



Program Service Menu

2026 Edition

Table of Contents

This menu outlines Action for Healthy Kids' fee-for-service supports for school districts seeking deeper, customized partnership to advance student health and wellness. Explore offerings by service area to find the best fit and next steps for your school district!

3 [At A Glance](#)

4 [About Us](#)

5 [Our Approach](#)

6 [Our Expertise](#)

7 [What We Offer](#)

[Professional Development](#)

[Technical Assistance](#)

[Assessments & Policy Review](#)

[Resources & Program Development](#)

[Products & Tools](#)

[Storytelling & Visibility](#)

[Research & Evaluation](#)

15 [Contact Us](#)

16 [Appendices](#)



At A Glance



Professional Development

- Live workshops (virtual or in-person) for district leaders, wellness teams, and school staff
- Cohort-based learning series / facilitated Communities of Practice
- Training-of-trainers and facilitation support



Technical Assistance

- 1:1 coaching and implementation support
- Action planning and systems-building to strengthen district infrastructure
- Facilitation support for wellness teams, DHACs, and cross-functional teams



Assessments & Policy Review

- District wellness policy review with clear recommendations
- Assessment support (e.g., School Health Index, CSPAP tools, and other district-selected tools)
- Prioritized improvement roadmap and action steps



Products & Tools

- Ready-to-use packages (toolkits, facilitation kits, implementation bundles)
- Micro-trainings/on-demand learning assets and accompanying materials
- Bulk/PO purchasing & onboarding support
- Featured Products:
 - Skills-Based Health Education Classroom Materials — NHES-aligned supplemental PreK–12 classroom tools
 - Second Chance — web-based alternative-to-suspension program for tobacco/e-cigarette violations



Resource & Program Development

- Customized toolkits, templates, and implementation guides
- Program design support tailored to district needs (nutrition, physical activity, mental health, risk behavior prevention, etc.)
- Family and community engagement resource development



Research & Evaluation

- Needs assessments and baseline scans
- Evaluation planning and measurement support
- Data analysis, reporting, and insight briefs to inform decisions and demonstrate outcomes



Storytelling & Visibility

- Success story capture and development (spotlights, briefs, case examples)
- Messaging support to build buy-in with superintendents/boards/community
- Visibility assets that help communicate progress and impact

Healthy Kids. Better World.

At the heart of Action for Healthy Kids lies a resolute commitment to nurturing a healthier future for all children. We believe in a world where every child, regardless of their background, has access to optimal nutrition and physical activity, safe and supportive environments, and nurturing adult-child relationships. Through evidence-based practices grounded in the Whole School, Whole Community, Whole Child (WSCC) model, we support school and district partners nationwide by enacting systematic changes that influence the lives and futures of millions of K-12 students each year. Join us in our mission to foster learning environments that support child health and well-being by taking action for healthy kids.

Our Impact



20 million children reached through initiatives, grant funding, educator and parent trainings, and online resources.



1 million new students eating breakfast and **50 million** new school-provided breakfasts provided through nutrition grants.



55,000 schools served by our grants, technical support, and framework for creating healthier school environments.



150,000 volunteers and health champions supporting Action for Healthy Kids initiatives.



60,300 direct contact hours of technical assistance provided to district partners.



1 billion physical activity minutes added to the school day through physical education, recess, and classroom movement breaks.

A District-Level Approach

Built for districts across the country.

Designed to meet you where you are.

Through Action For Healthy Kids' District Impact Network, we partner with school districts nationwide, whether you're just getting started or ready for deeper partnership. We help strengthen the **systems, teams, and practices** that make student health and wellness efforts stick.



By strengthening district systems, teams, and practices, we help whole child health last—at the scale students need.

