

# Every Kid Healthy

Giving Kids the Keys to Health and Academic Success



# Dear Friends and Supporters,

We marked our 10-year anniversary in 2012 with great satisfaction about the work we've done to create healthier school environments across the country. Now in our second decade, we're taking this opportunity to reflect on our beginnings, highlight our accomplishments and set out our vision for the future.

Action for Healthy Kids was founded in response to the December 2001 special report, *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*, issued by Dr. David Satcher. That sobering document, in part, identified schools as a key setting for addressing childhood obesity. The report was such a startling call to action that in October 2002, nearly 500 experts in children's health and education convened in Washington, D.C. to address the role of schools in reducing childhood obesity. Out of that meeting, Action for Healthy Kids was launched with 51 state teams (including Washington, D.C.) and 30 partner organizations. Dr. Satcher became the founding chair of our Board of Directors.

Since then, AFHK has become an important voice in the national discussion about children's health. Our 2004 landmark report, *The Learning Connection: The Value of Improving Nutrition and Physical Activity in Our Schools*, shaped the conversation with its demonstration of how the excessive rise in poor nutrition, inactivity and weight problems hurt academic achievement and possibly cost schools millions of dollars each year. During 2013, we revisited the issue with the release of *The Learning Connection: What You Need to Know to Ensure Your Kids are Healthy and Ready to Learn*. It demonstrates that physical activity supports academic achievement, well-nourished kids learn better and that healthier practices in schools can increase school revenue.

Even more important, our state teams and the dedicated volunteers from our 60,000-person network have worked diligently to fight childhood obesity, undernourishment and physical inactivity by bringing physical activity and nutrition lessons, programs and grants directly to more than 25,000 schools and their 10.8 million students. In fact, it's these volunteers who donate their time in classrooms, cafeterias and on playgrounds to ensure schools have the resources they need to help students live healthier lives. During 2012 alone, they contributed the equivalent of at least \$7.6 million in time and resources to schools nationwide. Their work is exceedingly valuable and nothing short of inspirational.

We're certainly proud of our journey so far. But we're truly excited about the accomplishments that lie ahead. Driven by our commitment that *all* schools provide nutritious food, quality physical and nutrition education and comprehensive physical activity, we're working with our partners to make that happen so that *all* kids can be healthy.



**Reggie Washington**  
Chair, Board of Directors



**Rob Bisceglie**  
CEO

## AFHK THROUGH THE YEARS

**DECEMBER 2001** *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity* identifies schools as a key setting for addressing childhood obesity

**SEPTEMBER 2002** Action for Healthy Kids releases its *Commitment to Change*. It shows AFHK staff, volunteers, partners and financial supporters how to work with schools to fight childhood obesity and undernourishment

**OCTOBER 2002** Nearly 500 experts in children's health and education convene at the first Healthy Schools Summit to address schools' role in reducing childhood obesity. First Lady Laura Bush is honorary chair

**OCTOBER 2002** Action for Healthy Kids is launched, with 51 state teams and 30 partner organizations. Former U.S. Surgeon General Dr. David Satcher is founding chair



Renee Rogers has taken wellness to a new level at Silverthorne Elementary in Silverthorne, Colo. A member of Colorado Action for Healthy Kids' **Parent Wellness Advocate Project**, she wanted to do more to promote healthy eating and active living at her daughters' school.

Thanks to an AFHK grant with support from the Colorado Health Foundation, Rogers expanded the work of the school's wellness team to integrate wellness events and activities into the school calendar by adding a walk-to-school day, healthy parties with fruit and veggie trays, "brain gym" assemblies that taught kids to move their bodies in ways that stimulate the brain and more. The grant also helped the school start *Fresh Fridays* during lunch time to introduce kids to different fruits and vegetables.

"Almost 90 percent of the kids try these options during *Fresh Friday*," Rogers said. "They're very inquisitive and ask, 'What is it?' 'How do I buy it?' Most of the time, they ask for more."

## Learn, Act, Transform...

Action for Healthy Kids achieved its 2009-2012 strategic goal of reaching 25,000 schools with programs, volunteer support, school grants and technical assistance designed to help each building adopt strong wellness policies and practices and teach their more than 10 million kids about eating healthy and being active. In the process, we've increased our volunteer and constituent network to more than 60,000 people! And by working through our **Learn, Act, Transform** model, we educated school leaders, parents and others on school health practices, mobilized parents and volunteers to get health-promoting programs and wellness policies into schools and turned schools into healthier environments.

