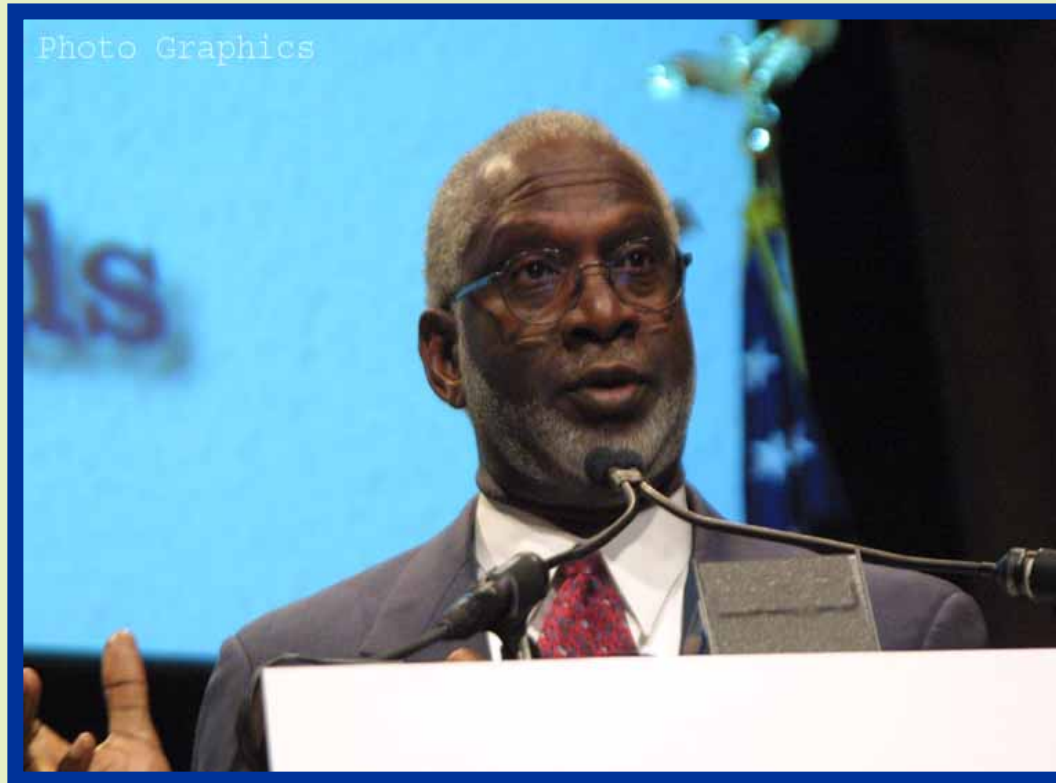




Action for Healthy Kids: A National & Local Perspective



Action for Healthy Kids



- **Founded by David Satcher**
- **A public-private partnership**
- **Improves schools**
- **Works inclusively**

The Issue: Childhood Obesity

- **A growing epidemic** affecting three times as many children as in 1980
- **A public health crisis** resulting in medical complications, increased health risks, and lower quality of life
- **A complex issue** without a single cause

What We Believe

VISION

All kids develop the lifelong habits necessary to promote health and learning.

MISSION

To engage diverse organizations, leaders, and volunteers in actions that foster sound nutrition and good physical activity in children, youth, and schools.

GOALS

To create systematic and sustainable change in schools while engaging families and communities to improve eating and physical activity patterns in youth

Our Goals

Action for Healthy Kids is the trusted, recognized authority and resource on creating health-promoting schools that support sound nutrition and good physical activity

Three Areas of Focus



Improve children's eating habits

Three Areas of Focus



**Increase children's
physical activity**

Three Areas of Focus



Educate the public about the connection between health and achievement

Our Strength is Rooted in Dedication

Action for Healthy Kids is a National Movement



Action for Healthy Kids Teams



Action for Healthy Kids Resources

- Programs
- Field Reports
- Publications
- Online Tools

CTAFHK - Mission

CTAFHK is dedicated to improving child wellness in Connecticut schools by collaborating with stakeholders in advocating, educating, promoting and implementing state and local initiatives to enhance the school health environment, so children can learn and participate in positive lifestyle behaviors.

CTAFHK Sub-committees

- **Membership:** addresses member recruitment, new member orientation, member participation and social aspects of meetings
- **PR/Communications:** addresses all communications opportunities for promotion, marketing and media coverage
- **Funding:** identifies and secures funding for CTAFHK related activities

CTAFHK Sub-committees Cont.