Our Expertise

Our programmatic approach centers on empowering schools and communities through supportive resources and trainings to build the knowledge, capacity, and skills of adults who work with children. Our program model focuses on six content-specific program pillars aligned to components of the Whole School, Whole Community, Whole Child (WSCC) model. While each pillar targets a key facet of child health, our model recognizes the interconnectedness of various aspects of a child's well-being, all of which are crucial for their academic success and overall development.

Program Pillars



District Health Infrastructure

Optimizing school- and district-level infrastructure related to health and wellness initiatives in alignment with the WSCC model.



Mental Health and Wellness

Promoting positive youth mental health through social emotional learning opportunities in and beyond the classroom.



Nutrition

Improving school nutrition environments through increased access to healthy meals and nutrition education.



Risk Behavior Prevention

Addressing youth risk behaviors such as substance use through evidence-based prevention and intervention programs.



Physical Activity

Supporting the development of holistic physical activity programs to promote an active school environment.



Health Education

Preparing educators to integrate a holistic, skills-based approach to comprehensive health education.

What We Offer





Example from a Partner District

Action For Healthy Kids delivered a 3-part learning series for district wellness leaders, paired with implementation “homework,” resulting in an action plan and clear next steps owned by the team.

Supported by Data

98% of participants in 2025 reported that their skills increased across all training objectives.

Professional Development

Targeted learning experiences that build district health leaders' knowledge, skills, and capacity to implement best practices.

What You Can Expect

- Live workshops for district leaders, wellness teams, and staff
- Cohort-based learning series / facilitated Communities of Practice
- Training-of-trainers and facilitation support
- Custom session design aligned to district priorities

This Might Look Like...

- Workshop (60-180 minutes)
- Multi-session series
- Cohort/Community of Practice
- “Problems of Practice” protocol facilitation
- Professional development day
- Summit/conference presentations

Best for:

Districts that want to upskill teams and align stakeholders around a shared approach.



Book a Discovery Call to scope your goals and receive a quote.

For a detailed list of all training offerings, see Appendix A.



Technical Assistance

Personalized coaching and hands-on implementation support to strengthen systems and sustain school health work.

What You Can Expect

- 1:1 coaching/regular consultation
- Facilitation support for wellness teams and cross-functional groups
- Action planning and implementation planning
- Capacity-building support over time (bundled support available) — TA bundles can range from 10 – 100 hours depending on outcomes

This Might Look Like...

- Monthly coaching
- Planning sessions for team meetings
- Project management support
- TA bundles (10 – 100 hours)



Book a Discovery Call to scope your goals and receive a quote.

For a detailed list of technical assistance topics, see Appendix B.



Example from a Partner District

Action For Healthy Kids provided 30 hours of TA across 4 months to launch a district wellness team cadence, prioritize needs, and support implementation of the first 90-day action plan.

Testimonial

“The support we received helped us to prepare for important meetings with key district partners, including identifying and developing/modifying some documents to support our efforts.”



Assessments & Policy Review

Reviews and assessments that clarify what's working, where gaps exist, and what to do next.

What You Can Expect

- District wellness policy review with clear recommendations
- Support completing assessment tools (e.g., WellSAT, SHI, YRBS, HEPA 2.0, HECAT)
- Prioritized improvement roadmap / action steps
- Presentation support to align stakeholders around priorities

Example from a Partner District

A district requested assistance with ensuring their wellness policy aligned with new state laws regarding ultra-processed foods. Action For Healthy Kids reviewed the district wellness policy, supported completion of SHI/WellSAT, and facilitated a prioritization session that produced a one-page improvement roadmap.

Best for:

Districts that need a clear starting point, compliance/alignment check, or prioritized plan.



Book a Discovery Call to scope your goals and receive a quote.



Resource & Program Development

Custom resources and program supports designed for your district's context and capacity.

What You Can Expect

- Customized toolkits, templates, and implementation guides
- Program design support aligned to district priorities
- Family/community engagement resource development
- Communications-ready materials districts can deploy

This Might Look Like...

