Section IV

Tools for Local School Wellness Policy Implementation

Materials for Policy Development Teams

Sample Nutrition Policy Implementation Timeline

Example of how a nutrition policy can be phased in over time.

BEVERAGE Standards: Milk		
First Year	2- 3 Years	In 5 Years
Milk Drinks approved for sale are: • 2%, 1% (low-fat) or fat-free (non-fat) milk. Maximum size allowed for sale is **16 oz.** • Flavored milk may contain no more than 27 grams of sugar total per 8 oz, including both naturally-occurring and added sweetener. Maximum size allowed for sale **is 16 oz.** • All flavored milk served/ sold will be **low-fat** or non-fat.	Milk Drinks approved for sale are: • 1% (low-fat) or fat-free (non-fat) milk. Maximum size allowed for sale is **12 oz.** • Flavored milk may contain no more than 27 grams of sugar total per 8oz., including both naturally-occurring and added sweetener. Maximum size allowed for sale **is 12 oz.** • All flavored milk served/ sold will be **non-fat**.	Milk Drinks approved for sale are: • 1% (low-fat) or fat-free (non-fat) milk. Maximum size allowed for sale is **8 oz.** • Flavored milk may contain no more than 27 grams of sugar total per 8oz., including both naturally-occurring and added sweetener. Maximum size allowed for sale **is 8 oz.** • All flavored milk served/ sold will be **non-fat**.

Sample Physical Activity Policy Implementation Timeline

Example of how a physical activity policy can be phased in over time

Physical Education		
First Year	**2-3 Years**	**In 5 Years**
Elementary: • 60 minutes total per week, in no less than 2x30 minute periods, with a blocked 60 minute period used most appropriately for intermediate level students only. • Student/teacher ratio is not to exceed normal classroom size with occasional exceptions for special events/learning opportunities. • Curriculum will be sequence, standards-based, and developmentally appropriate • Teachers will be encouraged to give physical activity homework in the form of an activity log (or others means of establishing motivation and accountability).	Elementary: • 90 minutes of PE per week • Student/teacher ratio is not to exceed normal classroom size with occasional exceptions for special events/learning opportunities. • Curriculum will be sequenced, standards-based, and developmentally appropriate. • Teachers will be encouraged to give physical activity homework in the form of an activity log (or others means of establishing accountability).	Elementary: • 30 minutes of daily PE
High School: • 1.5 credits of PE is required • .5 credits of the 1.5 requirement must be "Lifetime Personal Fitness" or the equivalent established by the test-out • PE class will have a reasonable student/teacher ratio based on the activity, facility and ability, but not to exceed 40 students. • Curriculum will be standards-based, aligned with elementary and middle school and developmentally appropriate	High School: • 1.5 credits of PE is required with no waivers allowed • No testing–out is allowed. • Elective credit will be given for participation in PA after school and/or on sports teams	High School: • 2 credits of PE is required with no waivers allowed

Section IV

Tools for Local School Wellness Policy Implementation

Materials for Board Members

School Board Nutrition and Physical Activity Resolution

WHEREAS: Being overweight and physically unfit has become a major health problem for children throughout the country, a problem that is of grave concern to the Surgeon General, health professionals, parents, policymakers, and children themselves; and

WHEREAS: Our next generation of children may be the first in the history of the United States whose life expectancy is shorter than their parents due to the impacts of obesity and related health consequences; and

WHEREAS: 11% of Alaska high school students are overweight and 14% are at risk for becoming overweight; and

WHEREAS: Physical inactivity and excessive calorie intake are the predominant causes of overweight and at risk for overweight in children; and

WHEREAS: 27% of Alaska high school students do not meet the Centers for Disease Control and Prevention (CDC) minimum recommendations for physical activity; and only 18% participate in daily physical education; and

WHEREAS: Only 16% of Alaska high school students consume the recommended number of servings of fruits and vegetables each day; and

WHEREAS: The problem of obesity is further exacerbated by students today having far fewer opportunities for physical exercise than students in decades past due to decreased funding for physical education and intramural sports, and time spent getting physical exercise; and

WHEREAS: The Board is interested in providing our students with the most healthy and appealing food and beverage choices possible, in diminishing the dependence of schools and school-related organizations on selling products of questionable nutritional value, and in providing students with opportunities for physical activity.

THEREFORE BE IT RESOLVED: That this School District will develop a policy that ensures:

- That all students in grades K-12 will have opportunities, support, and encouragement to be physically active on a regular basis.

- That the administration and a policy development team will develop a plan to improve the nutritional quality of breakfast, lunches, snacks and beverages served in our schools, as well as plan to phase out the sale of soft drinks and unhealthy snacks, including suggestions for replacing revenues currently secured through the sale of these items; and

- That schools will provide nutrition education and physical education to foster lifelong habits of healthy eating and physical activity.

