

Every Kid Healthy Week Intro Webinar

The Webinar will start shortly.

Connect to audio using your
computer's microphone and
speaker

OR dial in on your phone:
(877) 853 5257 and enter the
webinar ID 685 551 890



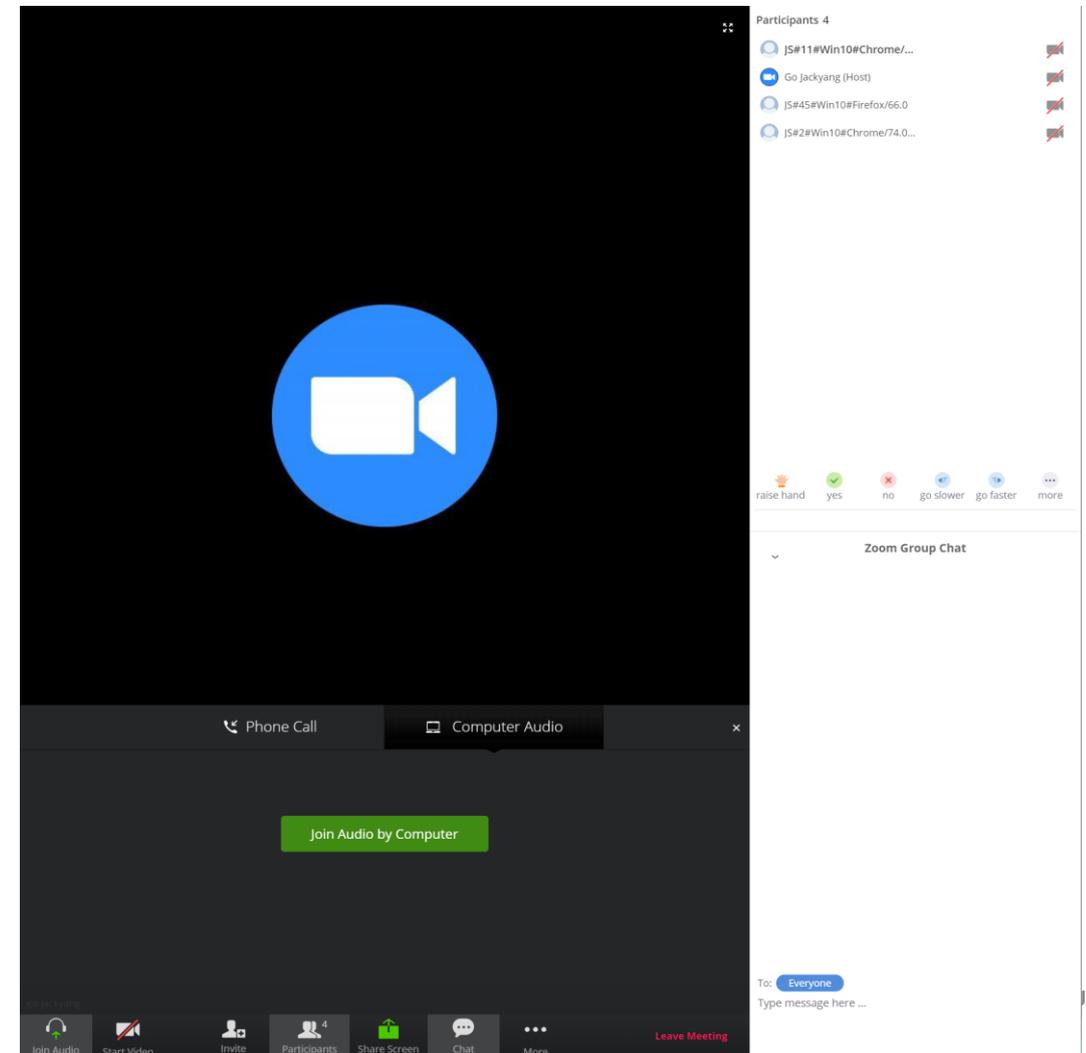


ACTION FOR
HEALTHY
KIDS 

Every Kid Healthy Week Webinar
February 12, 2020

Webinar 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 & Take Action Overview
- Every Kid Healthy Week Overview
 - New Theme Days
 - Success Stories
- Every Kid Healthy Week Resources & Registration
- Engaging Parents, Families and Your School Community
- Every Kid Healthy Week Keys to Success
- Next Steps

Today's Presenters



Sean Wade

Director, Family and
Volunteer Engagement
Action for Healthy Kids



Becky Camhi

Marketing Manager
Action for Healthy Kids

Tell Us About Yourself

What is your role?

