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
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

High quality diets (and increases in micronutrients)⁷ improve cognition and the ability to perform well during short-term memory tests.⁶ 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.⁸ after 20 minutes of sitting quietly after 20 minutes of walking

https://www.actionforhealthykids.org/the-learning-connection/
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
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

➢ 1,000+ events
➢ 480,000+ participants (including students, parents & family members, school staff, community members, volunteers, and VIPs)
➢ 40 states represented
➢ 92 state and national partners
➢ 95% of schools promoted EKHW events
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 HEATHY WEEK
2020 SCHEDULE

APRIL 20
MINDFULNESS MONDAY

APRIL 21
TASTY TUESDAY

APRIL 22
WELLNESS WEDNESDAY

APRIL 23
THOUGHTFUL THURSDAY

APRIL 24
FITNESS FRIDAY

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CHILD HEALTH FOCUS

Mindfulness
Nutrition and Healthy Eating
Earth Day—Sustainability and Wellness
Social Emotional Health (includes mental health)
Physical Activity
EKH Week 2020 Resources

www.EveryKidHealthyWeek.org
Host an Every Kid Healthy Week event

Everything you need to help you roll out your Every Kid Healthy Week event. Whether you're hosting an event at school, hosting a virtual event, or hosting a community event, you'll find ideas and tips here to refresh and reinvigorate an event.

SCROLL THROUGH IDEAS FOR EACH DAY:
FOR HOME AND SCHOOL
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

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.
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

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.
Event Ideas
Thoughtful Thursday

April 23, 2020

Thoughtful Thursday

At school

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
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/
VISIT THE GAME ON LIBRARY
https://www.actionforhealthykids.org/game-on-activity-library/
VISIT OUR EKH WEEK WEBPAGE:
Toolkit Resources, Overview Docs, Flyer Templates, Checklists, Timelines

*Keep checking back as materials are added*
# EKH Week 2020 Resources

## Every Kid Healthy Week

### Event Planning Timeline and Checklist

<table>
<thead>
<tr>
<th>Three to Four Months Before the Event</th>
<th>Two to Three Months Before the Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan Ahead</strong></td>
<td><strong>Bring In Resources</strong></td>
</tr>
<tr>
<td>Develop a plan now — this could include your wellness committees, parents, teachers, local police, and students</td>
<td>Create a list of likely partners, volunteers, materials and other resources you’ll need</td>
</tr>
<tr>
<td>Check out Gone 4E for ideas and resources to support your Every Kid Healthy Week event</td>
<td>Rationals people and organizations in your network that can help you meet these needs</td>
</tr>
<tr>
<td>Decide if you need a school celebration</td>
<td>Create and Circulate — get up the bid and divide outreach between planning team members</td>
</tr>
<tr>
<td>Decide on the type of event you’ll host — consider your capacity, your family and students, etc.</td>
<td>Create a list of other people and organizations that are not currently in your network to look for support — financial, local or regional partnerships</td>
</tr>
<tr>
<td>Write down your desired outcomes for the event, e.g., to engage staff, families and teachers in local events and promote school wellness</td>
<td>Determine potential partners for the event — work with your local media for free publicity, local gift cards, sporting goods suppliers, free lessons for martial arts or yoga, local stores and camping equipment</td>
</tr>
</tbody>
</table>

### Promote your event:

- Post your event on Action for Healthy Kids’ Events & Volunteer Management Portal
- Post events on social media — think about people on your list, follow up and post to different locations
- Maximize local media — free media opportunities, advertising, and social media
- Use community calendars and community websites
- Send invitations and offers by meeting requirements will keep community groups and parent networks in touch with you and promote your event with their networks

### Plan for the Unexpected:

- Identify a backup plan in case of poor weather or an emergency
- Come up with backup activities in case you have a larger attendance than expected
- Present tasks for your event so you know what to do next if you need help

### 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 share their commitment to wellness by hosting an event that focuses on healthy kids and families. Parents and family members can volunteer to help! The Every Kid Healthy Week event is 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 or volunteer to lead a family Zumba or yoga class
- Create a school garden or collect an recycling area, and invite parent volunteers to help!
- Plan schoolwide Field Day, Walk-a-Thon or Fun Run and encourage parent volunteers to help with organization

### Celebrate Every Kid Healthy Week!

Please join us for:

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

### Questions? Contact: Event Contact Information

<table>
<thead>
<tr>
<th>National Sponsors</th>
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</thead>
<tbody>
<tr>
<td>[CSX]</td>
<td>[GOGO]</td>
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<td>[GOOGO]</td>
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<tr>
<td>[GOOGO]</td>
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</tbody>
</table>
Registering Your Event

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

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)
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

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 to check how ready your school is to apply for the USDA’s HealthierUS 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.

GET STARTED

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

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

- Request An Event
- Search for An Event

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Event Type</th>
<th>School</th>
<th>Status</th>
<th>Need Volunteers?</th>
<th>Date</th>
</tr>
</thead>
</table>

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

Image of a screenshot from the AFHK School Portal showing an event registration form with fields for School, Event Name, Event Type, Start Date, End Date, Start Time, and End Time.
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.
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?

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