

Healthy Living Starts Now!

BOOST Conference - 2011

Melissa Hanson – Säjai® Foundation

Overview

- The latest on Childhood Obesity
- Resources to check out
- Why should you focus on young children?
- Why should efforts be hands on?
- Example activities – Audience participation time!
- Best practice themes
- Building a successful action plan
- Discussion

What is the Säjai® Foundation?

- National nonprofit organization working with community partners to teach children why to value and how to lead healthy lives by encouraging them to experience the outdoors, to be active and to make smart nutrition decisions
- Partners and experience:
 - National Recreation and Park Association
 - National Forum on Children and Nature
 - YMCA
 - Afterschool Alliance
 - Alliance for a Healthier Generation
 - Minnesota Children and Nature Connection
 - Minnesota SUTH



**National Recreation
and Park Association**

The Wise Kids® Programs

- Wise Kids® Family of Programs
 - Developed for programs in out-of school-time settings
 - Designed for children ages 6 to 11
 - Offered as turn-key kits for easy implementation

Wise Kids week 1
Challenge your mind and body

ENERGY BALANCE

Welcome to Sāial! (pronounced "Saw Jay")
What is Sāial? It's learning how to live a wise and healthy life by making good choices in food and activity. When you are a part of the Sāial Wise Kids® program, you'll learn about how to make yourself feel good by living a healthy life. Have you every heard of Energy Balance? It's a great time to learn about it!

Our bodies are like teeter totters. To keep them balanced just right, we have to make sure we have "Energy Balance." Energy Balance means taking IN energy from food and liquids, then using that energy and sending it OUT to live and grow through physical activity like running and playing. We gain weight if there's too much energy coming IN and not enough energy going OUT. We become underweight and don't grow right if there's too little energy coming in to balance the energy being burned off.

Energy Balance Equation
CALORIES IN = CALORIES OUT

HEALTHY IN - FOODS
JUNK FOOD

BEING ACTIVE - BEING BLUE
PHYSICAL ACTIVITY

DAILY ACTIVITY

Name: _____

Wise Kids Two week 3
Challenge your mind and body

DAILY NEEDS and SERVING SIZE

Welcome back to Wise Kids!
You've learned that choosing foods and drinks with nutrients is important. But how much of those foods do you need each day to stay in Energy Balance and be healthy? Let's talk about serving sizes and how much food your body needs each day to grow, play, and be strong.

Flash back to the Food Pyramid
The Food Pyramid is made up of 5 food groups plus oils and fats. It's important to eat from all of these groups to make sure your body gets the right mix of nutrients. Looking at the Food Pyramid, notice that each food group is a different size. The size tells you that you need more of some foods than others. For example, notice that you need more vegetables than meat and beans.

MyPyramid
Get Right, Get Smart, Get Fit, Get Healthy!

Name: _____

Wise Kids MISSION Mission 1

Every week with Wise Kids Outdoors, you'll go on adventure missions. Some of these might be really simple, some might be harder or longer—but they'll all be really fun. You'll be surprised at all the ways you can be active outdoors and have a great time!

Energy Balance Goes Outdoor!
Mission Information

Brewery Outdoors, through Calories IN and Calories OUT, keeps your body balanced so you are your healthiest. Sometimes being in Energy Balance is easy. Like when you play outside with your friends each day and choose fruits and vegetables for snacks. Sometimes it is hard, like when you go to a party and have lots of Junk Food. You won't always eat Healthy Foods, and sometimes sitting in enough activity each day is hard. Remember, Energy Balance is something you do over a long time, so focus on making good choices as often as possible.

When you are in Nature, take a moment to breathe deeply and slow down. Listen to the sounds of Nature—the wind.

blowing. Birds singing. Tree morning. Being quality outside and simply looking around at Nature can help you feel relaxed. Being happy and relaxed is an important part of being a healthy, balanced life.

Being outdoors is the best way to explore and learn how the natural world works. We are part of our world. What we do in Nature affects the world around us. It's important that we take care of Nature. To feel your best for each mission, make sure your Energy is in full of Healthy Foods. Healthy Foods are low in added sugars and fats and have lots of vitamins, minerals, and other nutrients to help you grow and stay healthy.

