sup>

---

TV Turn-Off Week — November 17-23

*Pancake Party for the  
class with the  
most participation!*





# PHYSICAL ACTIVITY

---

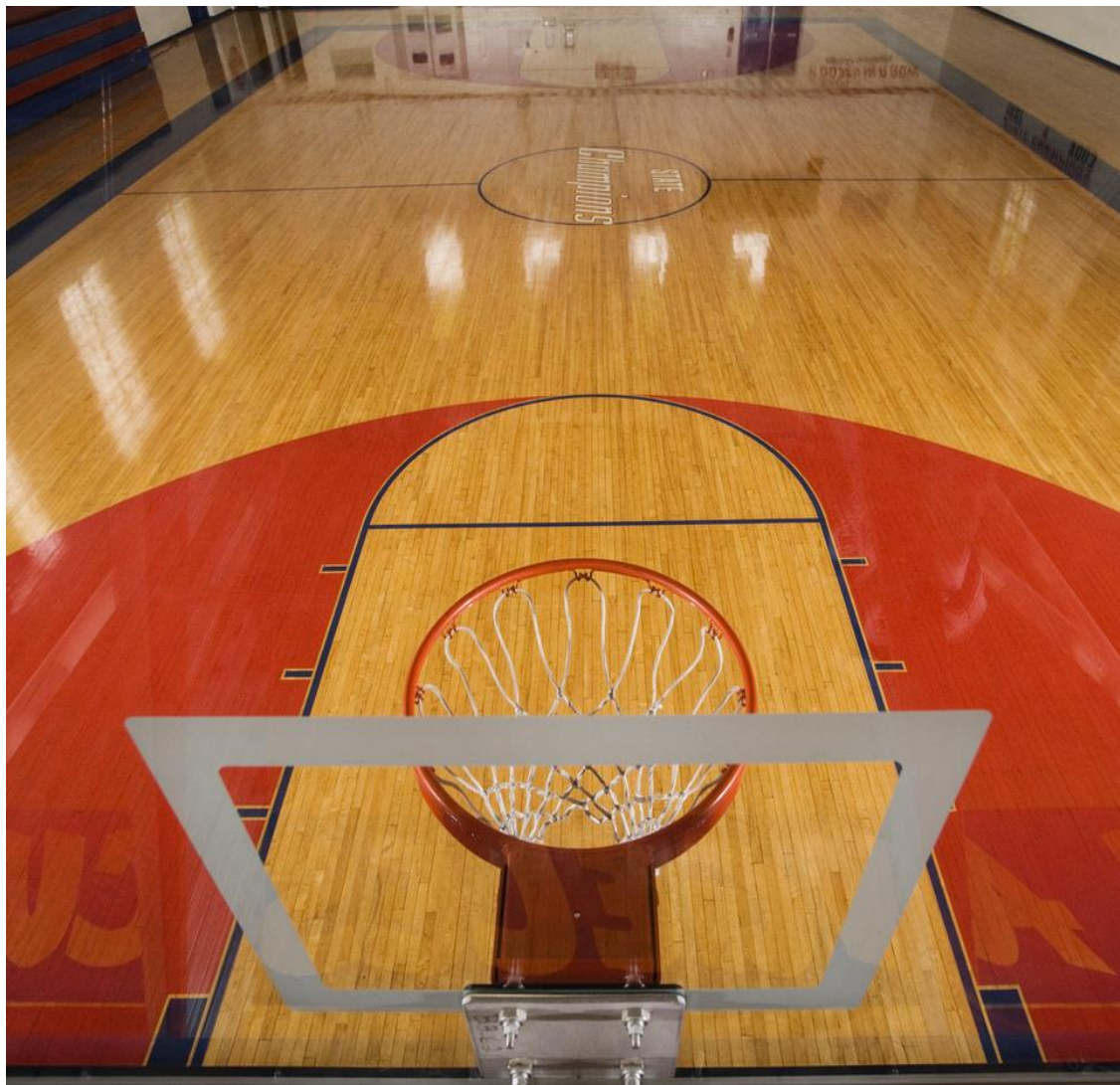
In class, students learn that physical activity is critical to lead a long and healthy life.





Yet recess time may be taken away to make room for academics or for disciplinary purposes.





Daily physical education classes, once routine, are now offered by less than 10% of all public schools.





How will our children learn to make healthy choices with so many conflicting messages?



WHAT'S  
THE  
SOLUTION?





Healthy Halloween party at Ryan Elementary in Westminster, Colorado

- Make healthy options standard whenever foods are shared – parties, fundraisers, school events, celebrations – in and out of the classroom.



- Choose fresh fruits and vegetables, water, whole grains and low-fat/fat-free dairy products as the primary options.







A Hippity-Hop-A-Thon fundraiser at Hoffman Trails Elementary in Hillard, Ohio.

- Shift the focus from food – host events which promote physical activity along with music, art, and games.

# Best Practices



- Provide students non-food rewards for good behavior – help set them up for lifelong healthy eating patterns.



- Work with your nutrition services department to support healthier school meals.





■ Increase opportunities for nutrition education through:



- School gardens
- Healthy snacks
- Taste tests
- Healthy vending & school stores
- Newsletter articles
- Special workshops or events



■ Increase opportunities for physical activity through:



- Classroom activity breaks
- Effective recess
- Before and after-school programs
- Walk and bike-to-school programs



- Write changes into wellness policies and school improvement plans.



