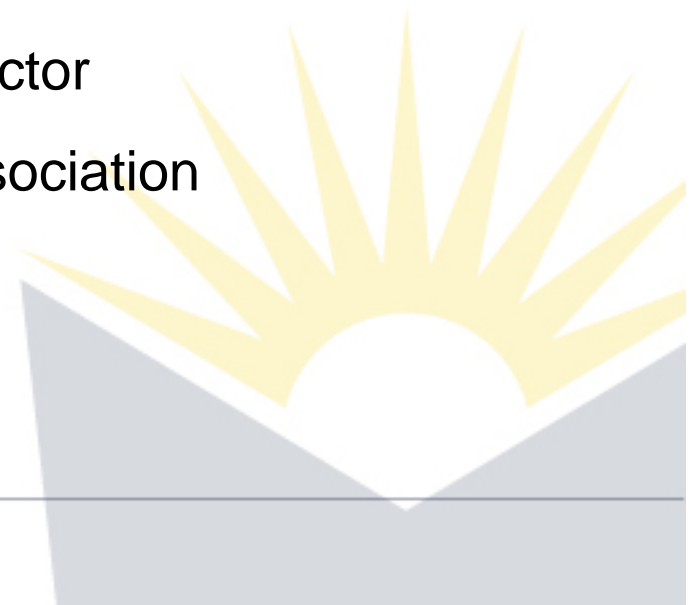


School Boards and School Wellness Policy Development, Implementation, and Evaluation

Martin Gonzalez

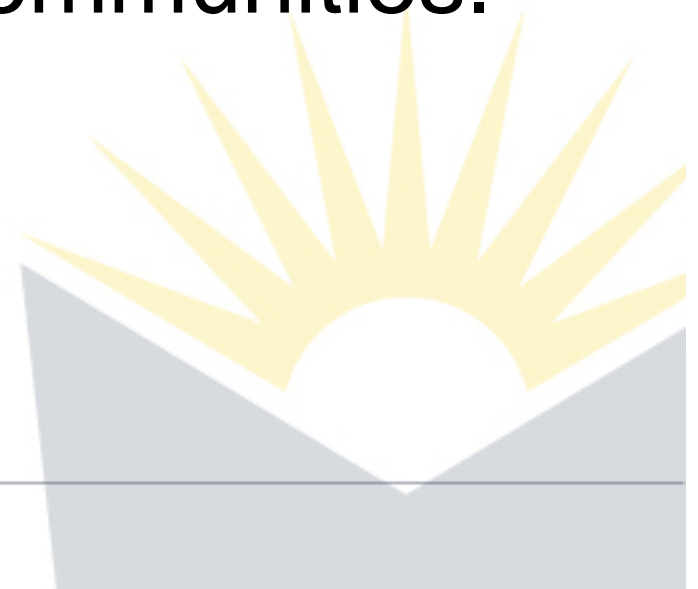
Assistant Executive Director

California School Boards Association



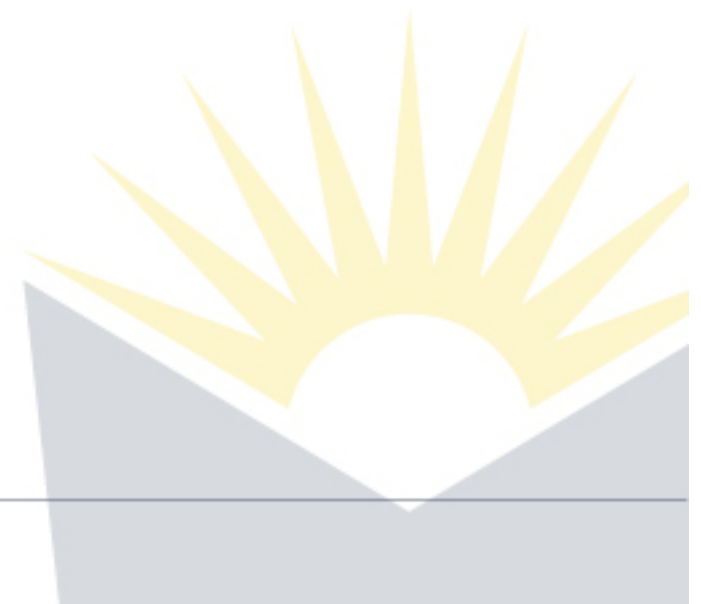
Role of the Board

To ensure that school districts are responsive to the values, beliefs, and priorities of their communities.



The Board's Responsibilities

- Set Direction
- Establish the Structure
- Provide Support
- Ensure Accountability, and
- Engage and Lead the Community



CSBA/CPL National School Wellness Research Project

Purpose:

- Learn about school wellness efforts nationwide.
- Shed light on the types of resources and tools needed to develop, implement and evaluate local school wellness policies.

