Obesity Epidemic: How to align school resources to improve student health

PTA National Conference

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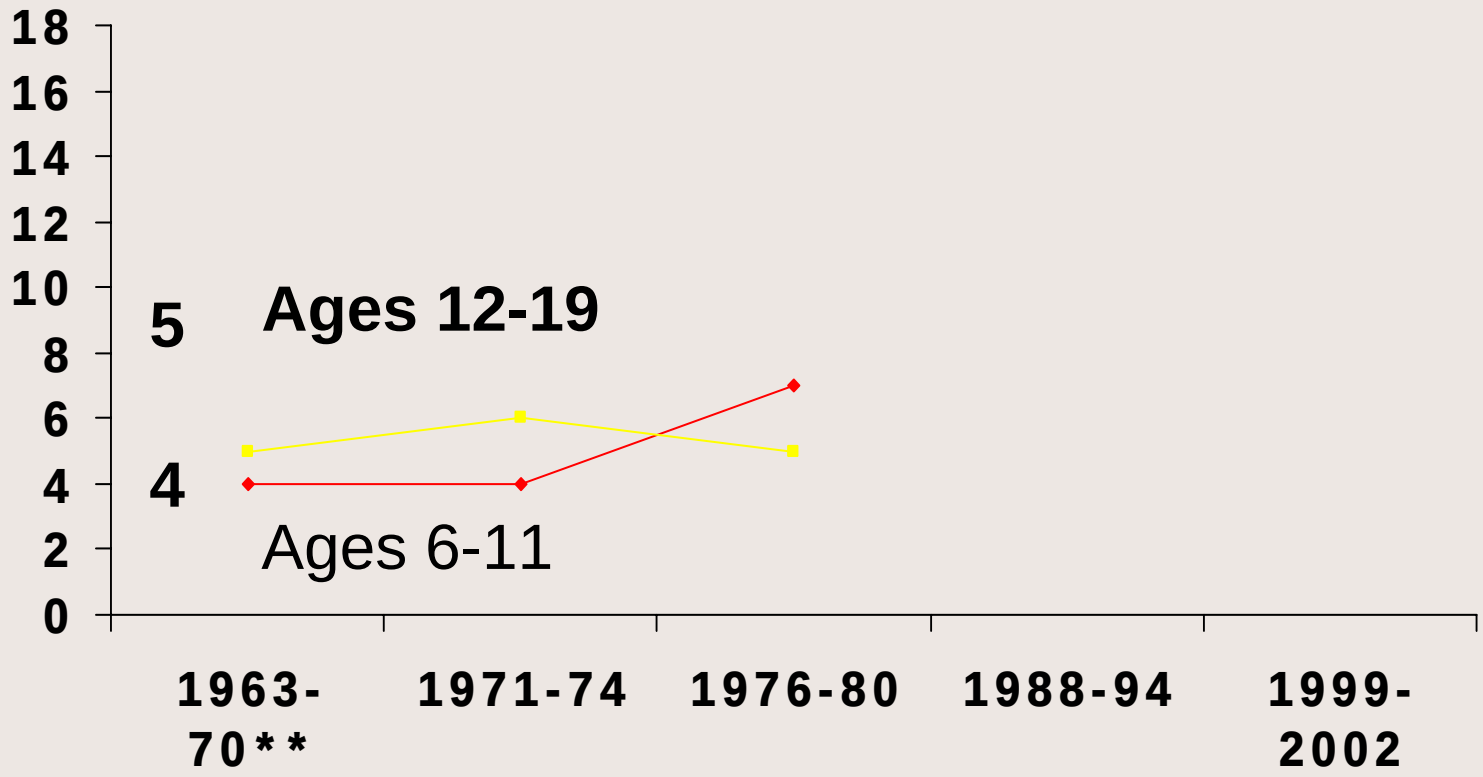
What is this?

1. Mambo fruit chews
2. Starburst
3. Milk chocolate peanut butter cups
4. Fastbreak
5. M & M's regular
6. M & M's peanut
7. M &M's crispy
8. Laffy taffy
9. Sourpunch straws
10. Smarties candy rolls
11. Smarties necklace
12. Rolo
13. Twix
14. Caramelo
15. Butterfinger
16. Skittles
17. Milkduds
18. Sour patch candy
19. Gobstoppers
20. Now and later
21. Junior mints
22. Three musketeers
23. Snickers
24. Airheads extremes
25. Airheads out of control
26. Coke
27. Diet coke
28. Sprite

Percentage of U.S. Children and Adolescents Who Were Overweight*



* ≥95th percentile for BMI by age and sex based on 2000 CDC BMI-for-age growth charts
**Data are from 1963-65 for children 6-11 years of age and from 1966-70 for adolescents 12-17 years of age
Source: National Center for Health Statistics

