Who Are We?

AFHK’s vision is a world in which every kid is healthy, active and ready to learn.
Who Are We?

Action for Healthy Kids works to mobilize school professionals, families and communities to take actions that lead to healthy eating, physical activity and healthier schools where kids thrive.

Why Schools?

Healthy Kids Learn Better

Good Food + Active Bodies = Kids Equipped for Success
Today’s Presenters

Facilitator:
Carol Muller
State Director, Colorado
Action for Healthy Kids

Kayla Brannen
Parent/Business Owner
Joslyn Elementary PTO

Michelle Smith
Texas State Coordinator
Action for Healthy Kids

Learn • Act • Transform
The Learning Connection

Educational behavior
- Attendance, dropout rates, classroom behavior

Cognitive ability and attitude
- Attention, concentration, memory, mood

Academic performance
- Test scores and grades

Parents are a Force for Change

“I always wondered why somebody doesn’t do something about that. Then I realized I was somebody.”

Lily Tomlin, Actor

Learn • Act • Transform
Parents Make the Difference

**Benefits for Students**
Higher academic achievement, better attendance, better social skills, better eating habits, increased physical activity, less emotional distress

**Benefits for Parents**
Better parenting skills, more confidence in parenting and decision-making skills

**Benefits for Teachers and Principals**
More respect from families, higher morale and job satisfaction

A Foundation for Effecting Change

Parents for Healthy Kids offers the **resources parents and caregivers need** to help families become **effective change agents** in school and student health.

- Trainings
- Website and online community forum
- School grants
THE CHALLENGE

Unhealthy school food culture

How does your school reward students?
How much sugar would you consume per year if you ate one mint per day?

But it's just a mint!
One mint per day adds up to 3,600 extra calories over the course of a school year.

How many calories are in an entire container of doughnuts?

- 150
- 250
- 500
- 1,500
Ideas Don't Have To Involve Food!

**Fun** doesn’t have to involve food

**The Solution**

The birthday child can…

- Be the teacher’s helper.
- Wear a special crown, sash or badge.
- Donate or read a book to the class.
- Receive a personalized birthday card from the teacher.
- Choose the game, activity or music.
- Have special time for a game or activity with the teacher, principal or another adult.

Healthy Birthday Celebrations

Colorado Parent Champion Alli Howe led a project at Sherman Early Childhood Center to provide each classroom with a Birthday Box, including special markers, a seat cover, party hats, a birthday badge and more.
Healthy and Active Party Ideas

When food is part of the celebration:

- Offer a variety of healthy options including fruits, vegetables, whole grains, low fat/fat-free dairy products and water.
- Arrange fruits and vegetables in a visually-appealing way.
- Offer sweets and treats in small portion sizes.
- Create sign-up sheets that list healthy items.
- Pay attention to food allergies and special diet needs.

Family Events at School

- Health fairs
- School garden work days
- Cooking lessons or "Iron Chef" competitions
- Physical activity events
  - dance contests, fun runs, obstacle courses, bike-a-thons
- Movie nights that promote healthy living
- Family nutrition/cooking classes
- Parents and teachers vs. kids sports competition
- 30-day challenges
THE CHALLENGE

Schools need to raise money.

Fundraisers support sports, music, art, technology and many other school activities.
Mixed Messages

- Family Fun Run
  October 17th

- Fundraiser at Joe's Junk Food Joint!
  October 25th

- Wellness Meeting
  November 11th

- TV Turn-Off Week
  November 17-23
  Pizza party for the class with the most participation!

What Do Your Fundraisers Promote?

Do yours encourage healthy lifestyle choices?

- Fruit Sales
- Seed Packets
- Bike-a-thon
- Dance-a-thon
- Student Artwork
- Candy Sales
- Cookie Dough
- Restaurant Nights
**THE SOLUTION**

Healthier ways to rake it in!

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**Match Money with Messages**

**Food Fundraisers**
- Fruit, nuts, trail mix, spices
- 100% juice, smoothies, fruit and yogurt parfaits
- Plants or herb starter kits
- Farmers’ markets
- Healthy vending machines
- Cookbook of families’ healthy recipes

**Non-Food Fundraisers**
- Game night, Bingo night
- Garage sales
- Fun runs/walks
- Auctions (live, silent, or online)
- Candles, lotions, soaps, greeting cards, gift wrap
- School Spirit apparel and merchandise
- Holiday-themed (pumpkins, wreaths, flowers)
ParentsforHealthyKids.org

Joslyn Jaguar Jog
Omaha, NE

Healthy Fundraising

- Annual Jag Jog since 2015-2018
- $8,000, $5,000, $3,000 - 100%
- About 435 students within K - 6
- Market fun run --- 5 laps around the track
- More $$ = More laps = More Fun Time
- Take turns - typically 2 classrooms at a time
Fundraising at Its Finest

Make It Easy & Talk It Up

- Get water bottles, prizes (medals or trophies), & a DJ!
- Send out letters to sponsors, request donations, prep student envelopes, & send weekly fliers
- Kick Off Rally
- Incentives
- Running schedule for staff

Have Fun!

- No really, just have fun!
- Take the pressure off
- Start small, then go BIG
- No major prepping
- No money counting
- No magazine item sorting
- No annoyed parents
  
  Unhealthy Fundraising = more planning and prepping, counting money, sorting items, missing prizes, less incentives

Top 5 Takeaways

- Start Early - 60 days at least
- Get Involved with Community (Sponsors & Supporters)
- **Engage Parents - Sign Up Genius**
- Find the WHY
- Promote funds for the FUTURE
School Programs ◆ Tools and Resources ◆ Expert Partners
Volunteer Opportunities ◆ School Grants

ActionforHealthyKids.org