Funded by the
Robert Wood Johnson Foundation



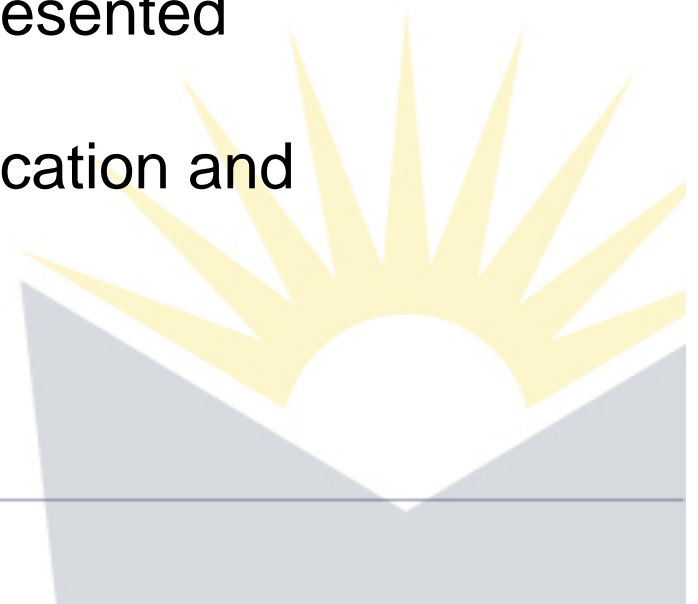
Overview of Research

- Develop an online survey for use with
 - School Board members
 - State School Boards Association Staff
 - Public Health and Nutrition Directors
 - Action for Health Kids members
- Focus Groups
- Key Informant Interviews



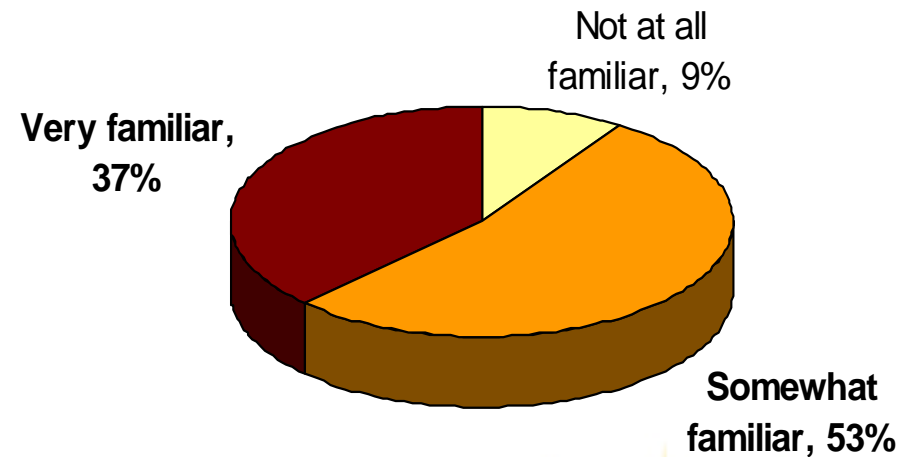
CSBA-CPL School Wellness Survey Respondents

- 2,350 School Board Members
- Members of NSBA National Affiliate Program
- 50 states and Washington DC represented
- Broad mix of school district size, location and demographics represented