- a. School staff
- b. District staff
- c. Parent
- d. Community member
- e. Other



Tell Us About Yourself

What is your primary objective for participating in this webinar?

- a. Gain strategies for getting started with planning our Every Kid Healthy Week Event.
- b. Learn ideas or examples of low-cost activities or events.
- c. Hear other schools' experiences.
- d. Other



Who Are We?

Action for Healthy Kids' (AFHK) 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 healthier schools where kids thrive.



The Learning Connection



1 in 3 U.S. children are overweight or obese

Overweight kindergartners had significantly lower math/reading scores than those at a healthy weight.²

Eating school breakfast positively affects student attendance, which leads to high academic achievement.³

Children who ate school breakfast increased their math grades by **+0.3 points** based on a 4.0 scale.³

Participation in breakfast programs is associated with:

- Increased grades and test scores
- Reduced absenteeism
- Improved cognitive function
- Memory and attention improvement!¹



High quality diets (and increases in micronutrients¹) improve cognition and the ability to perform well during short-term memory tests.⁵

Children with increased cholesterol intake had poor performance on short-term memory and cognition testing.⁶

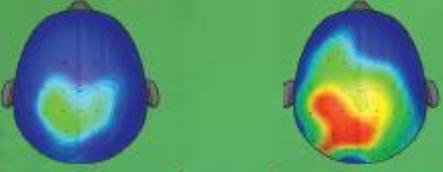


Physical activity is positively associated with students' cognitive functioning¹ which includes ability to pay attention, memory, and IQ test scores.



Participation in PE class is associated with better grades, test scores, and classroom behavior.¹

A 20-minute walk demonstrates a brain that is activated and primed to learn.⁴



after 20 minutes of sitting quietly after 20 minutes of walking

Take Action



<https://www.actionforhealthykids.org/take-action>

Take Action

Make your action count towards our goal of 1 million actions by 2025

- 101 Actions
- Resources/Toolkits
- Success Stories
- Featured Actions

Make your actions count

Mission: Possible!

Join the movement to create healthy, happy futures for our kids. Commit to learning how you can be an action hero, and watch how small actions add up to big changes!

Actions Taken for Healthy Kids

1 0 8 7 3

FIRST NAME
Roboosa

LAST NAME
Carrhi

EMAIL
roboosa@carrhi@actionforhealthykids.org

ARE YOU A PARENT?
 Yes

Submit Form »

Why take action for healthy kids?

Our Answer to the Childhood Health Crisis

The U.S. is facing a critical moment in shaping how it responds to the childhood health crisis. Here's how you can take action to effect change.

Get Started: 101 Actions to Take

Ready to start taking action for your kids? Check out this guide with 101 actions for home, school, and more that help kids get happier and healthier.

Spread the Word: Toolkits & Media Kit

From social media posts to campaign stats and background, download toolkits for parents, educators, and media to spread the word and get others to take action.

Find out Get going Join In

An action for every season

February is for heart health

It's National Heart Month! Work with your school to celebrate heart health using one of these activities so that kids understand the ways they can keep their hearts healthy.

[GET IDEAS](#)

Be mine, healthy Valentine

Valentine's Day typically brings parties loaded with candy and sugary treats. Help transform your kids' Valentine's Day event into a healthy one.

[SEE HOW](#)

Help them show love for their bodies

These heart-healthy snacks and physical activities will help kids show their bodies love and develop positive associations with healthy habits.

[GET GOING](#)