During our first decade, we expanded our educational outreach to volunteers from convening special panels and writing special reports to include regional trainings, national webinars, conferences and workshops. We also introduced an online **Resource Clearinghouse**, which houses nationally-recognized, evidence-based tools and programs that have helped the schools in our network to incorporate nutrition and physical activity into the school day.

Through our **Parents for Healthy Kids** program we've provided the information and resources parents need to work alongside teachers and administrators to create healthful school changes. And, our webinar-based **Parent Leadership Series** teaches parents and caregivers how to navigate school health issues. The series tackles everything from how to improve the food culture in schools to how to create successful school breakfast programs. In all, nearly 10,000 parents have been involved with AFHK programming.

The work of our state teams has been equally productive. Over the years, they've held thousands of trainings on issues ranging from updates on the Healthy Hunger-Free Kids Act of 2010 to coordinated school health. They've also hosted hundreds of conferences on everything from Farm-to-School programs to the best practices for physical activity and nutrition in schools.

And because we've long understood we need everyone who's concerned about children's health to join our fight, we created the **Every Kid Healthy Pledge** to foster a movement of educated and empowered school health advocates who can work with us to create healthier school environments.

All told, we've grown our network and increased the number of volunteers who have taken actions to improve school health. Our volunteer engagement goal is that by December 31, 2014, 30,000 volunteers will have enough knowledge to take at least one school health action in partnership with us.



## AFHK THROUGH THE YEARS

**SEPTEMBER 2004** An expert panel convened by Action for Healthy Kids defines universal standards for evaluating school health programs, making successful approaches easier for schools to replicate

**SEPTEMBER 2004** Action for Healthy Kids releases *The Learning Connection: The Value of Improving Nutrition and Physical Activity in Our Schools*, revealing the negative impact of poor nutrition and inactivity on academic achievement and school budgets

**SEPTEMBER 2005** Action for Healthy Kids hosts second Healthy Schools Summit. More than 600 national policy makers, health experts and other school health advocates discuss how to help under-resourced schools improve students' nutrition and fitness

**OCTOBER 2005** Action for Healthy Kids releases *ReCharge! Energizing After-School*, in partnership with the NFL. The football-themed program uses an after-school setting to teach elementary students about sound nutrition and regular physical activity

# Learn, Act, Transform ...

Once we've educated our school partners on the best ways to get kids eating nutritiously and staying active, our grants and programs give parents, teachers, school administrators, other volunteers, even students the resources they need to create healthy school environments.

With respect to our **School Breakfast for Healthy Kids** program alone, since 2009, when we provided grants to 35 schools and served students 550,886 new school breakfasts, our impact has grown. In partnership with funders like Kellogg Company, Kellogg's Corporate Citizenship Fund and Walmart Foundation, we've increased the number of schools nation-wide that offer nutritious breakfasts, as well as the number of students who've participated in the national *School Breakfast Program*. During the 2011-2012 school year, AFHK distributed breakfast grants to 230 schools for 5.2 million new breakfasts. By the 2012-2013 school year, we reached 338 schools and served 4.8 million new breakfasts and expect to reach 455 schools with 3.7 million new breakfasts during the 2013-2014 school year. Along with the grants, we also provide schools with programmatic tools, technical assistance and volunteer support to create or bolster school breakfast programs. In fact, between the 2009-2010 and 2013-2014 school years, we will have provided just over 21 million new breakfasts to 75,000 hungry students in 1,150 schools.

Yet, that represents only part of the work we do to create effective, sustainable universal breakfast or alternative breakfast programs in schools. For instance, we've also used webinars and local trainings to educate more than 4,500 breakfast ambassadors who help schools and communities understand the importance of breakfast and find alternative ways to distribute that first meal of the day during the 2011-2012 and 2012-2013 school years.

### VOLUNTEERS DELIVER \$7.6 MILLION IN TIME AND EXPERTISE

Since 2007, our free, kid-friendly programs such as **Game On! The Ultimate Wellness Challenge** and **Students Taking Charge**, have routinely promoted healthy behavior in students. But, much of our success wouldn't have been possible without our volunteer-run state teams. They work hand-in-hand with various stakeholders – school administrators and policy makers, teachers, state agency staff, healthcare workers, parents and students themselves – to ensure kids develop lifelong healthy habits. During 2012 alone, their in-kind contributions to schools, as demonstrated through their donated time and expertise, reached \$7.6 million!

### IMPACT OF SCHOOL BREAKFAST GRANTS

2009–2010	35 schools	50,886 new breakfasts
2010–2011	80 schools	603,446 new breakfasts
2011–2012	230 schools	5.2 million new breakfasts
2012–2013	338 schools	4.8 million new breakfasts
2013–2014	450 schools	8.25 million new breakfasts



Principal Sam Kelley and school nurse Sam Teel of Hodge Elementary in Denton, Texas teamed up to change their school's culture by supporting wellness and especially school breakfast. Their mutual concern that one student wasn't eating breakfast helped them find breakfast solutions for *all* their students.