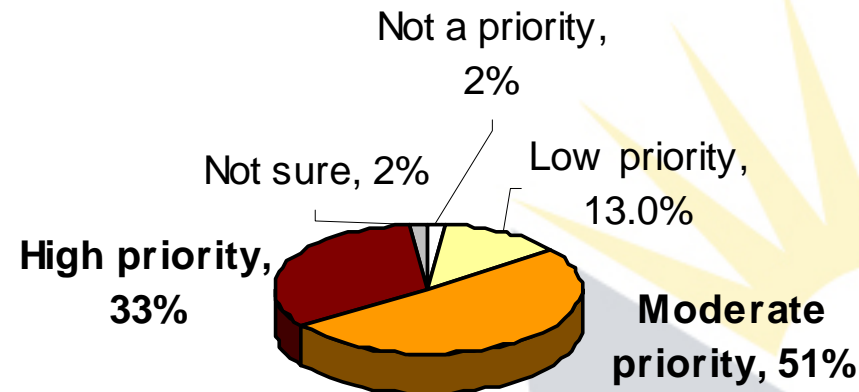


Familiarity With Federal School Wellness Policy Mandate

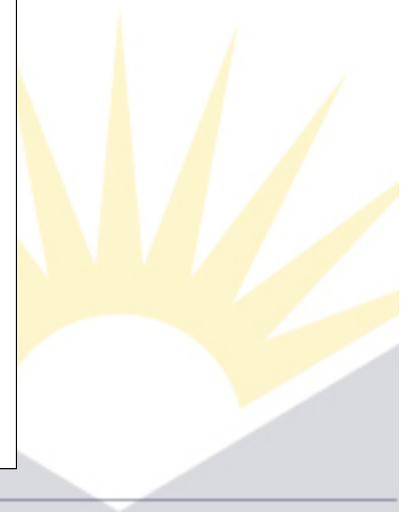
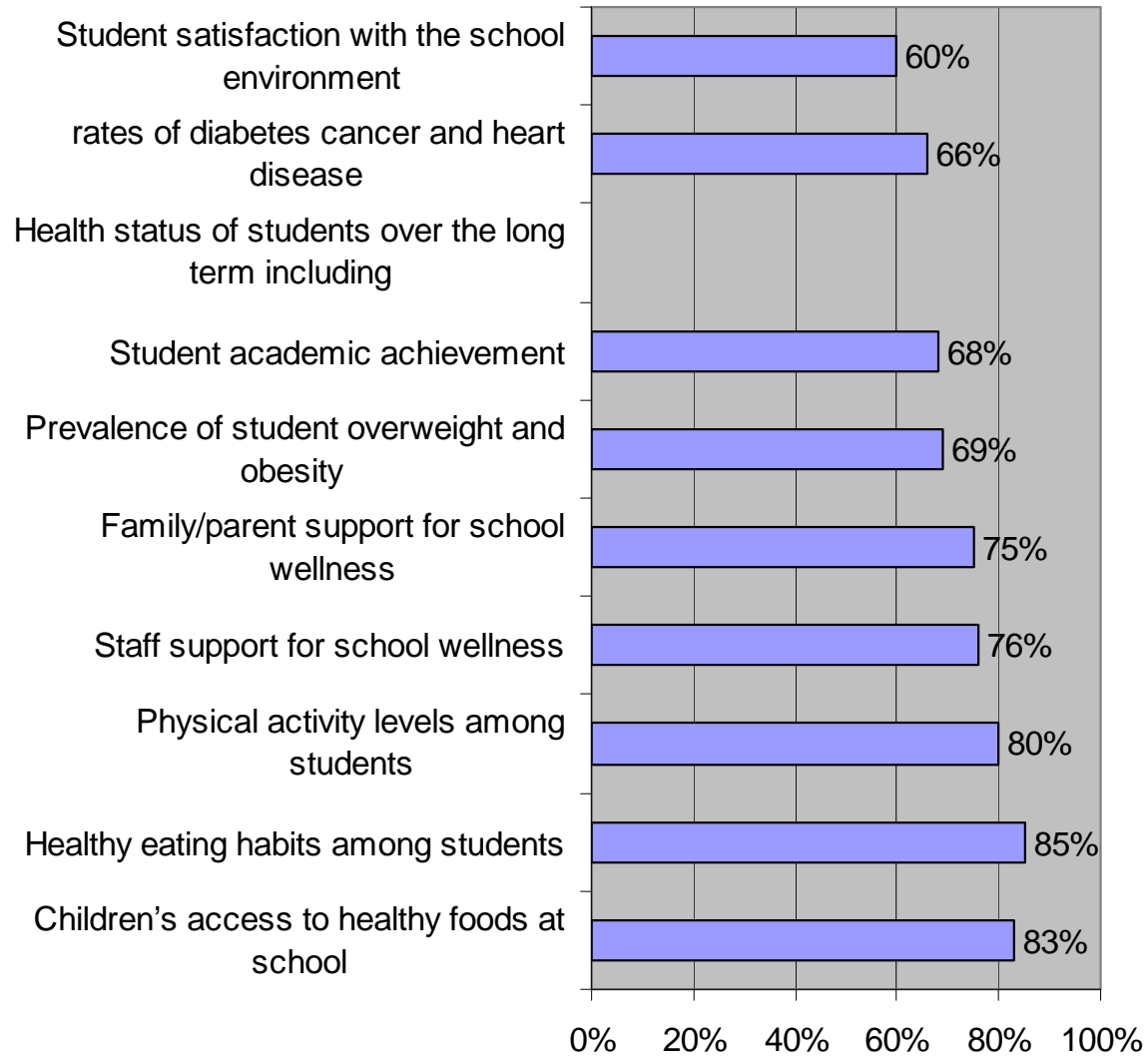
90 % of school board members are familiar with the School Wellness Policy mandate



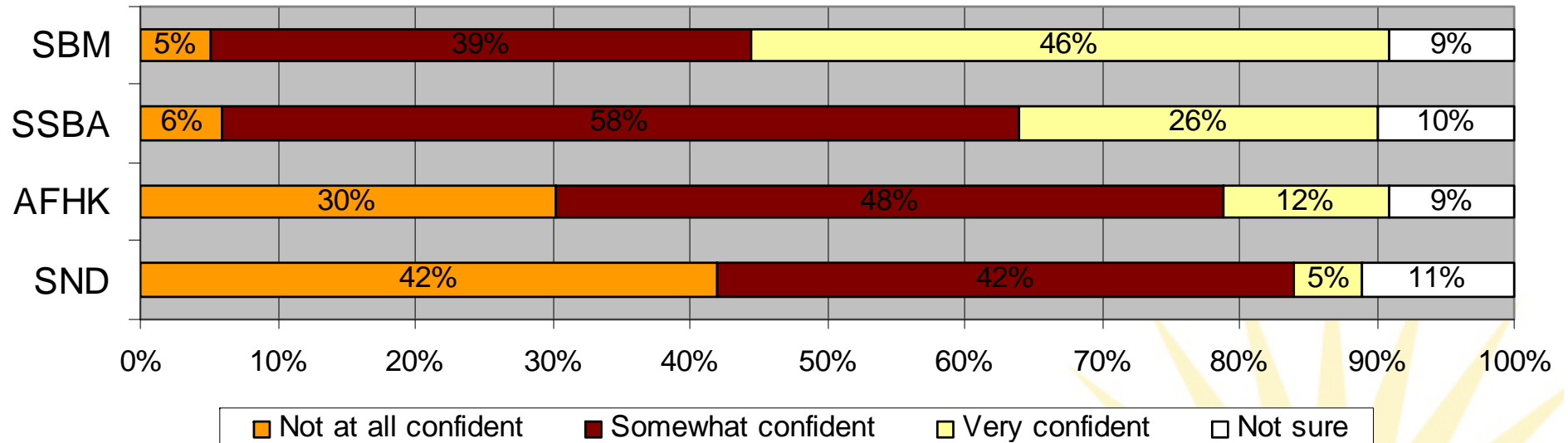
Over 84% indicate that it's a **priority** within the district