Tell Us About Yourself

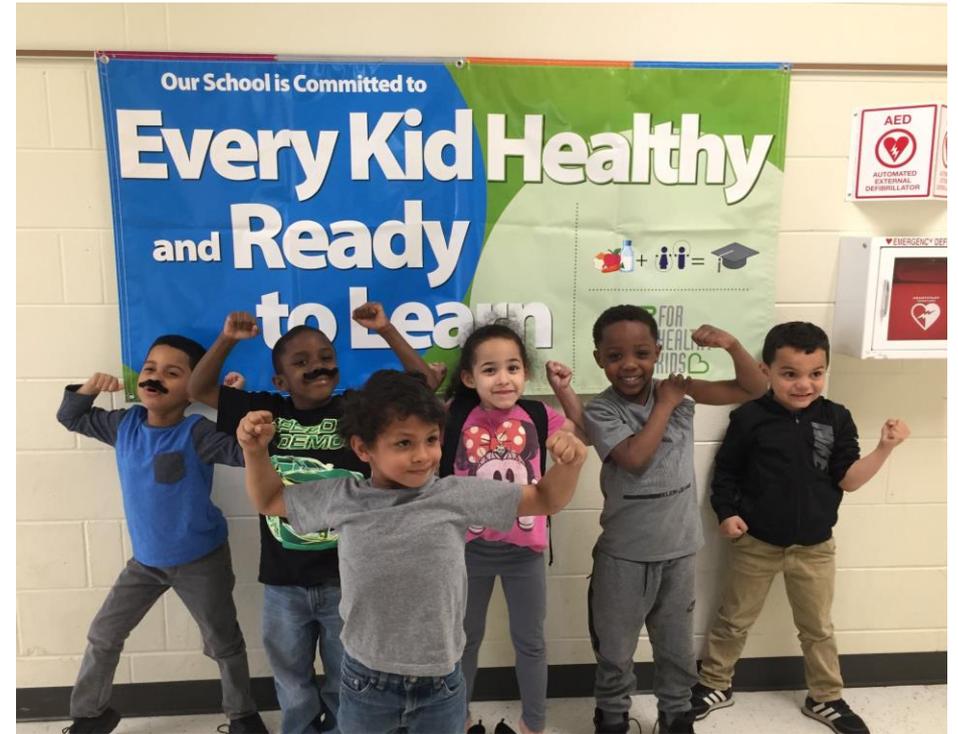
Has your school ever hosted an Every Kid Healthy Week Event?

- 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 20-24, 2020

- 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 2019 – Final Results

- Top 3 Activity Types:
 - Taste Tests
 - Family Fitness Days
 - Field Days
- 400+ events with a volunteer component
- 4,500+ volunteers for events



EVERY KID HEALTHY WEEK

2020 SCHEDULE

APRIL 20 MINDFULNESS MONDAY	APRIL 21 TASTY TUESDAY	APRIL 22 WELLNESS WEDNESDAY	APRIL 23 THOUGHTFUL THURSDAY	APRIL 24 FITNESS FRIDAY
• • • • • CHILD HEALTH FOCUS • • • • •				
Mindfulness 	Nutrition and Healthy Eating 	Earth Day— Sustainability and Wellness 	Social Emotional Health <small>(includes mental health)</small> 	Physical Activity 

EKH Week 2020 Resources

www.EveryKidHealthyWeek.org

Every Kid Healthy Week (April 20-24, 2020)

What is it?
Every Kid Healthy™ Week is an annual observance created in 2013 to celebrate school health and wellness achievements. Recognized on the calendar of National Health Observances and observed the last full week of April each year, each day of the week shines a spotlight on the great actions schools and families are taking to improve the health and wellness of their kids and the link between nutrition, physical activity, mental health and learning - because healthy kids are better prepared to learn and thrive!

Anyone can get with an Every Kid Healthy Week event: Schools are invited to host an event (or two) during Every Kid Healthy Week, and families and community members can volunteer at or attend local events or participate in activities at home.

EVERY KID HEALTHY WEEK 2020 SCHEDULE

DATE	FOCUS
APRIL 20 MONDAY	Wellness
APRIL 21 TUESDAY	Nutrition and Healthy Eating
APRIL 22 WEDNESDAY	Earth Day
APRIL 23 THURSDAY	Social Emotional Health
APRIL 24 FRIDAY	Physical Activity

Take action during Every Kid Healthy Week.
Help us reach our goal of 1 million actions for healthy, happy kids by 2025.

Anyone (students, parents/caregivers, educators, school administrators, community members, business) can take action during Every Kid Healthy Week. You can follow the Every Kid Healthy Week daily themes or build your own activities based on your school's needs.

- Take Action at School: More than 7,000 schools have hosted events, and more than 2 million students, staff, family, and community members have tasted fresh, nutritious foods at taste tests, learned health tips at school health fairs, competed in field days, run in fun runs, and much, much more. Host, attend, or volunteer for an event (or two).
- Take Action at Home: Healthy habits start at home. Find tips, resources, and activities to participate at home with your family.

