



Helping Kids and Schools Be Healthier

ACTION FOR HEALTHY KIDS IN REVIEW • 2009-2010 SCHOOL YEAR



Action for Healthy Kids®

Because healthy kids learn better

Dear Action for Healthy Kids Friends and Supporters:

Since 2002, we have worked with schools to help kids learn to eat right and be more active every day so they are ready to learn. This has been possible through a unique collaboration with health and education professionals, foundations, business leaders and families. While childhood obesity and undernourishment continue to be epidemics, we are encouraged by the growing passion and commitment we see everywhere from the White House to corporate boardrooms to local neighborhoods. Rarely has interest been this high, and we are making the most of it.

With more than 14,000 members (and growing), Action for Healthy Kids is the nation's largest volunteer network working with schools to fight childhood obesity and undernourishment by providing programs, services and expertise that improve nutrition in schools and increase opportunities for kids to be more active. In 2009, we reached nearly 4 million kids and 8,000 schools with these efforts, which included more than 121,000 hours of coaching or "technical assistance."

From the beginning, we knew this epidemic was too significant and serious to fight alone. With the support and involvement of our local volunteers and national partner network, success is possible. Our progress demonstrates that Action for Healthy Kids' collaborative, grassroots approach is effective and sustainable. Here's an example:

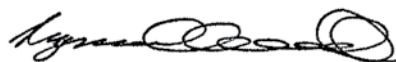
The Pennsylvania Action for Healthy Kids team continued its partnership with the School District of Philadelphia and The Food Trust in 2009 to pilot test the *Philadelphia Campaign for School Wellness* in five schools. The goal – to create healthier school environments and healthier students.

Each school formed a wellness committee of students, teachers, food service personnel, parents, local community partners and school administrators to discuss the needs, strengths and resources of their school and to build support for wellness policies, or action plans. All five schools developed and implemented plans to address the need for healthier snacks and lunches, additional time for physical fitness, and outreach to parents.

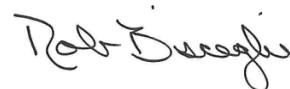
Schools received materials, training and support from our Pennsylvania team, the Food Trust, and other community partners to implement their wellness policies. Then, they took action. They organized dance classes and drill teams; planted vegetable gardens for students to learn about the food cycle; and held healthy cooking lessons and food tastings for families.

What started as a pilot in five Philadelphia schools with a \$50,000 grant from Action for Healthy Kids is being expanded to all 200 schools in the district with a \$13 million federal grant awarded to the *Campaign*. We will continue to bring our resources and volunteer expertise to this partnership and anticipate even greater success.

A story like this one reinforces that we are on the right track and renews our commitment to achieve our three-year goal of working with 25,000 schools and reaching 10 million students by 2012. And with your support, we know it is possible. You can read more about how we're achieving this goal in this report.



Reginald L. Washington, MD
Chair, Board of Directors



Rob Bisceglie
Executive Director



Our three-year goal is to work with 25,000 schools – reaching 10 million students by 2012 – to help them adopt strong wellness policies and programs that teach kids about eating healthy and being active every day. With a multi-pronged strategy in place, our efforts will focus on collaborating with schools that need support to improve their facilities, resources and wellness expertise.

STRATEGY 1

Grow our volunteer and partner networks to provide programs and resources to target school districts developing and implementing school health action plans.



Strength in Numbers

At the core of our work is a national network that has grown to more than 14,000 volunteers passionate about helping kids and schools be healthier. Through a coordinated effort, our volunteers provide support and expertise to schools to develop and implement wellness policies, or action plans, and our signature programs. Having reached 8,000 schools and 4 million children during 2009, we are well on our way to reaching 25,000 schools and 10 million children by 2012.

During these difficult economic times, as schools nationwide are forced to reduce spending and cut budgets, Action for Healthy Kids is responding with an affordable model to deliver technical assistance, expertise and support to meet the ongoing and emerging needs of schools. What makes this model effective and successful is support of volunteers from local communities combined with assets of our national partners. Evidence of this sustainable model can be seen in 2009 alone when we leveraged a volunteer network of 14,000 members to provide nearly \$8.75 million worth of in-kind support for Action for Healthy Kids operations.

