SCHOOL



Increase the number of schools implementing evidence-based and promising strategies to increase healthy eating and physical activity.



GENERAL

vision 2020:

Students have access to healthy foods and beverages and opportunities for physical activity before, during, and after the school day.



rationale:

The school setting is a prime location for improving eating habits and increasing physical activity. Schools have direct contact with more than 95% of Wisconsin's young people for about eight hours a day. Establishing healthy behaviors during childhood is easier and more effective than trying to change unhealthy behaviors during adulthood.

SCHOOLS (GENERAL) STRATEGY

strategy S1: Increase the number of Wisconsin schools implementing environment and policy change strategies to support healthy eating and physical activity.

WILL THIS	IMPROVE NUTRITION	INCREASE PHYSICAL ACTIVITY	REDUCE OBESITY
	Scientifically supported	Scientifically supported	Some evidence

strategy S1

Increase the number of Wisconsin schools implementing environment and policy change strategies to support healthy eating and physical activity.

Objective \$1.1:

By 2018, increase the number of Wisconsin schools with a designated individual responsible for coordinating school health and wellness activities from 85% to 100%.

Objective \$1.2:

By 2018, increase the number of Wisconsin schools with a designated school health advisory council (includes having diverse representation from school staff, parents, community members, school nutrition staff and students) from 63% to 70%.

suggested actions:

supportive policies

- Develop and implement a local wellness policy that includes, at a minimum, goals for nutrition education, nutrition promotion, nutrition guidelines for all foods available on the campus, physical activity and other school-based activities to promote student wellness
- Provide opportunities for parents, students, school food service, school board, school administrators, teachers, school health professionals, coalitions and the public to be involved in the development, implementation and periodic review of local wellness policies
- Provide staff wellness activities to support healthful living

infrastructure

- Appoint or continue to support a diverse school health advisory council
- Appoint or continue to support a school health coordinator
- Continue the state-level Team Nutrition Program and the Coordinated School Health Program to provide training and technical assistance to schools

resources and training

- Disseminate nutrition, health and physical education standards, curriculum and materials to schools
- Continue training and technical assistance on nutrition, health and physical education to teachers and school staff
- Continue to support and promote a coordinated school health approach (e.g., school health advisory councils)
- Continue training and technical assistance on providing opportunities for physical activity in schools

- Support schools as they implement and evaluate a local school wellness policy consistent with the requirements outlined in the Healthy, Hunger-Free Kids Act of 2010
- Support use of the Wisconsin Model Academic Standards for nutrition and physical education across all grade levels
- Support schools' applications for the Healthier US School Challenge and the Wisconsin School Health Award
- Support schools' efforts to incorporate a coordinated approach to school health that includes nutrition and physical activity

SCHOOL NUTRITION

vision 2020:

Students will learn to choose healthy foods and beverages through effective nutrition education and in environments that consistently model and support these healthy choices before, during, and after the school day.

rationale:

School environments that support the healthy eating habits of school-aged children and adolescents are essential. Efforts to improve the nutrition environment in Wisconsin schools involve the implementation of programs such as Team Nutrition, the USDA Fresh Fruit and Vegetable Snack Program, Wisconsin AmeriCorps Farm to School Project, School Breakfast Improvement Grants, and the Got Dirt? Garden Initiative. However, even with the implementation of these programs and efforts, fruit and vegetable consumption of school-aged children remains low and empty calorie beverage consumption remains prevalent.

SCHOOL NUTRITION STRATEGIES

strategy S2: Increase standards-based nutrition education in grades K-12.

WILL THIS	IMPROVE NUTRITION	REDUCE OBESITY
	Some evidence	Limited evidence, supported by expert opinion

strategy S3: Increase access to fresh fruits and vegetables for school-aged children.

WILL THIS	IMPROVE NUTRITION	REDUCE OBESITY
	Scientifically supported	Limited evidence, supported by expert opinion

strategy S4: Increase the nutritional quality of Wisconsin school meal programs (school breakfast, lunch, summer feeding, and after school).