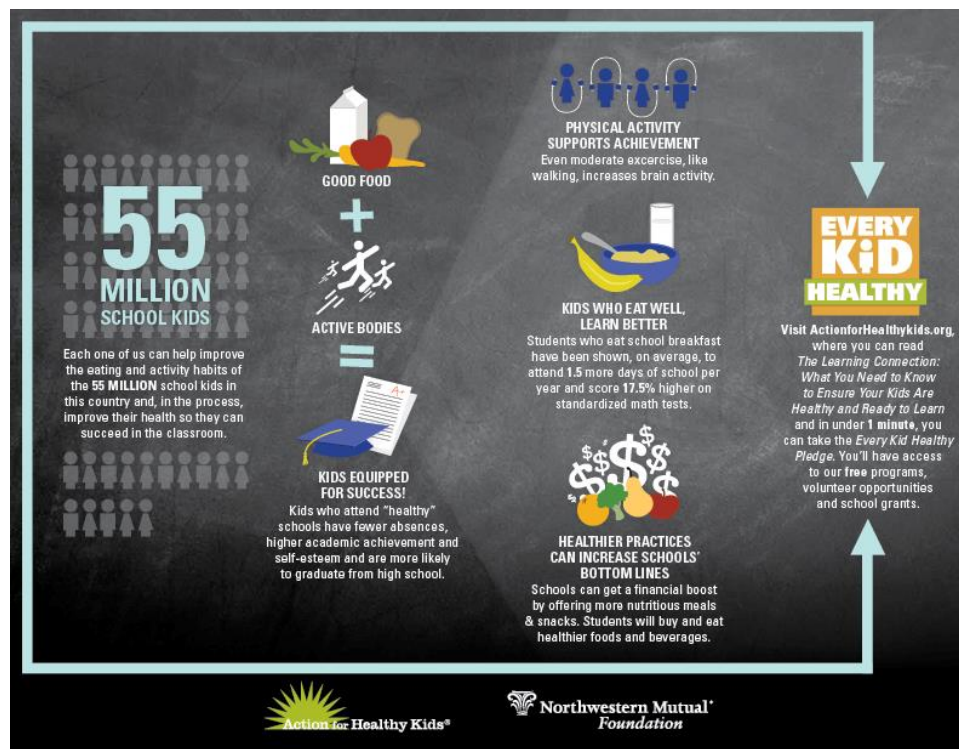


# Success Story



Focusing on health IS focusing on academics at **Sparr Elementary** in Ocala, Florida.

Sparr's grade went from a C to a B on the Florida Comprehensive Assessment Test after implementing *Game On! The Ultimate Wellness Challenge* – AFHK's program for elementary school wellness initiatives.



**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](http://ActionforHealthyKids.org), where you can read *The Learning Connection: What You Need to Know to Ensure Your Kids Are Healthy and Ready to Learn* and 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.

**The Learning Connection**  
What You Need to Know to Ensure Your Kids are Healthy and Ready to Learn

Good Food + Active Bodies = Kids Equipped for Success  
[ActionforHealthyKids.org/Learning-Connection](http://ActionforHealthyKids.org/Learning-Connection)

## Getting Healthy Together

Four Easy Ways for Families to Improve Health and Well-Being

- 10 minute slideshows or YouTube presentations
- Handouts for each presentation
- In English or Spanish

Skip the Screen ♦ Let's Get Moving ♦ Load Up on Fruits and Veggies ♦ Swap Out Sodas

**[ActionforHealthyKids.org/Getting-Healthy-Together](https://ActionforHealthyKids.org/Getting-Healthy-Together)**





- Live and recorded webinar series with downloadable handouts
- Selected handouts and tipsheets available in Spanish
  - Making the Case for Healthy Schools
  - How to Work with Schools & School Wellness Policies 101
  - Building a Wellness Team, Assessing Your Wellness Environment & Developing an Action Plan
  - How to Create a Healthier School Food Culture
  - How to Add More Activity into the School Day
  - School Meals: Challenges and Opportunities



**[ActionforHealthyKids.org/Parent-Leadership-Series](https://ActionforHealthyKids.org/Parent-Leadership-Series)**

*Spanish:* **[ActionforHealthyKids.org/Padres](https://ActionforHealthyKids.org/Padres)**

## Healthy School Food Culture

- Healthy Birthdays, Celebrations & Family Events
- Healthy Fundraising – Promoting Family Health
- Healthy Fundraising – Food Sales
- Education and Promotion
- Healthy Non-Food Rewards
- Healthy School Snacks
- Healthy Food Ideas



## Increasing Physical Activity

- Recess for Learning
- Fitness Breaks at School
- Before and After School Activities

Available in English and Spanish: [ActionforHealthyKids.org/ShareHealthyFoods](https://ActionforHealthyKids.org/ShareHealthyFoods)

# Let's do it together!

“There is no limit to what we can achieve when we combine with the right people. Together we can really make a difference in the health of our nation's children.”

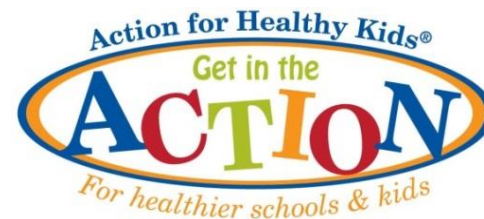
*Dr. David Satcher, MD, PhD,  
Former U.S. Surgeon General,  
Action for Healthy Kids Founding Chair*





- Match health and wellness volunteers with schools or community events.
- Look at wellness event templates.
- Recruit volunteers with sample media posts, flyers, handouts and email copy.
- Customize to align with your school's volunteer policies.
- Boost your initiatives with skilled community volunteers.

AFHK's online volunteer management tool for schools and community groups



[Volunteer.ActionforHealthyKids.org](http://Volunteer.ActionforHealthyKids.org)

Stephanie Ekoniak: [SEkoniak@ActionforHealthyKids.org](mailto:SEkoniak@ActionforHealthyKids.org)



Action for Healthy Kids®

---



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

**ActionforHealthyKids.org**

LEARN • ACT • TRANSFORM