Engaging Your School Community with Every Kid Healthy Week
February 27, 2019
Today’s Presenters

Sean Wade
Senior Manager of Volunteer Initiatives

Grace Perry
Southern Regional Manager
Logistics

- Telephone or speakers
- Everyone is muted
- Submit a question
- This call is being recorded
- Link to recording and handouts will be sent out following the call
What We’ll Cover

- AFHK Overview
- Every Kid Healthy Week Overview
- **Success Story**: Columbia Elementary, Decatur, GA
- Every Kid Healthy Week Resources & Registration
- **Success Story**: Pelham Ridge Elementary, Pelham, AL
- Engaging Parents, Families and Your School Community
- **Success Story**: Reilly Elementary, Chicago, IL
- Every Kid Healthy Week Keys to Success
Who Are We?

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

We work to mobilize school professionals, families and communities to take actions that lead to healthy eating, physical activity and healthier schools where kids thrive.
The Learning Connection

Integrating health and wellness into schools gives students the opportunity for an academic advantage – what AFHK calls The Learning Connection.

• Physical activity has a positive impact on academic achievement. It leads to more focused classroom behavior and improved test scores.
• Participation in breakfast programs are associated with increased grades specifically math and arithmetic scores.
• There is a positive association between healthy dietary consumption and mental processes including cognition.
Tell Us About Yourself

How would you describe yourself?

A. I am a school teacher/staff member.
B. I am a school district staff member.
C. I am a parent or caregiver.
D. I am a community member or work for a community organization.
E. I am something else 😊
Tell Us About Yourself

Has your school ever hosted an Every Kid Healthy Week Event?

A. Yes, just once
B. Yes, we’ve hosted multiple EKHW events
C. No, we’ve never hosted an EKHW event
D. I’m not sure
Every Kid Healthy Week: April 22-26, 2019

- Approved by Congress and recognized as an official National Health Observance during the 4th week of April
- All schools are invited to participate in Every Kid Healthy Week by hosting a family-friendly health-promoting event each spring
EKH Week 2018 – Final Results

- 1,650 total events
- 675,000+ participants (students, parents, teachers, family members, community members)
- 44 states represented
- 96 state and local partners
- 6 states officially recognized Every Kid Healthy Week
EKH Week 2018 – Final Results

- **Top 3 Activity Types:**
  - Taste Tests (288+)
  - Family Fitness Days (126+)
  - Field Days (123+)

- **400+ events with a volunteer component**

- **4,500+ volunteers** for events
Success Story: Columbia Elementary

Get Up And Move & Taste Test
Columbia Elementary
Decatur, GA
Success Story – Columbia Elementary
EKH Week 2019 Resources

www.EveryKidHealthyWeek.org

Seventh Annual Every Kid Healthy™ Week:
April 22-26, 2019

Every Kid Healthy™ Week is an annual observance created to celebrate school health and wellness achievements and recognized on the calendar of National Health Observances. Observed the last week of April each year, this special week shines a spotlight on the great efforts schools are making to improve the health and wellness of their students and the link between nutrition, physical activity, and learning – because healthy kids are better prepared to learn! Anyone can get involved and be a part of the celebration to help support sound nutrition, regular physical activity and health-promoting programs in schools with a school health expert. Schools are
Resources

Use these resources to plan an Every Kid Healthy Week event, communicate about your event and engage volunteers.

Every Kid Healthy Week Toolkit – Everything you need to succeed!

Every Kid Healthy Week Overview – Help inform your colleagues and community.

Event Flyer – Enlist parents and volunteers.

Planning Timeline and Checklist – Use this event checklist to successfully plan and promote your event.

AFHK Events and Volunteer Management Tool – Find this in the School Health Portal/Events to add and manage events, register attendees and recruit volunteers.

How to Register Your Event - Use the School Health Portal to register your event.

Media Alert Template - Follow these instructions for sending out a media alert about your event.
EKH Week 2019 Resources

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Every Kid Healthy Week Toolkit
April 22–26, 2019
A toolkit for schools to engage staff, students, parents and community members in a celebration of school wellness.