Section IV

Tools for Local School Wellness Policy Implementation

Materials for Administrators

Sample Letter to Parents

Dear parents and guardians,

You may have heard from your children that some of the foods and beverages sold at their schools have changed, and that we are providing more opportunities for physical activity during the school day.

This letter is intended to give you a clear explanation of how our school district is helping students eat healthy food and beverages at school while also getting a chance to participate in physical activity at school each day.

There is great concern about the rising rates of overweight among young people. Overweight children are increasingly suffering from many life-threatening illnesses and conditions that used to affect only adults. Those conditions include asthma, type 2 diabetes, high blood pressure, heart disease, and some cancers. In fact, some experts worry that if trends in overweight do not change this generation of young people will be the first in modern times that may not live as long as their parents' generation. Research shows that good nutrition is connected not only with better health, but also with better grades and better behavior.

Parents, health professionals, students and School District staff all worked together on designing the new food and beverage policy. The School District will sell only foods and drinks that contain a certain amount of nutrients and not too much fat or sugar. The new regulations affect students, who can buy food and beverage at cafeterias, school stores, concession stands, in vending machines and other sources at school. The policy does not restrict what food and beverages students may bring from home.

We are proud of our new policy, and we want our school food and beverage to be both healthy and appealing. We expect our menu offerings to become even better and more varied as our program becomes established, and we welcome input from students and their parents and guardians.

Because the goal of these new policies is to increase your child's overall health, we will be supplementing the new nutrition policies with policies aimed at increasing the amount of time students spend participating in physical activity.

Regular physical activity performed at a moderate level of intensity (enough to increase heart rate) has numerous health benefits to children including the formation of healthy bones, muscles, and joints and may help children succeed academically as well. National experts now recommend that school age children participate in at least 60 minutes and up to several hours of physical activity each day. Our new policies will provide opportunities for each student to accumulate at least 30 active minutes at school each day - we will look to parents and community organizations to provide youth with the remaining thirty minutes or more.

Methods for increasing physical activity for our students include the promotion of walking/biking to school, daily recess for elementary students, increasing the quality and quantity of physical education, incorporating physical activity into the classroom, and providing opportunities for all students to be active after school. We will also encourage students to bring home information about physical activity to share with family members, and participate in family physical activities.

We hope that you share our excitement about the new policies to promote nutrition and physical activity. Please discuss these changes to the school environment with your child to help them understand why these changes are important. By working together schools, parents, and the community can help children lead active, healthy, and productive lives.

Sincerely,

Traditional Foods in School

For centuries, the Alaska Native people have lived off the land by hunting and gathering. These activities provide good nutrition, exercise, free food, and preserve cultural heritage. Traditional foods are natural, do not contain additives or preservatives, and are a food source of many minerals and vitamins. For these reasons, it makes sense that Alaska Native communities want to serve traditional foods in schools. Nevertheless, there are challenges posed to schools and food service staff wishing to serve students traditional foods.

The Alaska Department of Environmental Conservation (DEC) and the Department of Education and Early Development allow the use of traditional foods in schools when DEC Alaska Food Code is followed. The Code eliminates the option of serving some traditional foods that pose too great a food safety risk. However, there are many traditional foods schools can serve.

Schools interested in using traditional foods in their school will need to work with their school administrators and food service staff to achieve regular use of traditional foods in their school. Schools and food service staff will also need to become familiar with the DEC Alaska Food Code before using any traditional foods.

The following concerns about regularly serving traditional foods in schools have been expressed by school food service staff. Food service staff:

1) May not receive donations consistently enough for menu planning;

2) Lack resources to help determine the amount of traditional food needed to provide appropriate amounts of food for the number of children being served;

3) Have concerns about food safety (potential for food poisoning) since staff are not able to monitor how the food was stored and transported before arriving at the school;

4) Are unable to cook from scratch using "raw" foods because some school kitchens are designed only for "heat and serve";

5) May not have enough time allotted to prepare "raw" food;

6) Prefer processed foods that are easier to prepare and that follow production records criteria;

7) May not have recipes available to prepare traditional foods;

8) May not know how to prepare traditional foods; and/or

9) Feel that traditional foods are precious and do not want to see children refusing or throwing the foods into the trash.

Information from the Department of Environmental Conservation 18 AAC 31 Alaska Food Code follow and can also be found at http://www.dec.state.ak.us/regulations/pdfs/31mas.pdf

Alaska Department of Environmental Conservation

Requirements for Traditional Foods in Institutions and Non-Profit Programs

Traditional wild game meat, seafood, plants and other food may be donated to a food service of an institution or non-profit program. Institutions and non-profit programs for this purpose are defined as residential child care facilities licensed by Alaska Department of Health and Social Services, school lunch programs and senior meal programs.

The following is a description of the requirements that should be followed when receiving and using traditional wild game meat.

RECEIVING
Inspect the food when it is received to assure that is whole, gutted, gilled, in quarters or roasts.