"When we decided to accept some responsibility on educating our students on making healthy choices, we started researching organizations that could give us the support we needed to get going," said Teel. They found AFHK and with the organization's grant and support, the pair built a strong school breakfast program. The dynamic duo's work even led to Hodge Elementary being featured in a *Kellogg's* video about the power of school breakfast. But their impact doesn't end there. Committed to the overall health of their students, Kelley and Teel even created health-promoting programs designed to change Hodge's health environment and educate the staff, teachers, parents and students and get them thinking healthy, which is why we named the pair *Healthy School Heroes* during the 2012-2013 school year.



**AFHK THROUGH THE YEARS**

**APRIL 2006** Action for Healthy Kids conveys best practices in school health to nearly 1,000 educational leaders in a Web forum, *The Role of School Wellness in Creating High-Performing Schools*

**OCTOBER 2006** Action for Healthy Kids hosts the inaugural *Game On! The Ultimate Wellness Challenge*, a skills course of nutrition and physical fitness activities, in Washington, D.C. First Lady Laura Bush serves as honorary chair

**JULY 2008** Action for Healthy Kids launches *Parents Advocating for School Wellness*, a toolkit for parents to help improve their schools' wellness practices

**AUGUST 2008** Action for Healthy Kids releases *Progress or Promises? What's Working for and Against Healthy Schools*, summarizing the views of more than 2,000 children's health and education experts, school personnel and parents as well as new school health data. The report underscores the need for broad, systematic changes

**DECEMBER 2008** More than 2,000 thought leaders participate in Action for Healthy Kids' Web forum, *Call to Leadership: Elevating School Wellness to a Higher Priority*. The blue-ribbon panel addresses the systemic changes that are needed to make sustained improvements to school health

**SEPTEMBER 2009** Action for Healthy Kids launches *Students Taking Charge* nationally. The program, which empowers high school students to bring healthy changes to their schools, was created on the grassroots level by Massachusetts AFHK

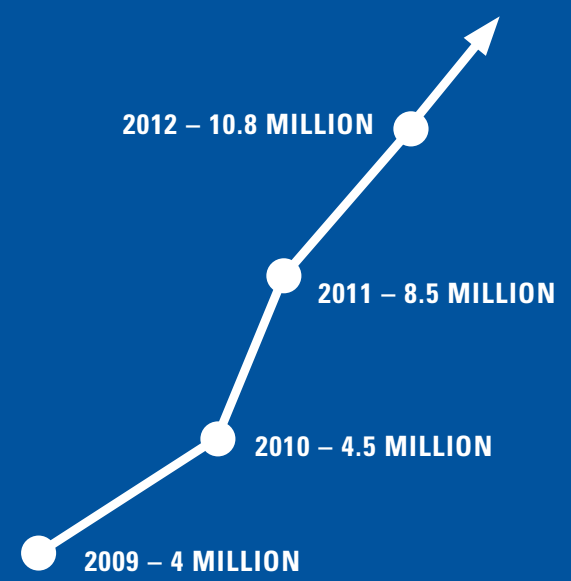
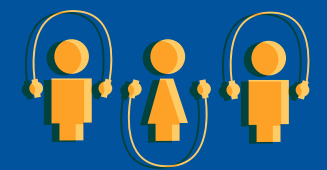
**AUGUST 2010** Action for Healthy Kids distributes the *Petition for Healthier Schools & Kids* in support of Child Nutrition Reauthorization legislation

**SEPTEMBER 2010** Action for Healthy Kids launches *Get in the Action*. The initiative gives ordinary people opportunities to get involved in their own communities, creating the kinds of healthy changes in schools that make it possible for kids to be physically active and to eat nutritious food every day

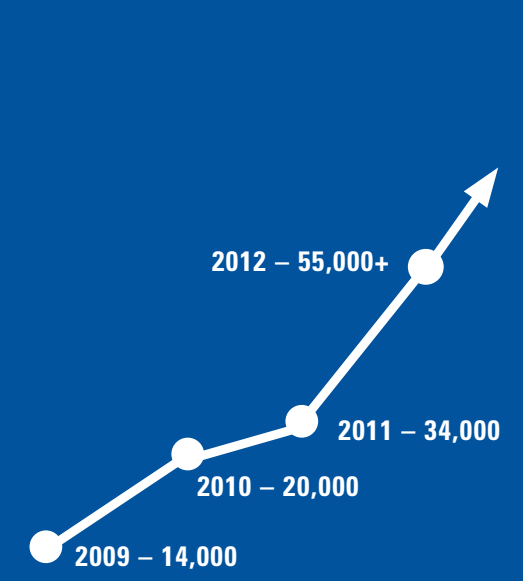
# We're Giving Kids the Keys to Health and Academic Success



