School Wellness Policies

Next Steps for Implementation

Lauren Kelsey
School Partnership Coordinator
Alaska Obesity Prevention & Control Program

Cyde Coil
Child Nutrition Program Specialist
Alaska Child Nutrition Programs

School Health & Wellness Institute
November 1, 2017

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
Session Overview

- Why we care about local wellness policies
- Review of LWP requirements
- Stories/examples of Alaska Districts putting policy into action
- Resources available/ways to get involved
- Q & A
Why We Care

- Schools play a critical role in helping youth establish lifelong healthy behaviors
- Healthy students are better learners
- All students deserve the opportunity to be healthy and successful
It’s a win-win

- Good nutrition and physical activity can contribute to:
  - fewer behavioral problems
  - lower absenteeism
  - higher graduation rates
  - higher test scores

- Healthy youth grow into healthy adults reducing the burden of chronic disease
active kids learn better

BRAIN SCANS OF STUDENTS TAKING A TEST:

Red areas are very active; blue areas are least active.

after 20 minutes of sitting quietly

after 20 minutes of walking

Learn more about why active kids learn better and how schools can help at activelivingresearch.org/activeeducationbrief.
The new requirements & what districts need to do for implementation

Cyde Coil
Child Nutrition Program Specialist
Alaska Child Nutrition Programs
Overview of new requirements of final rule

- Leadership
- Public Involvement
- School goals
- Nutrition Guidelines for all foods
- Policies for Food and Beverage Marketing
- Triennial Assessment
- Monitoring and Oversight
Leadership

• Required to designate one or more LEA or school officials to ensure that each school complies with the LWP.

• Required to identify the position title of the LEA or school official responsible for LWP oversight.
Public Involvement

- LWP must permit certain groups to participate in; development, implementation, review and updates of LWP:
  - Parents
  - Students
  - School food authority representatives
  - PE teachers
  - School health professionals
  - School board
  - School administrators
  - The general public
School goals

• LWP are required to include specific goals for nutrition promotion and education, physical activity and other school-based activities that promote student wellness.
Nutrition Promotion

Promotion:

• Offering contests, surveys, promotions, or taste-testing

• Provide information to families to encourage consumption of healthy foods at home

• Post nutrition and health posters around the school campus
Nutrition Education

• Integrating nutrition into health education classes
• Promote skill development
• Integrating nutrition into core subjects
Physical Activity

• Recess
• School-wide activities
• In-classroom activities
• Intramural sports
• Interscholastic athletics
• Physical activity clubs
Other School-Based Activities

• HealthierUS School Challenge
  - is your school ready? Take a look at the checklist and find out!

• Sponsor health fairs

• School gardens, Farm to School
  http://dnr.alaska.gov/ag/ag_FTS.htm

• Staff wellness training to inspire them to serve as role models
Evidence-Based Strategies

• Smarter Lunchrooms Movement
  www.smarterlunchrooms.org

• Place unflavored milk in front of other beverages
• Train staff to encourage students to select healthy foods
• Use creative names for fruits, vegetables and targeted entrees
• Bundling “grab and go” meals that include fruit and vegetables
Nutrition Guidelines for all Foods

• LWP must be consistent with Meal pattern regulation and Smart Snacks regulation
• They must include nutrition guidelines and standards for all foods and beverages available, but not sold on campus.
• A Smart Snacks waiver can allow sale of food and beverages that do not meet the requirements, depending on how the Wellness Policy is written.
## Smart Snack Waiver Request
### School Year 2016-2017

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**Yes** | **No**
---|---
1.) School District has approved Local School Wellness Policy meeting USDA requirements


If no, please attach updated wellness policy for review and approval.

2.) School District is assessing the implementation of the Local School Wellness Policy

3.) Smart Snack Recording keeping will be maintained at the district or school site level

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<th>School Site</th>
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**Name of Person(s) tracking fundraising (attach additional documentation as needed):**

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**Sponsor Representative (Print full name):**

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**Signature**

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**Work E-Mail Address**

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**School Board President Signature, if required under 4(a):**

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**CNP USE ONLY**

**Approved By:**

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Policies for Food and Beverage Marketing

• Must only permit marketing of those food and beverages that are consistent with the Smart Snack standards.

• This does not apply to marketing that occurs at events outside of school hours.
Examples

Applies to:
- Exterior of vending machines
- Posters
- Menu boards
- Coolers
- Trash cans
- Cups used for beverage dispensing
- Scoreboards
- School publications

Does not apply to:
- Personal clothing
- Personal items
- Packaging of products brought from home
- Educational tools
Triennial Assessment

• Conduct an assessment of the LWP, at a minimum, every three years
• The results of the assessment must be made available to the public
• The assessment should determine:
  - Compliance with the LWP
  - How the LWP compares to model LWP
  - Progress made in attaining the goals of the LWP
### Local Wellness Policy Implementation Review

**District/RCCI Sponsor:**

**Stakeholder Participation:** LEAs are required to involve parents, students, school administrators, teachers, representatives of the school food authority, the school board, and the public in the development, implementation, and periodic review of the LWP.