Make a reasonable determination that the animal was not diseased; that it was butchered, dressed and transported in a way to prevent contamination; that no undesirable spoilage or deterioration occured, and that the food does not pose a significant health hazard or potential for human illness.

PREPARATION AND PROCESSING
Further preparation or processing of the traditional food must be done at a different time than the processing of other food in the establishment or done in a different space to prevent cross-contamination.

CLEANING AND SANITIZING
After the traditional food is prepared or processed surfaces and utensils used are cleaned and sanitized.

STORAGE
All donated food is labeled with the name of the foods, stored separately from other foods either in a separate refrigeration unit or a separate compartment.

PROHIBITED FOODS
Because of the significant health hazards and the potential for human illness, food establishments are prohibited from serving the following foods:

- The meat from fox, polar bear, bear, and walrus
- Seal oil and whale oil, with or without meat
- Fermented game meat, such as beaver tail, whale or seal flipper, and muktuk
- Fermented seafood products, such as salmon eggs or fish

For more detailed information about the regulations concerning the use of traditional foods and foods donated to an institution or nonprofit programs see 18 AAC 31.205 and 18 AAC 31.210.

The Alliance for a Healthier Generation Beverage Agreement

On May 3, 2006 the Alliance for a Healthier Generation – a joint initiative for the American Heart Association and the William J. Clinton Foundation –announced a landmark agreement to curb high calorie beverages in schools nationwide. The Alliance worked with representatives the nation's largest beverage distributors of Cadbury Schweppes, Coca-Cola, PepsiCo, and the American Beverage Association to establish guidelines to limit portion sizes and reduce the number of calories available to children during the school day.

Under these newly established guidelines, elementary schools will only sell water, and eight ounce, calorie- capped servings of certain juices with no added sweeteners and servings of fat free and low fat regular and flavored milks. Middle schools will apply the elementary school standard with portion sizes increased slightly to 10 oz. In addition to the beverages available in elementary and middle schools, high schools will also sell no calorie and low calorie drinks, such as bottled water, diet and unsweetened teas, diet sodas, fitness water, low calorie sports drinks, flavored water, and seltzers; as well as light juices and sports drinks.

The industry agreement follows a mounting wave of regulation by school boards and legislators alarmed by reports of rising childhood obesity. Soda has been a particular target of those fighting obesity because of its caloric content and popularity among children.

The distribution companies will work to implement the changes at 75 percent of the nation's public schools before the 2008-2009 school year, and at all public schools a year later.

This agreement addresses only beverages sold via contract to schools. The beverages sold by student stores, at fund raisers, during school sponsored sporting events are not covered unless they have a contract with a distributor. Also, schools that own and stock their own vending machines by purchasing beverage in bulk would not be covered by this agreement.

This agreement is with only the four largest distributors, not all distributors. Thus, the remaining 13% of distributors are not bound by this agreement. Since schools often enter into individualized vending machine contracts, several different vendors could be serving the district.

To ensure continuity throughout the district in vending machines, school stores, etc. school districts still need to adopt a food policy and a beverage policy even if it is exactly as written between the Alliance and beverage distributors.

Schools with existing contracts or agreements should contact their bottler to amend their existing contract or agreement to change the beverages available in their schools to include only the options outlined in their wellness policies. PepsiCo, Coca-Cola, and Cadbury Schweppes together with their bottlers will work with schools and school districts in the spirit of mutual financial fairness in amending all agreements. Schools negotiating new contracts with their bottler or food and beverage distributor(s) should specify their wellness policy guidelines in their RFPs / RFQs.

Beverages

Elementary School
- Bottled water
- Up to 8 ounce servings of milk and 100% juice**
- Low fat and non fat regular and flavored milk* with up to 150 calories / 8 ounces
- 100% juice** with no added sweeteners and up to 120 calories / 8 ounces

Middle School
- Same as elementary school, except juice and milk may be sold in 10 ounce servings

High School
- Bottled water
- No or low calorie beverages with up to 10 calories / 8 ounces
- Up to 12 ounce servings of milk, 100% juice**, light juice and sports drinks
- Low fat and non fat regular and flavored milk with up to 150 calories / 8 ounces
- 100% juice** with no added sweeteners and up to 120 calories / 8 ounces
- Light juices and sports drinks with no more than 66 calories / 8 ounces
- At least 50% of beverages must be water and no or low calorie options

Time of Day
All beverages sold on school grounds during the regular and extended school day. The extended school day includes activities such as clubs, yearbook, band and choir practice, student government, drama, and childcare / latchkey programs.

This Beverage Policy does not apply to school-related events; such as interscholastic sporting events, school plays, and band concerts; where parents and other adults constitute a significant portion of the audience or are selling beverages as boosters.

As a practical matter, if elementary and secondary students have shared access to areas on a common campus or in common buildings, then the district should adopt a policy to meet the needs of all students.

