MAKE THE GRADE WITH WELLNESS POLICY
WELLNESS POLICY HIGHLIGHTS

Effective June 30, 2017

Engage school community in development & assessment

Can't sell? Can't market!
What are Wellness Policies?

Documents that guide efforts to create supportive school nutrition and physical activity environments.
The Data Shows

- Academic achievement
- On-task behavior
- Increased concentration
- Decreased Absenteeism
- Improved staff morale
- Less trips to the nurse
- Better all round performance
Summary of the Final Rule

1) Specific goals for nutrition promotion
2) Standards and nutrition guidelines for all foods & beverages sold to students on the school campus during the school day
3) Provided to students (not sold) on the school campus during the school day
4) Food and beverage marketing
5) Public involvement and updates
6) Policy leadership
7) Policy evaluation
Cultivating a Culture Ready for Wellness
Let’s Get Started!

Building a Successful School Wellness Team

• School Administrators
• School Health Professionals
• PE Teacher
• Health Teacher
• School Nutrition Staff
• School Board Members
• Parents
• Students
Build a Communication Plan

• Be intentional

• A message that resonates
  • Keep it positive

• Modes, methods & redundancy

• Circle of influence
Meetings
Whole School, Whole Community, Whole Child (WSCC)
Local Wellness Policy Final Rule

Adopt by June 30, 2017

Implement by July 1, 2017

ID Person that Oversees LWP

If You Can’t Sell it, Can’t Market it!

Standards for all Foods Offered

Goals for Nutrition Promotion

Assess & Report Every 3 Years

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STANDARD FOR FOODS AND BEVERAGES SOLD TO STUDENTS
FOOD & BEVERAGE MARKETING
Allow marketing and advertising of only those foods and beverages that meet the Smart Snacks in School nutrition standards.

—USDA Final Rule on Local Wellness Policy
Smart Snacks
“For the purpose of promoting the sale of a food or beverage product made by a producer, manufacturer, seller or any other entity with a commercial interest in the product.“

- USDA Final Rule on Local Wellness Policy
If you can’t SELL it, You can’t MARKET it!
Where do we see it?
Standards for all foods and beverages provided, but not sold to students during the school day.

– USDA Final Rule on Local Wellness Policy
CELEBRATIONS & NON-FOOD REWARDS
What’s included?

- Classroom Parties
- Classroom Snacks Brought in by Parents
- Other Foods Given as Incentives
QUESTION:

When do you celebrate?
How do you celebrate?
CONFLICTING MESSAGES

EAT this!

CELEBRATE with that!
“It’s just one cupcake. Is it that big of a deal?”
Could add an extra 7,000 – 10,000 calories/school year for each person!

But ONE cupcake for EACH birthday...
WHAT CAN YOU DO?

Parents

Promotion

Policy
Non-food Ideas

Games or Crafts

Dance Party

Extra Recess or Free Time

Show & Tell

Scavenger Hunt

Free Homework Pass

It's an Event!
Foods & Beverages

- Water, Milk or Juice
- Fruit Smoothies
- Fruits & Veggies
- Yogurt Parfaits
- Make Your Own Trail Mix
- Whole-grain Roll-ups
- Pick the School Lunch Menu!
Cooperative Purchasing

Food and Nutrition Services

Organization

Food sales to peers with supervision with a mark up of .25-.50

Student government retains their revenue

Student government gives FNS their fees for product and leftover food
OTHER TIPS

- Seasonal
- Get Youth Involved!
- Plan a Menu
- Food Service
EVALUATE AND COMMUNICATE
Communicate your Wellness Policy

Update Your School Health Index

Evaluate Your Goals
Assess, Monitor & Report

Publicly Report Annually & Assess Triennially
LOTS OF RESOURCES TO ASSIST YOU!
Local School Wellness Policy Outreach Toolkit

Resource

Healthier School Day

Tools for Schools

Browse by Subject
- Tools for Schools
- The School Day Just Got Healthier

Other Useful Links
- School Breakfast Toolkit
- Smart Snacks Product Calculator
- Best Practices Sharing Center
- Chefs Move to School
- Farm to School
- Fresh Fruit and Vegetable Program
- Local School Wellness Policies
- MyPlate
- School Meals
- Team Nutrition
- USDA Foods

Smart Snacks
Fruits & Vegetables
Sodium
Whole Grain-Rich
Health & Academics

CDC Parents for Healthy Schools Guide and Promotion Kit
http://www.cdc.gov/healthyschools/parentengagement/parentsforhealthyschools.htm
Best Practice Resources

ALLIANCE FOR A HEALTHIER GENERATION MODEL WELLNESS POLICY
Updated 9/2016 to Reflect the USDA Final Rule

[School District] Wellness Policy

Note: This "Basic" district-level wellness policy template meets the minimum Federal standards for local school wellness policy implementation under the final rule of the Healthy, Hunger-Free Kids Act of 2010, the Alliance for a Healthier Generation Healthy Schools Program Bronze-level award criteria, and minimum best practice standards accepted in the education and public health fields. Where appropriate, the template includes optional policy language school districts can use to establish a stronger policy that meets the Healthy Schools Program Silver or Gold award levels. School districts should choose policy language that meets their current needs and also supports growth over time. If you are using this tool to compare your policy against, you should include the language in italics as the strongest examples for comparison.

Preamble

[Insert School District name] (hereinafter referred to as the District) is committed to the optimal development of every student. The District believes that for students to have the opportunity to achieve personal, academic, developmental and social success, we need to create positive, safe and health-promoting learning environments at every level, in every setting, throughout the school year.

Research shows that two components, good nutrition and physical activity before, during and after the school day, are strongly correlated with positive student outcomes. For example, student participation in the U.S. Department of Agriculture’s (USDA) School Breakfast Program is associated with higher grades and standardized test scores, lower absenteeism, and better performance on cognitive tasks. Conversely, less-than-adequate consumption of specific foods including fruits, vegetables and dairy products, is associated with lower grades among students. In addition, students who are physically active through active transport to and from school, recess, physical activity breaks, high-quality physical education and extracurricular activities – do better academically. Finally, there is evidence that adequate hydration is associated with better cognitive performance.
Wellness Policy Webpage

SWC Toolkit
Model Wellness Policy
LWP Resources
Shannon Vogler has created the discussion: Gaining support for your wellness practices and policy starts by infor
Gaining support for your wellness practices and policy starts by informing, educating and engaging all the players. Early buy-in and knowledge can create your best advocates.

about 21 hours ago
Have Questions, Want to Chat, or Want to Meet Others in Your Field?

Join one of our *Connect Communities* within The Alliance Training Center!