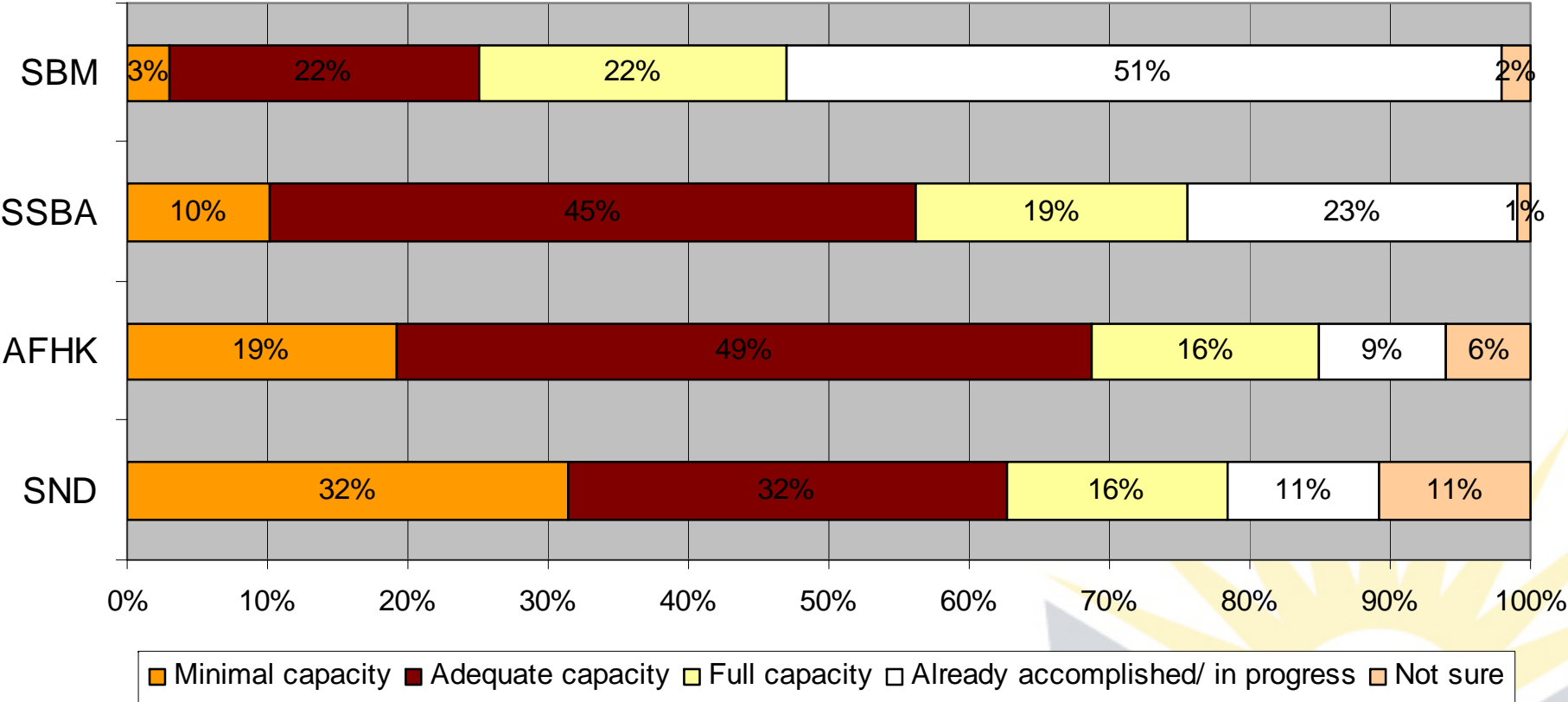
Expectation that Wellness Policies Will Positively Impact...



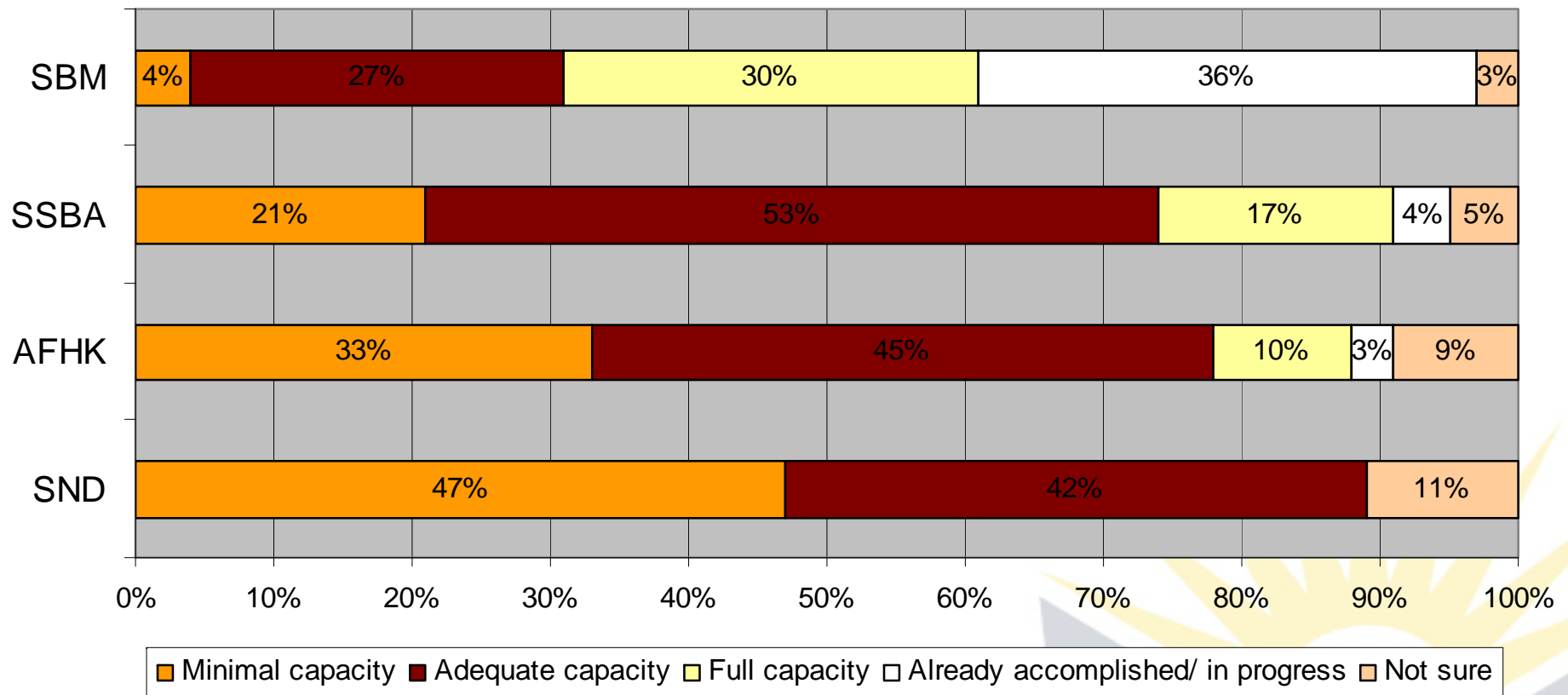
Confidence that SWP Review and Development Process Reflects Best Practices