**STUDENTS REACHED**



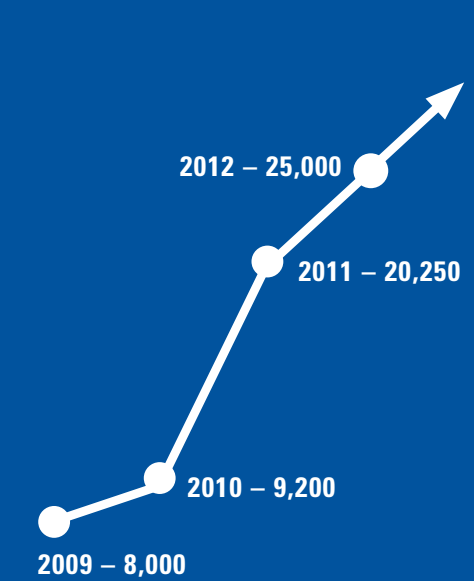
**VOLUNTEERS & CONSTITUENTS**



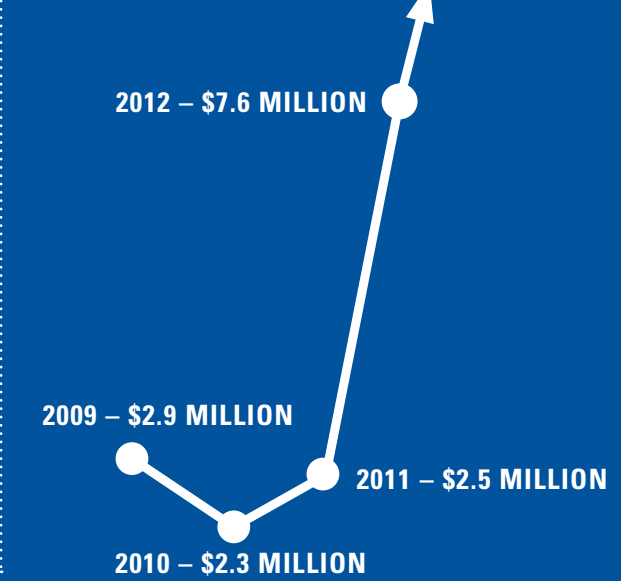
**TRAININGS & EVENTS**



**SCHOOLS REACHED**



**VOLUNTEER IN-KIND CONTRIBUTIONS**



**FEBRUARY 2011** Ultra-marathoner Dean Karnazes raises money and awareness for Action for Healthy Kids during 3,000-mile *Live! with Regis and Kelly's Run Across America with Dean Karnazes*

**APRIL 2012** Action for Healthy Kids launches the *Every Kid Healthy Pledge* to encourage people to get informed and involved in the fight against childhood obesity

**APRIL 2013** Action for Healthy Kids releases *The Learning Connection: What You Need to Know to Ensure Your Kids are Healthy and Ready to Learn*, a guide for parents, educators and others to create healthier school environments

**NOVEMBER 2013** Action for Healthy Kids hosts first *Every Kid Healthy Summit*. National partners, key AFHK state team leaders, board members and staff gather to discuss nationally-coordinated, grassroots actions at schools that ensure *all* kids develop healthy habits



For fifth-grade teacher turned PE coach Bawana Perry, it's important that the students at Ruediger Elementary School in Tallahassee, Fla. know all about health and wellness. Thanks to **Fuel Up to Play 60** grants she received during the 2011-2012 and 2012-2013 school years, she's ensuring that's the case. The fun program, sponsored by AFHK founding supporter the National Dairy Council and the National Football League, encourages kindergartners through 12th-graders to eat healthy and get active. Through the two grants Perry received, totaling \$7,000, she converted her classroom into a fully equipped fitness room for students and staff, complete with dumbbell weights, exercise machines, a blood pressure machine, pedometers, blenders to make healthy smoothies and more.

"The children are our future," says Perry, a 2012-2013 AFHK *Healthy School Hero*. "We need to have (programs) in order so they can live healthy lives. Being able to ... teach children about being active and eating healthy is an ideal I strongly believe in." Perry's interest in *Fuel Up to Play 60* was sparked by AFHK, which promoted the program through our network during the 2011-2012 school year and recruited and trained thousands of *Fuel Up to Play 60* program advisors and supporters during 2012-2013 school year.