New Partners

Partnerships with national organizations and government agencies are critical to creating and providing evidence-based, field-tested programs, educational information and resources to Action for Healthy Kids teams, schools and families. The reach of the 67 organizations* currently in our national partner network exceeds 13 million, a demonstration of the breadth of professionals in education, nutrition, fitness and health working with us to create healthier kids and schools.

- In addition to leading organizations in nutrition, fitness, health and education, our national partner network has expanded to include KaBOOM!, Playworks, National Honor Society, National Junior Honor Society, Team-Up for Youth and Safe Routes to Schools.

*For up-to-date partner list, go to: <http://www.actionforhealthykids.org/partners/our-partner>

Benefits of Collaboration

Working with long-time partners the National Football League (NFL) and National Dairy Council (NDC), we further promoted youth fitness through implementation of the *Fuel Up to Play 60* program, an in-school nutrition and physical activity program launched by NDC and the NFL, in cooperation with the United States Department of Agriculture (USDA). The program encourages youth to eat nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and get 60 minutes of physical activity every day.

- *Fuel Up to Play 60* is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools and inspiring their friends to do the same. In its first year, over 60,000 schools enrolled in *Fuel Up to Play 60* nationwide. Together with the involvement of supporting organizations, *Fuel Up to Play 60* will further its progress by expanding its reach and impact in the years to come. Twenty Action for Healthy Kids teams received grant funding to work with 500 schools on *Fuel Up to Play 60*.
- To complement *Fuel Up to Play 60*, we created 175 *Mini-ReCharge!* kits for the NFL and Action for Healthy Kids teams to engage kids in community and school events that promote physical activity.
- Action for Healthy Kids leadership attended a *Fuel up to Play 60* official press launch event and student pep rally in New York City, as well as a *Fuel up to Play 60* National Dairy Council and *Newsweek* co-hosted Executive Forum event in Washington, D.C. on the topic “Childhood Obesity: Challenges and Ways to Promote Health and Wellness in America’s Communities.” The event brought together more than 100 thought leaders.

“Action for Healthy Kids is unique because it zeros in on schools’ needs at a local and district level, and helps schools individualize their efforts according to the needs presented.”

Mindy Frejkowski, school nurse, Chillicothe, OH

STRATEGY 2

Fully develop and implement our School Health Model to help schools become healthier places through coaching and technical assistance, volunteer support, best-practices programs and relationship building.

Local Action

Our collaboration typically starts at the national level with partner organizations. However, our grassroots volunteer network has the ability to translate national initiatives and programs into local partnerships and projects. The commitment and work of Action for Healthy Kids’ teams are key to supporting and sustaining local action in schools nationwide.

We provide grants, along with expertise, to our teams and schools to help with activities that include the successful implementation of local wellness policies, engaging students in creating healthier schools, and helping more kids in need get a healthy breakfast at school. Results from recent projects demonstrate that local action can lead to sustainable change.

- The Montana Action for Healthy Kids team taught students new recess games and increased physical activity during recess by 27% and showed a 95% improvement in the amount of time students were engaged in moderate to vigorous physical activity
- Kindergarteners in Indiana clamored for broccoli to be added to the cafeteria menu after participating in a taste test.
- Dozens of schools increased the number of students that receive breakfast at school – in some cases by as much as 200% – thanks to small grants that were used to make meaningful improvements to how the schools offer and promote school breakfast. The grants were made possible by support from the Kellogg’s Corporate Citizenship Fund.





“If not for Action for Healthy Kids and the PEACH (Promoting Exercise and Continuous Health) Club, I’d probably be back to doing drugs or in jail. I’m so grateful.”