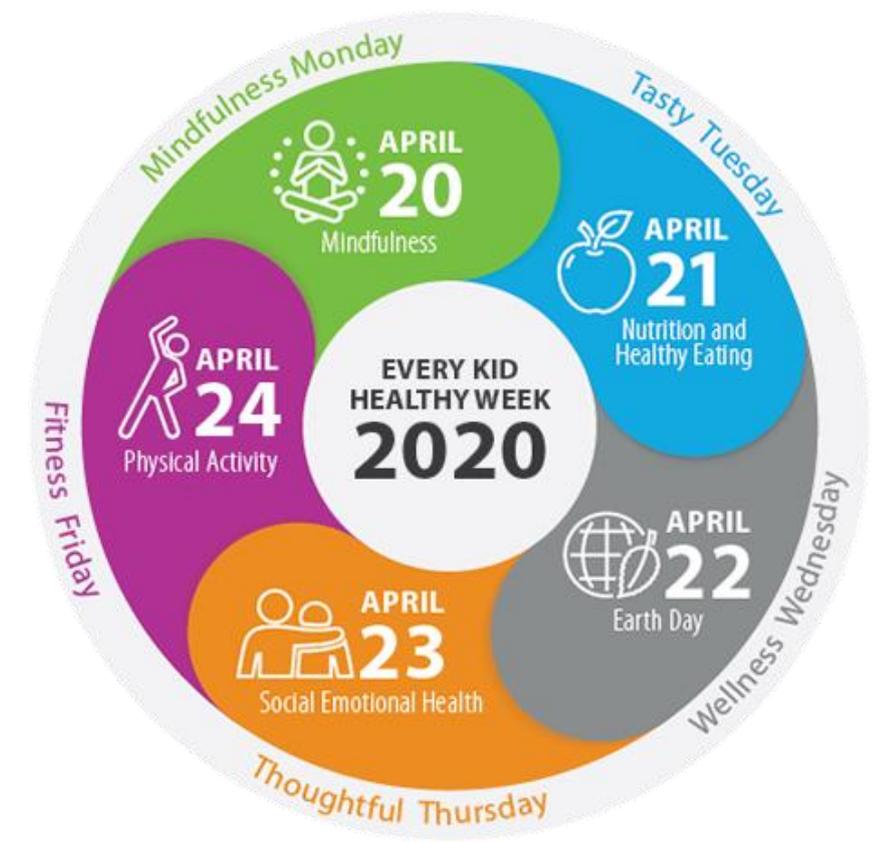
Get Ideas & Resources

Show us your Every Kid Healthy Week!
Post photos and videos from your events and activities on social media using the hashtags #EveryKidHealthyWeek and #TakeActionHealthyKids. You can also follow us to see what people and schools across the nation are doing.

