

Active Living Research

School Policy Panel

Joan Brucha

Alliance for a Healthier Generation



Overview

- Alliance for a Healthier Generation
 - Program Overview
 - Beverage and Competitive Foods Guidelines
 - Preliminary Program Results
- Oregon Case Studies
 - Alliance Competitive Food and Beverage Guidelines
 - Physical Education Requirements

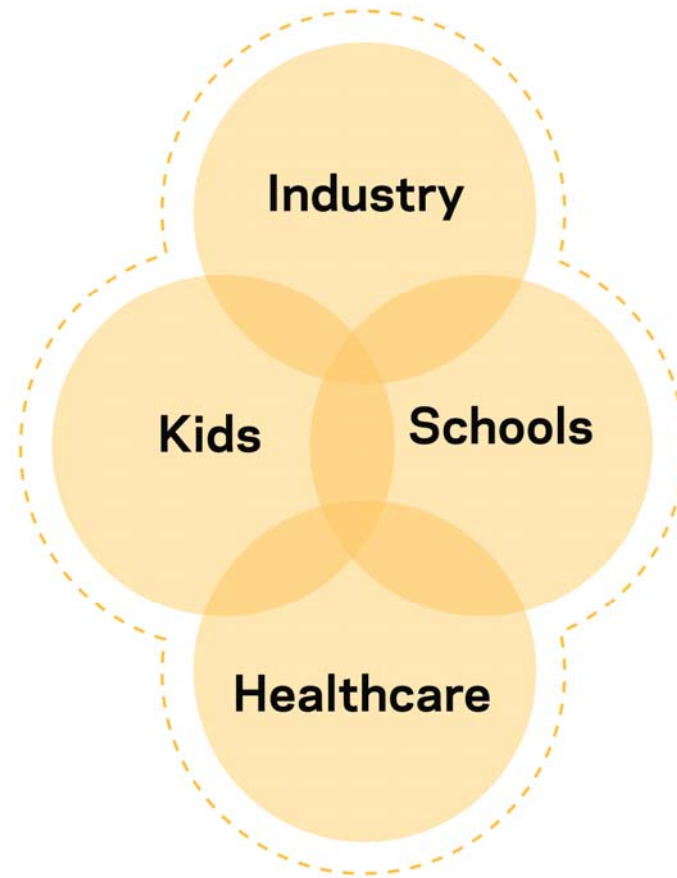


Alliance for a Healthier Generation Goal

To stop the increase in prevalence of childhood obesity in the United States by 2010 and to reduce the prevalence of childhood obesity by 2015 by fostering an environment that helps all kids pursue healthy and active lifestyles.



Four Strategies



Healthy Schools Program Mission

To create a nationwide paradigm shift...in which the perception that a school environment that promotes healthy eating and physical activity is the norm and not the exception.



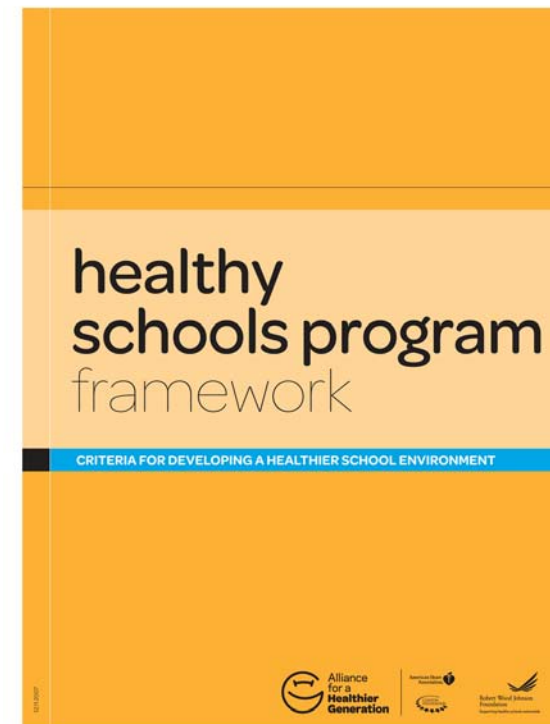
Healthy Schools Program

- Established in February 2006 by a \$8 million grant from the Robert Wood Johnson Foundation.
- Provided onsite support to 230 schools in 13 states and online support to over 900 schools during the 2006-07 school year.
- The RWJF expansion will allow us to provide onsite support to over 8,000 schools in 34 states and online support to countless schools.



