A photograph of children in a classroom or school setting, with their arms raised in the air. The background is a dark, textured wall. The image is partially obscured by a semi-transparent dark grey box containing text.

# Engaging Your School Community with Every Kid Healthy Week

February 27, 2019

Learn • Act • Transform

**ACTION** FOR  
HEALTHY  
KIDS 

# Today's Presenters



**Sean Wade**

Senior Manager of Volunteer Initiatives

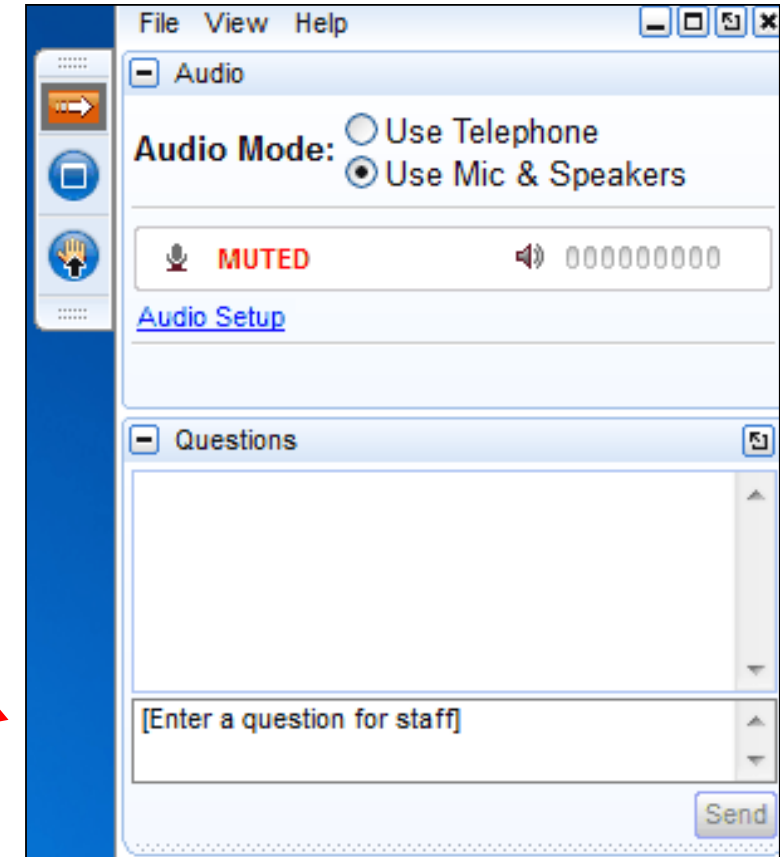


**Grace Perry**

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?



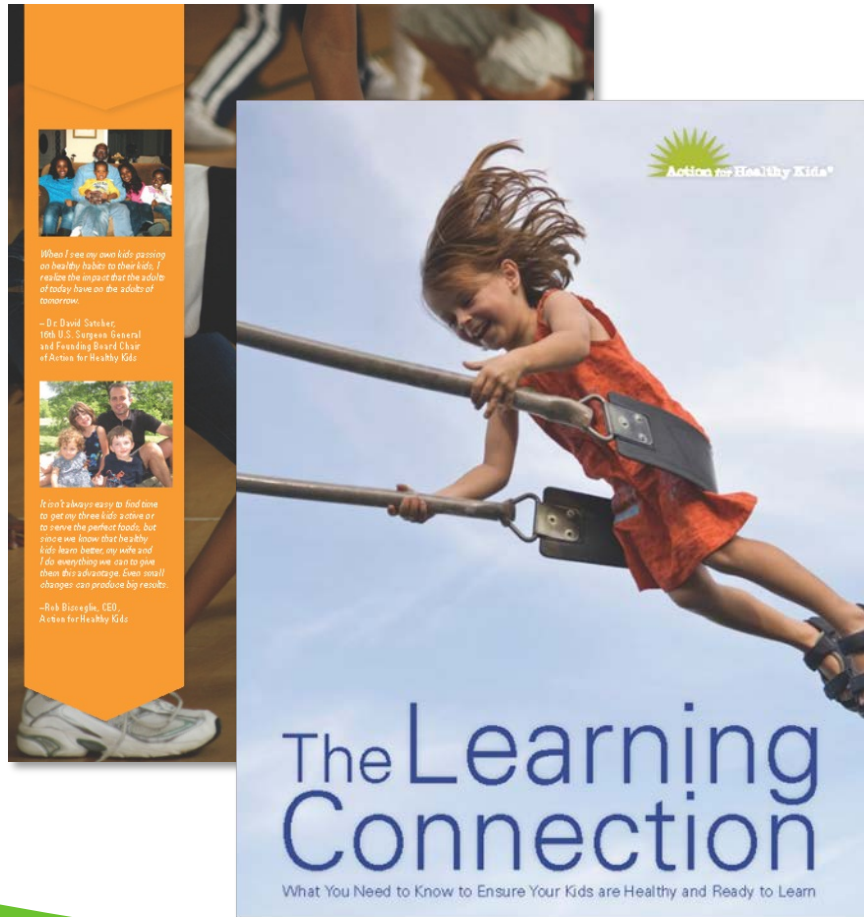
AFHK's vision is a world in which every kid is healthy, active and ready to learn.