## Learn, Act, Transform ...

AFHK expert and lay volunteers have been moved to action and made real strides in transforming schools into environments where only nutritious foods are served, students have access to quality physical and nutrition education, opportunities for physical activity are offered to all students and student wellness is paramount. Their work and skillful use of our programs to improve children's health has been a lynchpin of our overall success.

For instance, through our **Get in the Action** initiative, launched in 2010, volunteers around the country have consistently gotten involved in their communities and created the healthful changes in school cafeterias, classrooms and playgrounds that made it possible for kids to be physically active and to eat nutritiously every day. Over the years, volunteers have helped to refurbish school playgrounds, plant school gardens and treat kids to taste tests of healthy food at schools from coast-to-coast.

### FORGING HEALTHY PATHS EVERYWHERE

We provide school communities with the volunteer support, technical assistance, programs, tools and financial resources necessary to put healthy policies, systems and environments in place so that students benefit over the long term. In all, AFHK has provided more than \$4.5 million in nutrition and physical activity financial resources to 3,000 schools and expert resources and learning opportunities to the more than 25,000 total schools in our network.

Our **Students Taking Charge** grants, for instance, give high school student groups the means to make the health-focused projects they choose – such as installing a cafeteria salad bar or improving the food and snacks selections in their school stores and vending machines – happen. Meanwhile, our **Game On! The Ultimate Wellness Challenge** grants empower elementary schools to host successful school health programs which emphasize healthy food and physical activity throughout the day.

Meanwhile, through our multi-year partnership with Walmart Foundation, we have deepened our nutritional impact on schools. During the 2012-2013 school year, we distributed \$2,000 grants to 400 schools around the country to improve access to healthy foods and bolster nutrition education for some 270,000 children. And, thanks to the Foundation's continued support, our *Universal Breakfast for Healthy Kids* campaign is ensuring 30,000 students in 100 pilot schools across 20 states begin each school day with nutritious breakfasts during the 2013-2014 school year. In the future, we plan to use our successes with these pilot schools to make the case for universal school breakfast to hundreds of additional schools in the same districts to ensure those students have access to universal breakfast as well.

Similarly, through our new *Active Kids Campaign*, launched in partnership with CSX during 2013, 200 schools in 10 states were awarded *School Grants for Healthy Kids*, ranging from \$1,000 to \$5,000 each, for the 2013-2014 school year. Totalling \$700,000, the grants will increase daily physical activity for more than 110,000 students.



# To the Future

Action for Healthy Kids' growth during its first decade, from a single meeting of 500 children's health and education experts to an organization with a network of more than 60,000 volunteers and constituents and a national voice on childhood obesity, was no easy feat. That growth, in fact, was due in large part to the committed volunteers, partners and dedicated staff who've worked so effectively to make school environments healthier.

Looking ahead, we'll count on that same commitment and dedication to help us accomplish future goals. Chief among them is the realization of our new *Every Kid Healthy Campaign*. Through it, we'll work with our volunteers and partners who are also deeply engaged in school health issues in a coordinated national movement to ensure all 130,000+ schools in the country provide healthy foods, quality health and physical education and comprehensive physical activity for *all* students by 2030.

Of course, we'll also continue to do the things that have allowed us to help shape the national movement to end childhood obesity, such as providing our free, evidence-based programs, tools and resources to schools; providing nutrition and physical activity grants to schools and issuing special reports. For instance, in 2013, we released ***The Learning Connection: What You Need to Know to Ensure Your Kids are Healthy and Ready to Learn***. It's a follow-up to our 2004 landmark report, *The Learning Connection: The Value of Improving Nutrition and Physical Activity in Our Schools*.

This school health road map for educators, volunteers and parents demonstrates that physical activity supports academic achievement and well-nourished kids learn better. The report's parental focus is in keeping with AFHK's priority of teaching parents about school wellness so they can partner with their children's schools to increase students' access to sound nutrition and regular physical activity. In fact, over the next five years, we plan to build a 100,000-strong network of parents who'll join us in bringing substantive healthful changes to thousands of schools across the country.

We're also looking forward to the impact our new, game-changing ***Get in the Action Center*** will have. The first-of-its-kind in school wellness, this skills-based online volunteer management platform allows AFHK to connect volunteers with specific school projects hyper locally and manage, track and report on the impacts of our volunteers, programs and projects in real time.

As our plans indicate, we're more committed than ever to achieving our vision that all kids develop the lifelong habits necessary to promote health and learning.







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