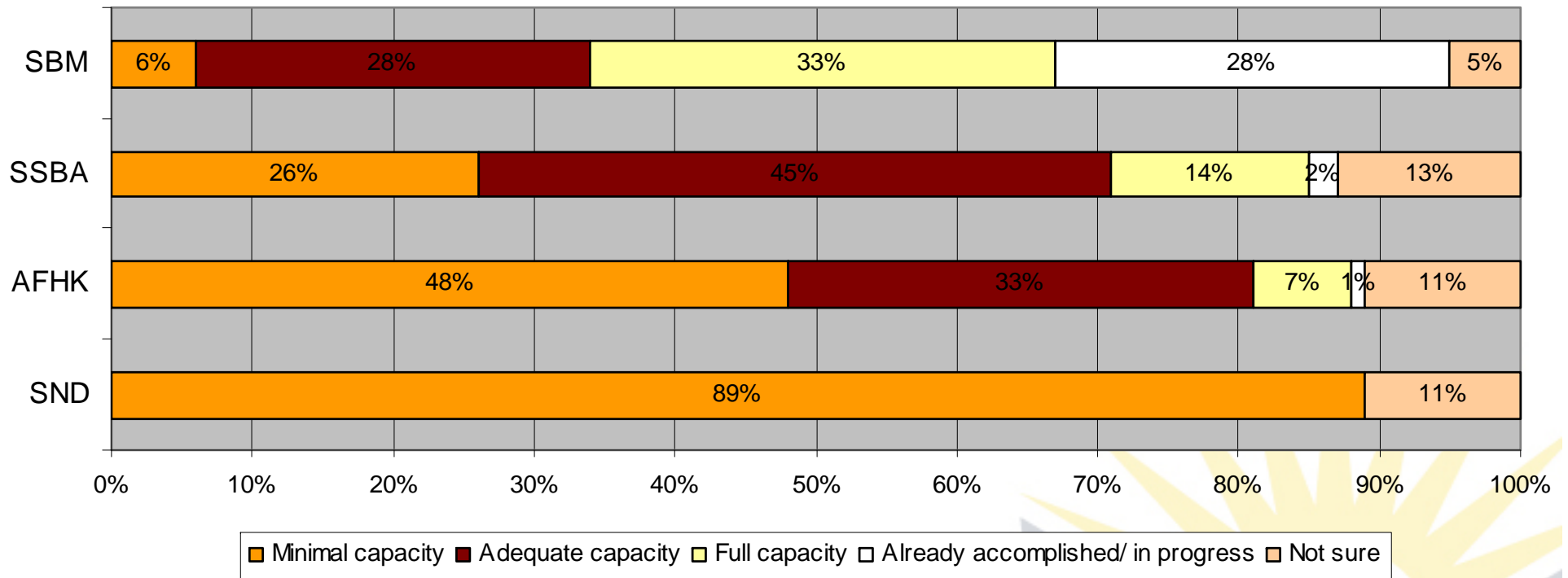
Perceptions of School Districts Capacity to... ...Develop a School Wellness Policy



Perceptions of School District Capacity to... ...Implement the School Wellness Policy



Perceptions of School District Capacity to... ...Monitor/Evaluate the School Wellness Policy