Best Practices Framework

- Policy
- Health Education
- Physical Education
- School Meals Programs
- Competitive Foods & Beverages
- Physical Activity
- Afterschool Programs
- School Employee Wellness



Role of the Alliance for Healthier Generation

- Provide science-based criteria
- Develop industry agreements designed to bring more healthful food products to the food market
- Provide technical assistance to schools to implement the criteria



The Alliance Work with Industry Targets...

- Food manufacturers to create or reformulate products
- Food distributors to make products available to schools
- Food service management companies to adopt the Alliance for a Healthier Generation's school meals criteria and competitive food and beverage guidelines



The Industry Agreements: Work with instead of Against

- **Beverage Agreement:**
 - Beverage Signatories are PepsiCo, Coca-Cola, Cadbury Schweppes and the American Beverage Association.
 - All beverages sold at and by schools make a positive contribution to children's diets and health.
- **Competitive (Snack) Foods Agreement:**
 - Original Signatories are Dannon, Kraft, Campbells, Mars and PepsiCo
 - Now have approximately 15 Signatory Companies including Dole and McCain and Snack Food Association



Challenges

- **Wellness policies, local and state regulations.**
- **Revenue used to advance educational mission of the school and/or for resource constrained activities.**
- **Product Choice**
 - Influence not control.
 - Adults provide, children decide.
 - Adjusting the environment to help students choose differently.
- **Time and effort**
 - Many people and many complex layers of decision making are involved.



First Cohort of Pilot Schools

Status as of November 2007

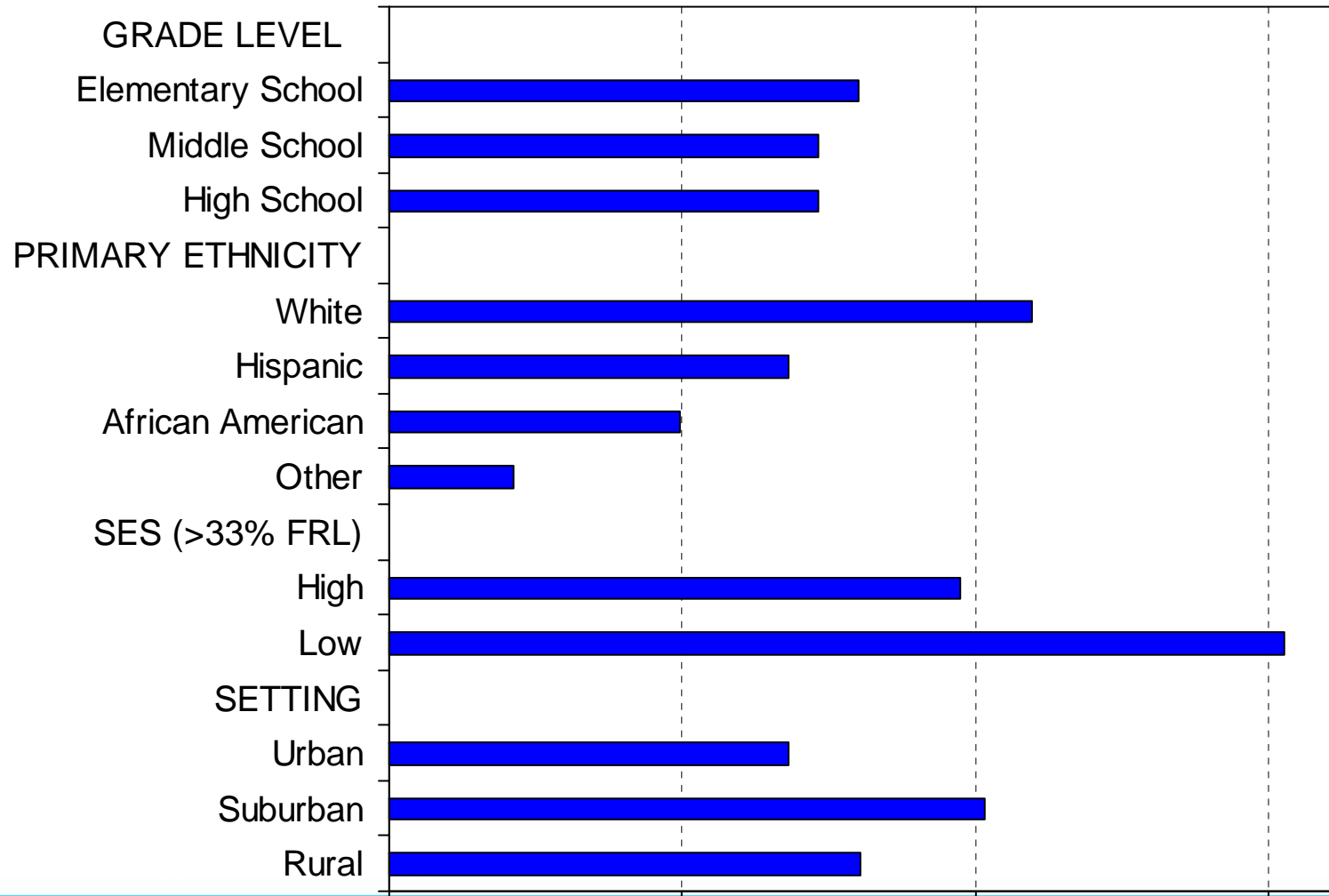
Pilot School Status	N	%
Recruited	285	
Signed Letter of Commitment	231	81%
Completed Baseline Inventory (6+ pgs)	187	81%
Completed first follow-up Inventory	124	66%

