PUBLIC HEALTH POLICY CHANGE

Using School Wellness Policies to Promote Policy Change

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Public Health Policy Change Webinar Series

- Providing substantive public health policy knowledge, competencies & research in an interactive format
- Covering public health policy topics surrounding Tobacco, Obesity, School and Worksite Wellness, and more
- Two Wednesdays a month from 12:00 p.m. to 1:30 p.m. Central Time
- Visit http://publichealthlawcenter.org/ for more information
Brooke Nunn,
Health Policy Analyst/Educator,
Public Health Law Center
Introductions

Chastity H. Mitchell, Esq.
Senior Director, Government Relations
American Heart Association, Greater Southeast Affiliate
Introductions

Whitney Meagher, MSW,
Project Director, National Association of State Boards of Education
Introductions

Natasha Frost
Staff Attorney, Public Health Law Center
Introductions

Meghann Condit,
Public Health Educator
Carlton County Public
Health and Human Services
Webinar Objectives

• Outline the importance of school wellness policies

• Discuss what public health needs to know in working with schools

• Give the basics on the Healthy, Hunger-Free Kids Act

• Overview of how one rural Minnesota community got meaningful school policy change
The Public Health Law Center
The Public Health Law Center

Services include:

- Legal research
- Policy development
- Publications
- Training
Our 2020 Impact Goal

“By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%.”
American Heart Association

Planning and Stakeholder Development
(Defining the Problem)

Policy Analysis
(Identify Solutions)

Legislative Campaign Implementation

Regulatory Campaign Implementation

Policy Implementation

Evaluation

• An issue is identified as an Association-wide priority where policy and systems change is needed to advance the priority.
• Advocacy staff convene cross-functional internal teams to develop strategic plan to address policy. Stakeholders group of internal and external experts/partners may be convened as well for input and guidance.
• Public policy opportunities and barriers are identified and legislative and regulatory options are explored.

• Policy analysis is led by state advocacy staff and could include analysis of the following:
  - Current statutory and regulatory law.
  - Political and economic feasibility of solution.
  - Potential public policy solutions that could address the problem.
• Policy solution chosen and identified as a state advocacy priority by State Advocacy Committee.
• Decision is made to pursue legislative or regulatory route.
• Decision is made on outcome measures for subsequent evaluation.

• Either through this proactive process or in reaction to legislation that is introduced, state advocacy staff take the lead developing strategic campaign plans to advance public policy.
• Utilizing a cross-functional team for both planning and implementation (internal and external partners as appropriate to the issue), legislation is shepherded and passed.
• If enabling legislation, policy opportunities next turn to the regulatory realm.

• If regulatory action is needed, state advocacy staff develop strategic regulatory campaign plans to advance our regulatory priorities.
• Utilizing a cross-functional team for both planning and implementation, advocacy staff work closely with internal and external partners to monitor the regulatory advocacy process.
• Advocacy staff take the lead on lobbying tactics as well as providing expert advice and guidance.

• Once legislation and/or regulation is passed, advocacy staff monitor and influence the development of the program so that it is aligned with AHA guidelines and policies.
• Advocacy staff take the lead on development of evaluation plan related to agreed upon outcome measures.

• Evaluation may be completed using internal or external resources and partners.
• Outcomes are evaluated and reported.
Why nutrition and physical activity are so important for children?

- Overweight and Obesity Rates
- Hypertension, Cholesterol and the effects on the Heart
- Type 2 Diabetes
- Physical inactivity
- Poor diet
- Academic Performance and behavior
Why Healthy Schools?

- Everyday 53 million teachers and students go to school.
- Nearly one in five Americans spend around 30 hours a week in schools.
- School breakfast and lunch provide up to half of the daily calories and nutrients students consume.
- Children who participate in the National School Lunch program eat greater amounts of healthy foods, essential vitamins and minerals, drink less soda and have an overall better quality diet.
Why does childhood obesity matter for schools?

- Healthy students learn better
- Poor nutrition and lack of physical activity are linked to factors affecting academic achievement
- School leaders in particular play a key role in supporting budgets, policies and practices that provide better opportunities for healthy eating and physical activity
WHY IS POLICY CHANGE KEY?
Role of School Wellness Council

- Informs families, teachers, staff and students about the work the school is doing to improve the health and academic success of its students
- Ensures implementation of policies
- Represents the community health perspective in a school building
What do school wellness councils do?

- Assess the school health environment
- Develop and implement an action plan based on what they learn about the school
- Develop programs and policies
- Evaluate and identify ways to strengthen
- Some provide advice and expertise regarding implementation
Who sits on School Wellness Councils?