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

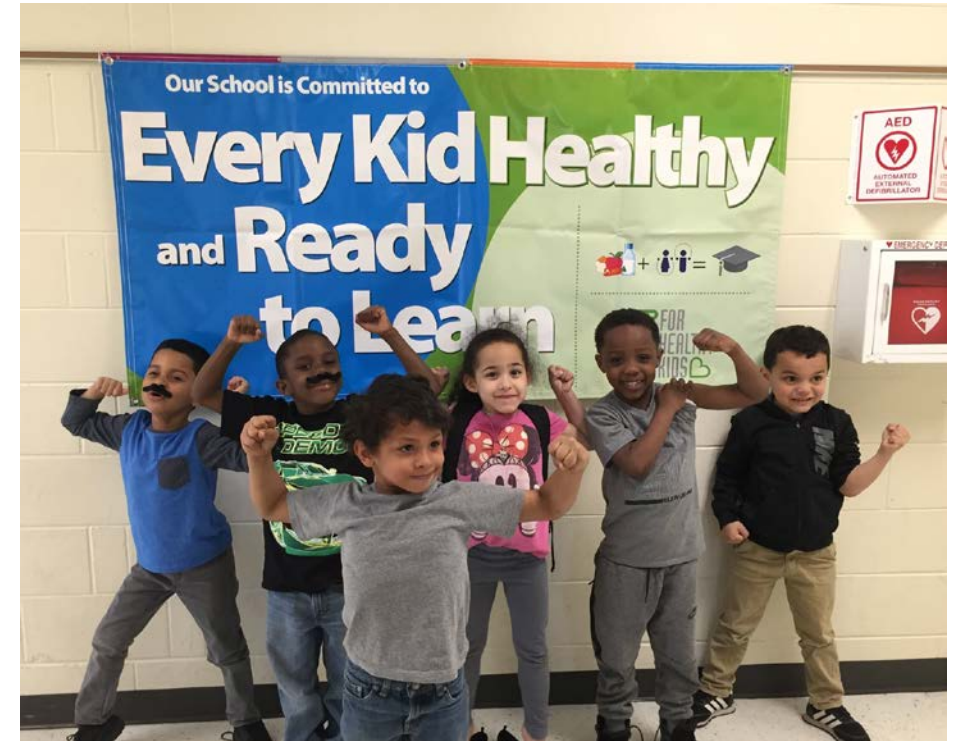
Has your school ever hosted an Every Kid Healthy Week Event?

- 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](http://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 event. Schools are

# EKH Week 2019 Resources

ire | everykidhealthyweek.org

## 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



National sponsors



## EVERY KiD HEALTHY 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 [Game On](#) for ideas and resources to support your Every Kid Healthy Week event
- Get buy-in from school administration
- Decide on the type of event you'll host — consider your objectives, capacity, audience, date, etc.
- Write down your desired outcomes for the event. For example, to engage staff, family and students in taste tests 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 ideal partners, volunteer roles, materials 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 planning team members
- Create a list of other people and organizations that are not currently in your network to ask for support — brainstorm who could be a good fit then divide outreach responsibilities
- Determine possible prizes for the event - work with your local retailers for things like grocery store gift cards, sporting goods equipment, free lessons for martial arts or yoga, tennis shoes and camping equipment

#### Promote your event

- Post your event on the Action for Healthy Kids [Events & Volunteer Management Portal](#)
- Recruit volunteers — reach out to people on your list, follow up and post in different locations
- Advertise in local media — if no budget for paid advertising and unable to get donations, use free community calendars in newspapers and on 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 larger turnout than expected
- Prioritize tasks for your event so you know what to cut out if turnout is low



National sponsors:





# EKH Week 2019 Resources



## Every Kid Healthy Week

Launched by Action for Healthy Kids (AFHK) in 2013, Every Kid Healthy Week is an annual observance on the calendar of National Health Observances that celebrates school wellness achievements. Celebrated during the last week of April each year, this special week shines spotlight on the link between nutrition, physical activity, and learning and the great efforts schools are making to improve the health and wellness of students—because healthy kids are better prepared to learn!

### 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 event ideas below and visit [EveryKidHealthyWeek.org](http://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!

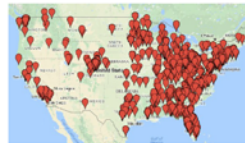
#### Every Kid Healthy Week Event Ideas

- Host a healthy foods taste test featuring fruits, vegetables, whole grains or low-fat dairy products.
- Invite a local fitness instructor to volunteer to lead a family Zumba or yoga class.
- Create a school garden or refresh an existing one, and invite parent volunteers to help.
- Plan a school-wide Field Day, Walk-a-Thon or Fun Run and engage parent volunteers to help with organization.
- Combine these ideas and work with community partners for a full health & wellness fair!

Still not sure how to get started? Visit [ActionforHealthyKids.org/GameOn](http://ActionforHealthyKids.org/GameOn) for more activity ideas, resources and tips – including ways to engage volunteers to support your needs!

