

# School-based Obesity Prevention

## Key Strategies for Success



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# Session Overview/Setting the Stage



- **Importance of PSE focused strategy**
- **Obesity prevention examples**
- **Group activity**
- **School Wellness policy specifics**

# CDC Target Areas for Obesity Prevention

## Increase

- Physical Activity
- Fruit and vegetables
- Breastfeeding

## Decrease

- Sugary drinks intake
- Junk food intake
- Screen time

**“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”**

**-Smedly and Syme (2000)**

# THE HEALTH IMPACT PYRAMID

Helping children grow up at a healthy weight



Counseling & Education

One-on-one counseling or educational programs encouraging people to eat healthy & be physically active.

Clinical Interventions

Ongoing clinical interventions such as treatment for high blood pressure, high cholesterol, & diabetes.

Long Lasting Protective Interventions

One-time or periodic interventions such as immunizations, regular health screenings, & breastfeeding support.

Changing the Context

*making the healthy choice easier*

Population-level interventions such as trans fat-free regulations, healthy food vending policies, & school-based policies to increase physical activity and good nutrition.

Social Determinants of Health

*such as poverty, inequality, high school graduation rates, housing, and access to and availability of healthy food*

Interventions such as early childhood education, public transportation, home improvement loans and grants, earned income tax credits, water fluoridation, & healthy food availability.

# PSE Definitions

- **Policy** – changes that are instituted through formal, written, standards accepted/adopted by a governing body
  - Foods available in schools must meet certain nutrition standards
- **Systems** – changes that impact all areas of an organization or institution
  - Implementing the National School Breakfast & Lunch Programs
- **Environment** – changes in physical, social, or economic factors that affect how people behave
  - The presence of healthy foods at school and school events
  - When sold, unhealthy “junk” food, is much more expensive than healthy food
  - Marketing or advertising at school supports healthy foods

# Moving from Programs/Events to PSE Change

Setting	Program/Events	PSE
Child Care/Pre-School	Provide healthy living tips in parent newsletter	Adopt a policy /schedule for physical activity throughout the day
Community	Host a community bike ride and parade	Implement a “Complete Streets” policy
Faith	Go Red! Sunday	Healthy meals and snacks policy
Schools	Family fitness night	Develop a joint use agreement
Worksite	Annual onsite health screening for staff	Establish a healthy vending policy Make stairs accessible and attractive
Schools	Celebrate National Nutrition Month	Add fruits & vegetables to a la carte lines
Schools	Participate in Walk to School Day	Establish Safe Routes to Schools Program
Schools	Participate in “Kick-Butts” day	Create a tobacco free campus policy

# Stand up and Sort! Along the PSE Spectrum...

Great Idea!

Leads to Sustainable  
Change



Not sustainable.

Not a good use of time





# Events/Programs vs. PSE Change

## Characteristics of Events/Programs

- **One time**
- **Additive: often results in only short-term behavior**
- **Individual level**
- **Not part of ongoing plan**
- **Short term**
- **Non-sustaining**

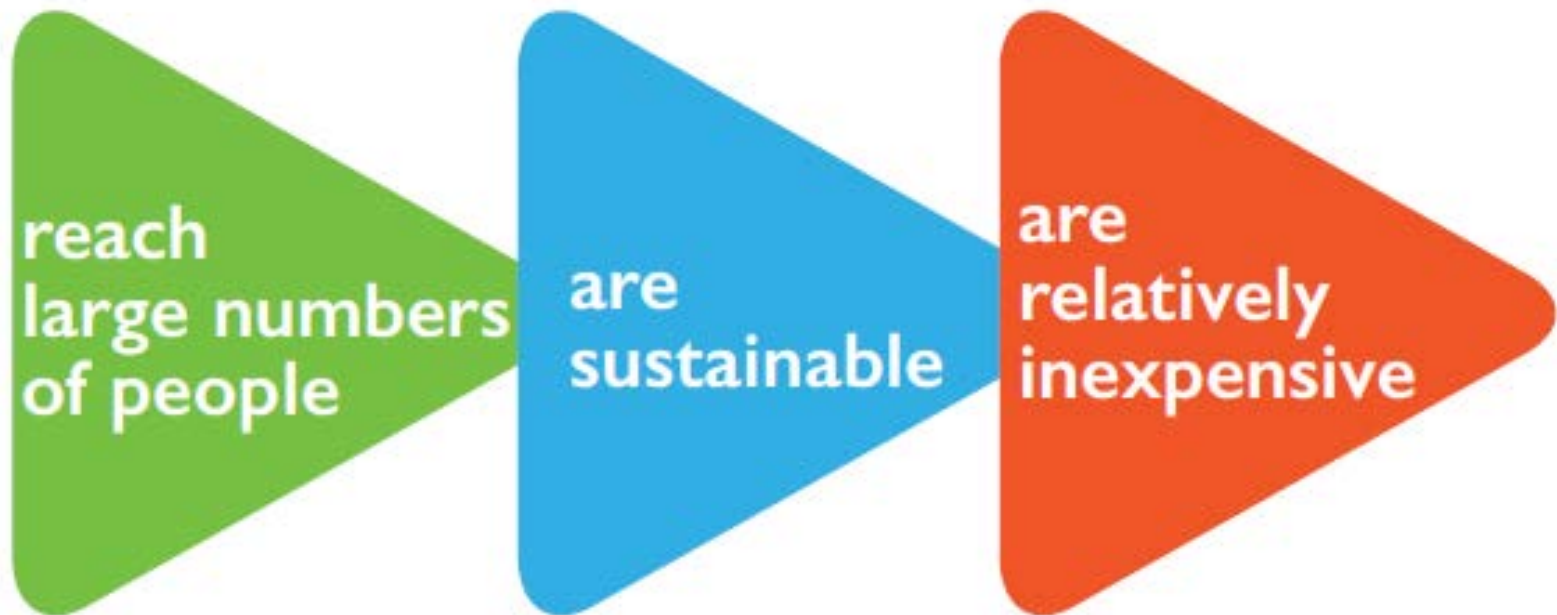
## Characteristics of PSE Change

- **Ongoing**
- **Foundational: often produces behavior change over time**
- **Policy level**
- **Part of an ongoing plan**
- **Long term**
- **Sustaining**

## PSE work is *supported* by:

- Community & partner engagement (such as through School Wellness Teams)
- Individual and community education *about the importance of policy, systems and environment in improving health*
- Skill building
- Programs (as appropriate)
- Enforcement
- Assessment & evaluation

Policy, systems, and environmental change are effective because they:



# 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>

# Wellness Policies: Resources for healthy schools

## Alaska School Wellness Policies Creating Healthier School Environments

A local school wellness policy (also known as the Student Nutrition and Physical Activity policy) is a written document that guides a school district's development and implementation of policy promoting healthy school nutrition and physical activity.



- 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>

# We can do this!

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.



# Questions?



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