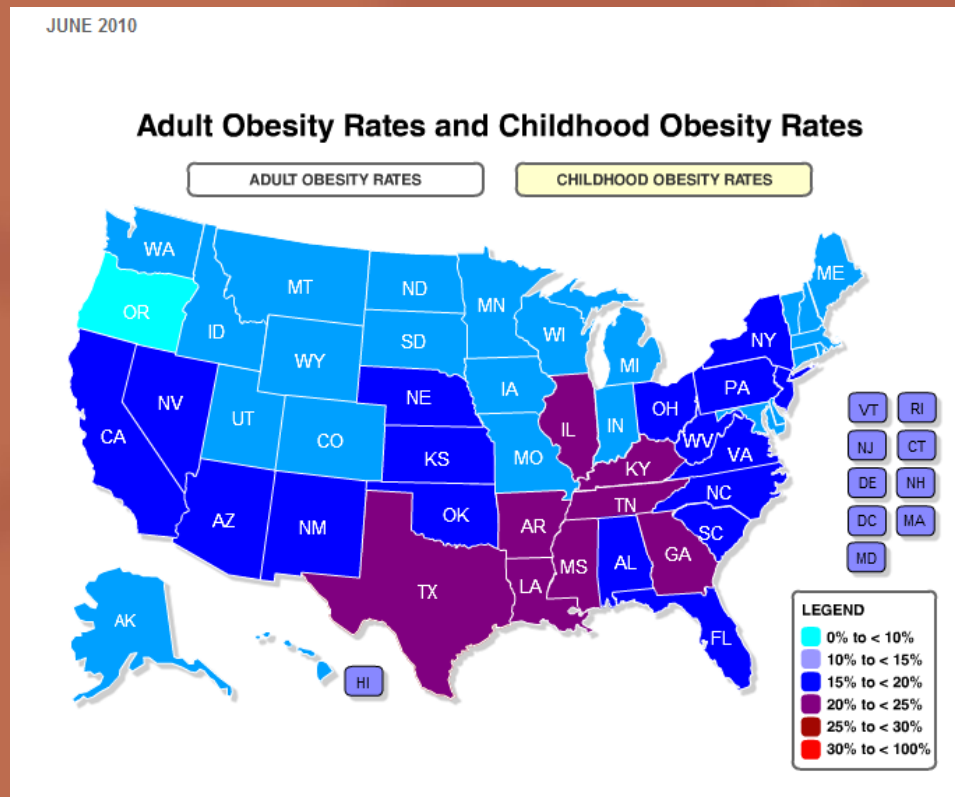
Try to limit Junk Foods. Junk Foods are usually high in added sugars, fats, and salt, and don't have many good nutrients. These won't help you on your mission!

Here's what you need to know this week:

Name: _____

Childhood Obesity is a Crisis

- Recent study reveals state-by-state ranking
 - New color coding and ranking
 - Next measurement and reporting scheduled in 2011



Childhood Obesity is a Crisis!

- ✓ 20 states have passed requirements for BMI measurement and reporting in children
- ✓ Cholesterol medication prescribed for children as young as 8 years old
- ✓ Compared to overweight and obese children physically fit children did better on tests of English Language Arts (ELA) and Standardized Math Tests (NYC Vital Signs, June 2009, Volume 8, No.1)
- ✓ Obese students, compared with those of normal weight, are 20 percent more likely to have persistent feelings of hopelessness.
- ✓ Research shows 1/3 of children and teens are considered overweight or obese however 84% of parents feel their child is at a healthy weight

What Unhealthy Trends Do We See?

- Screen time or “media time” has increased to 7.5 hours per day
- 1 in 5 school-aged children have up to 6 snacks per day
 - The majority have 3 snacks per day
- On average we eat 31% more calories than we did 40 years ago
- 18.4% of children are active 60 minutes or more per day 7 days per week
- 23.1% of children DO NOT participate in at least 60 minutes of activity on any day of the week
- 34% of youth ages 6-17 take part in outdoor activities less than 2 times per month