WILL THIS	IMPROVE NUTRITION	REDUCE OBESITY
	Some evidence	Limited evidence, supported by expert opinion

strategy S5: Decrease access to energy dense foods and sugar sweetened beverages in schools.

WILL THIS	IMPROVE NUTRITION	REDUCE OBESITY
	Some evidence	Some evidence

strategy S2

Increase standards-based nutrition education in grades K – 12

Objective S2.1:

By 2018, increase the percentage of schools providing standard-based (utilizing all nutrition education standard components) nutrition education to 75%. (Baseline = 67.8%)

Objective S2.2:

By 2018, increase the number of Wisconsin schools that have achieved at least the bronze level of recognition in the Healthier U.S. Challenge from 2 to 50.

suggested actions:

supportive policies

 Create incentives for voluntary adoption of Wisconsin Model Academic standards for Nutrition Education through local school wellness policies

infrastructure

- Continue state-level Team Nutrition Program; apply annually for USDA funding
- When applicable, connect schools with a greater than 50% free and reduced-priced lunch student designation to the Wisconsin Nutrition Education Program

resources and training

- Disseminate nutrition education standards, curriculum and materials to schools (e.g., Got Veggies?, Building Skills for Health Literacy— Nutrition, Wisconsin Nutritious Delicious Curriculum, Nutrition Curriculum Guide)
- Provide training on nutrition education to teachers and school staff
- Continue state-level Team Nutrition technical assistance for school wellness policy development, implementation and evaluation

- Encourage the use of the Wisconsin Model Academic standards for Nutrition Education across all curriculum
- Coordinate classroom use of the Wisconsin Model Academic standards for Nutrition Education with the school meals program and the Wisconsin Nutrition Education Program
- Coordinate, at both the state and local levels, the use of the Wisconsin Model Academic Nutrition Standards with new and existing programs/efforts (e.g., Team Nutrition, AmeriCorps Farm to School Program, Got Dirt? Garden Initiative, Fresh Fruit and Vegetable Snack Program)
- Encourage schools to apply for the Healthier U.S. School Challenge and the Wisconsin School Health Award

strategy S3

Increase access to fresh fruits and vegetables for school-age children.

Objective S3.1:

By 2018, increase the number of Wisconsin school districts participating in a comprehensive Farm to School Program from 44 to 51.

Objective S3.2:

By 2018, 40% of middle and high schools will offer fruit and 30% will offer vegetables in vending and a la carte sales. (Baseline = 31% and 21%)

Objective S3.3:

By 2018, increase the number of Wisconsin schools and early childhood sites implementing a youth garden from 850 to 975.

suggested actions:

supportive policies

- Expand the number of Wisconsin schools participating in the USDA Fresh Fruit and Vegetable Program
- Increase fresh fruits and vegetables in the Commodities Program
- Support the DATCP Buy Local, Buy Wisconsin Program (resources, trainings, grants to producers) to continue work on the storage, distribution, and procurement of locally-grown fruits and vegetables
- Provide seed grants to school food service and farmers to work on addressing barriers associated with implementing Farm to School
- Include language that supports the purchase of locally grown fruits and vegetables in wellness policies, and relevant procurement procedures

infrastructure

- Continue to support and expand existing resources and trainings for youth gardening; create a centralized organization of trainings, resources, and technical assistance for youth gardening
- Conduct a cost-benefit analysis to gain an understanding of the potential economic impact of Farm to School on the local/ regional/state economy
- Conduct an assessment of the food production and distribution system to gain an understanding of supply and demand issues that may impact successful Farm to School implementation
- Form school-community partnerships between traditional and non-traditional stakeholders to increase access to fruits and vegetables

