



2011 Annual Report



# Learn Act Transform

Dear Friends and Supporters,



## We're excited to share news with you about Action for Healthy Kids' incredible year of growth and accomplishment. During 2011, we expanded our constituency, tapped into new funding sources, forged new strategic partnerships and began a richer engagement with volunteers.

All of these accomplishments, of course, helped expand our reach and wellness impact on kids across the country by getting our programs and initiatives into more schools. In fact, thanks in large part to volunteer involvement with *Game On! The Ultimate Wellness Challenge*; *Get in the Action*; *ReCharge! Energizing After-School*; *Students Taking Charge* and affiliate program *Fuel Up to Play 60*, as well as our school breakfast grants, we were able to promote healthy behaviors to 8.5 million students in 20,250 schools over the course of the year.

Constituent growth was another area of significant success for us. We saw more people, representing different personal and professional interests, connect with AFHK, which created a constituent base with a breadth and depth beyond its original scope. And, by year's end, we were thrilled to see some 34,000 people — teachers, school administrators, public health officials, mothers, fathers, students and community members — within our ranks, which had grown by 70 percent over the previous year.

Of course, we realized this tremendous growth as AFHK reaffirmed its commitment to making schools healthier places so kids, particularly those in underserved communities, can live healthier lives. And thanks to an exciting new partnership with the Centers for Disease Control and Prevention, the first of its kind in our history, we're poised to work with state and local health and education agencies to guide nutrition policy and practices in schools around the country.

In many ways, 2011 was a year of firsts for the organization. In a model we plan to duplicate in key markets around the country, we created the Metropolitan Chicago Advisory Board to guide our Chicago area work and ensure we're making optimal contributions to area school wellness efforts. We also developed the *Race for Healthy Kids* program, which gives runners, golfers, walkers, yoga practitioners and the like opportunities to get involved in the fight against childhood obesity by participating in the activities they're passionate about and signing up sponsors in order to raise money for our kid-centered programs.

We're energized about the path before us and look forward to the continued expansion of our work with our key partners, supporters and especially our grassroots school wellness volunteers, who inspire us every day and truly make our work possible.



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- Division of Adolescent and School Health  
Colorado Health Foundation  
Kellogg's Corporate Citizenship Fund  
Kellogg North America Company  
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J.R. Albert Foundation  
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## Contributor

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*In addition to the valuable financial support we've received, the work of Action for Healthy Kids was only made possible by the dedication of our state teams and, especially, the hundreds of our state team leaders.*

To find out what's going on in your state,  
visit [actionforhealthykids.org/in-your-state](http://actionforhealthykids.org/in-your-state)

# Learn Act Transform



Founded in 2002 with 16th U.S. Surgeon General David Satcher, M.D., Ph.D., Action for Healthy Kids is a national non-profit organization that addresses the childhood obesity epidemic by transforming schools into healthier places. Working together, we're giving kids the keys to health and academic success by meeting them where they are – in the classroom, in the cafeteria and on the playground – with fun physical activity and nutrition programs that make it possible for them to eat nutritiously and play every day.

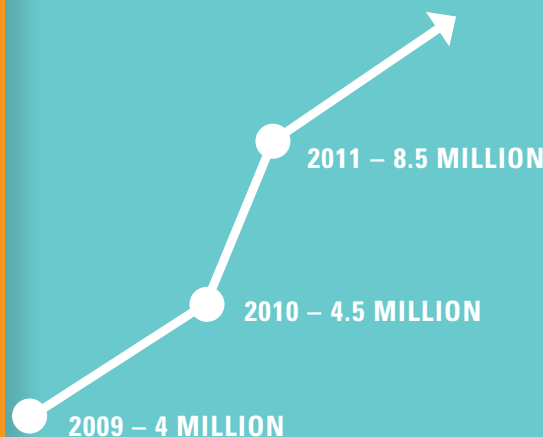
Our strategic plan from 2009-2012 is to reach 25,000 schools and 10 million kids with programs to help them adopt strong wellness policies and programs that teach kids about eating healthy and being active every day. Our efforts focus on collaborating with schools that lack facilities, resources and expertise to provide students with opportunities to eat right and be active at school.

WE EXPERIENCED  
ESPECIALLY STRONG  
GROWTH IN 2011, AS  
DEMONSTRATED BY  
THE FOLLOWING KEY  
INDICATORS:

## STUDENTS REACHED



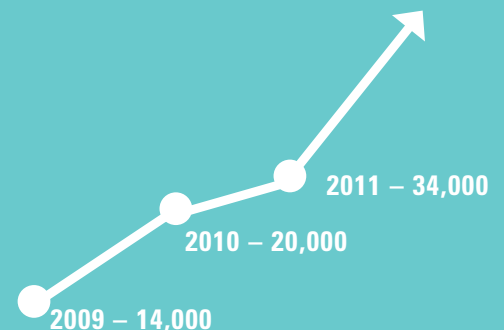
PROJECTED IN 2012:  
10 MILLION



## VOLUNTEERS & CONSTITUENTS



PROJECTED  
IN 2012: 45,000



# THE AFHK MODEL FOR IMPROVING THE HEALTH OF CHILDREN SPANS ACROSS THREE MAJOR CATEGORIES:

## LEARN:

AFHK educates school leaders, public health officials, parents, students and other network members to increase their knowledge of nutrition and wellness practices in schools.