Note: Percentages are based on prior line.

Note: Pilot schools were recruited by AHG to receive onsite technical assistance. Schools were identified as feeder chains (ES-MS-HS). Schools with Low SES or a high concentration of minority students were over sampled.



Characteristics of First Cohort

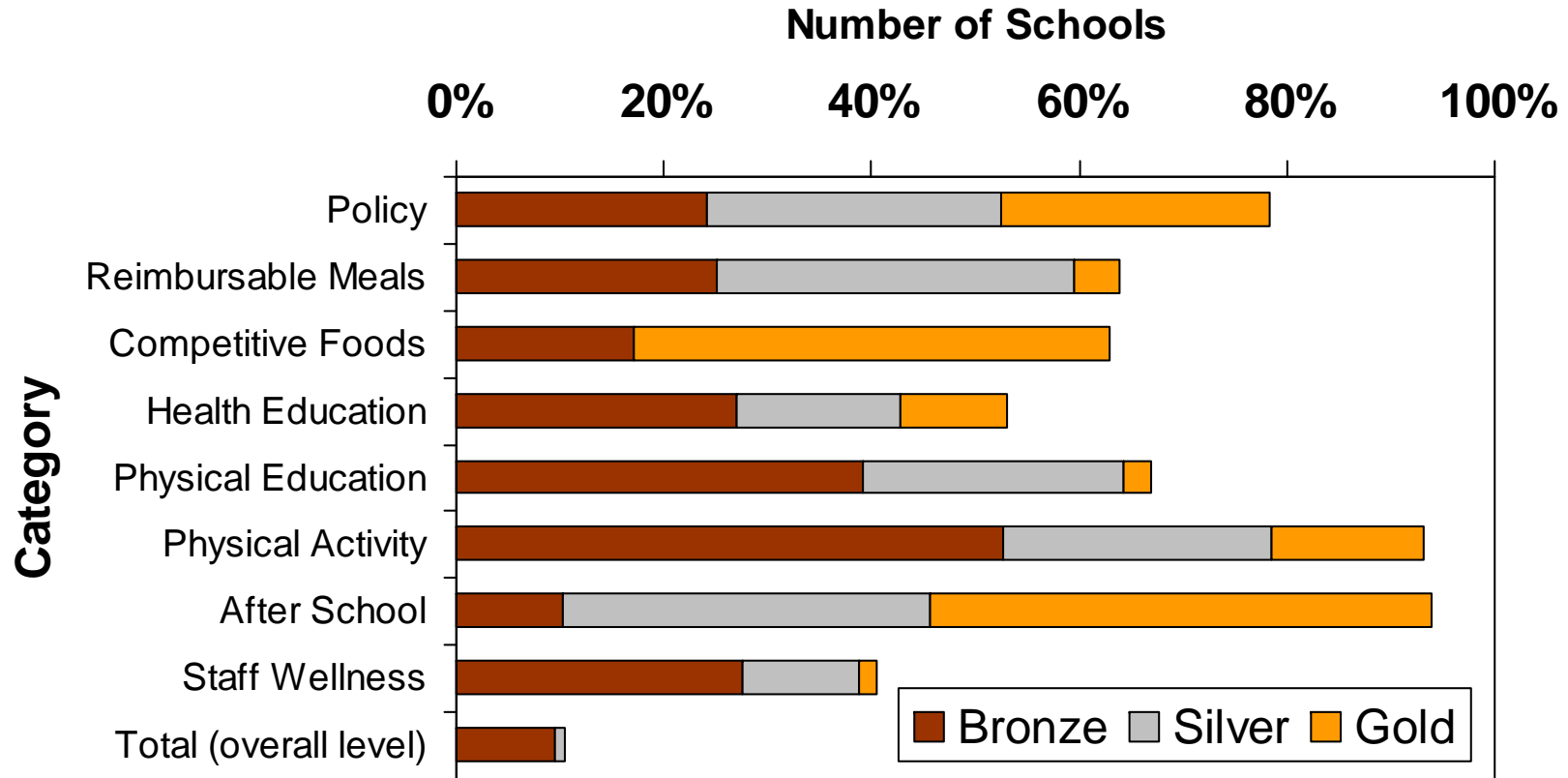


20 40 60
Percentage of Schools
Source: NCES CCD data

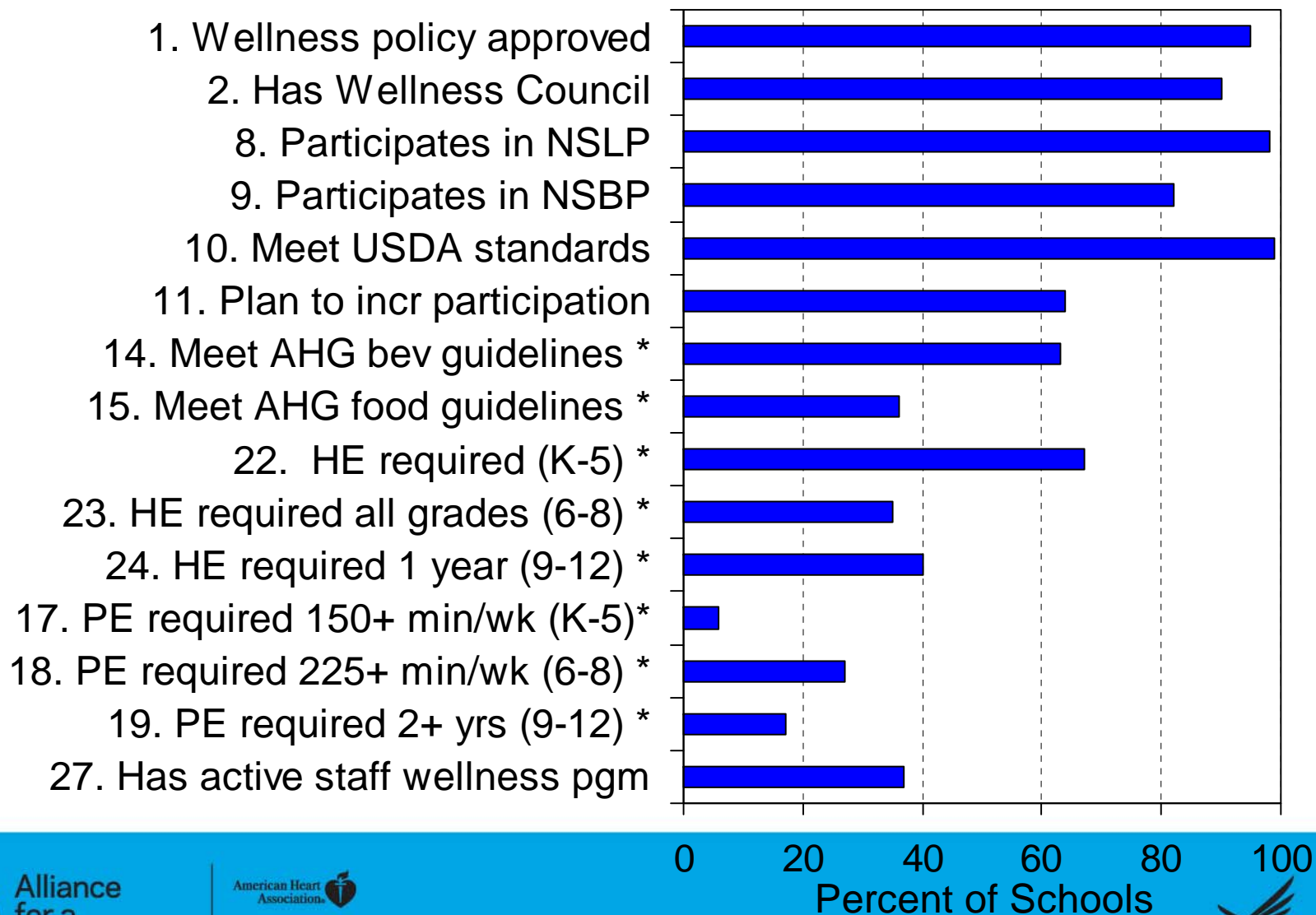


Pilot Baseline Results

Percent meeting recognition criteria

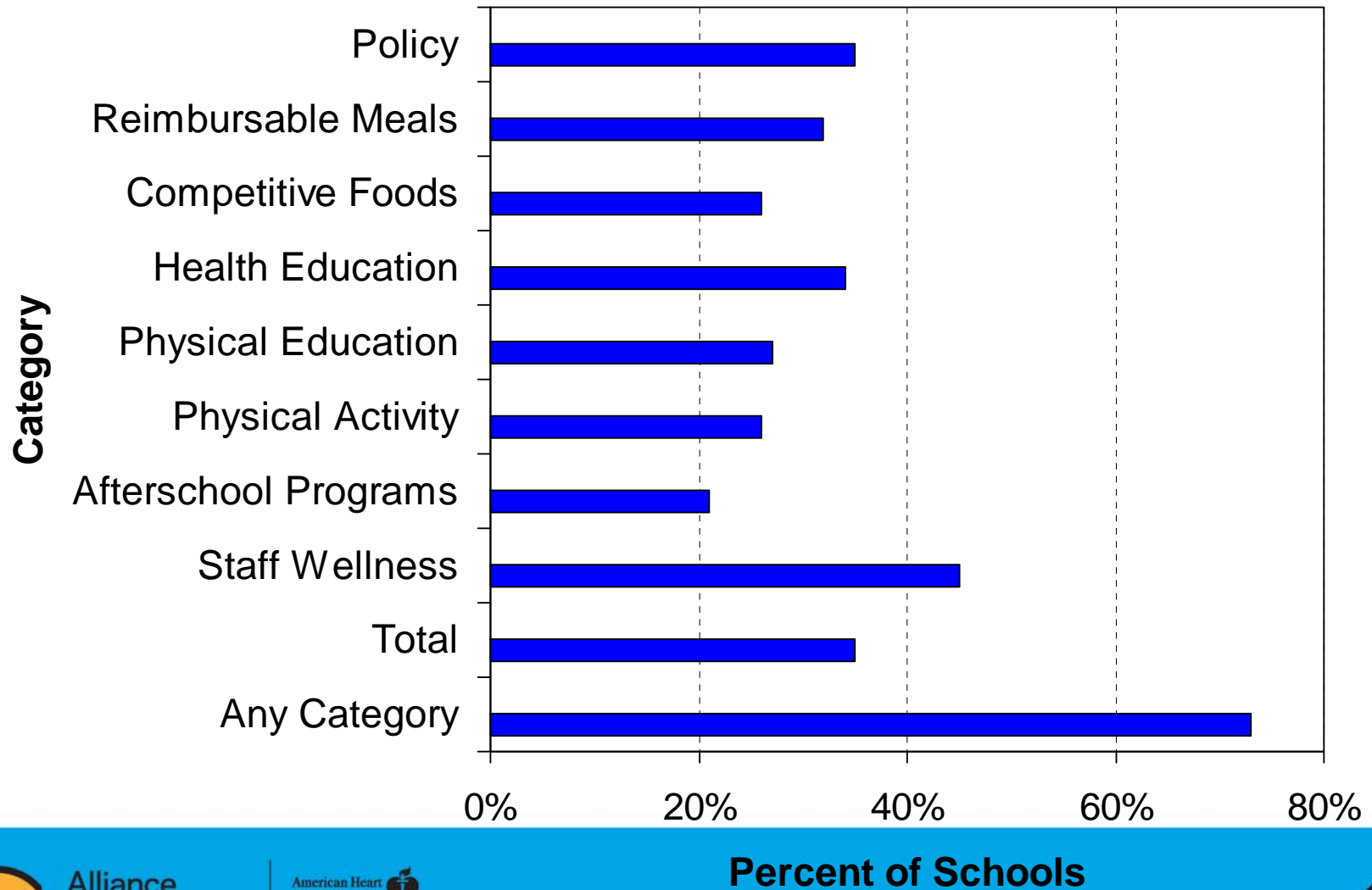


Baseline Results for Selected Policies



* Percentages for these items based on schools for which item was appropriate.

Many Pilot schools reported improved implementation by Spring 2007



Alliance
for a
**Healthier
Generation**



American Heart
Association



ROBERT WOOD JOHNSON
FOUNDATION

Percent of Schools

Note: N = 117 schools with baseline prior to Mar 07 and an update by Nov 1, 07.
73% of these schools improved at least 1 recognition level across categories.



ROBERT WOOD JOHNSON
FOUNDATION