** Milk includes nutritionally equivalent milk alternatives (per USDA), such as soy milk.*

*** 100% juice that contains at least 10% of the recommended daily value for three or more vitamins and minerals.*

Section IV

Tools for Local School Wellness Policy Implementation

Materials for Parents

Lunchbox Makeovers

Ten Tips for Making a Healthy Lunch for Kids

Lunches don't have to be sandwiches. Dinner or restaurant leftovers can be packaged in plastic lock bags or plastic storage containers and a thermos can be used to hold hot or cold foods.

Additional Makeover Tips

- Involve your child in the planning and packing process so you know what your child likes and have an opportunity to talk about good nutrition
- Offer a selection of healthy choices and let your child pick their favorite
- Give fun names to foods
- Offer new foods on a regular basis
- Tuck in surprises such as a riddle, sticker, fancy napkin, secret note
- Cut sandwiches into different shapes or use a cookie cutter

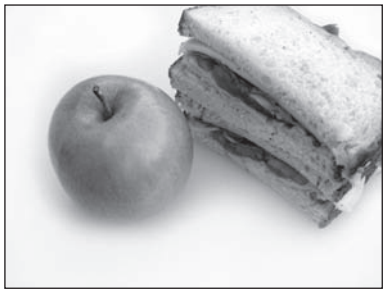
1. **Leave the cheese off sandwiches, unless it's low-fat or fat-free cheese.** Though cheese provides calcium, it is high in fat. Healthier sources of calcium include lower-fat cheese, fat-free and 1% milk, low-fat yogurt and calcium-fortified orange juice.

2. **Switch from ham, bologna, salami, pastrami or corned beef, and other fatty luncheon meats to low-fat alternatives.** There are many good tasting, low-fat or fat-free brands of turkey breast, chicken breast, ham, bologna and roast beef available.

3. **Include at least one serving of fruit in every lunch.** Try packing new types of fruit each week to let your child discover new favorites and to give him or her more choices. In addition to apples, oranges or bananas, try pears, sliced melon, cups of applesauce, grapes or pineapple (fresh or canned in its own juice). Try serving fruit in different ways -- whole, cut into slices, cubed or with a yogurt dipping sauce.

4. **Add vegetables** — like lettuce or slices of cucumber, tomato, green pepper, roasted peppers, zucchini or sweet onion onto sandwiches or in plastic lock bags. Adding vegetables to a sandwich is one way to get more into your child's diet. Providing simple serving bags of cut vegetables such as edamame (soy beans), cucumber coins, pepper spears, and carrot sticks helps make eating vegetables fun.

5. **Use whole grain bread instead of white bread for sandwiches.** Choose breads that list "whole wheat" as the first ingredient. If the main flour listed on the label is "wheat" or "unbleached wheat flour," the product is not whole grain. Most multi-grain, rye, oatmeal and pumpernickel breads in the U.S. are not whole grain.



6. **Limit cookies, snack cakes, doughnuts, brownies and other sweet baked goods.** Low-fat baked goods can help cut heart-damaging saturated fat from your child's diet, but even fat-free sweets can crowd out healthier foods like fruit.

7. **Pack baked chips, pretzels, Cheerios, bread sticks or low-fat crackers instead of potato, corn, or tortilla chips.**

8. **If you pack juice, make sure it's 100% juice.** All fruit drinks are required to list the "% juice" on the label. Avoid juice drinks with less than 100% juice.

9. **Avoid sending pre-packaged lunch packs.** Pre-packaged lunch packs that come with a treat and a drink often provide two-thirds of their calories from fat and sugar. Making your own healthy alternative is as easy as packing low-fat crackers, low-fat lunch meat, a piece of fruit and a box of 100% juice in your child's lunch box.

10. **Encourage your child to choose 1% or fat-free milk from the lunch line.** Packing or selecting 1% or fat-free milk instead of whole or 2% milk is a simple way to decrease saturated fat in a child's diet.

Reduce and reuse

- Use insulated lunch bags, lunch boxes, or cloth lunch bags instead of plastic or paper bag.
- Use reusable plastic containers instead of baggies, aluminum foil or plastic wrap.
- Pack reusable utensils instead of disposable.
- Use a thermos or plastic cups with tight fitting lid for drinks.
- Pack a cloth napkin instead of paper napkin.
- Buy bulk items and portion at home into reusable containers instead of single serving packages.

Section adapted from Center of Science in the Public Interest ten easy tips to give your child's lunchbox (or your lunch) a nutrition makeover and School Nutrition Advisory Coalition. Feeding the Future: School Nutrition Handbook

Benefits of Family Meals

Family Meals Can:

- Provide a sense of family solidarity, unity and identity
- Transmit family values, attitudes, cultural and ethnic heritage
- Provide a vehicle for daily communication and strengthen family connections
- Provide an opportunity for monitoring children's moods, behaviors, and whereabouts
- Provide structure and routine to a child's day
- Be an opportunity for role modeling healthy eating, such as enjoying food, eating moderate portion sizes, tasting new foods, and stopping when full
- Positively impact overall diet quality of children and adolescents (increase fruits, vegetables, and dairy foods: less soft drinks and fried foods)
- Positively impact young children's language acquisition and literacy development
- Serve as a "protective factor" in the lives of teens and are also associated with a decreased risk of adolescent substance use, increased psychosocial well-being, and higher academic performance.