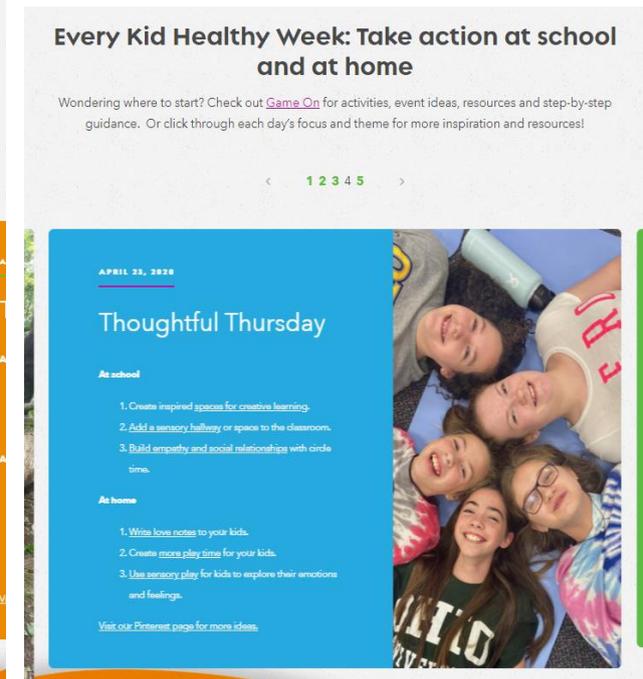
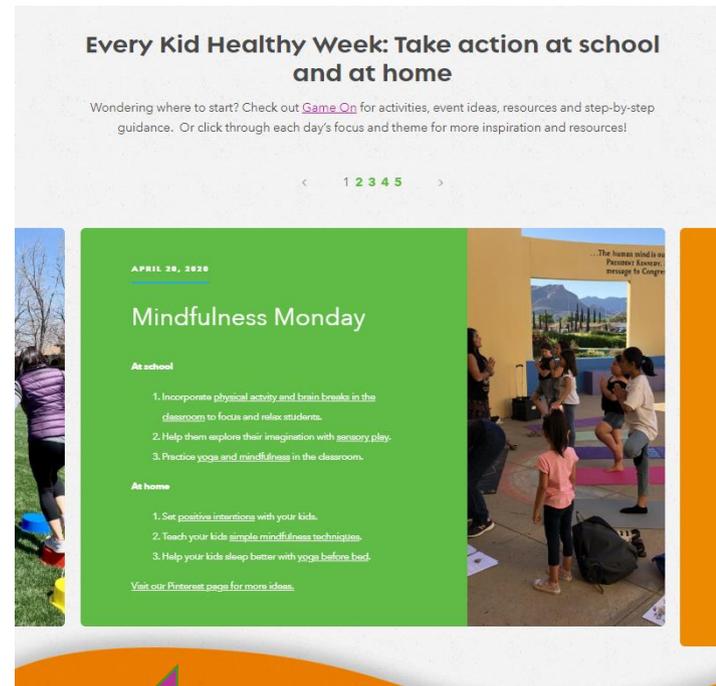
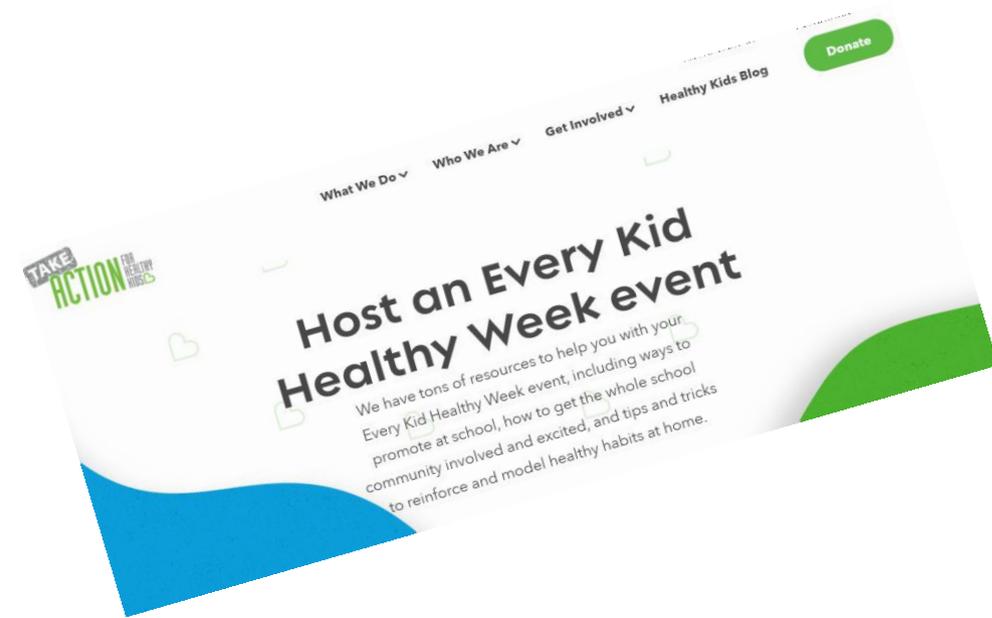
[Facebook](#) | [Twitter](#) | [Instagram](#)

Overview

LINK TO RESOURCES



EKH Week 2020 Resources



SCROLL THROUGH IDEAS FOR EACH DAY:
FOR HOME AND SCHOOL

Mindfulness Monday

April 20, 2020

APRIL 20, 2020

Mindfulness Monday

At school

1. Incorporate physical activity and brain breaks in the classroom to focus and relax students.
2. Help them explore their imagination with sensory play.
3. Practice yoga and mindfulness in the classroom.

At home

1. Set positive intentions with your kids.
2. Teach your kids simple mindfulness techniques.
3. Help your kids sleep better with yoga before bed.

Visit our Pinterest page for more ideas.



Event Ideas



Tasty Tuesday

April 21, 2020

APRIL 21, 2020

Tasty Tuesday

At school

1. [Host a taste test](#) at school.
2. [Spruce up the school cafeteria.](#)
3. Plant an indoor or outdoor [school garden.](#)

At home

1. Encourage healthy eaters at home with [these nutrition resources.](#)
2. Grocery shop together and [pick new fruits and veggies](#) for a family taste test.
3. [Cook a healthy meal at home together](#) as a family.

[Visit our Pinterest page](#) for more ideas.



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Bassett Elementary, OH

Parents, students, volunteers and local dignitaries joined together to taste 19 unique and healthy recipes, all planned and baked by Bassett students.

“Wow! This event was amazing! We hope we get the opportunity to enjoy it again”

- Parent of a student chef



Wellness Wednesday – Earth Day

April 22, 2020

APRIL 22, 2020

Earth Day Wellness Wednesday

At school

1. [Take your classroom outside](#) for part of the day or go on a nature walk.
2. [Plant trees](#) on your school campus.
3. [Start a recycling program](#) at your school.