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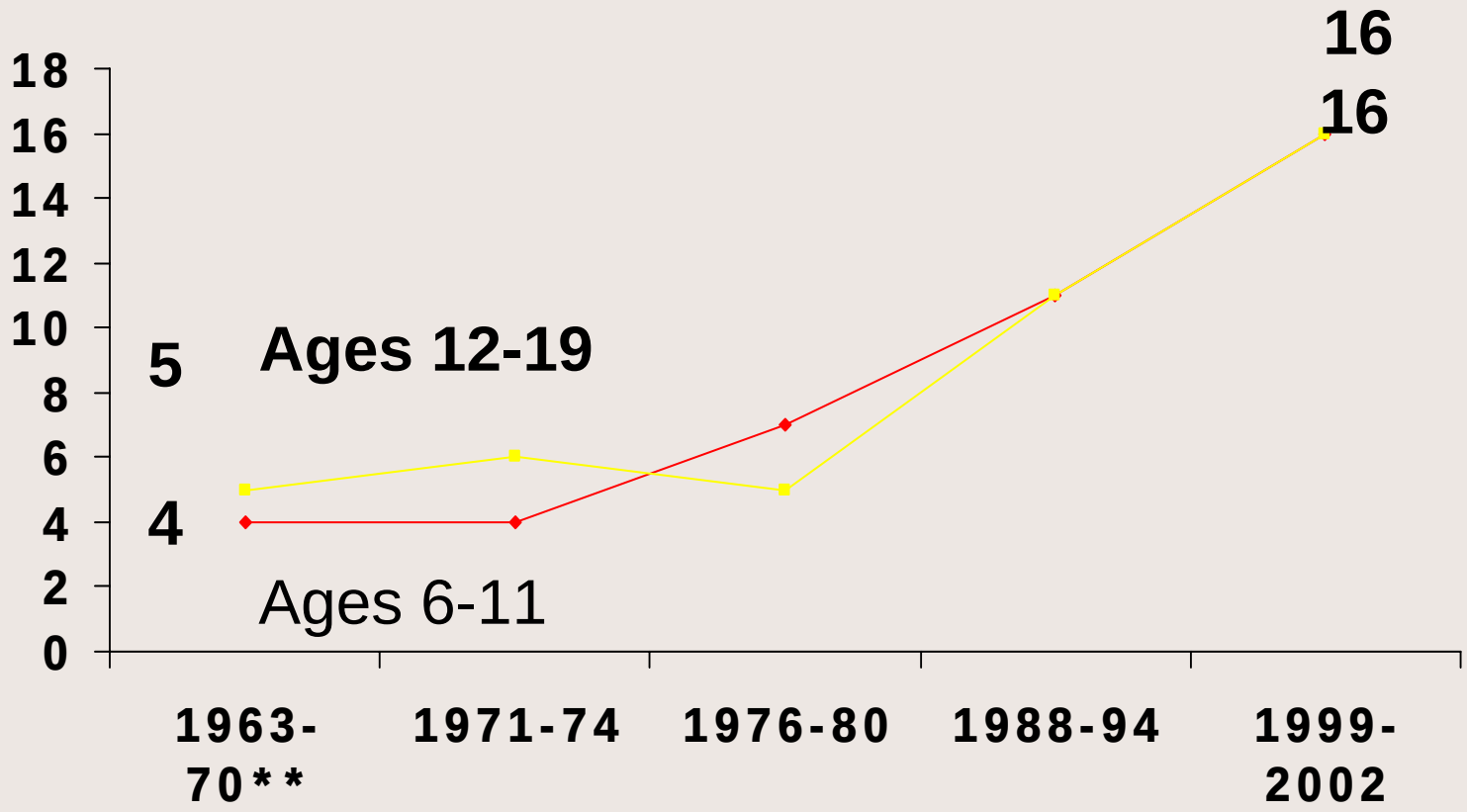

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National PTA Resolution 2004

- Foods sold to students . . . should expand the variety of healthy choices available.
- National PTA supports the requirement that food and beverage items sold to students . . . contain at least the minimum nutritional value as determined by the USDA.