Strategies for promoting family meals within the family

- Try to make family meals a priority
- Aim for at least 3-4 meals a week
- Strive to make mealtimes pleasurable, enjoyable, and engaging
- Share the meal preparation and cooking with other family members
- Keep mealtime preparations simple, easy and nutritious
- Be flexible with the time or place of meals (e.g. family picnic before sports)
- Teach children to cook and be involved with meal preparation
- Create a relaxed setting for meals (clear non-food items from table, turn off the television, don't answer the phone)
- Socialize and avoid topics likely to lead to conflict

Strategies for promoting family meals outside the family

- Media: Increase awareness through the media of the many benefits of family meals and their impact on children's nutrition and psychosocial health and learning
- Schools: Minimize school events at times when families are most likely to be eating together (e.g., over the dinner hour)
- Worksites: Encourage worksites and other institutions to advocate for protecting family time and encourage family connections through family meals
- Sports and other organizations: Avoid scheduling events and practices at times when families are most likely to be eating dinner
- Catering businesses: Prepare healthy, homemade foods for busy families and provide delivery services

Adapted from:

A Perspective on Family Meals: Do They Matter? Mary Story & Dianne Neumark-Sztainer. Nutrition Today, Volume 40 Number 6. November/ December 2006.

Physical Activity Tips for Parents

You can increase physical activity in your children's day by making it fun and by participating in activities with them. Providing children with at least 60 minutes of physical activity a day now will help them grow up to be active, healthy adults. Here are a few tips for promoting active play and reaching that 60-minutes-a-day goal:

At school

- Coach or chaperone a physical activity at school.
- Team up with other parents near your home to form "walking school buses" and take turns walking kids to the bus stop or all the way to school.
- Participate in "Walk to School" Day: www.walktoschool.org.

At home

- When your children say they are bored, jump start their bodies and imaginations by challenging them to combine elements of two games or sports to create a brand new activity.
- Incorporate physical activities into birthday parties and family gatherings, as well as when your kids' friends come over to play.
- Promote after-school physical activity. All children can find physical activities they like to do; offer them choices and let them discover their own interests, but make sure that active play is part of their day outside of school.
- Choose activity-oriented gifts such as a jump rope, hiking shoes, or a fitness club membership.
  Used sporting goods stores offer some great treasures for gear at lower prices.
- Turn on music to get bodies moving while indoors and even to liven up household chores.

In the community

- Learn which sports and activities your kids enjoy doing and locate lessons or clubs for them. Some children thrive on team sports; others like individual activities or being active with friends in a noncompetitive way.
- Use your city's recreational opportunities – from soccer leagues to "fun runs" to walking tours.
- Involve your children in jobs or community service activities that they enjoy and that get them moving, such as planting in the local park or helping neighbors with cleaning, dog walking, or yard work.
- Find outdoor activities through nature groups or hiking clubs, and take your family on an outing.

On outings or trips

- Instead of touring in an automobile, explore different sights on foot or on a bike.
- Plan family outings and vacations that involve walking, swimming, bicycling, or paddling.

60 minutes is the goal

- Only 32% of children in the United States attend physical education classes daily, so kids need your support and encouragement to be active — especially outside of school — for 60 minutes a day.
- The lack of physical activity among children contributes to health problems. Healthy habits must begin early in life — with your help.

Material adapted from:
VERB™, a national campaign of the Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) to increase physical activity among children aged 9–13 years. For more information, visit www.cdc.gov/VERB.
The American Heart Association's Tips for Raising Heart-Healthy, Active Children.

Section IV

Tools for Local School Wellness Policy Implementation

Materials for School Staff

Alternatives to Using Food as a Reward

Reward Ideas for Teachers.

The use of food or beverage as a reward or incentive can undermine the health of students and/ or reinforce unhealthy eating habits. Therefore, parents, teachers and staff need to think outside the candy box to offer fun activities and creative incentives if they choose to use rewards.

Recognition for good work is a great motivator and is always appreciated. The power of a simple "thanks for helping" or "you did a great job" to a deserving student is often underestimated. Respect and words of appreciation can go a long way!

Have a Party

- Teachers can let students bring music and balloons for a class party after a big test or before vacation.
- Schools can sponsor an evening dance, an outside play hour, or a pep rally to gear up for an important event.

Allow free time

- At school, students can be given extra time in a favorite class area, class outside or an afternoon free of homework.

