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Schools are under tremendous financial strain as a result of the current economic crunch. Your support is more important than ever and will demonstrate your continued dedication to Action for Healthy Kids and its efforts to impact school wellness.

Best of all, your contribution will support our shared mission and

AFHK Impact and Reach

Nearly 4 Million Students Benefit from Action for Healthy Kids

A recent survey of Action for Healthy Kids team leaders revealed that teams reached **1,052 school districts** – representing approximately **3.7 million students** – in the 2008-09 school year. Teams provided a variety of support to schools including training sessions, coaching, technical assistance, help implementing programs, resources and funding. Additional highlights include:

- 49% of teams are engaged with the largest school district in their state;
- 76% of teams have provided information about Action for Health Kids by speaking at state/local conferences; and
- About 50% of teams have sponsored Action for Healthy Kids-branded events or wellness policy workshops.

Teams reported being most involved with local partners, including the National Dairy Council, School Nutrition Association, American Dietetic Association, American Heart Association and National Association of Sport and Physical Education.

Game On! Making Significant Impact

Twenty schools from five states participated in a study to evaluate the effectiveness of *Game On! The Ultimate Wellness Challenge*. Pre- and post-program student surveys showed statistically significant improvements in their knowledge, attitude, and behavior with regard to food choices, particularly consumption of milk and milk products and whole grain foods. Attitudes towards physical activity also improved: students reported doing more physical activity during school (84%) and after school (88%) than prior to implementation of the program.

An overview of *Game On! The Ultimate Wellness Challenge* and [results from the 2008-2009 evaluation study](#) is now available.

ongoing efforts to promote health and learning for all children.

Support our work...
Make a Donation!



Policy Watch

IOM Releases Guide to Curb Childhood Obesity

The **Institute of Medicine** has released [Local Government Actions to Prevent Childhood Obesity](#), a new report that provides practical action steps and strategies for state and local government officials to help curb or prevent childhood obesity.

AFHK Partner News

PlayWorks Connects Play and Learning

Action for Healthy Kids welcomes new partner [PlayWorks](#), a national nonprofit that supports learning by providing safe, healthy and inclusive play and physical activity to schools at recess and throughout the school day.

Registration Open for Healthy People 2020 Public Meetings

The **U.S. Department of Health and Human Services** is seeking input on the Healthy People 2020 proposal aimed at transforming thinking about health, health-enhancing behaviors, and strategies for disease prevention and health promotion. Public meetings will be held in Kansas City on Oct. 22, Philadelphia on Nov. 7 and Seattle on Nov. 20. [Online registration](#) is now open.

New ED at President's Council

Another Thousand Schools to Benefit in 2009-10

Action for Healthy Kids is providing technical assistance and nearly **\$600,000 in funding** to initiate or accelerate health-improving initiatives in more than **1,000 schools** this school year. Funding has been made possible by the National Dairy Council, National Football League, Kellogg's Corporate Citizenship Fund, and glacéau smartwater, through the Entertainment Industry Foundation. And, this is just part of what we'll be achieving.

- **Sixteen teams** will work closely with schools to implement, monitor and improve wellness policies, utilizing *Game On! The Ultimate Wellness Challenge* and incorporating a "train the trainer" model to teach schools how to effectively monitor and refine their wellness policies using the wellness policy tracker.
- Also in 2009-10, Action for Healthy Kids plans to recruit more than **1,000 schools** to implement *Fuel Up to Play* by making presentations to schools, providing school mini-grants, and by matching local volunteers with schools to assist with implementation.
- Action for Healthy Kids also will extend the reach and effectiveness of *ReCharge! Energizing After-School* by hosting **district-level training sessions**, providing resource kits to more schools, and by conducting an extensive evaluation of the program results.

Mounting Evidence

Active Kids Perform Better in School

New research from **Robert Wood Johnson Foundation** links the benefits between school-based physical activity and academic achievement. Key findings featured in the *Active Education: Physical Education, Physical Activity and Academic Performance* brief include:

- kids who are more physically active tend to perform better academically; and
- activity breaks can improve cognitive performance and classroom behavior.

[Download the report for further evidence](#) that physically active and fit children tend to have better academic achievement.

Spotlight on Supporter

National Football League: Play 60

A long time supporter of Action for Healthy Kids, the **National Football League (NFL)** is committed to improving the health

President Obama has appointed Sergio Rojas to serve as executive director of the **President's Council on Physical Fitness and Sports**. Rojas brings almost 15 years experience in the health and wellness field and a record of community service promoting fitness and health through programs targeting youth and underserved communities.

and fitness of youth through its [national Play 60 campaign](#).

Click on the image below to view an ad from the NFL recognizing its partners, including Action for Healthy Kids, for their efforts to keep youth active and healthy.



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