resources and training

- Disseminate the Wisconsin Farm to School Resource for School Food Service; provide training to school food service directors/staff
- Disseminate the Wisconsin Farm to School Resource for Producers/Farmers; provide training to producers
- Encourage/support DPI and SNA-sponsored school food service trainings, communication, and education on increasing access to fruits and vegetables in the school setting
- Develop guidance about purchasing locally/ geographic preference for procuring foods for school meals
- Host an annual Farm to School Summit
- Develop Harvest of the Month materials to promote locally grown fruits and vegetables in schools and other settings such as child care, worksites, restaurants and grocery stores

local implementation

- Apply for either the Healthier U.S. School Challenge or the Wisconsin School Health Award, both of which contain this strategy
- Encourage eligible schools to apply for/participate in new and existing programs that address fruit and vegetable access (e.g., Wisconsin AmeriCorps Farm to School Project, Got Dirt? Gardening Initiative, Fresh Fruit and Vegetable Program, FoodCorps)
- Implement comprehensive Farm to School Programs that include procuring locally grown fruits and vegetables, nutrition and agriculture education, and youth gardening
- Incorporate local procurement/geographic preference into purchasing practices

strategy \$4

Increase the nutritional quality of Wisconsin school meal programs (school breakfast, lunch, summer feeding, and after school).

Objective \$4.1:

By 2018, at least 50% of school food authorities will meet performance-based standards to receive the additional \$0.06 federal meal reimbursement.

Objective \$4.2:

By 2018, increase the number of school food authorities with school food service staff that have professional certifications, credentials or degrees from 612 to 900.

Objective \$4.3:

By 2018, increase by 50% the number of school food authorities that offer the required amount of whole grains, legumes, and fruits and vegetables per the USDA standards for school meals and consistent with the 2010 and 2015 Dietary Guidelines. (Baseline will be established in 2013)

suggested actions:

supportive policies

• Support improvement of school meal programs to align with the Dietary Guidelines for Americans

infrastructure

- Wisconsin School Breakfast Advisory Team will make recommendations on the school breakfast program
- Provide food service directors workshops (e.g., grant writing for breakfast improvement grants, business models, trainings)

resources and training

 Provide annual school food service trainings (DPI and SNA-sponsored)

- Support schools as they adopt nutrition standards for foods and beverages served in school meal programs (e.g., school breakfast, school lunch) consistent with the requirements outlined in the Healthy, Hunger-Free Kids Act of 2010 rule
- Implement traditional or non-traditional service for breakfast.
- Make free potable water available where school meals are served
- Support schools' applications to the Healthier U.S. School Challenge and the Wisconsin School Health Award

strategy \$5

Decrease access to energy dense foods and beverages in schools.

Objective S5.1:

By 2018, decrease the percent of Wisconsin middle and high schools that offer less healthy beverages as competitive foods from 73% to 62%.

Objective S5.2:

By 2018, decrease the percent of Wisconsin middle and high schools that offer less healthy competitive foods from 59% to 50%.

Objective \$5.3:

By 2018, 100% of schools participating in school meal programs will have access to potable water where and when meals are consumed. (Baseline will be established in 2013)

Objective S5.4:

By 2018, decrease the percent of Wisconsin middle and high schools that allow advertising of less healthy foods and beverages from 57% to 30%.

suggested actions:

supportive policies

- Support the inclusion of nutrition standards for foods and beverages sold outside of school meals in local school wellness policies before, during, and after the school day
- Ensure local school wellness policies address foods and beverages sold outside of school meals

infrastructure

- Provide financial and technical assistance support for school wellness committees
- Encourage schools to designate a school wellness coordinator; ensure annual review of school wellness policy and implementation strategies
- Continue school milk programs

resources and training

- Disseminate What Works in Schools
- Disseminate nutrition education standards, curriculum and materials to schools
- Provide training, resources, and communication strategies to school food service staff, teachers, school administrators, and other key stakeholders related to establishing and supporting policies and programs related to nutrition standards for foods and beverages sold outside of school meals