- New educational materials for families
- Fact sheets about your district's health initiatives
- Adaptation of existing resources to fit your district's needs



Book a Discovery Call to scope your goals and receive a quote.



Example from a Partner District

A district leader wanted to implement an employee wellness challenge for district staff. Action For Healthy Kids developed a district-branded toolkit with implementation steps, templates, and communications assets to support rollout across schools.



Products & Tools

Turnkey, ready-to-use products and packaged tools districts can adopt quickly.

What You Can Expect

- Turnkey toolkits and implementation bundles
- Micro-trainings/on-demand learning assets
- Bulk purchasing, purchase orders, and onboarding support available
- Featured products:
 - Skills-Based Health Education classroom materials
 - NHES-aligned supplemental products (PreK–12) designed to support the seven key health skills through inclusive, age-appropriate classroom tools.
 - Second Chance
 - A web-based, interactive, self-directed (2–3 hour) alternative-to-suspension program for middle and high school students who violate tobacco/e-cigarette policies.

Example

Skills-based Health Education includes Health Skills Progression Posters, Student Cue Cards, and Teacher Progression Guides (grade-span specific)

Supported by Data

After completing Second Chance, 86% of students agreed that the tobacco and vaping industry targets youth to get them “hooked” on products at an early age.

This Might Look Like...

- Packaged bundle
- On-demand assets
- Bulk purchase quote
- Toolkit licensing



Book a Discovery Call to scope your goals and receive a quote.



Best for:

Districts that want fast-start tools with minimal lift.



Storytelling & Visibility

Support to capture, communicate, and elevate your district's progress and impact.

What You Can Expect

- Success story coaching and development (linking data + narrative)
- District spotlights / impact briefs / case examples
- Messaging support to build stakeholder buy-in
- Visibility assets for partners and community audiences

This Might Look Like...

- Success story workshop
- Interview + writing support
- Impact brief
- Case study
- Video spotlight



Book a Discovery Call to scope your goals and receive a quote.



Example from a Partner District

A district needed to effectively share the results of a grant project they completed. Action For Healthy Kids interviewed district leaders, paired outcome data with narrative, and produced a 1–2 page impact brief plus a short stakeholder-ready story.



Example from a Partner District

A district needed to collect information to determine which intervention would best meet the needs of their students. Action For Healthy Kids conducted a baseline scan, built a measurement plan, and delivered a short findings report with practical recommendations for next steps.

Research & Evaluation

Data, evaluation, and reporting support to inform decisions and demonstrate outcomes.

What You Can Expect

- Needs Assessments / Baseline Scans
- Evaluation plans and data collection support
- Survey design, cross-sectional studies, focus groups
- Insight briefs for decision-making and storytelling
- RFP development and literature review

Best for:

Districts that want to use data to prioritize, improve, and communicate results.



Book a Discovery Call to scope your goals and receive a quote.



Contact Us

Interested in exploring a partnership with Action for Healthy Kids to cultivate the systems and teams you need to succeed at your health and wellness efforts? Our team is eager to understand the unique health and wellness challenges and priorities facing your educational community. We look forward to working with you to identify opportunities to strategically partner with your team or organization to improve the health and wellness of the educational community you serve. Contact a member of our team to schedule a partnership inquiry call today.



Shellie Pfohl
303-867-9112
spfohl@actionforhealthykids.org
Chief Growth Officer



Lesley Graham
312-363-3322
lgraham@actionforhealthykids.org
Chief Programs Officer



Kimberley Harris
334-728-2272
kharris@actionforhealthykids.org
Development Coordinator



Caitlin Johnson
312-363-3325
cjohnson@actionforhealthykids.org
Programs Coordinator

Appendix A

Professional Development Training Library

Below is a sampling of our trainings. This list is not exhaustive.