- School board members
- State and local policymakers
- Local government agencies such as departments of health
- Teachers
- School administrators
- Parents
- Students
- Businesses
- Hospitals
- Food Service Staff
- Local law enforcement
- Non-profits
- Public health agencies
- Community organizations
School Wellness Policies

- School Meals
- Competitive Foods and Beverages
- Healthy Education
- Employee Wellness
- Physical Education
- Student Wellness
Sample Policies around Healthy Eating
Sample Policies around School Environments
Sample Policies around Physical Education and Physical Activity
HOW TO WORK WITH EDUCATORS

Whitney Meagher
National Association of State Boards of Education (NASBE)
What Is Distracting Schools

- Politics
- Time
- Budgets
What Is Distracting School Districts

ACCOUNTABILITY

LIABILITY

BUDGETS
What Is Distracting States

ESEA (Elementary and Secondary Education Act)

• Different reauthorization strategies in the House and Senate

• Department of Education created state waiver opportunity
What Is Distracting States

Common Core State Standards

• State initiated process
• State-led process
• National Organization support: Council of Chief State School Officers, National Governor’s Association, NASBE
Common Core Adoption Map
November 2011: 45 states, D.C., 2 territories, and 1 state adopting ELA only

Adopted
Adopted ELA Only
Aligned state standards to CCSS
Not Yet Adopted

Virgin Islands
Northern Marianas
What Is Distracting States

Common Core State Standards

• English Language Arts and Math only
• Assessments will begin during 2014-2015 school year
### Common Core State Standards

<table>
<thead>
<tr>
<th>Common Core Curriculum</th>
<th>Teacher and Administrator Preparation</th>
<th>Assessments</th>
<th>Longitudinal Data Systems (accountability)</th>
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<tbody>
<tr>
<td>Use the 15% rule to include health, nutrition science and physical education.</td>
<td>Require at least one health education class covering the implications of children’s health on learning. States can include health and physical education topics in teacher standards and teacher assessments. Teachers should be prepared to integrate health into overall lesson plans, such as reading health literature in English classes, manipulating health statistics in math classes, and including kinetic learning with physical activity in lesson plans.</td>
<td>Governing states in the Assessment Consortia can advocate for health topic questions in the mathematic and language arts assessments. States should include physical fitness assessments as part of their state assessment systems.</td>
<td>States Longitudinal Data Systems should include data on student health indicators, including but not limited to: • Mental Health • Tobacco • Alcohol and Substance Abuse • Teen Pregnancy • School Safety • Unintentional injuries • Physical fitness</td>
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Successful Strategies

• Integrate your priorities into the process
• Present data that links student achievement to student health
• Tell effective stories
Sam (Tennessee)

- **8:00**: Grab-n-Go Breakfast
- **8:15**: School-Wide Walk
- **1:30**: Afternoon Vending Machine Snack (hummus and pita chips)
- **3:30**: Soccer Practice
- **7:00**: Homework (calorie calculations assignment for math)
Sam (Tennessee)

8:00 Grab-n-Go Breakfast
alert and focused, gets to school on time

8:15 School-wide Walk
alert and focused, socializes with friends,
talks to teachers

1:30 Afternoon Vending Machine Snack
(hummus and pita chips)
supplements a healthy lunch, keeps
afternoon energy level up

3:30 Soccer Practice
additional physical activity, reduces risky
behavior

7:00 Homework
(calorie calculations assignment for math)
reinforces healthy behaviors, life skills
Sam (Tennessee)

8:00
Grab-n-Go Breakfast
National School Breakfast Program

8:15
School-wide Walk
Tennessee law mandates 90 minutes of physical activity per week for all students in grades K-12

1:30
Afternoon Vending Machine Snack (hummus and pita chips)
Healthy Hunger Free Kids Act

3:30
Soccer Practice
state, local and community athletic programs

7:00
Homework
(calorie calculations assignment for math)
Common Core State Standards
How to Talk to Educators

• What is going on in their head?
• How can I present my idea as a part of what they are already doing?
• What data can I share that shows my idea will improve student achievement?
• How can I explain how my idea will directly support student achievement?
NASBE Resources

• Center for Safe and Healthy Schools:
  ▪ www.nasbe.org
  ▪ Our Work> Safe and Healthy Schools

• State School Health Policy Database:
  ▪ http://www.nasbe.org/healthy_schools/hs/index.php

• Archived Webinars:
  ▪ https://sites.google.com/a/nasbe.org/nasbe-webinar/
    ▪ Healthy Eating policies
    ▪ Physical Activity/Physical Education policies
    ▪ Food Marketing policies
    ▪ Safe Routes to School liability

