



## Who Are We?



AFHK's vision is a world in which every kid is healthy, active and ready to learn.

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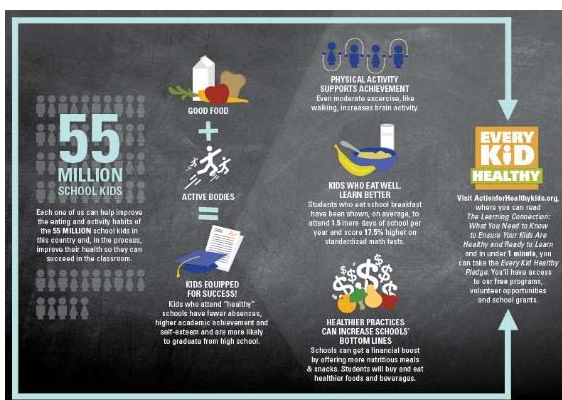


Action for Healthy Kids works to mobilize school professionals, families and communities to take actions that lead to healthy eating, physical activity and healthier schools where kids thrive.

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## Why Schools?



## Healthy Kids Learn Better

Good Food + Active Bodies = Kids Equipped for Success

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# 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

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# 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.”

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Lily Tomlin, Actor



# 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

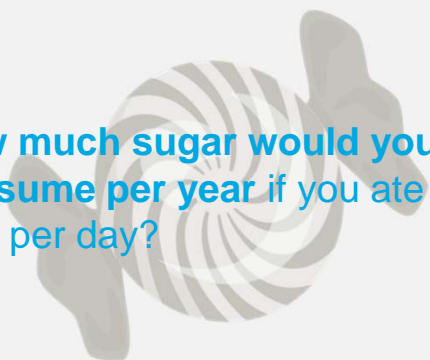
## Unhealthy school food culture



How does your school reward students?



How much sugar would you consume per year if you ate one mint per day?



10 tablespoons

½ cup

3 cups

5 cups

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

**Nutrition Facts**

Serving Size 1 donut (61g)	
Servings Per Container 6	
Amount Per Serving	
<b>Calories</b> (250)	Calories from Fat 120
	% Daily Value*
<b>Total Fat</b> 14g	<b>22%</b>
Saturated Fat 6g	<b>32%</b>



**Fun** doesn't have to  
involve food

## Healthy Birthday Celebrations

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.



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.

**Family Fun Run**  
October 17<sup>th</sup>

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**Fundraiser at Joe's Junk Food Joint!**  
October 25<sup>th</sup>

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**Wellness Meeting**  
November 11<sup>th</sup>

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




Mixed Messages

## 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

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# THE SOLUTION

Healthier ways to rake it in!



## 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**

YOUR SCHOOL, HEALTHIER. INSPIRATION. ABOUT US. PARENT TO PARENT.

**Genius ways to make your school healthier.**  
School health leaders will notice that...  
When you're looking for ideas...

**Hot Topics**  
Whether you want to get kids moving in the classroom or find ways to make healthier school policies and procedures, look no further than our Hot Topics. Inspiration and ideas are just a click away!

**ParentsforHealthyKids.org**

**JOSLYN PTO**

# 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

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