Title	Category	Description
<p>Getting to Know the School Health Index</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<p>The School Health Index (SHI) is an important tool to both evaluate your school's current health programs and plan how to improve them. Participants will learn how the SHI can benefit your school and how to complete the SHI online through the school health portal, access your scores, and determine priorities.</p>
<p>Creating Successful District School Health Advisory Councils</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<p>A district-level School Health Advisory Council (SHAC) supports health and wellness initiatives throughout the district and serves as a link between the district, state and community agencies, school board, parents, and district and school staff. Participants will learn what a SHAC is, what laws govern SHACs, how to build a SHAC and why these councils are key to coordinating health and wellness priorities across the district.</p>
<p>District/School Wellness Policies</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<p>Assessing, reviewing, and improving your district's wellness policies are critical steps in ensuring all students have the opportunity to learn and grow in a healthy school environment. This training will focus on district-level policy, the legislation that regulates it, and tools available to review and improve your district's policies.</p>
<p>Creating Direction: Establishing Your Health & Wellness Teams</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<p>This training is designed to equip your wellness team to drive impactful change in alignment with your health and wellness priorities. Participants will collaborate to create impactful vision and mission statements for their school- or district-level health and wellness team that are aligned with identified health and wellness priorities. Participants will also develop targeted messages to effectively recruit new members representative of your educational community through the lens of the WSCC model.</p>
<p>Introduction to the Whole School, Whole Community, Whole Child (WSCC) Model</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<p>The practical application of The Whole School, Whole Community, Whole Child (WSCC) model can support school communities to promote health and wellness. Participants will identify how each of the 10 components of the WSCC model can support school wellness and gain practical skills to integrate the WSCC model into their lesson plans and align school policies, processes, and practices.</p>

Appendix A

Professional Development Training Library

Title	Category	Description
<p>Charting the Course: Crafting Data Driven School Health Improvement or District Wellness Plans</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<p>Successful health and wellness teams are based on a foundation of a strong vision, mission, and data-driven priorities that guide the work. Once a team establishes their vision and mission, they need to continue the momentum by identifying and selecting priority issues. During this training, participants will review state and local data to determine health and wellness priorities for their team. They will then complete an annual action plan to implement top priorities using SMART objectives and action steps.</p>
<p>Moving Health and Wellness Teams Forward: Sustainability Through Strategic Planning</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<p>Designed to help health and wellness teams sustain their work, each team will determine their wellness priority areas aligned to their vision and mission followed by drafting multi-year strategic plans. The training will provide participants with the knowledge, tools, and resources to make data-driven decisions for health and wellness priorities using district and school level academic data and survey results from local data collection efforts. The training will also provide work time for participants to turn their priorities into SMART objectives with strategic plans to impact student health and academic achievement.</p>
<p>Recipe for a Successful Taste Test Event</p>	 <p>NUTRITION</p>	<p>Want to make healthy food choices more appealing to students? Taste-test events are a great way to introduce nutritious options, but their success depends on smart planning and promotion. In this workshop, you'll learn best practices for hosting taste-test events, from effective marketing and merchandising to gathering valuable student feedback. Participants will also collaborate in small groups to brainstorm event strategies using real-world district scenarios. Walk away ready to engage students and promote lasting healthier food choices in schools.</p>
<p>Strategic Planning 101: Drafting School Nutrition Program Vision and Mission Statements</p>	 <p>NUTRITION</p>	<p>A clear vision and mission are essential for driving the success of your school nutrition program. In this workshop, you'll learn the importance of these guiding statements and how they support strategic planning. Attendees will explore the key differences between vision and mission statements and gain practical strategies for leading their nutrition program teams through activities to draft impactful statements.</p>