- **Nutrition:** addresses and advocates for school based nutrition education and nutrition standards within the classroom setting and throughout the campus environment
- **Physical Education & Activity:** addresses and advocates for physical education and physical activity in the classroom, in the school and the community environment
- **Special Projects:** established by the Co-chairs based upon input from Steering Committee and program needs

Other CTAFHK Guidelines

- Membership is on a volunteer basis
- Members must come from organizations and agencies that have goals consistent with the goals, objectives & tactics of CTAFHK
- Members will work under the guidelines of a 501c3 non-profit group
- Members may not participate in lobbying activities while representing CTAFHK
- Active members should have an interest in making a difference in school health on a statewide basis

CTAFHK Past Projects



2005 Connecticut at Play

- Goals:
 - To encourage children in grades K-8 to enjoy more physical activity throughout the day, both at school and at home
 - To create and reinforce the link between home and school in creating and supporting healthy habits
- Objective:
 - To have 100 schools and 15,000 students participate in the Connecticut at Play! Initiative during the month of April.
- Tactics & Activities

2005 Connecticut at Play!



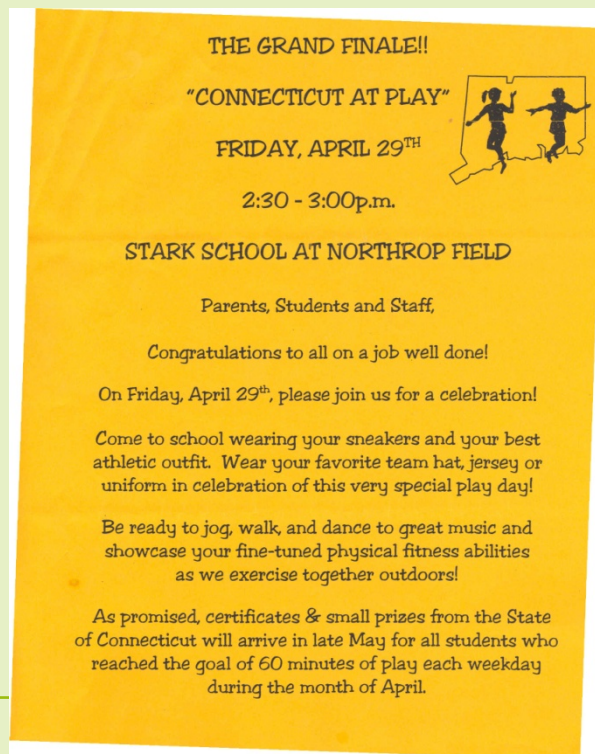
- **Partners:**

- Connecticut Action for Healthy Kids State Team
- Eastern Connecticut State University
- State Department of Education
- State Department of Public Health
- Governor's Committee for Physical Fitness
- University of Connecticut
- American Heart Association
- Connecticut Team Nutrition
- Connecticut Association for Health, Physical Education, Recreation and Dance
- Quinnipiac University Physician's Assistants Program

2005 Connecticut at Play!



- The Results:
 - 35,863 students participated
 - 32% participation rate
 - Feedback extremely positive



CTAFHK Past Projects

- AFHK's *The Learning Connection: The Value of Improving Nutrition and Physical Activity in our schools* (2004)
- CT SDE's *Action Guide for School Nutrition and Physical Activity Policies* (2006)
- CT SDE Conference Planning Committee: *Moving into Action: School Wellness Policy Implementation and Promotion* (2006)
- CT SDE's *Guidelines for a Coordinated Approach to School Health* (2007)

Current Nutrition Climate in CT

- **Connecticut Nutrition Standards**

- Mandatory beverage guidelines for all schools
- Provides additional funding for schools following voluntary nutrition standards for foods served outside the National Child Nutrition Programs
- Guidelines available at www.sde.ct.gov, under the Child Nutrition link
- 101 out of 179 districts participating (56%)

Current Nutrition Climate in CT (Continued)

- **School Breakfast Program Participation**

- Connecticut is last in the nation for the number of schools that offer school breakfast
- Only 34% of students receiving free or reduced price lunch are participating in school breakfast
- Schools with expanding methods of service such as, in-classroom breakfast have greater participation

- **Summer Food Service Program**

- Only 26% of children receiving free or reduced price lunch are participating in summer food programs
- Summer food sites with recreational activities draw more kids, and keep them active and healthy when school is out

Current PE/PA Climate in CT

- Opportunities Before, During and After the School Day



- Safe Routes to School Programming



Current School Wellness Climate in CT

- School Wellness Policy Evaluation
 - Conducted by
 - Connecticut State Department of Education
 - Yale University
 - Results published in 2008
 - <http://www.sde.ct.gov/sde/cwp/view.asp?a=2626&q=322168>
 - Will allow districts to see how they measured up against requirements & each other
 - Potential opportunity for providing assistance to districts who are in need

Available Resources

- Game On! The Ultimate School Wellness Challenge
 - What is it?
 - Success Stories
- National Dairy Council School Wellness Activation Kit
 - What is it?
 - How do I get one?
 - What do I do with it?
- Potential Grant Opportunities in Connecticut

Join Us in Helping America's Youth



www.ActionForHealthyKids.org