Student founder, PEACH at Doherty Memorial High School, Worcester, MA

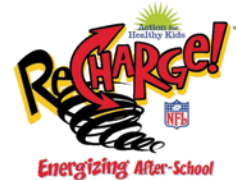
OUR PROGRAMS: **Getting Teens Involved**

STUDENTS TAKING CHARGE

Through *Students Taking Charge* we provide high school students with resources and support to become leaders in helping their schools become healthier places. From ‘Smoothie Tuesdays’ to a ‘Read and Ride’ program to a 24-hour dance marathon, these projects tap into students’ creativity, interests and ideas.

- Students are taking charge in nearly 100 urban, suburban and rural high schools in 11 states, in communities most impacted by childhood obesity. National expansion is being made possible by support from glacéau smartwater® through the Entertainment Industry Foundation.
- Nearly 60,000 students will benefit from new programs, practices and policies implemented in schools through *Students Taking Charge*.
- A *Students Taking Charge* national youth advisory council will bring more youth voice to inform program development and social media strategies.

OUR PROGRAMS: **Being Healthy After School**



Developed in partnership with the NFL, *ReCharge! Energizing After-School* has helped elementary school-aged kids learn to make healthy food choices and be more active during after-school hours since 2005. With the support of NDC, the curriculum was newly updated based on program user feedback and *ReCharge!* now features more kid-favorite activities and improved online resources, along with a training system for after-school program staff.

- Nearly 2,500 revised *ReCharge!* kits have been distributed to school- and community-based after-school programs and summer day camps since October 2009.
- Of kids participating in *ReCharge!*, nearly 80% qualify for free or reduced-price lunch.
- More than 90% of educators who use *ReCharge!* say the program supports their school wellness goals and helps students be more physically active and improve their eating habits.
- Action for Healthy Kids responded to high demand for program training by holding 14 Web-based seminars and 25 in-person workshops.

OUR PROGRAMS: **Challenging Kids and Schools**



Developed for students in grades K-12, *Game On! The Ultimate Wellness Challenge* is our year-long program of fun activities and challenges to help youth, their families and schools incorporate healthy eating and physical activity into their daily lives. *Game On!* was developed in partnership with the U.S. Department of Health and Human Services, in cooperation with the USDA, and with support from the NDC.

- An evaluation of 20 schools – with a total student population of 11,000 – conducted last year showed that student knowledge, attitudes and behaviors about healthy eating improved significantly. In addition, 84% of students reported increasing their physical activity levels before school and 88% reported increasing their physical activity after school.

“I like the ReCharge! focus on energy in, energy out and the concept of teamwork – not only with each other but our body working as a team as well.

Students can make the connection.”

After-school program staff member



STRATEGY 3

Foster broad awareness and understanding of critical school wellness issues and their impact on student health and achievement.

Action for Healthy Kids uses an integrated approach to foster awareness and engagement. This includes a dynamic Web site –www.ActionforHealthyKids.org– that allows for targeted email capabilities, customized communications based on members’ interests, online fundraising, support for public policy advocacy and conference learning opportunities through Webinars.

- In addition to sending biweekly electronic newsletters to all our members, we offer an eNewsletter especially for parents and families. We also support parents and caregivers with custom information and resources in our online Family Corner.
- To channel the creativity of teens into a voice for healthier schools, we sponsored a *Students Taking Charge* video contest for them to create and submit videos showing what makes their schools healthy. Leveraging social media, nearly 600 votes were cast for the winning videos.
- Action for Healthy Kids has added Facebook and Twitter to build awareness, inform and engage. An expanded online strategy launched in late 2009 resulted in nearly 50% growth in new members in just 5 months.
- In-person learning and networking remain popular as more than 20,000 interested persons attended over 200 state and local conferences and trainings sponsored by Action for Healthy Kids teams across the country.