## ACT:

AFHK works to mobilize parents and AFHK volunteers to get programs which promote healthy lifestyles and wellness policies in schools.

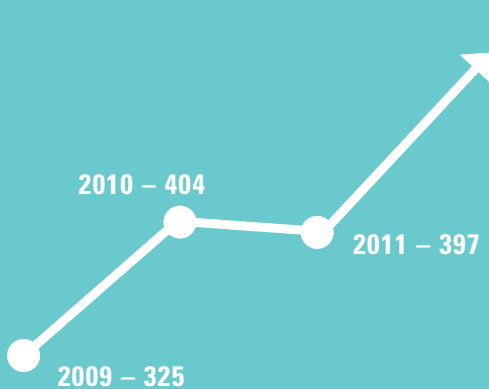
## TRANSFORM:

AFHK helps transform schools to provide healthy foods, quality health, physical education and comprehensive physical activity for all students.

## TRAININGS & EVENTS



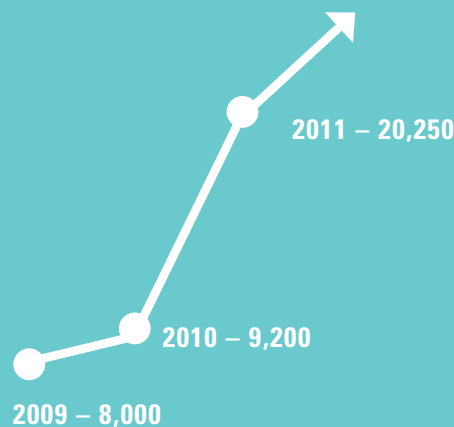
PROJECTED  
IN 2012: 500



## SCHOOLS REACHED



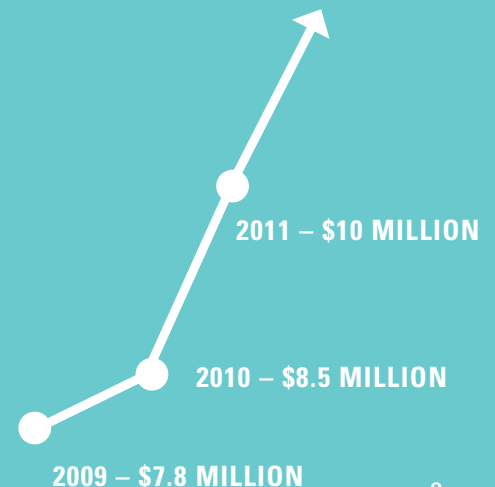
PROJECTED  
IN 2012: 25,000



## VOLUNTEER IN-KIND CONTRIBUTIONS



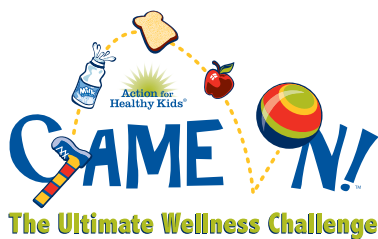
PROJECTED IN 2012:  
\$12 MILLION



# WE PROVIDE VOLUNTEERS IN SCHOOLS ACROSS THE COUNTRY WITH THE RESOURCES NEEDED TO LEARN, ACT & TRANSFORM







With a \$1,000 grant, nutrition education and an introduction to *Game On! The Ultimate Wellness Challenge* – all courtesy of Action for Healthy Kids – teachers at Springhill Lake Elementary School in Greenbelt, Md. were able to make nutrition and physical activity changes that helped create a healthier school. Those healthy changes - establishing health and wellness goals that focused on child nutrition, physical activity and the creation of after-school running and cooking clubs - so effectively transformed the campus that Springhill Elementary received national recognition for its healthy changes.

“It was great to be part of this effort and see so many enthusiastic teachers and kids,” says Action for Healthy Kids Project Coordinator Nina Kolbe. She adds that the grant had such a positive effect on school staff that their attitudes towards getting involved in wellness really exploded.

## GAME ON! THE ULTIMATE WELLNESS CHALLENGE

Through a free, online guide, *Game On! The Ultimate Wellness Challenge* provides all the information and resources necessary for elementary schools to host successful school wellness programs so that students from kindergarten through sixth grade eat better and move more. In fact, the *Game On!* framework, proven to work by school evaluations, features over 35 Eat Better and Move More Challenges that emphasize healthy eating and physical activity before, during, and after school—even at home.