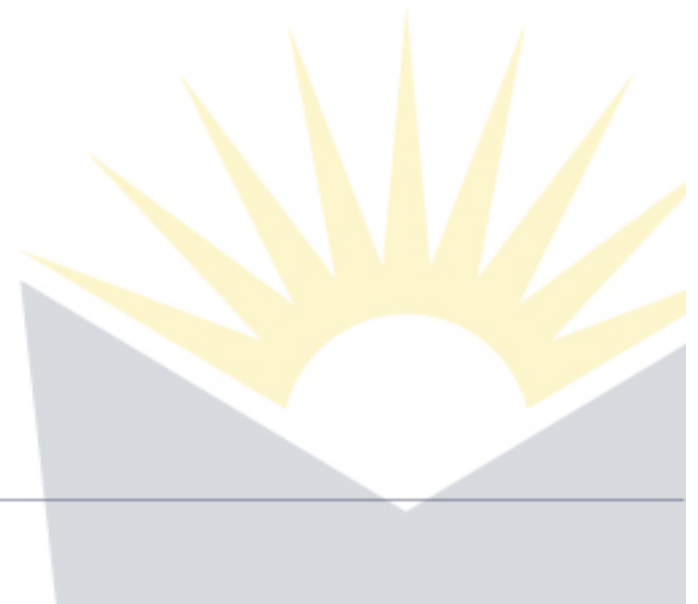
Conditions that Represent Challenges to Effective School Wellness Policy Development, Implementation and Monitoring/Evaluation

Most Challenging Conditions

- Adequate funding
- Competing priorities; lack of time
- Support from
 - Parents/caregivers
 - Students
 - Community
- Lack of tools and resources

Least Challenging Conditions

- School board support
- District administrator support
- School administrator support



Preferred Topics for Training

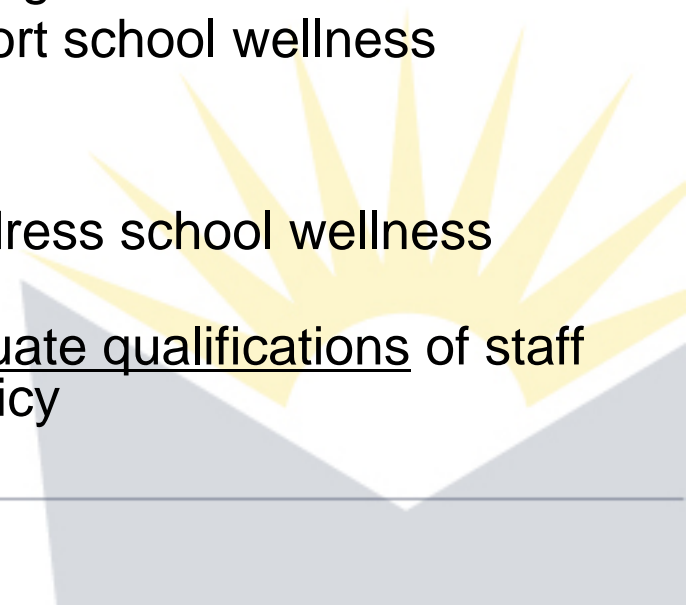
- Development, Implementation, Monitoring, and Evaluation
- Communicating the policy and building partnerships
- Staff development and support
- Setting nutrition/PE standards
- Maintaining a school health council/wellness committee



Specific Technical Assistance/Training Topics

Top 10 Responses:

- Mobilizing parent/caregiver support and involvement in school wellness
- Mobilizing student support and involvement in school wellness
- Exploring revenue-generating alternatives to the sale of unhealthy foods and beverages
- Increasing understanding of and promoting the link between good nutrition, physical activity and student achievement
- Allocating resources to the school wellness program
- Leveraging public information venues to support school wellness
- Evaluating the policy
- Communicating the policy to key audiences
- Identifying and developing partnerships to address school wellness needs
- Ensuring professional development and adequate qualifications of staff involved in implementation of the wellness policy



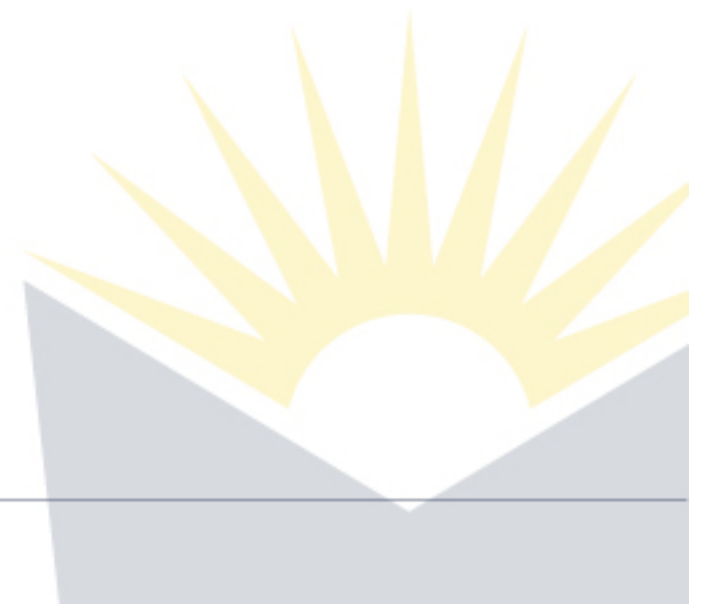
Top Wellness Policy-Related Tools

- Model nutrition standards (78%)
- Model physical education standards (74%)
- Sample board policies (75%)
- Youth engagement tool kit (67%)
- Case studies (62%)
- Communications tool kit (60%)