Creating healthy schools nationwide

Oregon Case Study - Nutrition

- 2004: Public Health Advocates and Hard Core RDs
 - Didn't pass, but garnered interest
- 2005: Same Coalition of Advocates
 - Modified to practical vs. idealistic
 - Failed due to School Board Association and School Board Administrator opposition
- 2006: Passed Wellness Policy Reporting Requirement



Oregon Case Study - Nutrition

- 2007: Broad coalition
- Goal: Adopt legislation similar or identical to CA
- Chose Alliance Guidelines
 - No resistance from School Board Association and School Board Administrators
 - Advocacy Group had reviewed existing Wellness Policies and found them weak
- House Bill 2650 passed - sets minimum standards related to portion size and calories, sugar and fat content for foods and beverages sold to students through vending machines and school stores.



Oregon Case Study - Nutrition

Success:

- Coalition matured
- Bill matched other states and national (Alliance) efforts
- Oregon Soft Drink Association on board by meeting Alliance guidelines
- Legislators educated
- Districts had already adopted stricter standards
- Cost arguments died down, deemed not a barrier
- Overall improved school funding budget



Oregon Case Study – Key Messages

- Obesity Prevention
- California – West Coast Market Demand
- National Guidelines decreased opposition from Vending Association
- Positive Media Attention
- Parents Testified for changes at the District and State Level



Oregon Case Study - PE

2007 - House Bill 3141

- 150 minutes per week of PE instruction for elementary students
- 225 minutes per week for middle school students
- Requires Physical Education is a component of every K-8 school curriculum throughout Oregon.

Framework

- Grants program to hire PE staff to meet minimum physical education minutes requirements
- Fund a statewide inventory of PE instruction



Oregon Case Study - PE

PEAK Coalition (Physical Education for All Kids)

- American Heart Association
- Oregon Sports Authority Foundation
- Council for Children's Expanded Physical Education
- Oregon Medical Association
- Nike



Oregon Case Study – Key Messages

Key Messages:

- First find out how much PE is being taught in your local schools to see if you are already meeting the minute standards. Most likely your local schools are not meeting them.
- Contact your friends and neighbors in your area to let them know that your school districts will have the opportunity to apply for these grant funds in the near future.
- Phone, write, and/or email your local school board members as well as your school superintendent to let them know about the PE grant opportunity and ask them to apply for those funds when they are made available.



Alliance for a Healthier Generation



“The Alliance for a Healthier Generation can help turn young people's lives around and give them hope for a healthier future.”

- President Clinton



Alliance
for a
**Healthier
Generation**

American Heart
Association




Robert Wood Johnson
Foundation
Supporting healthy schools nationwide

Contact

Joan Brucha

Associate Director

Alliance for a Healthier Generation

Joan.Brucha@healthiergeneration.org

