



TEAM CALIFORNIA FOR HEALTHY KIDS



Webinar

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<http://www.cde.ca.gov/eo/in/tchk.asp>

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State Superintendent
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“Student success requires more than great teachers and challenging curriculum.

Students also need to be healthy—physically and emotionally and feel safe on campus—so they can attend school ready to learn and thrive.”

State Superintendent of Public Instruction

Tom Torlakson, 2011



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PURPOSE OF THIS WEBINAR

- Provide a preview of the campaign prior to Superintendent Torlakson's press conference on October 19, 2011
- Provide materials and resources to help local agencies plan, collaborate, and conduct **concurrent** media events *on or after* October 19, 2011
- ***Materials are EMBARGOED until Superintendent Torlakson's press conference***



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Materials referenced in this
Webinar are available at:

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If you have questions during
the Webinar, send them to:

TeamCalifornia@cde.ca.gov



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VISION OF ***TEAM CALIFORNIA FOR HEALTHY KIDS***

Health is integral for academic success. In support of this, Team California for Healthy Kids (TCHK) will create environments in homes, schools, and communities that empower students and families to make healthy food and physical activity choices for life.



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CORE VALUES OF THE CAMPAIGN

- The connection between health, learning and student attendance
- Leadership and community engagement: families, students, staff, local policy makers, community, and stakeholders
- Local participation in all federal Child Nutrition Programs: breakfast, lunch, snack, summer and supper programs



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GOALS OF THE CAMPAIGN

- Increase **physical activity** (PA), especially moderate-to-vigorous physical activity throughout the day, every day, in schools and communities
- Increase **access to water and fresh foods**
 - Salad bars in schools
 - Fresh fruits and vegetables in meals and snacks in after school and early childhood programs



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OBJECTIVES OF THE CAMPAIGN

1. The campaign will work in partnership with schools, before and after school and early childhood programs to establish **organizational changes and procedures** at the local level to increase PA and access to water and fresh foods.



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OBJECTIVES OF THE CAMPAIGN, continued

The California Department of Education (CDE) will:

2. Provide **incentives via statewide recognition programs.**
3. Work with other state agencies that will create **policies and infrastructure** to increase PA, and access to water and fresh foods.



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OBJECTIVES OF THE CAMPAIGN, continued

4. Establish partnerships with community, professional and membership organizations, and other state agencies.



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ORGANIZATIONAL CHANGES AND PROCEDURES

Recommendations For Local Agencies: **Physical Activity**

- Provide **physical activity breaks** for **students and staff** when seat-time exceeds:
 - one hour in schools and after school programs; or
 - 30 minutes in early childhood programs.



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ORGANIZATIONAL CHANGES AND PROCEDURES, continued

Recommendations For Local Agencies: **Physical Activity**

- Promote **active transport** for students, families, and staff
 - Active transport = walking, biking, and using public transit



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ORGANIZATIONAL CHANGES AND PROCEDURES, continued

Recommendations For Local Agencies: **Healthy Eating**

- Establish pricing incentives for water and healthy foods during the school day and in school-sponsored activities.
 - Disincentive pricing for less healthful foods and beverages



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ORGANIZATIONAL CHANGES AND PROCEDURES, continued

Recommendations For Local Agencies: **Healthy Eating**

- Increase access to fresh fruits and vegetables in school-sponsored meals, snack bars, after school snacks, and events.
- Increase access to fresh water, especially to quench thirst.



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CDE WILL ESTABLISH INCENTIVES AND RECOGNITION PROGRAMS

- Include PA and access to fresh foods and water as a “signature practice” in application for Distinguished Schools award
- Establish a new and separate recognition category for Distinguished Schools award (2012-13)





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CDE WILL CREATE POLICIES AND INFRASTRUCTURE

CDE will promote physical activity
and access to fresh foods and water
in:

- Program guidelines and Requests for Applications
- Worksite wellness program



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CDE WILL ESTABLISH ACTIVE PARTNERSHIPS WITH...

- Ambassadors (athletes, civic and community leaders, everyday heroes)
- Elected officials





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CDE WILL ESTABLISH ACTIVE PARTNERSHIPS WITH... (continued)

- Professional organizations, governmental and non-governmental organizations, and voluntary health agencies,
- Park and recreation districts, other recreation programs, and
- National *Let's Move* campaign.



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WHY THIS CAMPAIGN?

***Research Confirms
That Health Affects
Learning and
Attendance***



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Healthy Children:

- Do better in school
- Miss fewer days of school
- Improve their attention in class
- Behave better, and
- Are more likely to graduate from high school and go to college.



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RESEARCH DEMONSTRATES...

- Classroom physical activity breaks help students behave and pay attention.
- Vigorous physical activity in physical education classes improves students' grades.



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RESEARCH DEMONSTRATES...continued

- Group exercise breaks improve test scores, attendance, behavior, and the ability of students and staff to focus.
- Healthy students are more likely to be active in social, community and extra-curricular activities.



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RESEARCH DEMONSTRATES...continued

- Students who regularly eat school breakfast have better test scores and miss fewer days of school.
- Overweight students miss more days of school.
- Students who drink fewer sodas get better grades.