To date, 7,434 school stakeholders and supporters have registered to use the free *Game On! The Ultimate Wellness Challenge* online toolkit. For example, during the 2010-2011 and 2011-2012 school years, teachers and physical education instructors in 100 schools in Connecticut, Maryland, New York and Virginia put *Game On! The Ultimate Wellness Challenge* in play for 57,800 students thanks to grants from Action for Healthy Kids and our partner the Stop & Shop/Giant Family Foundation.

## THE RESULTS ARE IN!

Families Involved in School Wellness before *Game On!*

67%

Families Involved in school wellness after *Game On!*

83%

Community Participation in Physical Activity Programs before *Game On!*

50%

Community Participation in Physical Activity Programs after *Game On!*

83%

Community Participation in Nutrition Programs before *Game On!*

58%

Community Participation in Nutrition Programs after *Game On!*

83%

“The children have become much more aware of nutritious foods and choices in their homes, as well as in restaurants. They’re willing to try healthier options if they’re given an option.”

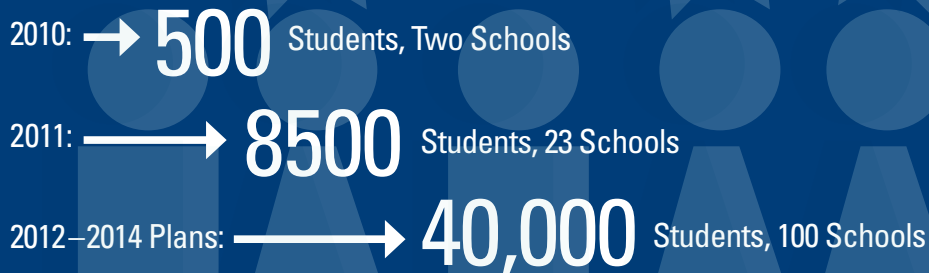
—Kenneth Marlborough, Athletic Director, Briarcliff Elementary in Shoreham, N.Y.

To learn more about *Game On! The Ultimate Wellness Challenge* and to register for free, visit [actionforhealthykids.org/game-on](http://actionforhealthykids.org/game-on)

# GET IN THE ACTION

*Get in the Action* gives ordinary people opportunities to get involved in their own communities, creating the kinds of healthy changes in schools that make it possible for kids to eat nutritiously and play every day. From the cafeteria to the playground, Action for Healthy Kids' volunteers are rolling up their sleeves and pulling out their paint brushes and tools to renovate school facilities so kids can have healthy school environments.

During 2011, *Get in the Action* was held in 11 cities around the country, where 600 volunteers lent their time, muscle and wellness expertise to teach some 8,500 students in 23 schools about the importance of eating nutritious food and increase students' opportunities to play. Since its creation in 2010, *Get in the Action* has successfully mobilized more than 1,000 volunteers, created healthy changes in 25 schools and made it possible for 9,000 students to eat nutritiously in school and play every day.



## HIGHLIGHTS

Chicago volunteers transformed an unused space in one school into an indoor fitness center and converted an open, undefined field at another school into a soccer field, complete with bleachers. At a third school, volunteers turned a paved playground into an active play space with football, track, hopscotch markings and more.

Volunteers in Denver introduced students in four schools to fun-filled brain breaks of physical activity, fruit and vegetable taste tests and wellness fairs.

In Washington, D.C., volunteers at four schools restored three playgrounds, built two school gardens (a total of 12 raised beds), and created a fitness room with new kid-friendly equipment.

For more information about *Get in the Action*, visit [actionforhealthykids.org/get-in-the-action](http://actionforhealthykids.org/get-in-the-action)



At William K. King Elementary School in Chicago, dozens of volunteers, including school staff and parents, lent their time and muscle for the *Get in the Action* initiative in the fall of 2011. Those assembled transformed a blacktop area into an active play space giving kids opportunities to play football, track, hopscotch and more; held fruit, vegetable, whole grain and dairy taste tests; led students through in-classroom fitness breaks; and held cooking demonstrations to teach parents how to prepare a few healthy meals.

Parent Yvette Cook was so impressed with the *Get in the Action* transformation at King, her eight-year-old daughter's school, that she became an AFHK volunteer.

"They have a nice playground now. There wasn't anything before. But now it's like, lights, camera, action," Cook says of the paved playground turned active play space. "And the kids got to try a lot of different, healthy foods that they'd never had before... I think it's great. I'm all for this. It's so needed. So many kids never knew what Brussels sprouts were before and didn't really know how to eat healthy."

Action for Healthy Kids received generous support for *Get in the Action* from National Dairy Council and National Football League (*Fuel Up To Play 60*), Northwestern Mutual Foundation, Kellogg's Corporate Citizenship Fund and GoGo squeeZ.