- Support schools as they adopt nutrition standards for all foods and beverages served in schools at any time during the school day consistent with the requirements outlined in the Healthy, Hunger-Free Kids Act of 2010 rule
- Eliminate exclusive vending contracts that decrease or limit food and beverage options
- Support schools' application to the Healthier
 U.S. School Challenge and the Wisconsin School
 Health Award

Bloomer School District making the healthy choice the easy choice

Barry Kamrath, Bloomer Middle School's principal, realized his school, like most, had a serious problem. Mr. Kamrath joined a local health coalition called Challenge Chippewa, which got him thinking about his school's health environment. He noticed some troubling trends which caused him to spring into action. The middle school came up with strategies to provide a healthier nutrition environment for the students. First, they wanted to reduce availability of sugar sweetened beverages and snacks. To do this they removed all high calorie options from the vending machines and replaced soda and candy prizes with bottles of water and 100 calorie or less snacks. Second, a water vending machine was installed in the teachers' lounge, encouraging them to be healthy role models.

Sauk Prairie School District — a taste for change

Megan Smith, a Registered Dietitian and the food service director at Sauk Prairie School District, has been responding to a significant need in her school district since 2008. Bound and determined to create change, Megan and the Sauk Prairie food service team made a commitment to themselves and the school community to bring healthier food options into their schools. The Sauk Prairie School District began transitioning their lunch program meals two years ago to meet the School Meals standards set forth by the Institute of Medicine in October 2009. The transition to these standards was intentionally implemented in a slow and steady manner. New foods frequent the cafeteria and classroom setting, utilizing peer influence and education to reduce the anxiety of unfamiliar foods. Most recently, the district has become one of the first Healthier U.S. School Challenge schools in Wisconsin. Requirements for this highly esteemed award include nutrition education in all classrooms, physical activity for all students, and a wide variety of fruits and vegetables, whole grains, low fat dairy, lean meats and beans made available to students daily.

"We know we have the power to get kids to try foods they may not otherwise have the chance to experience...we are planting seeds."

Megan Smith, Food Service Director,
 Sauk Prairie School District

SCHOOL PHYSICAL ACTIVITY

vision 2018:

Wisconsin physical education programs will increase physical activity levels of all students and increase their understanding and commitment to lifelong fitness. A significant percent of 4th -12th grade students will be in their target fitness zone for their aerobic capacity. A majority of public school physical education (PE) programs will be using data to increase the number of students who meet their aerobic capacity fitness zone.

rationale:

The school setting is a prime location for increasing physical activity, both during the day and before and after school. Schools can provide formal physical education as well as interject other opportunities for physical activity in school-related functions.

SCHOOL PHYSICAL ACTIVITY STRATEGIES

strategy S6: Increase standards-based teaching in Physical Education in grades K-12.

WILL THIS	INCREASE PHYSICAL ACTIVITY	REDUCE OBESITY
	Scientifically supported	Limited evidence, supported by expert opinion

strategy S7: Provide opportunities for at least 60 minutes of physical activity per day for all school-age children.

WILL THIS	INCREASE PHYSICAL ACTIVITY	REDUCE OBESITY
	Scientifically supported	Some evidence

strategy S8: Use an evidence-based fitness test to assess the endurance capacity of the student population in grades 4-12.

WILL THIS	INCREASE PHYSICAL ACTIVITY	REDUCE OBESITY
	Limited evidence, supported by expert opinion	Limited evidence, supported by expert opinion

strategy S6

Increase standards-based teaching in physical education in grades K-12.

Objective S6.1:

By 2018, increase the percentage of K-12 public schools using the Wisconsin Physical Education (PE) standards to 95%. (Baseline = 88%)

Objective S6.2:

By 2018, increase the percentage of K-12 public schools using the online Physical Education standards checklist to integrate DPI standards A-G to 50%. (Baseline = 0%)

suggested actions:

supportive policies

 Adopt the Wisconsin Physical Education standards at a district level

infrastructure

- Complete the online Physical Education standards checklist for schools to use
- Actively promote the use and integration of Wisconsin Physical Education standards into all Physical Education programs by the Wisconsin Health and Physical Education's (WHPE) seven regions

resources and training

- Promote the online Physical Education standards checklist
- Disseminate the Physical Education standards to every public school in Wisconsin
- Instruct on the Wisconsin Physical Education standards at all 12 institutes of higher education with Physical Education programs
- Conduct Physical Education standards workshops in most CESA regions

local implementation

 Incorporate the use of online Physical Education standards checklist by 50% of K-12 public schools to integrate DPI standards A-G

strategy S7

Provide opportunities for at least 60 minutes of physical activity per day for all school-age children.

