



Joining Forces to Help Fight Childhood Obesity

Action for Healthy Kids and the National Dairy Council

Evidence is mounting that kids who are well-nourished and physically active are better equipped to do well in school - they tend to have improved test scores, better attention spans and better overall attendance. However, more and more schools across America are getting rid of physical education and nutrition education programs and have limited access to nutritious foods and physical activity. The lack of nutritious food options and activity can have negative effects on children's health and their academic success.^{1,2}

Action for Healthy Kids and the National Dairy Council, as well as the NFL's Play 60, offer programs and resources



that can help reverse these trends by encouraging children to eat healthy, be active and make lasting changes toward improved wellness. **Game On! The Ultimate Wellness Challenge, Fuel Up to Play 60, Students Taking Charge and ReCharge! Energizing After-School** are fun and interactive programs that get kids involved and help change behavior.

These programs target various age levels and can be implemented on their own or together for an even greater impact. They are implemented by a combination of teachers, school stakeholders and students - and together they can deepen program involvement and engagement. They all provide guides to implementation and suggestions for different types of activities to help make the process easy.

Available Programs

MORE THAN 30% OF U.S. CHILDREN ARE OBESE OR OVERWEIGHT – A 3-FOLD INCREASE SINCE 1980^{3,4}

GAME ON! THE ULTIMATE WELLNESS CHALLENGE



Overview: Helps students eat better and move more both in and out of school and teaches students about good health throughout the school day and their daily lives

Target/Cost: K-6 grades, free

Getting Started: Access a step-by-step guide to getting involved plus tips, information and resources by registering at ActionforHealthyKids.org/GameOn

"The big incentive for me to continue is both years that we've done it, our Florida Comprehensive Assessment Test (FCAT) scores went up, which tells me eating right and moving more have positive academic results."

- Dr. Kimi West, school guidance counselor, Sparr Elementary School, FL

FUEL UP TO PLAY 60



Overview: Encourages youth to consume nutrient-rich foods and achieve at least 60 minutes of physical activity every day

Target/Cost: K-12 grades, free

Getting Started: Register at FuelUptoPlay60.com, gain access to the resources needed to kick-off an in-school program

"It's one thing for a health teacher to stand up and say [eat healthy and exercise], but when you have kids encouraging kids to make good choices and good decisions, now you're talking some real power."

- Ric Davies, health teacher, Fuel Up to Play 60 program advisor

ONLY 2% OF SCHOOL-AGED CHILDREN EAT THE RECOMMENDED DAILY NUMBER OF SERVINGS FROM THE FIVE FOOD GROUPS²

Students Taking Charge

STUDENTS
TAKING
CHARGE

Overview: Builds future leaders while empowering teens to be change agents and help their schools become healthier places by improving nutrition and opportunities for physical activity

Target/Cost: High school, free

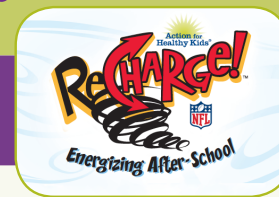
Getting Started: Visit StudentsTakingCharge.org to begin utilizing the 4-step program, which include investigating a school's health status, learning about nutrition and physical activity, developing and implementing projects, and connecting with other advocates for change

"Each student had to solicit support from a school stakeholder, such as the principal... which can be intimidating. The advocacy suggestions provided in the Students Taking Charge materials empowered the students to be more confident and assertive, and ultimately resulted in these stakeholders' support to get the program off the ground quickly."

- Margo Owen, CSN, school nurse,
Olney West High School, PA

Available Programs

ReCharge!



Overview: Helps students learn about and practice good nutrition and physical activity habits through fun, team-based strategies

Target/Cost: 2-6 grades, (after-school programs, PE classes, camp, home school) \$40 shipping & handling fee per ReCharge! Kit

Getting Started: Visit ActionForHealthyKids.org/ReCharge, order a ReCharge! Kit to obtain all the information needed to kick-off the program

"It was surprisingly easy to launch ReCharge!... but the biggest measure of success is that kids really enjoyed it. It's so great to see kids in an after-school setting eating a snack that you know is totally healthy, and being active in constructive, fitness-enhancing ways."

- Kimberley Armitage, executive director,
Aurora Family YMCA, CO

ONLY 8% OF ELEMENTARY SCHOOL STUDENTS & 6% OF MIDDLE AND HIGH SCHOOL STUDENTS HAVE DAILY PE²

Take Action!



Form a wellness advisory council: Enlist teachers, parents, students, health professionals and other community members to assess the school, develop plans and implement the program or programs that best meet the school's needs.

Develop a comprehensive wellness policy: The Child Nutrition Reauthorization Act requires all schools that are participating in federal school meal programs have a local wellness policy with goals for nutrition education and physical activity. A wellness policy can also serve as a "road map" to guide program implementation to help meet these goals.

Implement physical activity and nutrition education into the curriculum: Nutrition and physical activity information and activities can be incorporated into any subject throughout the day. These programs provide many age-appropriate ideas.

Sign up online: Decide on the best programs for a particular school and sign up online to get access to updates, program news, ideas, resources and more.

Engage families and communities: Keep those interested in helping students apprised of new nutrition and physical activity goals and programs. Ask for volunteers to donate time, food, materials, equipment and incentives to broaden and deepen the scope of the program.

- 1 Action for Healthy Kids (2008). *Progress or Promises? What's Working for and Against Healthy Schools*. Accessed 10 May 2010. <<http://www.actionforhealthykids.org/resources/research-and-reports/progress-or-promises-what-s-working-for-and-against-healthy-schools.html>>.
- 2 Action for Healthy Kids (October 2004). *The Learning Connection: The Value of Improving Nutrition and Physical Activity in Our Schools*. Accessed 10 May 2010. <<http://www.actionforhealthykids.org/resources/files/learning-connection.pdf>>.
- 3 Ogden C, Carroll M, Curtin L, Lamb M, Flegal K. Prevalence of High Body Mass Index in US Children and Adolescents, 2007-2008. *J Am Med Assoc* 2010; 303(3):242-249.
- 4 National Center for Health Statistics. *Health, United States, 2002 with chartbook on trends in the health of Americans. Overweight children and adolescents 6-19 years of age, according to sex, age, race and Hispanic origin: United States, selected years 1963-65 through 1999-2000*. Hyattsville (MD): 2002. Table 71.



Visit www.ActionforHealthyKids.org and FuelUpToPlay60.com to sign up and learn more.