## FUEL UP TO PLAY 60

During 2011, Action for Healthy Kids teamed up with the National Dairy Council and the National Football League on *Fuel Up to Play 60* to fight obesity in middle school kids with activities that target children before, during and after school. During this pilot effort, AFHK brought *Fuel Up to Play 60* to 150 of its middle schools around the country and, as a result, showed 101,000 kids how to create action plans to help their schoolmates eat healthy and get active.

*Fuel Up to Play 60* enables teachers and students to take action to improve nutrition and physical activity in their schools and for their own health. The program, which AFHK promotes in middle schools, can be tailored to meet each school's wellness goals and features easy enrollment, step-by-step guidance for adults and kids, incentives to motivate kids and rewards to recognize those who take action. The program provides dynamic tools and resources, which can be downloaded from the *Fuel Up to Play 60* Web site to help make schools healthier places.

Looking ahead to 2012-2013 school year, our goal is to recruit and train 3,000 volunteers to lead and support the implementation of *Fuel Up to Play 60* in schools across the country.



Students of the *Fuel Up to Play 60* team from Springdale, Arkansas, in recent years rallied the school district and business community to not just build a mini-track for their school, but to commit to building an entire community fitness park available to all schools in the district – complete with a 60-meter, six-lane track; long jump/triple jumps pits; pole vault and high jump areas; a 400-meter, 8 foot-wide walking/running/training path; and a place for mountain biking. Students tapped into tools and resources provided in the *Fuel up to Play 60* Playbook to launch a fund-raising effort to build the park.

“In the school setting, *Fuel Up to Play 60* is already demonstrating that children want to, and will continue to, contribute to improving the health of their school,” says David Satcher, M.D., Ph.D., 16th U.S. Surgeon General.

## AFHK'S FUEL UP TO PLAY 60 HIGHLIGHTS

- With support from the National Dairy Council, Action for Healthy Kids expanded and relaunched its online Resource Clearinghouse to highlight even more tools for use by its network of 34,000 volunteers and constituents. To access the new Resource Clearinghouse, visit [ActionforHealthyKids.org/Resources](http://ActionforHealthyKids.org/Resources) and register for free access.
- Action for Healthy Kids partnered with *Fuel Up to Play 60* to create a *ReCharge! Energizing After-School Play* for use by *Fuel Up To Play 60* schools in implementing the program in the after-school environment.
- Seventeen Action for Healthy Kids state teams trained 680 local volunteers to ensure they know how to effectively implement *Fuel Up to Play 60*.
- Action for Healthy Kids worked with 15 schools in Connecticut on a successful pilot program to test the implementation of *Fuel Up to Play 60* alongside AFHK's other signature school wellness programs.

“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, a health teacher and *Fuel Up to Play 60* program advisor.

To learn more about *Fuel Up to Play 60*, visit [actionforhealthykids.org/get-involved](http://actionforhealthykids.org/get-involved)

# STUDENTS TAKING CHARGE

*Students Taking Charge*, the Action for Healthy Kids student-led health program, empowers high school students to bring their passion for eating nutritiously, staying physically active and living healthy lives to their classrooms, cafeterias and gym floors.

The program combines positive youth development concepts, like leadership and skill building, with school health projects and fosters student action to make their schools healthier places.

As a result of a two-year expansion grant from the Entertainment Industry Foundation, from 2009 to 2011, more than 1,400 students have been directly and actively engaged in the program in more than 120 schools in eight major markets nationwide. Total enrollment at these schools exceeds 70,000. These students now have access to the benefits of the diverse program, policy, and facility changes that have enhanced health, fitness and wellness opportunities for everyone.

- **More than 90% of students** indicated that eating healthy foods and being physically active is more important to them after having participated in *Students Taking Charge*.
- **More than 95% of students** expressed greater confidence in being leaders to help create a healthier, more active school; the ability to be a good role model regarding healthier food choices and being physically active; and advocating for a healthier school.
- **More than 75% of students** responded “agree” or “strongly agree” when asked if they felt they had a greater voice in decision-making and if they were more excited about participating in groups like *STC* in the future.
- **Nearly 90% of students** stated that they had fun!

## EXPANSION MARKETS

Atlanta

Los Angeles

Seattle

Boston

New York

Washington, D.C.

Chicago

Philadelphia

“We’ve seen time and time again, through *Students Taking Charge*, that when informed teenagers come together and push for healthful changes in their schools, they can get them and set the stage for future nutrition and physical activity changes,” says Rob Bisceglie, CEO, Action for Healthy Kids. “That’s why it’s such an important program. It proves that youth can help set the course for healthier schools.”