At home

1. [Limit screen time](#), reduce your electricity use, and enjoy a family game night instead.
2. Make a family activity [improving your home's sustainability](#) with simple green upgrades.
3. [Read books together](#) as a family about living green, reducing your carbon footprint, recycling and more.

[Visit our Pinterest page for more ideas.](#)



ACTION FOR
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Event Ideas



Thoughtful Thursday

April 23, 2020

Thoughtful Thursday

At school

1. Create inspired [spaces for creative learning](#).
2. Add a [sensory hallway](#) or space to the classroom.
3. [Build empathy and social relationships](#) with circle time.

At home

1. [Write love notes](#) to your kids.
2. Create [more play time](#) for your kids.
3. [Use sensory play](#) for kids to explore their emotions and feelings.

[Visit our Pinterest page for more ideas.](#)



Success Story: Reilly Elementary



Dia del Nino
Reilly Elementary
Chicago, IL

Physical Activity/Fitness Friday

April 24, 2020

Fitness Friday

At school

1. Have [parents](#) [join in on school PE class](#).
2. Engage students in [active recess](#) activities.
3. Host a [field day](#) or [fitness night](#) for students and parents.

At home

1. [Bike to school](#).
2. Get [fit as a family](#): Earn points to be active.
3. Set up a [backyard family fitness course](#).

[Visit our Pinterest page for more ideas.](#)



Success Story: Columbia Elementary

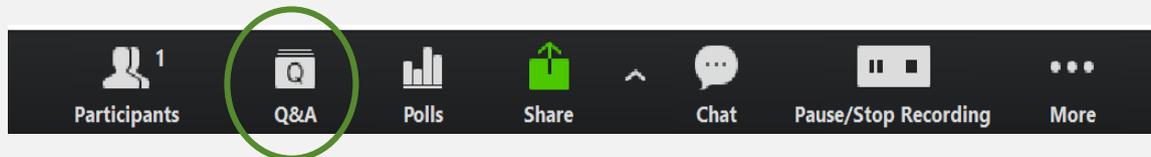
Get Up And Move & Taste Test Columbia Elementary Decatur, GA



Tell Us About... Barriers

What are the barriers that have held your school back from getting started with an event or what barriers are you running into with your events now?

Use the Q&A button in your navigation menu below to share your answers.



EKH Week 2020 Resources

[VISIT OUR PINTEREST PAGE:](https://www.pinterest.com/act4healthykids/every-kid-healthy-week/)

<https://www.pinterest.com/act4healthykids/every-kid-healthy-week/>



A screenshot of a Pinterest board titled "Every Kid Healthy Week" by the user "Act4HealthyKids". The board features five sections: "Mindful Monday" (yoga, meditation, and a list of activities), "Tasty Tuesday" (kids eating healthy food), "Wellness Wednesday" (outdoor activities, a "DIY SEED BALLS" card, and a "7 Activities for Kids Who Want to Save the Earth" list), "Thoughtful Thursday" (play-based learning and a "The 10 Essential Areas of a Play Based Classroom" infographic), and "Fitness Friday" (kids playing sports and a "7 FUN WAYS TO EXERCISE AS A FAMILY" list). The board has 5 sections, 45 pins, and 1,786 followers. The user profile shows "Following" and a small "Act4HealthyKids" logo.

EKH Week 2020 Resources

VISIT THE GAME ON LIBRARY

<https://www.actionforhealthykids.org/game-on-activity-library/>

The screenshot shows the 'Game On Activity Library' page on the Action for Healthy Kids website. The page features a navigation bar with links for 'What We Do', 'Who We Are', 'Get Involved', 'Healthy Kids Blog', and a 'Donate' button. A filters sidebar on the left includes categories like 'School Health Topic', 'Location', 'Role', and 'Grade Level', with an 'Apply' button. The main content area displays '119 results' and three activity cards: 'Exploring Empathy Through Physical Activity', 'Active Sensory Hallways', and 'Taste Tests With a Twist'. Each card includes a brief description and a 'READ MORE' link.

ACTION FOR HEALTHY KIDS

What We Do ▾ Who We Are ▾ Get Involved ▾ Healthy Kids Blog [Donate](#)

Filters [Clear](#)

School Health Topic ▾

Location ▾

Role ▾

Grade Level ▾

[Apply](#)

Game On Activity Library

119 results 1 2 ... 10 >

Exploring Empathy Through Physical Activity

Get your students up and out of their seats for a fun physical activity break that also helps them strengthen their social emotional skills.