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WHAT THIS MEANS FOR YOU

- Capitalize on the publicity and momentum created by Superintendent Torlakson.
- Work with partners to expand, refresh, or create local campaigns.
- And...



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Plan your local kick-off event
to coincide with
Superintendent Torlakson's
statewide launch on
October 19th

***Materials are embargoed
until October 19, 2011***



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Campaign Kick-Off

- To maximize the impact, we have designed the kick-off to take place concurrently at the state and local levels.
- Create your kick-off event around the following *Team California for Healthy Kids* focus areas:
 - Physical Activity
 - Fresh Foods
 - Water



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Some things to think about for your event:

- **Who** will participate?
- **What** will be the content of your event? Make it active and fun!
- **Where** will the event take place?



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Some things to think about for your event (continued):

- **Why?** Because healthy students learn better! Include the fact sheet as part of your press packet.
- **How?** Use the sample press release from *Team California for Healthy Kids* and tailor it for your local event.



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CREATING YOUR LOCAL CAMPAIGN

Step 1: Get buy-in

- Emphasize that Superintendent Torlakson is leading the statewide campaign.
- Identify your "ask."



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CREATING YOUR LOCAL CAMPAIGN

Step 1: Get buy-in, continued

- Use the *Team California for Healthy Kids* fact sheet, “Health, Academic Achievement and Attendance.”
- Reinforce the community collaboration approach.
- Emphasize the importance of support from the top.



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CREATING YOUR LOCAL CAMPAIGN

Step 2: Form a steering committee and gather your coalition

- Identify a small planning or leadership team.
- Work with your existing school wellness council, school site council, and local community coalitions.



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CREATING YOUR LOCAL CAMPAIGN

Step 2: Form a steering committee and gather your coalition, continued

- Determine who is missing.
- Assess the current work around creating environments that support healthy eating and activity living.

CREATING YOUR LOCAL CAMPAIGN



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Step 3: Determine your target goals and outcomes

- Choose one, two, or three of *Team California for Healthy Kids* focus areas:
 - Physical Activity
 - Fresh Foods
 - Water
- Identify desired outcomes and how you will know if you have achieved them.





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Focus Area: Physical Activity

- Conduct PA breaks in:
 - classrooms and after school programs when seat time exceeds an hour, and
 - early childhood programs when seat time exceeds 30 minutes.
- Promote active transport for students, families and staff.
- Use the *Team California for Healthy Kids* fact sheet on physical activity.



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Focus Area: Fresh Foods

- Provide fresh fruits and vegetables (F/V)
 - Salad bars in schools
 - Fresh F/V for meals and snacks in after school and early childhood programs
 - If fresh F/V are sold, set their prices lower than less healthy foods
- Use the *Team California for Healthy Kids* fact sheet on fresh foods.



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Focus Area: Water

- Provide access to fresh, clean drinking water.
 - Make it easy to fill cups or water bottles
- If water is sold, set the price lower than unhealthy beverages.
- Use the *Team California for Healthy Kids* fact sheet on water.



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CREATING YOUR LOCAL CAMPAIGN

Step 4: Create an action plan and timelines

- Determine how you plan to implement your campaign.
 - Identify how your focus areas are aligned with your current efforts to improve environments.
- Develop SMART objectives (specific, measureable, achievable, realistic, time specific).



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CREATING YOUR LOCAL CAMPAIGN

Step 4: Create an action plan and timelines (continued)

- Work with partners to create activities that support your campaign.
- Identify available resources and seek help from your partners.



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CREATING YOUR LOCAL CAMPAIGN

Step 4: Create an action plan and timelines (continued)

- Jointly determine the roles of the various partners.
- Identify your timeline.
- Determine how you will know success.



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CREATING YOUR LOCAL CAMPAIGN

Step 5: Implement your program

- Move your goal(s), objectives, methods and activities to action.
- Keep it fresh – periodically add a new twist or approach.
- Involve youths.



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CREATING YOUR LOCAL CAMPAIGN

Step 6: Communicate, communicate, communicate!

- Stay in touch with partners and stakeholders.
- Keep your decision makers, directors and administrators informed.
- Provide updates to staff and families.



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CREATING YOUR LOCAL CAMPAIGN

Step 7: Publicize, publicize, publicize!

- Hold periodic community events.
- Notify the local media of your work and events.
- Include updates in electronic and print communications, meetings, and events.



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CREATING YOUR LOCAL CAMPAIGN

Step 8: Evaluate your efforts

- Assess your progress in reaching your goals and objectives.
- Report your progress to the governing boards, families, and partners.
- Use feedback from your evaluation to improve your program.



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CREATING YOUR LOCAL CAMPAIGN

Step 9: Celebrate your success

- Recognize your successes and celebrate.
- Include decision makers, staff, students, partners, and families.
- Acknowledge and thank people for their participation.



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Available on-line:

- *Fact sheets*
- *Talking points*
- *Sample press release*
- *Answers to frequently asked questions*
- *Resources*
- *Updates*

<http://www.cde.ca.gov/eo/in/tchk.asp>



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***Team California for
Healthy Kids
slides and handouts
are embargoed until
October 19, 2011!***



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QUESTIONS??



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Join *Team California for Healthy Kids!*

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Email: TeamCalifornia@cde.ca.gov