School-based Obesity Prevention

Key Strategies for Success

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

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

- reach large numbers of people
- are sustainable
- are relatively inexpensive
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

[Source](http://dhss.alaska.gov/dph/Chronic/Pages/SchoolHealth/physicalactivity.aspx#sb200)
Wellness Policies: 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
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?

For more information:

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