Appendix A

Professional Development Training Library

Title	Category	Description
<p>Strategic Planning 102: Using Data to Select Nutrition Program Priorities</p>		<p>Choosing the right priorities for your Nutrition Program is critical to creating a successful 5-year strategic plan. In this workshop, you'll learn how to leverage local data to inform those key decisions. From identifying reliable data sources to guiding your team through structured activities, this session will provide you with the tools to select up to three priority areas for your program's strategic plan. By the end of this workshop, you'll be prepared to make data-driven decisions that align with your goals and set your school nutrition program up for long-term success.</p>
<p>Strategic Planning 103: Drafting SMART objectives for the Nutrition Program Strategic Plan</p>		<p>Clear and actionable objectives are the foundation of a successful strategic plan. In this workshop, you'll learn how to draft up to three SMART objectives that align with your previously identified priority areas for your nutrition program's 5-year strategic plan. Participants will learn the components of a SMART objective, collaborate with peers, and receive guidance on how to lead a team through the process of drafting meaningful objectives. Walk away ready to create focused, measurable objectives that drive your program's success.</p>
<p>Cooking Up an Effective Grant Proposal</p>		<p>Writing a strong grant proposal is key to sustaining and expanding the important work you do as a nutrition hub for students, families, and school staff. In this workshop, you'll learn essential grant writing tips and get hands-on practice drafting responses to common grant questions to support nutrition programming. Participants will also explore strategies for identifying funding opportunities and preparing projects for success. By the end of this workshop, you'll be ready to draft compelling proposals, collaborate with funders, and effectively manage your grant awards to support comprehensive nutrition programming.</p>
<p>Building Trusted Relationships</p>		<p>This training equips school staff and community members with youth-informed strategies to strengthen relationships that support mental health and reduce risky behaviors like vaping. Grounded in adolescent development research and real insights from young people, the training explores how to build trust, foster relational safety, and empower youth with authenticity and care.</p>

Appendix A

Professional Development Training Library

Title	Category	Description
<p>Applying Principles of Trauma-Informed Care to Nutrition Programming</p>	 <p>The category icon for this training consists of two circular icons. The top icon is green and features a white apple silhouette with a leaf, labeled 'NUTRITION' below it. The bottom icon is red and features a white heart shape held by two hands, labeled 'MENTAL HEALTH' below it.</p>	<p>This workshop is designed to provide a foundational understanding of the connection between trauma, toxic stress and nutrition and food-related behavior, with an emphasis on exploring how nutrition programs are protective factors for student mental health and overall wellbeing. Participants will explore how to apply best practices in trauma-informed nutrition directly to interactions with students and to programming. This training is appropriate for professionals providing meals directly to students and for those in supervisory positions.</p>
<p>Comprehensive School Physical Activity Programs</p>	 <p>The category icon for this training is a circular blue icon featuring a white silhouette of a person with arms and legs raised, labeled 'PHYSICAL ACTIVITY' below it.</p>	<p>This training covers the Comprehensive School Physical Activity Program model. Participants will learn relationship between the Whole School, Whole Community, Whole Child (WSCC) Model and a Comprehensive School Physical Activity Program (CSPAP) and the five main components of a CSPAP. By the end of the training, participants will be able to understand the importance and benefits of using a CSPAP, describe how to implement a CSPAP, and identify at least 1 change to make in their district in the next 6-12 months.</p>
<p>Tobacco Free Schools Partnerships & Priorities</p>	 <p>The category icon for this training is a circular purple icon featuring a white silhouette of an umbrella, labeled 'RISK PREVENTION' below it.</p>	<p>Understanding School Systems, Identifying Priorities, and Preparing for Conversations Successful collaboration based on aligned priorities is key to creating and maintaining a tobacco and nicotine-free environment in schools. This training focuses on understanding the priorities of district and school leaders to grantees can “speak education’s language” in order to advance partnerships and tobacco-free schools policy efforts.</p>
<p>Tobacco Free Schools Policy 101: Effective Partnerships & Policies</p>	 <p>The category icon for this training is a circular purple icon featuring a white silhouette of an umbrella, labeled 'RISK PREVENTION' below it.</p>	<p>Strong Tobacco-Free Schools (TFS) policy is essential for advancing both TFS initiatives and health equity. This training will provide you with a comprehensive understanding of TFS Law and the process by which school districts develop their TFS policies. You’ll have the opportunity to review your own district’s TFS policy using the updated TFS Policy Checklist and collaborate with colleagues on next steps for partnering with schools and districts to strengthen TFS policies.</p>