To learn more about *Students Taking Charge* or to register, visit [studentstakingcharge.org](http://studentstakingcharge.org)

# STUDENTS TAKING CHARGE



In Mercer County, Ky., the Health Occupations Students of America (HOSA) chapter at Harrodsburg Area Technology Center led *Students Taking Charge* efforts at several area schools, thanks to mini-grants from AFHK’s Kentucky team and the Kentucky Coordinated School Health Initiative. Through their school investigation, the students found that more than half of their surveyed peers felt Mercer County High School did not provide enough opportunities for students to make healthy choices. Student meetings with school officials, including the principals and the county food service director and agriculture faculty, resulted in a “Farm to School” action plan, including the creation and social marketing of a salad bar incorporating more locally grown foods.

Now, a salad bar is offered twice weekly at Mercer County High School, increasing the availability of fresh fruits and vegetables. Agriculture classes grow and supply tomatoes used in the high school food service operations.

# SCHOOL BREAKFAST

Action for Healthy Kids' school breakfast grant program increases the number of schools around the country offering nutritious breakfasts and the number of students who participate in the *National School Breakfast Program*. Through targeted grants, AFHK provides schools with financial resources and technical expertise to maximize school breakfast programs and to help schools succeed with alternative approaches to school breakfast, such as *Breakfast in the Classroom*, *Breakfast After 1st Period* and *Grab N' Go*, which ensure kids are on healthy paths.

Our goal is to get more kids eating school breakfast because it has been proven to enhance students' overall health and academic performance. In fact, according to the Food Research and Action Center, kids who have school breakfast eat more nutritious foods, increase their math and reading scores, improve their speed and memory in cognitive tests, and exhibit fewer discipline and psychological problems during the school day.

We also know that fully functioning school breakfast programs mean fewer kids start the day hungry, an important factor at a time 50 million adults and 17 million children live in food insecure households and hunger leaves 23 percent of kids in this country without the food and proper nutrition they need to grow and do well in school.

Fortunately, AFHK's school breakfast grantees are making a difference. During 2011, our *School Breakfast to School Wellness Partnership* with Kellogg's Corporate Citizenship Fund increased school breakfast participation at 222 schools – for nearly 140, 839 students in 25 states.

Additionally, through a new partnership with Kellogg's *Share Your Breakfast* campaign, AFHK distributed grants to 95 underserved schools in 26 states during the 2011-2012 school year, which helped increase breakfast opportunities for an additional 65,555 kids as part of our annual goal to "share" over one million breakfasts with kids in school.



Ashley High School in Ashley, Michigan experienced a 96 percent increase in school breakfast participation during a March-to-May pilot of the *Universal Breakfast Program*. Administrators also witnessed a reduction of the stigma associated with eating breakfast and experienced more collaboration among staff members. "Really, our best practice was to provide universal breakfast, which increased our participation and resulted in a positive transition in classrooms with students who are not hungry and are ready to learn," says Tim Hughes, superintendent of Ashley Community Schools. "(My staff) and I talked about how we could increase our participation and we felt that the best solution was to provide universal breakfast. We have been very pleased with it so far and have decided to continue it for the 2011-2012 school year."

## THE REACH OF SCHOOL BREAKFAST PROGRAMS

2010–2011	82 schools;	41,906 students
2011–2012	235 schools;	164,488 students

To learn more about Action for Healthy Kids' school breakfast programs, visit [actionforhealthykids.org](http://actionforhealthykids.org).

“What we have found is that, in order for us to effectively teach the kids that we have coming, we need to meet some of their social, emotional needs before that learning happens at its peak. And the school *Breakfast in the Classroom* program is one of the ways we meet some of those kids' social, emotional needs. And, instead of focusing on 'I'm hungry' or focusing on 'What I don't have,' they're able to focus on being at school and learning.”

—Principal Dave Endicott of Ogilvie Elementary School in Ogilvie, Minn.

# THE PARENT NETWORK

Action for Healthy Kids created *The Parent Network* because we recognize parents are a largely untapped, but powerful, force for change in school wellness. We also know that informed and involved parents are motivated to push for changes that make school environments healthier.

That's why, since 2007, we've worked with parents across the country to improve the nutrition and physical activity levels of kids at home and in school, and learned the most effective ways to engage parents in school wellness along the way. During 2011, we tested our strategies in Colorado, Ohio and Texas to positive results. Parents, educated on the issues by our trainings and resources, are making healthful changes in their school communities. Their successes will inform the creation of a single, national parent program in late 2012.

## Parent Power

*The Parent Network*, created by Colorado Action for Healthy Kids empowers and mobilizes parents who are interested in school wellness so they can make the schools in their communities healthier places. In 2011, AFHK's Colorado Team received a two-year, \$354,000 grant from The Colorado Health Foundation to expand the Network and support its Parent Wellness Advocate Project, which is helping parents from underserved schools in 10 districts build healthier schools.