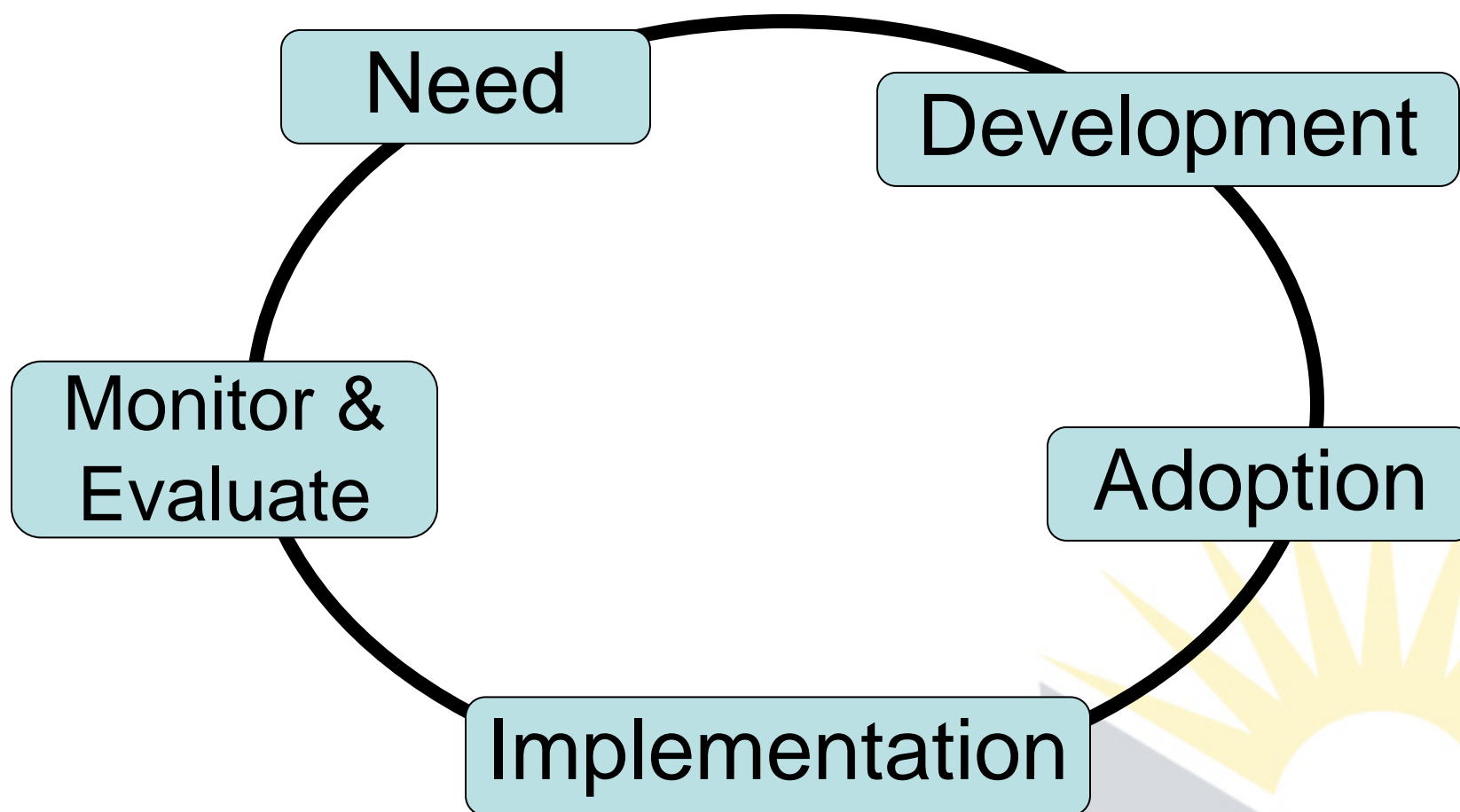


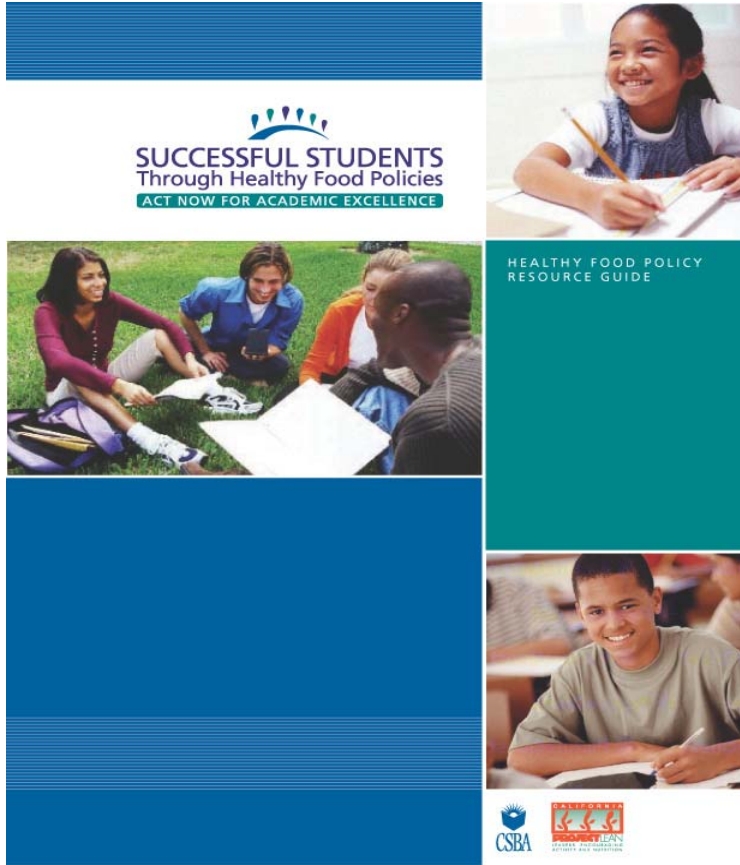
Action Steps

- **Continuing Education**
- **Provide Resources**
- **Ensure Compliance**
- **Monitor Results**
- **Seek Partnerships**
- **Communicate Results**