Appendix A

Professional Development Training Library

Title	Category	Description
Tobacco Free Schools Policy 201	 RISK PREVENTION	Tobacco-Free Schools (TFS) Policy 201 is a training focused on bringing TFS policy to life through effective implementation. Building on Policy 101, this session explores how prevention education, supportive discipline, and supportive intervention strategies work together across school settings. Participants will also learn how to connect students to quit resources and embed support within existing school structures. You'll leave with clear, actionable next steps for partnering with school staff to strengthen TFS implementation in your district
Introduction to Skills Based Health Education	 HEALTH EDUCATION	To help students maintain healthy behaviors, change unhealthy behaviors, and delay the onset of risky behaviors, health teachers need to specifically teach health skills. Participants in this training will explore the National Health Standards to understand the role that health skills play in comprehensive health education. Participants will learn how to supplement current unit and lesson plans with explicit health skill instruction and gain a foundational knowledge of skills-based Health Education, including student skill development, criteria of what student mastery should look like, and performance-based assessments.
Practice, Practice, Practice: The Road to Students Mastering Health	 HEALTH EDUCATION	When it comes to skills-based health education, practice is the hinge that connects instruction and mastery. Providing real-life, engaging practice opportunities in the health education classroom is vital to ensuring that students develop their health literacy. In this training, participants will first learn the characteristics of effective practice opportunities and why practice is important to learning health skills. Then, participants will learn strategies for incorporating practice opportunities in their classroom and will create plans for their use in their own instruction.

Appendix A

Professional Development Training Library

Title	Category	Description
The Joy of Assessment: Empowering Students and Teachers Through Mastery	 HEALTH EDUCATION	Go beyond paper and pencil tests. Health skills require assessments that are intentionally designed to measure a student’s understanding and abilities. This training will help shift the use of assessments solely as accountability tools to building the understanding that assessments are an opportunity for both the teacher and student to share in the joy of learning a new skill or concept. Participants will leave with a menu of assessment options that go beyond multiple choice and short-answer responses. Participants will also leave with creative ways to collect and track student data to show growth and inform instructional next steps.
Storytelling	 STORYTELLING	Your success depends on a variety of stakeholders, and your program data plays a critical role in convincing them of the value of your program. Learning to share your success can change the narrative by enabling wellness champions to engage with key stakeholders and widely broadcast your impacts. In this training, participants will learn how to join data with powerful storytelling to deepen and expand stakeholder support. Move beyond standard progress reporting to match your storytelling strategy with your audiences and their motivations, enhancing your ability to secure needed resources, partnerships, and engagement.



This is a sampling of our trainings. This list is not exhaustive. Trainings can be customized, bespoke, or adapted to your context and preferred delivery modality.



Appendix B

Technical Assistance Focus Areas

Title	Category	Description
<p>Planning & Readiness</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<ul style="list-style-type: none"> • Needs assessment and scoping to develop a program plan • Stakeholder mapping • Readiness check
<p>Implementation Support</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<ul style="list-style-type: none"> • Coaching/consulting • Troubleshooting to solve implementation hurdles • Process evaluation to provide insight and address needs that come up during implementation • Project management support
<p>Facilitation & Team Structures</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<ul style="list-style-type: none"> • DHAC/wellness team cadence • Meeting facilitation • Decision-making support • Communities of practice
<p>Sustainability</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<ul style="list-style-type: none"> • Integrating into routines • Developing clear roles • Funding strategy • Handoff to your team
<p>Partner/Grant Supports</p>	 <p>DISTRICT SYSTEMS & LEADERSHIP</p>	<ul style="list-style-type: none"> • Coordination • Reporting support