Objective S7.1:

By 2018, increase the number of school districts that have a policy of providing opportunities for 60 minutes of physical activity per day to 100 districts. (Baseline will be established in 2013)

Objective S7.2:

By 2018, increase the percentage of students active for 60 minutes per day for all seven days of the week to 30%. (Baseline = 24%)

Objective S7.3:

By 2018, increase the percentage of students active for 60 minutes per day for at least five days per week to 60%. (Baseline = 49%)

suggested actions:

supportive policies

- Promote and support local school policies that provide more opportunities for physical activity each day (active recess, after-school programs, active classrooms, etc.)
- Promote and support local school policies that require 60 minutes of physical activity per day
- Promote and support policies that provide opportunities for physical activity in after-school programs for indoor/outdoor activity, and limit TV and screen time

infrastructure

 Provide technical assistance with implementation of Active Schools strategies, particularly low resource strategies such as active classrooms, active recess, Physical Education extra credit

resources and training

- Promote and disseminate Active Schools strategies and resources: toolkit, videos, etc.
- Provide training for schools on the Active Schools Toolkit
- Provide training for coalitions and community partnerships
- Provide training for afterschool program providers to integrate structured and unstructured physical activity into program activities and curriculum

- Schools will use strategies from the Active Schools Toolkit to increase daily physical activity
- Schools integrate physical activity language into school wellness policies
- Assure that children and youth with special needs have appropriate equipment and activities to provide opportunities for physical activity

strategy S8

Use an evidence-based fitness test to assess the endurance capacity of the student population in grades 4-12.

Objective \$8.1:

By 2018, 60% of schools with grades 4-12 will utilize an evidence-based fitness test (ex., FitnessGram) to measure the aerobic capacity of their student population. (Baseline = 44%)

suggested actions:

supportive policies

 Educate and advocate for a requirement of the testing of student aerobic capacity using an evidence-based fitness test

infrastructure

- Provide technical assistance on how to use fitness testing as part of a comprehensive physical education program
- Provide a system for data collection, reporting and tracking mechanisms

resources and training

- Educate all Wisconsin public and private schools with grades 4-12 to increase their knowledge on evidence-based fitness testing.
- Conduct professional development events to train on the use of FitnessGram in a physical education program

local implementation

- Schools utilizing fitness testing use fitness data to improve instructional practice
- Integrate fitness testing into school wellness policies
- Schools can report aggregate fitness testing results to a central repository

Osseo-Fairchild – a fitness success

Active School pilot sites began conducting regular fitness assessments as part of the initiative. Osseo Fairchild has had a great deal of success with their use of FitnessGram testing and data. The school had traditionally been a 'presidential only' kind of school, handing out quarterly 'Mr. and Ms. Fitness' awards, but Physical Education teacher Adam Sturgis said "We now realize we were only recognizing highly skilled students, almost as if they were the MVP of our Phy Ed classes. WHY?"

Sturgis posted his school's overall fitness levels, which prompted the district's middle school student council to set fitness goals for the entire student body. Sturgis also sent FitnessGram reports out to parents with student report cards. "I had four different families calling the Physical Education teacher, asking for resources of what they could do outside of school to help their child, and in two cases their whole family, improve their fitness scores because they read, in detail, the Fitnessgram Report," Sturgis said. "With the whole childhood obesity epidemic ...we tend to get this idea that parents really don't seem to care about their child's health and fitness levels. Well, they do... they just needed to see their child's fitness scores in front of them and be able to read the 'why' behind it all."