[READ MORE](#)

Active Sensory Hallways

Use colorful and playful sensory hallways to turn a passive environment into an active one.

[READ MORE](#)

Taste Tests With a Twist

Make taste tests interesting by putting a sweet or savory spin on a food that's traditionally the opposite. Don't be afraid to mix unique flavors!

[READ MORE](#)

EKH Week 2020 Resources

VISIT OUR EKH WEEK

WEBPAGE:

Toolkit Resources,
Overview Docs, Flyer
Templates, Checklists,
Timelines

**Keep checking back as materials are added*

Tips & resources for a successful event

Use these resources to plan your Every Kid Healthy Week events and activities, communicate about your event, and engage passionate volunteers from the local community who can offer expertise and extra hands to help you successfully implement.

- Every Kid Healthy Week toolkit coming soon!
- [How to Register Your Event](#)– Use the School Health Portal to register your event.
- [EveryKid Healthy Week Overview](#)– Help inform your colleagues and community.
- Event flyer coming soon! Enlist parents and volunteers.
- [Planning Timeline and Checklist](#)– Use this event checklist to successfully plan and promote your event.
- Media Alert Template coming soon! Follow [these instructions](#) for sending out a media alert about your event.
- Schools don't get to have all the fun. Any company or organization that wants to host an Every Kid Healthy Week event can register their event with us [through a SurveyMonkey questionnaire](#).

Everyone is encouraged to join the celebration online by sharing photos of their events and actions on social media using [#EveryKidHealthyWeek](#) and [#takeaction4healthykids](#).

EKH Week 2020 Resources



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



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](#), 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](#) 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](#).



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:



National Sponsors



National sponsors:



Registering Your Event

- Schools can use the AFHK School Portal to register their events and recruit volunteers

→ actionforhealthykids.org/every-kid-healthy-week-resources/

Take action

At School

Every Kid Healthy Week events should promote and reinforce healthy habits, good nutrition, emotional health and physical activity.

At Home

Help celebrate Every Kid Healthy Week by promoting wellness, good nutrition, and physical activity with your own family - healthy habits start at home.

[REGISTER YOUR EVENT](#)
(View instructions)



The graphic is a circular infographic for 'EVERY KID HEALTHY WEEK 2020'. It is divided into five colored segments, each representing a day of the week with a specific theme and date: April 20 (Mindfulness Monday), April 21 (Nutrition and Healthy Eating Tasty Tuesday), April 22 (Earth Day Wellness Wednesday), April 23 (Social Emotional Health Thoughtful Thursday), and April 24 (Physical Activity Fitness Friday). Each segment includes an icon related to the theme.

Registering Your Event



Welcome to the Action for Healthy Kids School Portal.

The School Portal is your one-stop shop for school grants, the School Health Index, events and volunteer management, and more. Create an account, connect to your school, then implement programs!

Username

swade@actionforhealthykids.org

Password

.....

Remember Me?

[Forgot Password?](#)

Register

Login



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. The page header includes the AFHK School Portal logo and a LOGOUT button. The left sidebar contains navigation links: Home, My Profile, My School, Grants, School Health Index, Events, and Help. A green arrow points to the 'Events' link. The main content area features four summary 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
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Need help?
Contact support at
support@actionforhealthykids.org.
We will respond within 24 hours.