Every Kid Healthy Week
EVENT PLANNING TIMELINE AND CHECKLIST

Three to four months before the event

Plan Ahead

- Recruit a planning team — this could include your wellness committee, parents, teachers, food service, admin, and students.
- Check out KIDscapes for ideas and resources to support your Every Kid Healthy Week.
- Get buy-in from school administration.
- Decide on the type of event you’ll host — consider your objectives, capacity, audience, scope, etc.
- Write down your desired outcomes for the event. For example, to engage staff, families and students in active streets and promote school wellness.
- Check out everykidhealthyweek.org for ideas on what to do and how to make your event great.

Two to three months before the event

Bring In Resources

- Create a list of local partners, volunteers, meat, fruit, fish, and other resources you’ll need.
- Brainstorm people and organizations in your network that can help you meet these needs.
- Divide and conquer — split up the list and divide outreach between primary key contacts.
- Create a list of other people and organizations that are most currently in your network to add for support — brokers who could be a good fit for these than deliver outreach responsibilities.
- Determine possible prices for the event week with your local retailer for items like grocery store gift cards, sporting goods, equipment, free lessons for martial arts or yoga, themed books and coloring equipment.

Promote your event

- Polit your event on the Kid Action for Healthy Kids, Events & Volunteer Management Portal.
- Reach out to other — reach out to people on your list, follow up and post to different locations.
- Advertise in schools — feedback local advertising and verbal word-of-mouth; see your community calendars in newspapers and community websites.
- Send letters or emails and schedule meetings with key community groups and parent networks to ask them to promote your event within their networks.

Plan for the unexpected

- Identify a backup date in case of poor weather or an emergency.
- Come up with backup activities in case you have a large turnout than expected.
- Have a plan for your event so you know what to cut out in a hurry.

National sponsors:
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**EKH Week 2019 Resources**

**Every Kid Healthy Week**

**How can my school join the celebration?**

Every Kid Healthy Week is all about celebrating your school’s wellness initiatives and inspiring new ideas to promote healthy eating, nutrition education and physical activity. Schools can show their commitment to wellness by hosting an event that focuses on healthy kids and families. Parents and family members can volunteer to help their kids’ schools host an event, then keep the celebration going at home.

To get started, check out the ideas below and visit EveryKidHealthyWeek.org, where you’ll find our planning toolkit and checklist, inspirational success stories from past events and tons more resources to help you plan the best Every Kid Healthy Week event yet—all free!

**Every Kid Healthy Week Event Ideas**

- Host a healthy foods taste test featuring fruits, vegetables, whole grains or low-fat dairy products.
- In your local schools, invite your local dairy, protein or reduce sugars.
- Create a school garden or enhance an existing one, and invite parents to help.
- Plan a school-wide event such as a 4-H Fair and engage parent volunteers to help with organization.
- Envision these ideas and work with community partners for a full health & wellness fair!

**Put Your School on the Map**

Demonstrate your commitment to healthy kids and healthy families! Join the national movement for school wellness by registering your event at EveryKidHealthyWeek.org.

**Celebrate Every Kid Healthy Week!**

Please join us for:

- **School Name**
- **Event Name**
- **Event Date**
- **Event Location**

Activities will include:

**Questions? Contact:**

- **Event Contact Information**

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EKH Week 2019 Resources

**Every Kid Healthy Week**

Every Kid Healthy Week is an annual observance on the calendar of National Health Observances that celebrates school wellness week. Celebrated during the last week of April each year, this special week spotlights the link between nutrition, physical activity, and learning. The National Action Committee on Physical Activity and the National Association of Elementary School Principals are joining forces to transform every school into a place where healthy kids are better prepared to learn!

**How can my school join the celebration?**

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To get started, check out the event ideas below and visit EveryKidHealthyWeek.org, where you’ll find our planning toolkit and checklist, inspirational success stories from past events and tons more resources to help you plan the best Every Kid Healthy Week event yet— all free!

**Every Kid Healthy Week Event Ideas**

- Host a healthy foods taste test featuring fruits, vegetables, whole grains or low-fat dairy products.
- Involve local farms and local produce in your school’s purple and green theme.
- Create a school garden or exhibit an existing one, and invite parent volunteers to help.
- Plan school-wide physical events, such as physical education lessons or volunteer opportunities to help with the organization.
- Celebrate these ideas and more with community partners as part of a Kid Healthy & Wellness team.