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**LWP goals for Nutrition Education:** LEAs are required to include goals for Nutrition Education

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**LWP goals for Nutrition Promotion:** LEAs are required to include goals for Nutrition Promotion

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**LWP goals for Marketing foods and beverages:** LEAs should be marketing only foods and beverages that meet the Smart Snack requirements

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<th>LWP goals for School-Based Wellness: LEAs are required to include goals for School-Based Wellness.</th>
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<th>LWP goals for Public Notification: LEAs are required to update the public (including parents, students, and others in the community) about the content and implementation of the LWP.</th>
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<th>Measuring Implementation: LEAs are required to periodically measure and make available to the public an assessment on the implementation of the LWP, including the extent to which schools are in compliance with the LWP and a description of progress made in attaining goals of the LWP.</th>
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## Local School Wellness Policy Implementation Review

**Local Designation:** LEAs are required to designate one or more LEA official or school official to ensure that each school complies with the LWP

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**Other Goals:** *If applicable, please describe other goals specific to your district’s wellness policy that exceed the federal requirements.*

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<tr>
<td>Goal in current wellness policy: To permit the general public, parents, students, school district employees, etc. to participate in the development, implementation, review, and update of the local wellness policy.</td>
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<tr>
<td>Implementation Progress: This was accomplished through a link for public input on the district website provided through the communications department. Met with District leadership in Spring of 2017 to review the wellness policy with assistance from the State committee of the School Board Association.</td>
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<tr>
<td>Next Steps: The School Board is currently reviewing an updated version of the wellness policy. Ongoing communication through the website.</td>
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<td>LWP goals for Nutrition Education: LEAs are required to include goals for Nutrition Education</td>
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<td>Goal in current wellness policy: Schools will provide nutrition education and physical education to foster lifelong habits of healthy eating and physical activity with the goal of promoting overall student wellness. Nutrition education guidelines will promote student health and reduce childhood obesity for all foods available in the school district.</td>
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<tr>
<td>Implementation Progress: Website to include SBP &amp; NSLP menus, interactive web based menus that provide nutrition label/ingredients &amp; allergens with a downloadable phone application and an “Ask The Dietitian” blog. Healthy snack and beverage criteria, smart snack guidelines and healthy classroom celebration guidelines. Nutrition and fitness information, specific nutrition information for students, parents and teachers. The district utilizes AK Grown products and provides monthly Special Event meals with ethnic and/or educational themes.</td>
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<td>Next Steps: Continue to enhance the district website and interactive menu software.</td>
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Recordkeeping

- LEAs must maintain records to document compliance.
- The written local wellness policy;
- Documentation demonstrating compliance with community involvement;
- Documentation of the triennial assessment;
- Documentation of public notification
Informing the public

- LEAs are required to inform the public about the content and implementation of the local school wellness policy.
- Any updates to the policy must be made available to the public on an annual basis.
State Agency Monitoring and Oversight

- Included in the State’s administrative review
- Happens at least once every 3 years
After first review of new policies

• All LEAs have a wellness policy in place!
• Make sure your policy includes:
  • marketing guidelines explaining the Smart Snack requirements
  • GOALS for nutrition, physical education, promotion and other school based
• Also make sure your policy is available on your district website.
Information needed

LEAs must:

• Provide a copy or appropriate web address of the current Local school Wellness Policy.

• Provide documentation to demonstrate how the public knows about the local school wellness policy.

• Showcase when and how they review and update their local wellness policy.
• Describe who is involved in reviewing and updating the LWP.
• Demonstrate how potential stakeholders are made aware of their ability to participate in the development, review, update and implementation of the LWP.
• Provide a copy of the most recent assessment on the implementation of the LWP.
From Paper to Practice
Alaskan School Districts putting their Local Wellness Policies into Action

Lauren Kelsey
School Partnership Coordinator
Alaska Obesity Prevention & Control Program

http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx
Spotlight on Smart Snacks:

- Mat Su Site visits to assess menus/ provide TA on Smart Snacks
- Alliance for Healthier Generation’s Product Calculator

School Store Makeover: Mat Su Schools serve Smart Snacks

Looking to pick up a skinny caramel latte at the Upbeat Cafe at Colony High School? It’s going to come with calorie-free flavoring.

Want to grab a quick slice of pizza from the Snack Shack run by the high school’s activities program? Now it’s got a tasty whole wheat crust. You might also notice that the portion size is a bit smaller—10 slices per pie this year compared to the 8 slices they sold before.

These menu changes are a part of the Matanuska Susitna Borough School District implementation of the Smart Snacks in School nutrition standards.
Spotlight on Celebrations:

- Books and announcements in Petersburg

- less focus on “the have’s and the have-nots”

Petersburg school celebrates birthdays with books instead of treats
Ann Potempa, Play Every Day Blog 11/7/2016 1:09 PM

If it’s your birthday at Stedman Elementary School in Petersburg, your day is going to start off with a school-wide celebration.