### 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](http://EveryKidHealthyWeek.org).



National Sponsors



Celebrate Every Kid Healthy Week!

Please join us for:

School Name

Activities will include:

Event Name

Event Date

Event Location

Questions? Contact: Event Contact Information

National sponsors:



# EKH Week 2019 Resources



## Every Kid Healthy Week

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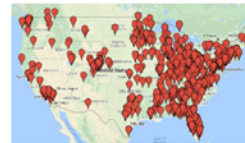
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National Sponsors



Celebrate Every Kid Healthy Week!

Please join us for:

School Name

Activities will include:

Event Name

Event Date

Event Location

Questions? Contact: Event Contact Information



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!

## Every Kid Healthy Week Puts Schools on the Map

Schools across the country have hosted more than 5,000 Every Kid Healthy Week events since 2013, engaging over 2 million students, parents, teachers and community members. Join the Every Kid Healthy movement by registering your event with us so we can put your school on the map! Visit our [School Health Portal](#) to take a quick survey about your event, or check out our [how-to registration guide](#) for more details.



# 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

The screenshot shows the AFHK School Portal interface. The browser address bar displays the URL: [https://afhkschoolportal.force.com/apex/AFHK\\_Communities\\_Home](https://afhkschoolportal.force.com/apex/AFHK_Communities_Home). The page header includes the AFHK School Portal logo and a LOGOUT button. A dark blue sidebar on the left contains navigation links: Home, My Profile, My School, Grants, School Health Index, Events, and Help. A blue arrow points to the 'Events' link. The main content area features four statistics cards: '150 K SCHOOLS WITH AFHK PROGRAMS', '\$ 1.3 M TOTAL GRANTS GIVEN IN 16-17 SY', '3962 TOTAL GRANT APPLICATIONS SUBMITTED BY SCHOOLS', and '1713 SHI MODULES COMPLETED'. Below these is a 'GET STARTED' section with a welcome message and a list of four steps: 1. Complete Your Profile, 2. Find Your School, 3. Assess Your School Health, and 4. Apply for a Grant. A help section at the bottom left of the sidebar provides contact information: 'Need help? Contact support at support@actionforhealthykids.org. We will respond within 24 hours.'

# Registering Your Event

AFHK School Portal

My Events

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

Request An Event Search for An Event

Event Name	Event Type	School	Status	Need Volunteers?	Date
------------	------------	--------	--------	------------------	------

Need help?  
Contact support at [support@actionforhealthykids.org](mailto:support@actionforhealthykids.org).  
We will respond within 24 hours.

# Registering Your Event

AFHK School Portal LOGOUT

Home My Profile My School Grants School Health Index Events Help

Need help?  
Contact support at [support@actionforhealthykids.org](mailto:support@actionforhealthykids.org).  
We will respond within 24 hours.

### Event Request

Event Request

**EVENT REQUEST**

School: --SELECT--

Event Name \*

Event Type \*  
School Health Team Event  
School Health Team Event  
**EKH Week Event**  
Special Event/Program/Activity

Start Date

End Date

Start Time: HH : mm AM

EndTime: HH : mm AM

# Registering Your Event

The screenshot shows a web browser window with the URL [https://afhkschoolportal.force.com/Event\\_Request\\_Form](https://afhkschoolportal.force.com/Event_Request_Form). The page title is "AFHK School Portal" and there is a "LOGOUT" link in the top right. A dark blue sidebar on the left contains navigation links: Home, My Profile, My School, Grants, School Health Index, Events, and Help. At the bottom of the sidebar, it says "Need help? Contact support at [support@actionforhealthykids.org](mailto:support@actionforhealthykids.org). We will respond within 24 hours."

The main content area is titled "EKH Event Detail" and contains the following form fields:

- Primary Contact \***: A text input field.
- Primary Contact Email \***: A text input field.
- What type of Every Kid Healthy event will you host?\***: A dropdown menu with "Health Fair" selected.
- What are the number of expected attendees in the following categories:\***: A section with two sub-fields:
  - Students \***: A text input field.
  - Parents/Family Members \***: A text input field.



# 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



Learn • Act • Transform

**ACTION** FOR  
HEALTHY  
KIDS 



# 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](mailto:swade@actionforhealthykids.org)

# Follow Us for More Resources

**EVERY KID HEALTHY** Action for Healthy Kids shared a link.  
Posted by Jacqueline Perlman [?] · December 14



Spice up your classroom and play the Game On! 12 Days of Fitness Challenge. #SmilesAllAround



12 Days of Fitness  
[www.actionforhealthykids.org](http://www.actionforhealthykids.org)



Stay up to date on success stories, health tips, physical activity games, fun recipes, volunteer opportunities and ideas for action!



Healthy and Fun Snack Ideas



72 Pins



Edit

Healthy Treats for Kids



38 Pins



Edit



School Programs ♦ Tools and Resources ♦ Expert Partners  
Volunteer Opportunities ♦ School Grants

[www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org)

Learn • Act • Transform

**ACTION** FOR  
HEALTHY  
KIDS 