Meanwhile, in Austin, Texas, through a three-year grant from the Michael and Susan Dell Foundation, our state team has worked closely with CATCH (Coordinated Approach to Child Health) on developing in-depth parent engagement and leadership in 10 middle schools.

As a result, parent education materials were developed that focus on four simple messages that help parents grow healthy families. Once parents are informed on the strategies for their own homes, Texas AFHK trains them to help schools put wellness policies, which focus on integrating nutrition and physical activity throughout the school day, in place. And in Ohio, parents are learning about creating healthy families and schools through a variety of regional learning events. From Webinars, trainings, and workshops to Adolescent Health Days, 5K Family Runs, and other events, parents are provided with resources, ideas, and connections to others that help inspire their work in their own communities. We'll build on each of these programs and, no doubt, initiate others as we put our national parent program into place.



Natalie Ortega runs a daycare for student moms attending Lester Arnold High School in Commerce City, Colorado. Ortega puts her teen moms through nutrition classes and makes breakfast, lunch and healthy snacks for them and their kids in the daycare setting. But she was concerned about the rest of Lester Arnold's student population. Unhealthy snacks were normal afternoon fare and it was clear that the teenagers weren't able to get the fuel they needed to make the most of their afternoon classroom experience. Thanks to a 2011 grant from AFHK's Parent Network, Ortega is starting a pilot program to provide healthy afternoon snacks to all Lester Arnold students with a little nutrition education about those snacks on the side.

"The grant is impacting our school as a whole because we're introducing our students to different snacks that they may or may not have tasted before, such as either a fresh fruit a fresh vegetable, a whole grain or low-fat/non-fat dairy items like yogurt," says Ortega. "Our goal was to have kids taste new vegetables and fruits instead of eating a bag of (junk food) or soda. We want them to have a mindset of 'this tastes better and has fewer calories... They're reacting better than I thought. They are willing to taste (the food). We don't have all of them who eat it all the time, but they do a great job of vocalizing if they like it or not. Our goal is to have them change their lifestyle and snack choices."

## AFHK → Parents

- Help families understand the direct impact of obesity
- Provide parents with easy tips and tools to create healthy homes
- Help parents understand the big picture school wellness issue
- Educate parents on how to collaborate with schools on the issue of school wellness
- Connect parents to one another, community partners, school staff and administrators to foster collaboration in school wellness efforts and to create a movement of parents

advocating for change at the school and school district levels.

- Help parents build a case within their local and school communities for why they should do something about childhood obesity
- Show parents they can help fight childhood obesity by participating in a variety of school and school district activities, including healthy fundraisers, classroom parties, school gardens, advisory councils and even recess

To learn more about our new parent initiative, visit [actionforhealthykids.org](http://actionforhealthykids.org)

"Parents have the capability to be powerful advocates for positive health and wellness changes in their kids' schools and at home. By educating and engaging parents around the importance of a healthy lifestyle, we can engage families. Colorado Action for Healthy Kids is an invaluable partner and together we're working to make Colorado the healthiest state in the nation."

—Kelly Dunkin, vice president of philanthropy, The Colorado Health Foundation.

# The Volunteer Path



You might say Allison Stewart is a mom on a mission. She wants kids to have healthy schools and homes. That's why the married mother of two elementary school kids devotes several hours each week making sure Denver area teachers and parents know how to create healthy environments for kids.

At any point during the school year, Stewart, a member of the Action for Healthy Kids Colorado Team, can be found doing anything from leading kids through a series of physical activity lessons and nutrition exercises to holding in-school healthy food taste tests. That's quite a commitment for a woman who found her way to the organization more by chance than plan.

"My daughter came home from school one day and said, 'Mommy, I got cookies today for doing my work,' Stewart recalls. "I thought to myself, 'Why is my daughter getting rewarded with cookies for doing what she's expected to do?' So I started searching the internet and found Action for Healthy Kids based on my 'non-food rewards' search."