The principal is going to announce your name over the intercom during morning announcements. You’re going to be invited to walk down the hallway to the main office and pick up your signed birthday certificate. Then you will pick out your own book that you get to keep in honor of your birthday.
Spotlight on Marketing:

□ “Athlete of the Year” branded bottles

□ “Can’t sell? Can’t market”

□ Promoting healthy beverage choices instead
“Do’s and Don’ts” of Food and Beverage Marketing in Schools

- **Do** post & frequently rotate, update, or change nutrition and health posters, signage, or displays in cafeteria food service and dining areas, classrooms, hallways, gymnasiums, and/or bulletin boards. For example, post a bulletin board that graphically shows the correct serving sizes for different food groups.

- **Do** offer information that encourages families to teach their children about health and nutrition and assists them in planning nutritious meals. For example, make best use of newsletters, PTA/PTO updates, website postings, and presentations by adding a health information section.

- **Do** support advertisements for food/drinks that are available during the school day and that meet the standards. For example, hang posters near the water stations reminding students to drink water throughout the school day.

- **Do** ensure that future updates to/or replacement of heavy equipment (such as signs, scoreboards, or sports equipment) meet the standards. For example, if your scoreboard currently has a Coca-Cola advertisement on it, it does not need to be replaced immediately. However, if you are replacing the scoreboard it needs to be replaced without the Coca-Cola advertisement.

- **Don’t** allow marketing/advertising for food and drinks (e.g., sugary drinks, candy) that do not meet the standards during school hours.

- **Don’t** allow marketing of products that do not meet the standards on the exterior of vending machines, through posters, menu boards, coolers, trashcans, and other school equipment.

- **Don’t** use cups for dispensing beverages with branding of drinks that do not meet the standards.

- **Don’t** use supplemental educational materials that have sponsored advertisements for foods or drinks that do not meet the standards.
Organized recess means playground fun at Sitka school
Ann Potempa, Play Every Day Blog 2/25/2015 9:25 AM

When you send kids outside to play at recess, they know what to do, right?

They know to be active, have a good time, include everyone else in the game?

Baranof Elementary School, a Sitka school that teaches about 250 preschool through first-grade students, started a structured recess program in the fall of 2013 because staff realized that not all children knew what to do on the playground, or how to start up games with other kids.
Spotlight on Physical Activity:

- daily lesson plans include classroom PA
- opening-time dancing

Schools follow new state law increasing physical activity to improve health, academic performance

Ann Potempa, Play Every Day Blog 10/19/2016 11:28 AM

A new law takes effect this week in Alaska requiring schools to provide almost one hour of daily physical activity for all students in grades kindergarten through 8. Children benefit from physical activity, both in their overall health and their academic performance. According to the Centers for Disease Control and Prevention, meeting the daily recommendation of physical activity is linked to an increase in concentration and focus, improved classroom attendance and behavior, better academic performance, prevention of obesity, and improved overall health.
Spotlight on 60 minutes a day:

- Seward’s daily PE for grades 3-5
- morning and lunch recess

Want more? Visit playeveryday@alaska.gov
Spotlight on assessment:
- Checklist based on SOA Gold Standard wellness policy
- **bold** items highlight state or federal requirements
What parents, teachers, and interested community members can do to help implement their wellness policy...

- **Ask** how the policy is being implemented in your school
- **Assert** that nutrition and physical activity are important to student health and learning
- **Offer** to be part of the solution
- **Share** your successes
Steps to get started...you don’t know what you don’t know

- Alaska’s LWP Annual review checklist
- Smart Snacks Venue Inventories
- Smarter Lunchrooms Scorecard/phone app
- School Food & Beverage Marketing Assessment Tool
- WellSAT
- School Health Index/Healthy Schools Inventory
Now is the Time to Review School Wellness Policies

• New USDA rules on wellness policy implementation in effect as of **June 30, 2017**
  – Nutrition standards for foods/beverages that can be sold or marketed during the school day
  – Public involvement/transparency

• Alaska’s **Physical Activity in Schools Law** October, 2016.
  – Students K-8 must be provided opportunities for 90% of the recommended 60 minutes a day of physical activity during each full school day

http://dhss.alaska.gov/dph/Chronic/Pages/SchoolHealth/physicalactivity.aspx#sb200
Resources for healthy schools

- Model student nutrition and physical activity policy
- Tips on working with school boards, communicating policy, assessing compliance, developing goals...

http://dhss.alaska.gov/dph/Chronic/Pages/SchoolHealth/aswpi.aspx
School Health Program

- School Health Profiles
- School Wellness Policies
- Physical Education
- Physical Activity & Recess
- Physical Activity in Schools Law

School Health Program

A healthy student is a successful student
National Resources available for you

- CDC Healthy Schools
- USDA Smart Snacks Guide
- Alliance for a Healthier Generation—Smart Snacks calculator/guides/videos
- Team Nutrition toolkit

We need to create an Alaska where every child lives, learns and plays in an environment filled with healthy choices.

We can do this if we work together.
Time for Your Questions

Or feel free to contact us...

- Lauren Kelsey
  907.269.8165
  lauren.kelsey@alaska.gov

- Cyde Coil
  907.465.8719
  cyde.coil@alaska.gov

Thank you for your time!