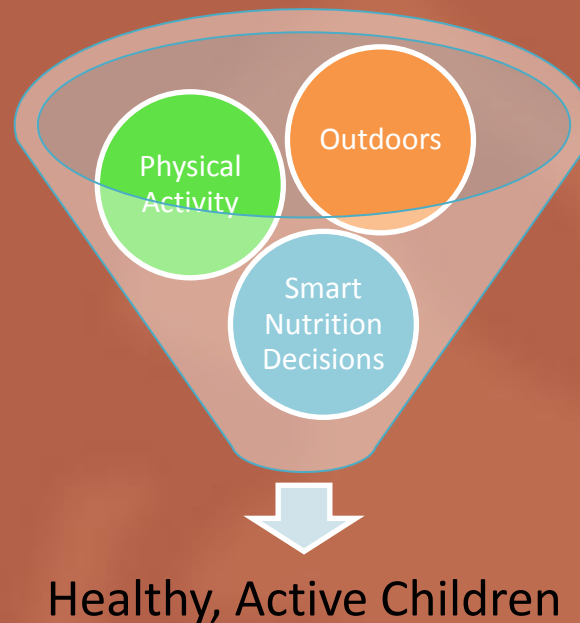
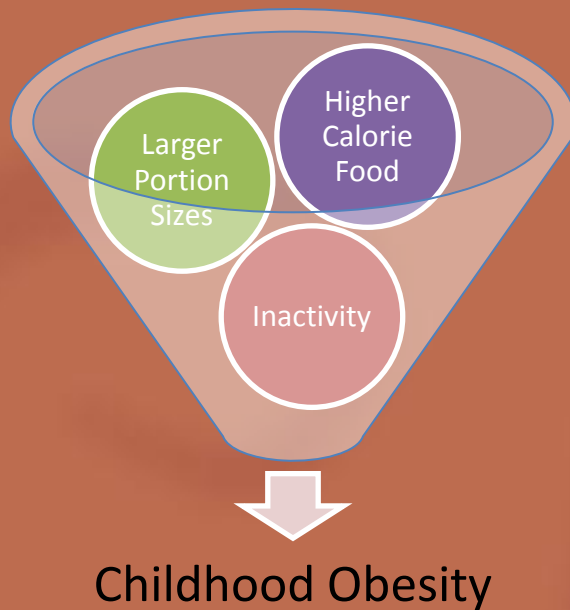
What Healthy Trends Do We See?

- In 2009, participation in youth ages 6-12 continued to decline with only 62% of children participating in any type of outdoor recreation
 - The rate of decline slowed to only a -2% loss
- 80% of American's recognize childhood obesity is a significant and growing challenge for the country
 - Let's Move campaign; Media coverage; Research
- 50% of Americans believe the childhood obesity challenge is so important that we need to invest in prevention
 - Healthy school lunches



Our Conclusion: Do Something!

- We can change the future by taking action in any and every way!



Resources for Childhood Obesity Efforts

- Centers For Disease Control (CDC)

The screenshot shows the CDC website's 'Overweight and Obesity' page. The header includes the CDC logo and the text 'Centers for Disease Control and Prevention, Your Online Source for Credible Health Information'. A search bar is located in the top right. Below the header is a navigation menu with letters A-Z. The main content area is titled 'Overweight and Obesity' and features a sidebar with a table of contents including 'Introduction', 'Defining Overweight and Obesity', 'Causes and Consequences', 'Data and Statistics', 'Childhood Overweight and Obesity', 'Defining Childhood Overweight and Obesity', 'Trends in Childhood Obesity', 'Contributing Factors', 'Consequences', and 'References'. The main text area is titled 'Childhood Overweight and Obesity' and contains a paragraph explaining that obesity is a serious health concern for children and adolescents, citing data from the 2007-2008 National Health and Nutrition Examination Survey (NHANES). It states that 17 percent of children and adolescents ages 2-19 are obese, and that the prevalence of obesity increased between 1999-2000 and 2007-2008. A small photograph shows three children (two boys and one girl) holding basketballs. On the right side of the page, there are options for 'Text size', 'Email page', 'Print page', 'Bookmark and share', and 'Get email updates'. At the bottom right, there is a 'Contact Us' section with the CDC's address, phone number (800-CDC-INFO), and TTY number.

- Let's Move Campaign

The screenshot shows the Let's Move Campaign website. The header features the 'LET'S MOVE' logo with a red silhouette of a person jumping, and the tagline 'America's Move to Raise a Healthier Generation of Kids'. Navigation links for 'HOME', 'BLOG', 'ABOUT LET'S MOVE', and 'SIGN UP FOR EMAIL UPDATES' are visible. A search bar with the text 'Search LetsMove.gov' and a 'GO' button is present. Below the header is a row of five colorful buttons: 'Learn the Facts' (RAISING HEALTHIER KIDS), 'Eat Healthy' (FOOD & NUTRITION), 'Get Active' (PHYSICAL ACTIVITY), 'Take Action' (SIMPLE STEPS TO SUCCESS), and 'Join Us' (LET'S MOVE TOGETHER).

- Alliance for Healthier Generation

The screenshot shows the Alliance for a Healthier Generation website. The header features the logo, which is a yellow smiley face with a red apple core, and the text 'Alliance for a Healthier Generation'. A search bar with the text 'Enter Keyword(s)...' and a 'Go' button is located in the top right. Below the header is a navigation menu with links for 'At School', 'At Home', 'At the Doctor', 'In the Community', 'In Business', 'Success Stories', and 'About Us'. The main content area is titled 'Resources and Tools' and contains a list of links: 'Healthy Snacks and School Meals', 'Physical Activity and Education', 'More School Health Topics', 'School Recognition Program', 'Resources and Tools', and 'Healthy Schools Builder'. A paragraph explains that the Healthy Schools Program gives users the tools and resources needed to make their school a healthier place. Below this, there is a section titled 'Some of our resources and tools include:' with a list of links: 'The Healthy Schools Program Framework', 'Healthy Schools Builder', 'Resources', 'Webinars', and 'Healthy Schools Product Navigator and Calculator'.