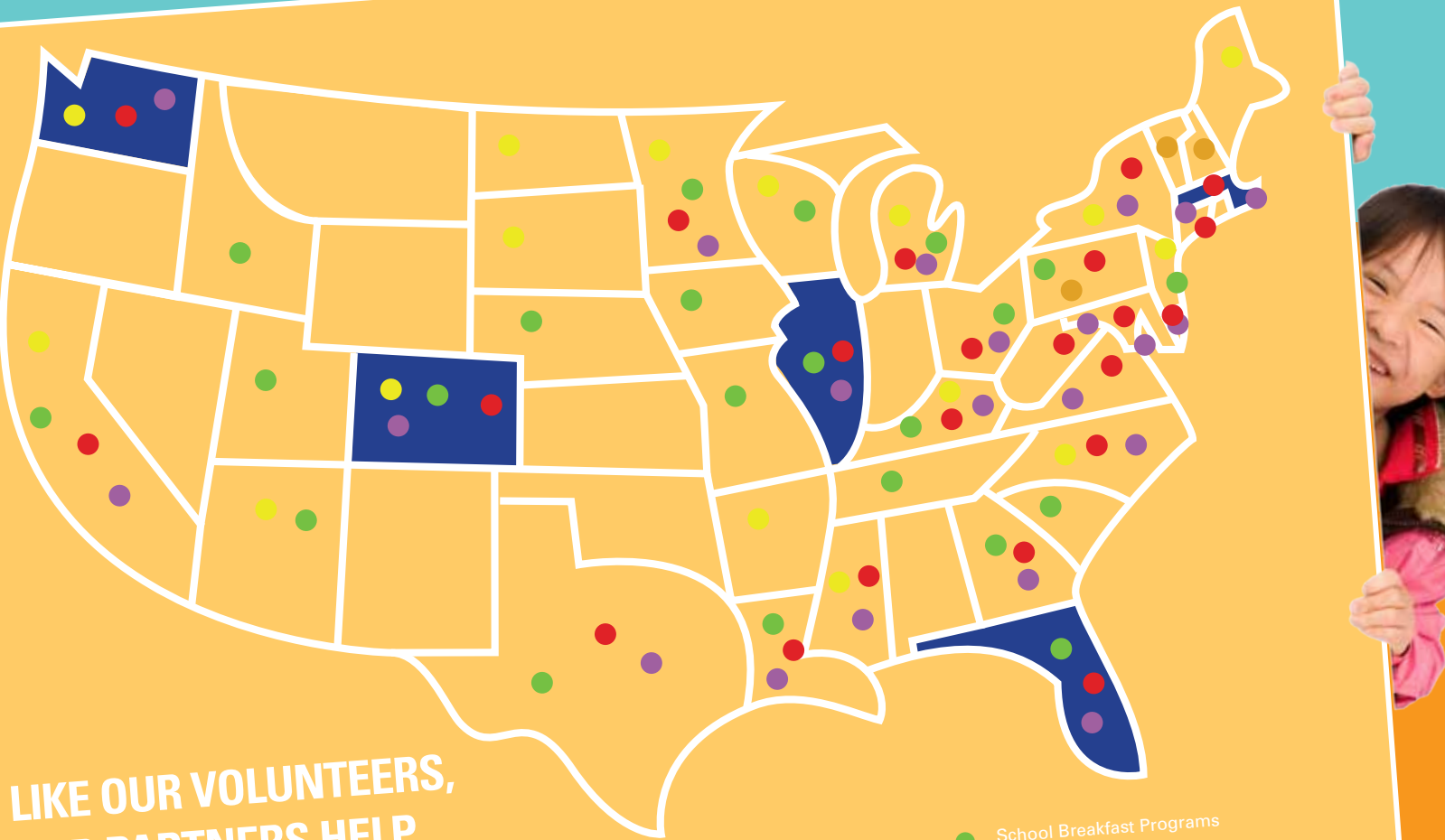
## **AFHK Shows Stewart the Way**

From the start, Stewart says she liked all of the resources AFHK makes available to help parents who want to do something about

school wellness, but don't know how. So, she registered right away and within weeks was a full-fledged AFHK volunteer on the Colorado Team.

**To become an Action for Healthy Kids volunteer and have a part in ending the nation's childhood obesity epidemic, visit [actionforhealthykids.org/get-involved/volunteer](http://actionforhealthykids.org/get-involved/volunteer)**

**LIKE OUR VOLUNTEERS,  
OUR PARTNERS HELP  
US EXPAND OUR REACH  
ACROSS THE COUNTRY**



- Expansion Regional Hubs
- State Level Nutrition Policy
- School Building Nutrition Policy
- School Breakfast Programs
- FUTP 60 Recruitment & Training
- Game On! The Ultimate Wellness Program

That was in 2009. Since then, Stewart has immersed herself in myriad AFHK school-based projects.

“Allison is usually the first to volunteer her time to our projects and to move our parent initiatives forward, and she uses and promotes our tools and resources whenever she has an opportunity,” explains Carol Muller, AFHK regional manager for Colorado.

For her part, Stewart is just thrilled to be an AFHK volunteer: “As a parent who didn’t know quite where to start and who wasn’t ‘in the know’ about policy and regulations, AFHK provided a good balance for me.”

Stewart is only one of some 34,000 people drawn to the AFHK network, which has grown in depth and breadth over the last 10 years to

include not only teachers, school administrators and public health officials, but also mothers, fathers, students and community members.