More ideas

- Teachers can keep a box of special toys (treasure chest), computer games or art supplies that can only be used on special occasions. Good behavior and academic excellence can be rewarded with stickers, pencils, bookmarks, movie tickets, coupons, gift certificates or discounts to skating rinks, bowling alleys and other active entertainment outlets. "Mystery" gift-wrapped items such as markers, coloring books, puzzles, games, jump ropes or hacky sacks can be provided for students to choose from.
- Students can also earn points for good behavior to purchase unique rewards, such as selections from the "treasure chest" or autographed items with special meaning.
- Teachers and staff wishing to reward students for academic performance or good behavior can offer students lunch with the teacher, principal or superintendent at a regularly scheduled meal time and serve food in accordance with the food and beverage standards.

Set up a bank system that allows students or classes to earn special privileges, such as:

- Special field trips
- Lunchtime privileges (eat lunch outdoors or in the classroom with a friend)
- Extra credit
- Class time to sit by friends
- Time to listen to music (whole class or individuals with head phones)
- One-on-one time with the teacher
- Acting as delivery person for the office
- Time to act as class teacher
- Having class outdoors or at a special school location
- Extra recess
- A walk with the principal or teacher
- Being a helper in another classroom

Surprise your students or children!

- Give out certificates
- Allow time to use special occasion items
- Play a favorite game or do puzzles
- Take fun physical activity breaks

- Allow trips to a treasure box filled with nonfood items (stickers, tattoos, pencils, erasers, bookmarks, desktop tents, school supplies)
- Give away a popular paperback book
- Dance to favorite music in the classroom
- Read special book to class
- Perform a special skill (singing, cart wheel, guitar playing, etc.)
- Allow extra art time
- Provide "free choice" time at end of the day or end of class period
- Allow listening to book on audiotape with headset

Section IV

Tools for Local School Wellness Policy Implementation

Materials for School Events

Healthy Celebrations

Celebrations that focus on educational activities, creative activities or physical activities in the home or classroom will lead to healthier bodies and sharper minds. Celebrating with healthy foods allows nutrition lessons learned in the classroom to be modeled and reinforced at the table.

Ways for families to celebrate special events

- Donate a book to the school library or classroom in honor of a child's birthday with his/her name inside
- Donate funds for playground or physical education/activity equipment such as jump ropes or balls

School or classroom celebrations

- Play indoor games of the students' choosing
- Engage children in a special art project
- Take the children on a field trip
- Turn on some music and have a dance party
- Take a fun walk around the school with the principal or teacher
- Play games outside or host a field day - allow extra recess time

Ideas for classroom celebrations

- Make your own pizza party using low-fat cheeses and canned, frozen or fresh fruits and vegetables
- Make your own fruit sundae bar with canned, frozen or fresh fruit and low-fat yogurt or cottage cheese
- Host a culture club - ask students to find and prepare healthy recipes from different cultures
- Host an agriculture day - ask a local gardener or gatherer to bring in produce and have a tasting party

Healthy foods for classroom celebrations

- Smoothies made with canned, frozen or fresh fruit or berries and low-fat yogurt or milk
- Low-fat yogurt or cottage cheese with canned, frozen or fresh fruit and cereal topping
- Fig bars, vanilla wafers, graham or animal crackers

Quick & Easy Trail Mix

- 4 cups of pretzels
- 2 cups peanuts
- 2 cups raisins
- 4 cups of low sugar, whole grain cereal (Cheerios, Chex, Kix)

Mix together. Keep in an air-tight container. Serve in a small Dixie cup. Makes about 20 servings.

From: Stop & Go Foods: Anytime is Healthy Snack Time! From Yukon- Kuskokwim Health Corporation Community Health & Wellness Program

- Pilot bread, Melba toast, rice cakes, pretzels
- Trail mix without chocolate candies
- Home baked bread with low sugar fruit spread
- Stir-fried canned, frozen or fresh vegetables served over steamed rice
- Three-bean salad
- Hard-boiled eggs with toast or Pilot bread (dye the shells to make them visually appealing)
- Lowfat (1%) and Non-Fat Milk
- Frozen corn-on-the-cob boiled and served chilled with spices
- Baked chips and reduced-fat dip
- Soy – Edamame (pronounced "ed-dah-MAH-may") are fun to eat and easy to serve cold
- Fresh apple wedges, banana coins served with peanut butter (if allowed)
- Air popped popcorn without added butter
- Apple sauce, raisins, dried fruit
- Whole grain crackers or Pilot bread with low-fat cheese such as string cheese
- Fresh-cut vegetables and reduced-fat ranch dip or salsa
- 100% juice or popsicles in serving sizes of 6 oz. or less. Or mix ½ cup 100% juice with ½ cup seltzer water for a fun sparkling drink
- Bottled water in any size