• Reports, toolkits:
  Fit Healthy and Ready to Learn
  ▪ model policies by topic
  Obesity Prevention Policies for Middle and High Schools: Are We Doing Enough
  ▪ state-by-state look at policies and strength analysis
Healthy, Hunger-Free Kids Act Provisions

- Nutrition standards for School Lunch Program and Breakfast Program
- Nutrition standards for all food sold in schools (competitive foods)
- Milk
- Water
- Farm to School Programs
- Local School Wellness Policies
Healthy, Hunger-Free Kids Act: Lunch and Breakfast Program

The USDA rule to revise the meal patterns and nutrition requirements for the school lunch and breakfast programs
Healthy, Hunger-Free Kids Act: Competitive Foods

USDA to establish science-based nutrition standards for all food available anywhere on the school campus at any time during the school day.
Healthy, Hunger-Free Kids Act: Milk

Schools offering fluid milk to students may only offer low-fat or fat-free milk.
Healthy, Hunger-Free Kids Act: Water

Water will be available for free where meals are served during meal service.
Healthy, Hunger-Free Kids Act: Farm to School

The USDA will create a program to assist in the implementation of farm to school programs that improve access to local foods in schools.
Healthy, Hunger-Free Kids Act: Local School Wellness Policies

• The Act requires the USDA to adopt regulations that will require school districts to strengthen their school wellness policies. The new requirements will expand opportunities for community participation in updating wellness policies, add new nutrition standards and require measuring and reporting of policy provisions and implementation efforts.

• The Act also requires the USDA to adopt regulations that provide a framework and possibly additional requirements for school wellness policies.
A Summary of the Key Provisions

Afterschool Meal Program

Farm to School and Organic Foods

Food Service Requirements

Nutrition Standards

School Wellness Policies

Submitting Comments to the USDA
Healthy, Hunger-Free Kids Act Webinar

In 2010, Congress passed the landmark child nutrition reauthorization law known as the Healthy, Hunger-Free Kids Act. Now it's up to the USDA along with state policymakers, community leaders, and parents to make sure it gets fully implemented so that students have access to healthier school foods. What issues are emerging as the new legislation is implemented? And what can states and communities do to make sure the Healthy, Hunger-Free Kids Act lives up to its potential?

In our November 10, 2011 webinar, we talked about working effectively with your state Child Nutrition Program and reaching out to local partners like school boards, PTAs, and school health councils to get healthier food into schools. Our expert panel included:

http://www.nplanonline.org/nplan/products/webinar-healthy-hunger-free-kids
POLICY CHANGE IN MOOSE LAKE, MN

Meghann Condit, Public Health Educator

Carlton County Public Health and Human Services
Funding-SHIP

• Statewide Health Improvement Program (SHIP) Grant, 2009-2011

• Reduce the burden of chronic disease by addressing nutrition, physical inactivity and tobacco use.
Nutrition

School Nutrition

• Establish Wellness Committee
• Complete the School Health Index (SHI) Assessment—by the CDC
• Develop action plan
• Implement and evaluate acti
Active Living

Community Active Living

• Establish Moose Lake Active Living Coalition
• Complete Walkability Assessment
• Develop action plan
• Implement and evaluate activities
Moose Lake School Snacks

• Healthy Snack Cart Pilot Program
• Development of Health Snack List
• Creation and Passage of Health Snacks/Treats Policy
Moose Lake School Snacks

Policy Guidance from the Public Health Law Center, MN (Natasha Frost):

• Strong Language
• Inclusion and/or omission of certain language, bullet points, etc.
• Short and easy to understand
Moose Lake School Snacks

Policy Education

- Initial education through email by the Wellness Committee and Superintendent
- Folders created for teachers and staff for 2011-2012 school year
Bike/Walk Policy

Policy Development

• Came from the Moose Lake Active Living Coalition
• Conversation with the Public Health Law Center and Superintendent
• Passage by School Board
School Wellness Policy

Policy Development

• Suggestions by the Public Health Law Center for language

• Ideas for additions/omissions

• Waiting to pass only once with new nutrition standards
Helpful Hints for Passing Policies

- Supportive Administration
- School Board Member as Wellness Committee Member
- Feedback and Communication with the Public Health Law Center
- If you are not successful in one avenue, try another!
Next webinar in the series

Impacting the Food Environment through Procurement Policy Change

December 7th, 12:00 -1:30 p.m. Central

More information at www.publichealthealthlawcenter.org
Drafting Effective Public Health Policies

Questions & Answers

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www.publichealthlawcenter.org