



## Back to School 2009

Dear Action for Healthy Kids Supporter,

As we prepare for another school year it is encouraging to realize how Action for Healthy Kids Teams, Partner organizations, our staff and funders are working together to create healthy schools and healthy kids. Preliminary results from 18 Action for Healthy Kids Team grant-funded projects during the 2008-09 school year are impressive. We'll have complete results about the impact of our Team grants to share in the next edition of *Connections*.

Now, Action for Healthy Kids is pleased to share an overview of our **2009-2012 Strategic Plan**. This plan, developed by the Board of Directors and Action for Healthy Kids staff, is the very carefully developed direct response to identified needs in the field of school wellness that are critical to the health of our children that are not yet fully addressed. This bold, three-year vision builds on the groundwork laid by you and many others during our previous seven years. The work that you and our Teams are committed to as outlined in the state action plans is completely aligned with and reflected in this overarching strategic plan. Likewise, the way we will involve and work with our Partner organizations is driven by the strategic plan and vision. It is our intention that this be the living, breathing document that guides the decisions we make and actions we take. It is not just rhetoric and it will not just be sitting on a shelf!

We invite and encourage you to download the overview of the [Action for Healthy Kids 2009-2012 Strategic Plan](#), and to read more about the plan in this month's newsletter. Watch for future issues of *Connections*; we'll provide more information, highlights and opportunities for you to get involved locally. If you have comments or questions, please call Rob Bisceglie at 847.329.1838.

On behalf of the Action for Healthy Kids Board of Directors and staff, thank you for your past support. We look forward to continuing to work with you this school year and in the future.

Best,

A handwritten signature in black ink that reads "Judith C. Young".

Judith Young, PhD  
Chair, Board of Directors

A handwritten signature in black ink that reads "Rob Bisceglie".

Rob Bisceglie  
Executive Director

### *2009-2012 Strategic Goal*

**Work with 25,000 schools to help them adopt strong wellness policies and programs that teach kids about eating healthy and being active every day.**

Our efforts will focus on collaborating with schools that lack facilities, resources and expertise to provide students with opportunities to eat right and be active at school so they are ready to learn. We will achieve this goal by:

- **Developing the organizational infrastructure** to conduct high-impact school wellness programming and advocacy in every state. This includes growing our volunteer and Partner networks to provide programs and resources to target school districts developing and implementing school health action plans; and strengthening national operations staff to optimize program development, communications, education, support services and strategic focus.
- **Fully developing and implementing our "school health" model** to help schools become healthier places through relationship building, volunteer support, and best-practice programs and practices.
- **Fostering broad awareness and understanding** of critical school wellness issues and their impact on student health and achievement. Our communications and education will focus on engaging key stakeholders, including school administrators, educators, parents, students and volunteers in underserved communities, as well as our Partner network.
- **Conducting a successful multiyear campaign** to fund expanded national and local operations and our long-range vision.

#### *Daily Work Aligns with Strategic Plan*

To make our three-year vision a reality, it's important that the work of our State Teams, volunteers, Partners, staff and funders are in sync with this strategic plan. We are incorporating this plan into our annual operating plans and on a regular basis, will review and assess to ensure our daily operations are in line with the larger vision.

We continue to add volunteers to the network to expand our reach and impact in more schools and communities. Another example: While all of our Teams are committed to helping schools become healthier, as a result of this year's action planning process, 34 Teams have committed to conduct projects funded by Action for Healthy Kids that support implementation of our "school health" model to help schools become healthier places. This includes working with Action for Healthy Kids national program staff to build relationships with more district and school leaders, teachers and food services professionals.

#### *Get Involved!*

Many people are taking action for healthy kids all across the country. If you're not already, contact your State Team to learn more about how you can be involved. Go to our [State by State Action page](#) and select your state to get State Team contact information.

#### *Our Vision*

That all kids develop the lifelong habits necessary to promote health and learning



Volunteers will support the effective implementation and monitoring of local wellness policies, and will introduce and provide technical assistance to help schools implement best-practice programs and practices, including *Game On! The Ultimate Wellness Challenge*, *ReCharge! Energizing After-School*, and *Fuel Up To Play*.

During the first half of 2009, Action for Healthy Kids added four new Partner organizations: Save the Children; America's Promise Alliance; The Whole Grains Council; and Students Against Destructive Decisions (SADD). All help us move closer to our strategic goal to serve more schools, in particular those in underserved communities, and help kids learn to be healthy.

Save the Children, for example, works with schools in rural, underserved communities. America's Promise Alliance's national action strategy includes educating and supporting children to learn how to lead healthy lifestyles, while The Whole Grains Council promotes nutritional quality in school foods, encouraging kids to eat more fruits, vegetables, whole grains, and low-fat and fat-free dairy. SADD supports our issues and provides a direct connection to students. The organization has already played an important role in helping Action for Healthy Kids prepare to expand *Students Taking Charge* to a national program.

## ***Our Core Activities***

Key to everything we do is five activities that we believe will help us achieve our goals, and transform awareness into action that reverses the epidemics of childhood obesity and undernourishment by accelerating change in our schools:

- Create family-school-community partnerships to advocate for effective and sustainable wellness policies, plans and practices, especially in underserved communities;
- Help more parents, caregivers and students who want to be healthy at home and learn to work with schools;
- Promote nutritional quality as well as daily physical education and activity;
- Collaborate closely with school administrators and educators to meet their and their school's needs; and
- Continue to advocate for better ways to implement, monitor and evaluate school wellness initiatives.



Action for Healthy Kids | Click [HERE](#) to visit our website.  
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