**VOLUNTEER ENGAGEMENT  
GROWTH SINCE 2002**



# STATE LEVEL ACTION AND TEAMS

Since its 2002 inception, Action for Healthy Kids' state level actions have reached children in schools all over the country. During 2011 alone, that reach exceeded 8.5 million children in 20,250 schools. Our success stems from our ability to galvanize state agency staff, school policymakers and school administrators, teachers, healthcare professionals, parents and students to work together to improve children's eating habits, nutrition and wellness as members of our state teams. Comprised of a legion of dedicated volunteers, the 34,000-strong member network collaborates in every state and Washington, D.C. with people and organizations to put in place the policies, systems and environmental approaches that improve student health and wellness, particularly in schools in underserved communities.

## Teaming up for wellness ...

Working to ensure all kids develop the lifelong habits necessary to promote health and learning, our team members serve on or advise school wellness councils, help schools develop wellness policies and action plans and more. And now, through a five-year cooperative agreement with the Centers for Disease Control and Prevention, they will help guide school nutrition by offering support and training to state agencies so they can support local school districts on effective nutrition policy and practices.

## Our Goals:

- Increase the percentage of schools that assess their nutrition policies and practices by using the School Health Index or a similar self-assessment tool
- Increase the percentage of schools that won't sell junk food or sugary drinks on school campuses
- Increase the percentage of schools that use at least three strategies, such as pricing, listing calorie and nutrition content, or conducting taste tests, to promote healthy eating
- Increase the percentage of schools that always offer fruits or non-fried vegetables whenever foods are offered or sold
- Increase the percentage of schools that always make water, non-fat or low-fat milk available to students whenever beverages are offered or sold
- Increase the percentage of schools that provide parents and families nutrition information to increase parent and family knowledge of school health issues



Ohio AFHK leveraged its resources and brought together a group from the Children's Hunger Alliance, the Midwest Dairy Council, and University of Toledo to help Toledo Public Schools with its breakfast programs.

Students - 8.5 million

Schools - 20,250

Trainings and Events - 397

State  
Teams

Volunteers and Constituents - 34,000

In-kind Contributions - \$10 million

“We couldn't fight this battle against childhood obesity without our state teams. They're on the front lines building important relationships, providing expertise, coaching schools so that they can use our programs and teaching kids how easy it is to eat well and be active.”

—Amy Moyer, director of Field Operations, Action for Healthy Kids.

# TO THE FUTURE

Action for Healthy Kids' success in 2011 has positioned our network and programs for growth in 2012 and beyond. Propelling our operations is an expanding network of 34,000 volunteers and constituents, sustainable funding sources and evidence-based tools and programs. With such a strong foundation, we're excited about the continued evolution of the organization and look forward to what lies ahead.

We're committed, for example, to work through the LEARN component of our new LEARN. ACT. TRANSFORM. volunteer recruitment and engagement model to expand our network beyond our 34,000 volunteers and constituents so that ultimately AFHK will have a presence in all schools needing support. We'll do so by educating school and health professionals, business leaders and especially parents who will make up our army of educated volunteers at the local level. It's our goal that these wellness champions will inform schools on the best practices for regular physical activity and sound nutrition. Plus, we know that by connecting parents to schools we'll be setting the stage for strong parent-school relationships and therefore answering a critical need.

And with our *Get in the Action* volunteer initiative, we will provide general audiences with opportunities to ACT and make a difference in their local schools. Leveraging emerging technology and social media, we will connect people to volunteer opportunities in their communities and put the tools and resources they'll need to advance wellness practices in schools right at their fingertips. Backed by AFHK, these volunteers can work through *Get in the Action* to create the kinds of tangible and sustainable healthy changes – from jungle gym renovations to lessons about healthy food - that make it possible for kids to be physically active and to eat nutritious food every day.

Through education and action-based projects, our volunteers and programs will TRANSFORM all school environments by providing opportunities for healthy foods, nutrition education, physical activity and PE for all students. Those grassroots efforts will help us accomplish our vision of 'all kids develop the lifelong habits necessary to promote health and learning.'

## ***Commitment to Change***

In fact, our guiding document, *Commitment to Change*, provides a blueprint for educated, empowered volunteers to TRANSFORM schools by:

- Ensuring that every school is guided by a regularly updated wellness policy
- Providing all students, from pre-kindergarten through 12th grade, with culturally-sensitive physical activity and healthy eating educational programs
- Ensuring children and adolescents get at least 60 minutes of physical activity *daily*
- Making sure that all school meals meet the nutrition standards promoted in the *Dietary Guidelines for Americans*

To read the *Commitment to Change*, visit [actionforhealthykids.org/for-schoolsresources/files/commitmenttochange.pdf](http://actionforhealthykids.org/for-schoolsresources/files/commitmenttochange.pdf)



Looking ahead, we're also planning for the 2012 release of an updated version of our 2004 landmark report, ***The Learning Connection***. It will provide information from the field that shows a connection between nutrition, physical activity and academic achievement and will, no doubt, inform our work, and that of our collaborators, for years to come.



**[actionforhealthykids.org](http://actionforhealthykids.org)**

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