- Salmon and other fish: serve it dried, canned, as spread for sandwiches, as a dip for crackers, or as a filet
- Fruit cone: fill an ice cream cone with canned, frozen or fresh fruit, drizzle with low-fat yogurt, and sprinkle with chopped nuts
- Banana poppers: dip banana pieces in 100% orange juice and then into unsweetened coconut, crushed nuts, or crushed cereal
- Individual pizzas: Top ½ of an whole wheat English muffin, bun or mini-bagel with tomato sauce, low-fat cheese and toppings – broil or microwave to melt cheese
- Pita Pockets: stuff mini pitas with grated carrot, finely chopped celery, raisins or other dried fruit. For variety, mix fruit and vegetables with low-fat cream cheese.
- Tortilla Wraps: wrap corn or flour tortillas around steamed rice, whole beans, grated carrot, whole kernel corn and low fat cheese.

A small but growing number of students have severe peanut and /or tree nut allergies. Before serving foods made with peanuts, peanut butter, or other nuts as a snack, make sure there are no food allergy restrictions

- Baked Potato: stuff small baked potato or flour tortillas with steamed rice, whole beans, grated carrot, whole kernel corn and low fat cheese.
- Mini Banana splits: top peeled, sliced bananas with canned, frozen or fresh berries, low-fat yogurt and low sugar cereal.

Sections adapted from School Nutrition Advisory Coalition. Feeding the Future: School Nutrition Handbook

Fundraising Events

Food sales are common for school fundraising events. Unfortunately many kids today are overwhelmed with sugary food choices and face obesity and a future of serious health problems. Creating activities that are not based on food and that include physical activity can be a great way to encourage everyone —children, parents, teachers and school administrators—to eat well and develop a physically active lifestyle. Examples of fundraising activities that can be an alternative to food sales are provided below.

SPONSORSHIPS

- Hold an academic contest where students solicit sponsors and raise money depending on the number of books read or math problems solved.
- Organize athletic events where students earn funds based on the number of laps completed, distance traveled while keeping balance (for example, carrying an egg on a spoon or hopping on one foot), or number of points scored.

FINE ARTS

- Create an event where people pay a small ticket price to see a parent-teacher talent show, play or concert.
- Sell tickets for singing telegrams that students perform on Valentine's Day, Mother's Day or birthdays.
- Ask students to make scrapbooks, cookbooks or art and sell the items at school, through silent auctions, or at craft booths at local fairs.

Corporate Donations

Many corporations will match employee contributions to schools. Some companies will make a cash donation to a school for volunteer hours worked by a parent. Remind parents to check with their employer to see if such benefits are available.

Benefit Events

Some stores and restaurants will allow your school to sponsor a day or evening benefit. The school publicizes the event and distributes flyers; customers bring the flyer with them and a portion of their purchase is donated to the school. Some stores will host Benefit Shopping Days; schools participate by selling tickets that give customers a discount on purchases during the event. Schools keep 100% of their ticket sale proceeds and get an additional donation through in-store ticket redemption.

Walkathons and other "thons"

- Walk-a-thons, jog-a-thons, bike-a-thons, jump-rope-athons, skate-a-thon

Walkathons have become popular fund raisers and are a good alternative to food, as they often encourage physical activity. Students solicit sponsors to pledge a certain amount per lap for each lap they walk on a set course; those most likely to make a pledge include parents, grandparents, siblings, other family members, and neighbors. Participants can also solicit a flat donation pledge (set amount not based on the number of laps completed). Some schools raise additional money by selling a colorful tee-shirt designed by students which promotes the event.

Academic-a-thons are all based on the idea that participating students solicit pledges for each academic task they accomplish.

- Math-a-thon; students are given a math test with a set number of problems (say, 20). Pledges are collected for each problem correctly solved. Even kindergartners can compete, writing numbers in correct order from 1-20. Older students solve algebra or geometry problems. The same idea can be adapted to a geography or science format
- Spell-a-thon; pledges collected for every word correctly spelled; optional bonus pledge collected if student wins the bee
- Read-a-thon; pledges collected for every book (or amount of pages) a student reads in a set time (say, a month).

Entertainment

- Faculty follies talent show performance that charges an admission price;
- Carnival; an oldie but goodie, featuring games of chance, refreshments, performance by the school music group, face painting, bouncy house, etc.
- Teacher/student sports competition - basketball game, baseball, softball, etc. Tickets sold to watch the kids defeat the teachers (or vice versa).
- Dance for adults; a twist on the typical school dance. The students run this one for the parents and teachers. Student jazz band provides the music; students sell healthy refreshments; students chaperone (no "inappropriate" dancing by parents, please!). Students can also sell corsages and set up a photo station for parents to have their portraits taken for an additional fee
- Magic show; hire a professional and sell tickets, or have students and faculty perform
- Adult spelling bee; just like the kid version, but this time it is the parents, teachers, coaches, and principal who are competing, while kids run the show and sell the tickets
- Auction: solicit businesses for donations including timeshares and furniture
- Spring Clean Up: Students help community members with home projects. Students charge by the hour, and community members pay the fundraising organization.
- Hold a student fashion show with recycled products. Charge a minimal ticket price for attendance.