Action for Healthy Kids has been an advocate for healthier schools and children since its founding. Increased activity related to reauthorization of child nutrition programs and a focus on childhood obesity at the federal and state levels has provided increased opportunity for participation of our members. Among our actions during 2009:

- Dr. David Satcher, founding Board chairperson and former U.S. Surgeon General, testified on behalf of Action for Healthy Kids before the U.S. Senate Agriculture, Nutrition and Forestry Committee with recommendations for effective wellness policy implementation.
- Executive Director Rob Bisceglie testified before the Institute of Medicine and the 2010 Dietary Guidelines committee encouraging the inclusion of science-based standards to help Americans of all ages choose more healthful diets and help to reduce the risk of obesity and chronic disease beginning in childhood.
- We mobilized our volunteers through email alerts to take action in support of policy issues.

Our work at the national and local levels is made possible through the financial support of more than 175 organizations and individuals that share our commitment to creating healthier kids and schools. With the support of the following major funders, these projects were implemented during the 2009-2010 school year.



National Dairy Council

A founding supporter, our long-standing partnership with the National Dairy Council focuses on two primary goals:

1) strengthening the ability and capabilities of our 51 teams to work with schools to improve nutrition and opportunities for physical activity; and 2) providing national leadership and direction in support of the federal mandate that schools have local wellness policies. Through organizational support, multi-year grants, as well as the involvement of state and regional Dairy Council staff on Action for Healthy Kids' teams, the National Dairy Council has advanced our mission and our ability to achieve these goals. Currently, grants provided to 20 teams support implementation of *Fuel Up to Play 60* and promote youth fitness.

National Football League

Our partnership with the NFL began in 2005 when we developed *ReCharge! Energizing After-School*, the first nationally distributed after-school program that integrated physical activity and nutrition education through fun, teamwork-based activities for children in grades 2-6. In October 2007, the NFL launched PLAY 60, a national youth health and fitness campaign focused on increasing the health and wellness of young fans by encouraging them to be active for at least 60 minutes a day. Designed to tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health. In addition to national reach through PSAs and online programs, PLAY 60 is also implemented at the grassroots level through NFL's in-school, after-school and team-based programs. For example, the NFL provided grant funding to Action for Healthy Kids teams to promote *Fuel Up To Play 60* and to implement *Mini-ReCharge!* events with NFL clubs as part of youth and community programs to get kids moving.

glacéau smartwater® through the Entertainment Industry Foundation

This grant allows for the national expansion of *Students Taking Charge* online and into schools in diverse, underserved communities in eight major cities. The program provides leadership and advocacy training to students to make positive changes in their schools in the areas of health, nutrition, physical activity and obesity prevention. Nearly 1,100 students are reached directly through these projects, impacting about 60,000 students.

Kellogg's Corporate Citizenship Fund

A primary sponsor of our annual grant program, Kellogg's Corporate Citizenship Fund continues to support our volunteers and schools with wellness policy implementation; expanding and improving school breakfast programs to serve more children; engaging more parents and students in creating healthier schools; and creating a regional model fostering collaboration among Action for Healthy Kids teams in New England. Since 2007, Action for Healthy Kids' teams have impacted nearly 84,000 students directly and 126,000 indirectly as a result of the Kellogg-funded team grant program.

Michael & Susan Dell Foundation

Parents CATCH onto Wellness is a three-year project in Austin, Texas, to actively increase parent involvement in making their kids and schools healthier through training and materials. The Michael & Susan Dell Foundation grant will also fund the scientific evaluation of the effectiveness of Action for Healthy Kids' parent outreach models and resources.

Stop & Shop/Giant Family Foundation

Funding has allowed implementation of *Game On! The Ultimate Wellness Challenge* in 18 schools in New York and Connecticut, where nearly 10,000 children are learning about and experiencing proper nutrition and being active daily. At least 14 community partnerships are being developed to connect community organizations and business to participating schools.

Chobani Greek Yogurt

Through a strategic sponsorship, Chobani Greek Yogurt is helping Action for Healthy Kids deliver programs and services in schools nationwide, increasing awareness of the issue and contributing to the improved health and wellbeing of children through better nutrition.



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www.ActionforHealthyKids.org

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