Still unsure how to get started? Visit ActionOnHealthyKids.org/StepsOn for more activity ideas, resources and tips—including ways to engage volunteers to support your needs!

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**National Sponsors**
Registering Your Event

• Schools can use the AFHK Events and Volunteer Management Tool to register their events and recruit volunteers

• We can track all events in one place and add them to our sweet EKH Week Map!
Registering Your Event

Welcome to the Action for Healthy Kids School Portal.

We have recently updated our technology to give you a one-stop shop for School Grants for Healthy Kids, programs, the School Health Index and more. We are excited to offer this service to you! Create an account, connect to your school, then implement programs!

Username
swade@actionforhealthykids.org

Password
******

Remember Me? Forgot Password?

Register Login

NOTE: If you have applied for a grant in the past, you will be required to create a new login. You can use the same email address, but you will need to re-register in this new system.
Registering Your Event

1. Complete Your Profile
2. Find Your School
3. Assess Your School Health
4. Apply for a Grant

Welcome to the AFHK School Portal!

This portal is your hub for all things related to your school’s health and wellness programs. Once you affiliate with your school(s), you will be able to assess your school with the AFHK modified version of the CDC 2014 School Health Index (SHI). When you use the AFHK SHI, you will gain access to customized resources from AFHK and our partners based on your SHI results. After completing the SHI, a custom action plan will be generated for your school to help you track progress and take steps towards specific healthy school goals and check how ready your school is to apply for the USDA’s Healthier US Schools Challenge. This portal will also allow you to apply for all AFHK grant opportunities and manage grant reporting requirements. You will want to bookmark this page so you can return frequently as you work to ensure that every kid is healthy and ready to learn.

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Registering Your Event

There are no events yet. Use the buttons below to request or search for an event.
Registering Your Event

The image shows a screenshot of a web interface for registering an event. The interface includes fields for event data such as event name, event type, start and end dates and times. The event type dropdown is highlighted, showing options like School Health Team Event and Special Event/Program/Activity. The screenshot is from the AFHK School Portal, indicated as secure with a URL: https://afhkschoolportal.force.com/Event_Request_Form.
Registering Your Event

[Image of a webpage showing a form for registering an event, with fields for primary contact, contact email, event type, and expected number of attendees in different categories.]
Success Story: Pelham Ridge Elementary

Color Run & Taste Test
Pelham Ridge Elementary
Pelham, AL
Success Story – Pelham Ridge Elementary

Highlights of the Events

- Cafeteria and PE partnered
- Fun physical activities
- Smoothie taste test
- Kids loved both smoothies, but at the end of the day, the orange smoothie was crowned the winner!
- "All Hail The King of The Smoothies" became the event motto!
Success Story – Pelham Ridge Elementary
EKH Week 2019: Engaging Parents & Families

Why engage parents, families and the school community:

- Celebrate all the great work you’ve done with their support this year!
- Build momentum for next year
- Allows you to do more with fewer resources, or bring more resources in
EKH Week 2019: Engaging Parents & Families

How else can you engage your school community?

- Ask parents to host a healthy taste test
- Involve the whole family with a Walk or Bike-To-School event
- Invite community volunteer for a fitness class or a local farmer to discuss nutrition and locally grown options
- Host a Family Health Fair

How else can you engage parents and families with your event?
Success Story: Reilly Elementary

Dia del Nino
Reilly Elementary
Chicago, IL
EKH Week: Keys to Success

- Commitment from Administration
- Enthusiastic Committee
  - You can't do it yourself
- Organization/Planning
- Communication
- Parents and volunteers
  - Stations, Help with check-in, etc.
EKH Week: Keys to Success
EKH Week: Keys to Success
EKH Week: Keys to Success

- Share your success stories, photos and videos
- Use #EveryKidHealthy and tag Action for Healthy Kids
- Invite local officials to your events
Questions?

Sean Wade
swade@actionforhealthykids.org
Follow Us for More Resources

Stay up to date on success stories, health tips, physical activity games, fun recipes, volunteer opportunities and ideas for action!
School Programs ◆ Tools and Resources ◆ Expert Partners
Volunteer Opportunities ◆ School Grants

www.ActionforHealthyKids.org