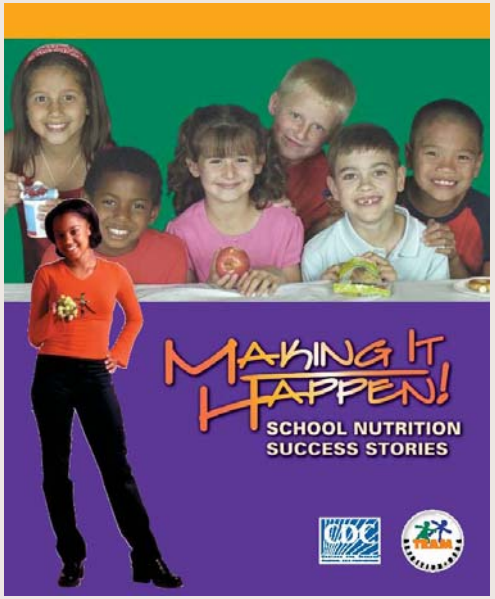
California 2004: Healthy Lifestyles for All Children

The California PTA:

- Supports legislation to promote the sale of healthy food and beverages on school campuses
- Supports the provision of high-quality daily physical education programs for all children
- Supports nutrition and health education
- Encourages alternatives to selling low-nutrition, high-fat and or/highly sweetened foods and beverages to fundraise

Parent Power -- Making It Happen! School Nutrition Success Stories

- **Nutrition standards/policies**
- **Contracts**
- **Healthful foods and beverages**
- **Marketing**
- **Student access**
- **Fundraising/rewards**



Fayette County Public Schools Lexington, Kentucky

- Used knowledge of a parent from the food industry to write the RFP
- Negotiated contract to increase revenues and healthful options
- Increased up-front payment from $500,000 to $900,000
- Paid a higher commission for healthful items
- Priced healthful items advantageously
- Increased revenue!

Williston Junior High School
Williston, North Dakota

- Student council fundraiser switched “candy cart” to “breakfast cart”
- Students were actively involved in selecting menu items
- Revenue is the same
- Key champion was a parent and dietitian

Austin Independent School District, Austin Texas

- Led by parent volunteer, Carey Dabney, and the district School Health Advisory Council, AISD:

  Adopted a 5-year multi-strategy plan to create healthy school nutrition environments by

  - Hiring a school health coordinator
  - Implementing multiple changes to à la carte and vending machines
  - Prohibiting the sale of foods of minimal nutritional value as fundraisers

- Their efforts are now supported by the Texas Public School Nutrition Policy http://www.agr.state.tx.us/foodnutrition/policy/food_nutrition_policy.pdf

Challenges

- Selling food for profit
- Student health: nutrition vs. physical activity
- Range of food choices to offer students
- Clarifying what is meant by “healthy”
- Perceptions of the role of schools
- Approach to change

Motivation to Overcome Challenges

- Positive experiences of others/data
- Role of schools
  - “Schools educate by the choices they present”
- Personal values
  - “it’s the right thing to do”
  - “In our school, the children profit”
- Personal experience with weight or health
- Educational priority
  - Making a difference in the lives of children using a whole child approach

Effect of Nutrition Improvements on School Revenue

- 17 of the 32 schools/districts reported revenue information
  - 12 increased overall revenue
  - 4 experienced no change
  - 1 decreased revenue slightly

- Keys to success
  - Make improvements
  - Market them well
  - Maintain a positive attitude

» ***Anyone can be a champion!***

Opportunity Knocks! --Child Nutrition and WIC Reauthorization Act, 2004

Prior to the beginning of the 2006-2007 school year, Local Education Agencies shall use input from parents, students, administrators, school board representatives, and others to establish school wellness policies that include:

- goals for nutrition education, physical activity, and other wellness promotion activities
- nutrition guidelines for all foods available on each school campus
- guidelines for school meals that are not less restrictive than USDA guidelines
- plans for measuring implementation/progress -- designee responsible for program operation

Why School Wellness Policies?

- Make the healthy choice the easy choice
- Promote consistency of teaching and practice
- Provide a framework for action
- Demonstrate support publicly
- Focus attention on the need for change
- Engage the community in the process
- Build nutrition and physical activity into school infrastructure
- Provide support, direction, and guidance
- Provide accountability
- Assist with evaluation

Sample Resources

- CDC Division of Adolescent and School Health
  - http://www.cdc.gov/HealthyYouth/
- USDA Team Nutrition
  - http://www.fns.usda.gov/tn/Healthy/wellnesspolicy.html
- Parent Teacher Association
  - http://www.pta.org
- Action for Healthy Kids
  - http://www.actionforhealthykids.org/
- School Nutrition Association
  - http://www.asfsa.org/
- National School Boards Association
  - http://www.nsba.org/schoolhealth
- National Association State Boards of Education
  - http://www.nasbe.org/HealthySchools/fithealthy.html
- Parents Advocating for School Accountability (fundraising)
  - http://pasaorg.tripod.com/nutrition/pdfs/nonfood_fundraising.pdf

Year 1 Evaluation

- 92 percent of all tweens have been reached by the VERB Campaign; 74 percent are aware of VERB
- Increases in weekly free-time physical activity sessions
  - 34% among children ages 9-10
  - 27% among girls ages 9-13
  - 25% among lower-middle income kids

Your Actions Can Make a Positive Difference in the Lives of Children!

(Insert your photo here)