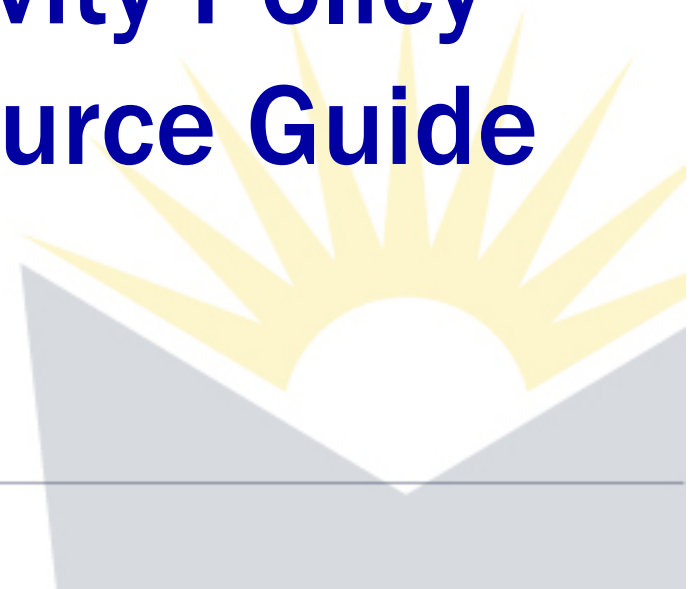


Policy Development Cycle



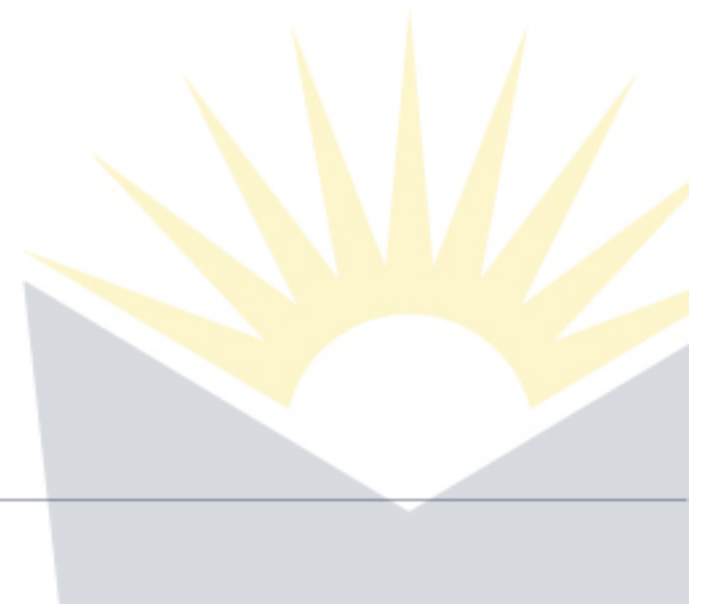


Student Wellness: A Healthy Food and Physical Activity Policy Resource Guide



Student Wellness Resource Guide

- **Link to Learning**
- **Comprehensive Program**
- **Policy Development Worksheets**
- **Sample Boards Policies**
- **Case Studies**
- **Resources**





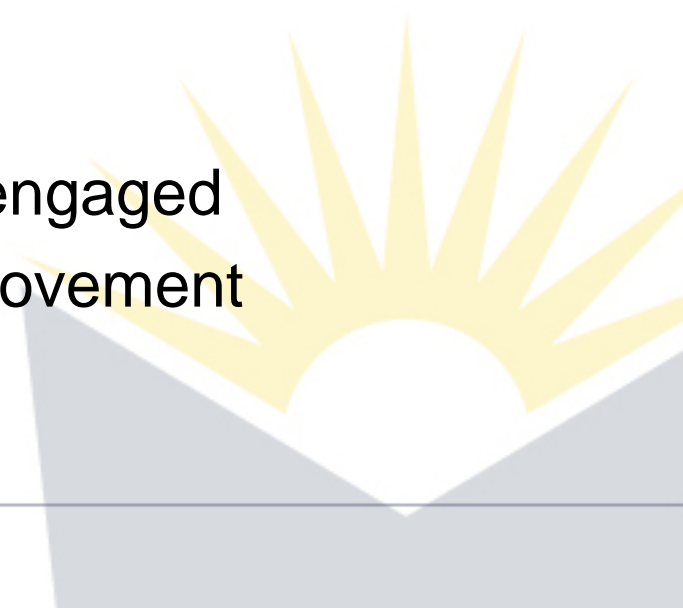
Monitoring for Success:
Student Wellness Policy
Implementation Monitoring Report

Monitoring for Success:
Student Wellness Policy
Implementation Monitoring Report



Monitoring for Success

- An easy to use report and guide
 - Nutrition and Physical Education Goals
 - Nutrition of Foods and Beverages on School Campus
 - Guidelines for Reimbursable Meals
- Based on district policy
- Keeps stakeholders informed and engaged
- Becomes basis for continuous improvement



Contact Information

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