Additional Fundraising Events:

- Bowling night
- Car wash
- Gift wrapping during holiday time
- Miniature-Golf tournament
- Raffle items donated by local businesses or cash prizes
- Recycle cans/paper/ink cartridges
- Skate night
- Horseshoe competition
- Treasure hunt
- Pet sitting
- A "parents night out" with group babysitting available for a fee

Fundraising Sale Ideas

Fundraising with items that are not based on food or that use healthy foods is a great way to encourage everyone —children, parents, teachers and school administrators—to think outside the candy box.

Fundraising Sale items

- Balloon bouquets
- Books, calendars, pocket calendars
- Buttons, pins & stickers
- Cookbooks

"No Bake" Bake Sale
It is easy, all profit, and the parents appreciate it. Students create a list of baked goods such as "Double Fudge Brownies" or "Tundra Berry Cobbler" Then the students research how much it would cost to make the item and assign a price to the item, for example, "Carrot Cake, $5." The parent selects this baked item NOT to make and sends $5 instead.

From the Reach Every Child/Horace Mann web site, by Alan Haskvitz

- Coupon books
- First aid, Emergency, or earthquake kits
- Flowers & bulbs, starter plants
- Bath and hair accessories
- Batteries
- Gift baskets, items, wrap, boxes, and bags
- Hats
- Holiday ornaments/ House decorations
- Lawn ornament pink flamingos
- School newspaper space/ads
- Personalized stationary
- Scarves
- Scratch-off cards
- Spirit/seasonal flags
- Valentine's Day flowers
- Used book sale, CD's, videos, DVDs donated by students/ families
- Car wash; tickets good for a wash can be sold in advance; may be held on the playground at school
- Glow in the dark novelties (necklaces, earring, tumblers, etc.); these are incredibly popular at high school dances
- School supplies - spiral notebooks, assignment pads, pencils, pens, calculators with school name and logo or just in interesting designs
- Student artwork
- Cookbook, featuring favorite recipes of school families and staff members by soliciting recipes, especially of ethnic recipes, from families; typing them up and copying the pages, students could also illustrate their family's recipe page
- Educational games (Suduko, crossword puzzles, trivia cards)
- Greeting cards, especially designed by students
- Birthday, Valentine's Day, or Congratulations message delivery; students deliver a message to the recipient for a fee

School Spirit/ Memorabilia

- Reserved seats at school sporting events
- License plate frames w/school logo
- School Frisbees
- School photo ID
- School spirit items – tee shirts, sweatshirts, sweatpants, lanyards, pennants all printed with the school logo
- T-shirts & sweatshirts
- Bead jewelry and accessories in school colors
- Temporary/henna school spirit temporary tattoos
- Bottled water with the school's own label
- Refillable water bottle with school logo
- Stadium cup, pompoms, megaphone, foam spirit hand or paw, imprinted with school name and logo
- School spirit gear & accessories Stadium/ bleacher pillows
- Yearbook covers
- Yearbook space/monograms

Stage a Flea market, ski swap, gear swap with items donated or on consignment by students, families, and the community.

Pre-ordered sales

- Boxes of small oranges (Satsuma)
- Tulips (set a pick up date)
- Box/ bag of sweet Walla Walla or Vadalia Onions
- Box/ bag of Yukon Gold potatoes or Alaskan Purple Potatoes
- Box/ bag of Vine ripened tomatoes
- Box/ bag of fresh Kiwis, Artichokes, Strawberries, Rainer Cherries
- Fruit & Vegetable baskets
- Seeds or started seedling
- Party bags for kids' birthday parties; filled with an assortment of novelties (bouncy balls, glitter pens, fancy erasers, toy cars or plastic jewelry, puzzle books, glow in the dark novelties, mini beanies, tiny flashlights); saves time and effort for party-planning parents; novelties can be bought in bulk
- Balloon bouquets for special occasions (birthdays, Valentine's Day)
- Flowers or plants, especially for holidays such as Mother's Day or Valentine's Day
- Ceramic tiles, bricks, or stepping stones hand painted by kids, for a wall or walkway in your school
- Bulk school supplies; parents will pay about the same for ready-made school supplies as they would if they purchased the items from the store.
- For adults, seats at a 4-12 person dinner party hosted by a school family and featuring an elaborate menu

Set up a gift shop before the winter holidays and during the last weeks of school, as parents are shopping for teacher gifts. Could sell typical gifts such as candles, soap, note cards, picture frames, gift certificates from bookstores or supermarkets (especially if bought at a discount and sold at a small markup), bookmarks or book covers, bud vases, pretty mugs filled with fancy tea bags, scarves, mufflers, gloves, book lights, travel coffee mugs, disposable cameras.