OTHER RESOURCES

Healthy, Hunger Free Kids Act

The legislation authorizes funding and sets policy for USDA's core child nutrition programs: the National School Lunch Program, the School Breakfast Program, the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), the Summer Food Service Program, and the Child and Adult Care Food Program. www.fns.usda.gov/cnd/governance/legislation/cnr_2010.htm

Team Nutrition (DPI)

Resources for schools to implement nutrition education strategies. http://ne.dpi.wi.gov/ne_home

WI Model Academic Standards for Nutrition Education (DPI)

Voluntary academic standards for use in Wisconsin schools. http://ne.dpi.wi.gov/files/ne/pdf/nestandards.pdf

Planning Curriculum in Nutrition (DPI)

http://ne.dpi.wi.gov/ne_home

Nutritious, Delicious, Wisconsin (DPI)

http://ne.dpi.wi.gov/files/ne/pdf/ndw.pdf

Got Dirt? Gardening Initiative/Got Veggies? (DHS/UW-EXT)

www.dhs.wisconsin.gov/physical-activity/FoodSystem/ Gardening/Index.htm

HealthinPractice.org: (Clearinghouse)

Education resources for best practice public policy, including farm to school. www.HealthinPractice.org

Wisconsin AmeriCorps Farm to School Project (DATCP site)

http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/Farm_to_School_Program

What Works in Schools

A two-page paper summarizing evidence-based and promising strategies that focus on helping people eat healthier and be more active in school. www.dhs.wisconsin.gov/publications/P4/p40132.pdf

School Section of the NPAO Program Website

www.dhs.wisconsin.gov/physical-activity/School/index.htm

Youth Grow Local, Community GroundWorks at Troy Gardens

Youth Grow Local provides educators with a variety of useful garden-based education resources including curricula and professional development opportunities including conferences, courses and workshops. Young visitors will appreciate Veggipedia, a kid-friendly online encyclopedia of fruits and vegetables. Youth Grow Local

also features the Youth Garden Portal, a site devoted to connecting educators to a broad array of resources for youth gardens. www.communitygroundworks.org/what-we-do/youth-grow-local

University of Wisconsin Madison, Center for Integrated Agricultural Systems

Farm to school resources; farm to school hub for the Great Lakes Region. www.cias.wisc.edu

School Nutrition Association of Wisconsin www.sna-wi.org

WI School Breakfast Program Resources

http://fns.dpi.wi.gov/fns_sbp1 http://fns.dpi.wi.gov/fns_cnrsnp#brk

Grant Opportunities for Schools to Improve Nutrition www.fns.dpi.wi.gov/fns_grantop

Wisconsin DPI School Nutrition Team

A website and RSS feed for resources on Fresh Fruit and Vegetable Program, School Breakfast Program, National School Lunch Program for school food service. www.ne.dpi.wi.gov/ne_tn

Wisconsin Milk Marketing Board-Wisconsin Dairy Council www.wmmb.org/wdc/overview.aspx

Wisconsin Action for Healthy Kids Coalition

http://take.actionforhealthykids.org/site/ Clubs?club_id=1214&pg=main

Wisconsin Nutrition Education Program, University of Wisconsin-Extension

A federally funded nutrition education program that helps limited resource families and individuals choose healthful diets, purchase and prepare healthful food and handle it safely, and become more food secure by spending their food dollars wisely. The program operates in most counties in Wisconsin, contact your county UW-Extension Office for more information. www.uwex.edu/ces/wnep

DPI PE Standards

The standards document includes instruction on varied physical education learners and a grade level learning continuum. www.sspw.dpi.wi.gov/sspw_backgrndinfo2

Active Schools Toolkit

A toolkit with descriptions and materials to increase student physical activity levels to at least 60 minutes per day. www.dpi.wi.gov/sspw/pdf/pasastoolkit.pdf