Registering Your Event

AFHK School Portal

Logout

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

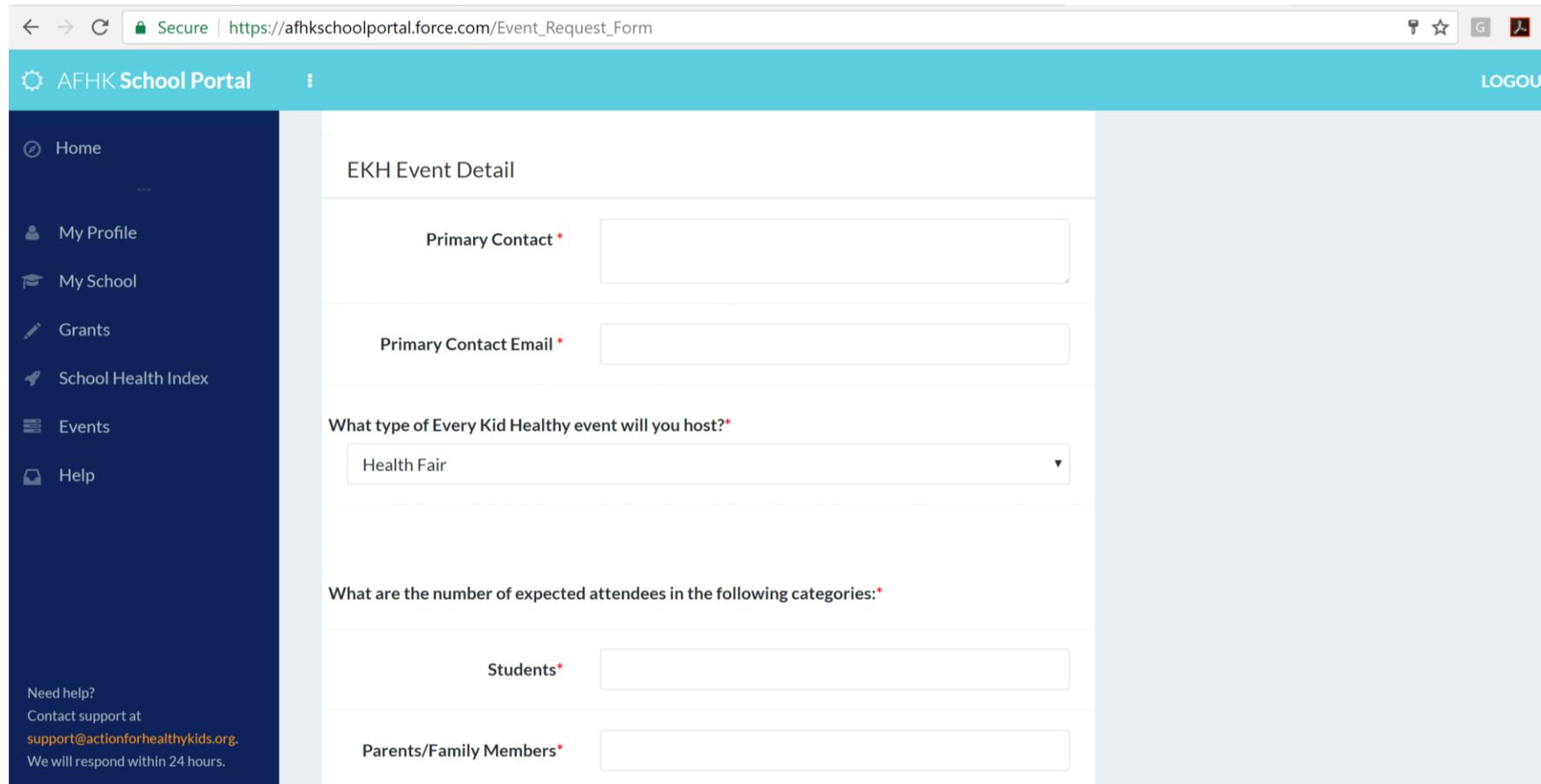
End Date

Start Time: HH : mm AM

EndTime: HH : mm AM

Need help?
Contact support at support@actionforhealthykids.org.
We will respond within 24 hours.

Registering Your Event



The screenshot shows a web browser window with the URL 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. 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.

EKH Week 2020: 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 2020: Engaging Parents & Families

How else can you engage your school community?

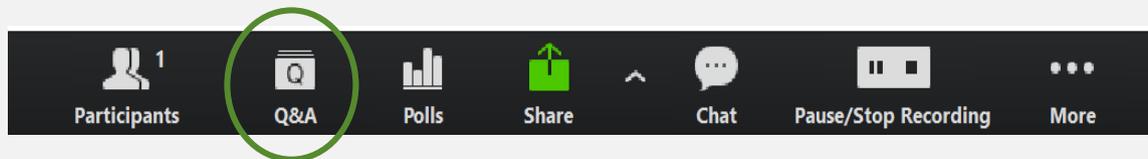
- Ask parents to host a healthy taste test
- Involve the whole family with a Walk or Bike-To-School event
- Invite community volunteer for a fitness class or a local farmer to discuss nutrition and locally grown options
- Host a Family Health Fair



Tell Us About... Engaging Your School Community

How are you planning to engage parents, families, and your school community in your EKH Week event?

Use the Q&A button in your navigation menu below to share your answers.



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

What can you do to promote your event?

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



Next Steps

- Check out EveryKidHealthyWeek.org for resources, tools, and support
- Register Your Event on the School Portal!
- Any questions?



Questions?

Name: Sean Wade

Email: swade@actionforhealthykids.org

Name: Becky Camhi

Email: rcamhi@actionforhealthykids.org



Every kid healthy, active and ready to learn

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