Resources for Connecting Children to Nature

- Children & Nature Network (childrenandnature.org)
- National Wildlife Federation
- National Park Service
- Outdoor Industry Foundation

The screenshot shows the homepage of the Children & Nature Network. At the top, there is a navigation bar with links for Home, Contact Us, Sponsors, Partners, Member Sign In, and Register. The main header features the organization's logo, which includes a stylized leaf and the text "children & nature NETWORK". Below the logo is the tagline "Building a Movement to Reconnect Children and Nature". A large photograph of diverse children's faces is featured on the right side of the header. The main content area is divided into several sections: "About Us", "News", "Research, Resources & Publications", "The Movement", and "Get Involved". A "Recent News" section highlights an article titled "Illinois Starts Interactive Calendar for Outdoor Youth Events". Other news items include "U.S. Fish and Wildlife Service Launches Video Game for Kids" and "EcoSense for Living Videos Focus on Nature-Deficit Disorder". A search bar and social media links are also present.

The screenshot shows the homepage of the National Wildlife Federation. The top navigation bar includes the organization's logo, a "DONATE" button, a "NEWSLETTER" button, and a "KIDS" button. Below the navigation bar is a horizontal menu with categories: WILDLIFE, GLOBAL WARMING, GET OUTSIDE, NEWS & MAGAZINES, HOW TO HELP, SHOP, and HOME. The main content area features a large image of a red cardinal perched on a branch. Overlaid on this image is the text "GET OUTSIDE" and "BACKYARD BIRDING WITH YOUR FAMILY - TIPS FOR BEGINNERS". To the right of the image is a sidebar with a "What is a Green Hour?" section, a "Certify Your Garden as a Wildlife-Friendly Haven" button, and a "Are you 'in' to get out? Take the Be Out There pledge today!" button. Below the main image is a "What We Do" section with links for "Be Out There", "Outdoor Activities", and "Nature Find". A "Make a Difference:" section includes links for "At home" and "In your backyard". A "BE OUT THERE" section features a scenic landscape image and text about child development. A "Wild Animal Baby EXPLORERS" section includes an image of cartoon animals and text about a magazine and TV show.

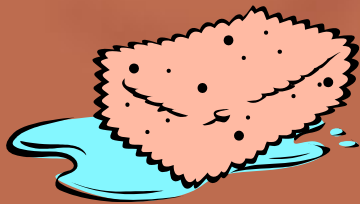
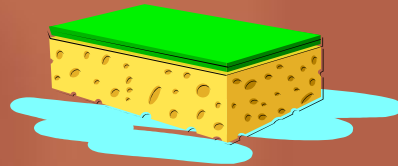
Why Reach Children at a Young Age?

- Middle childhood (6-11 years old)
 - More independence from parents
 - Beginning awareness of the future
 - More attention to friendship and team work
 - Rapid development of mental skills
 - Critical time for children to develop confidence in all areas of life



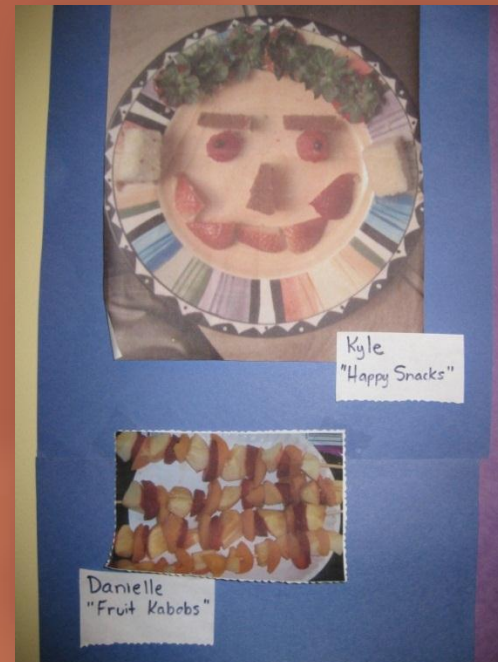
Why Reach Children at a Young Age?

- They are learning to plan ahead and evaluate what they do
- They learn by watching and talking to others of the same age
- They want to do things by and for themselves, yet they need adults who will help when asked or needed
- THEY ARE SPONGES!! 😊



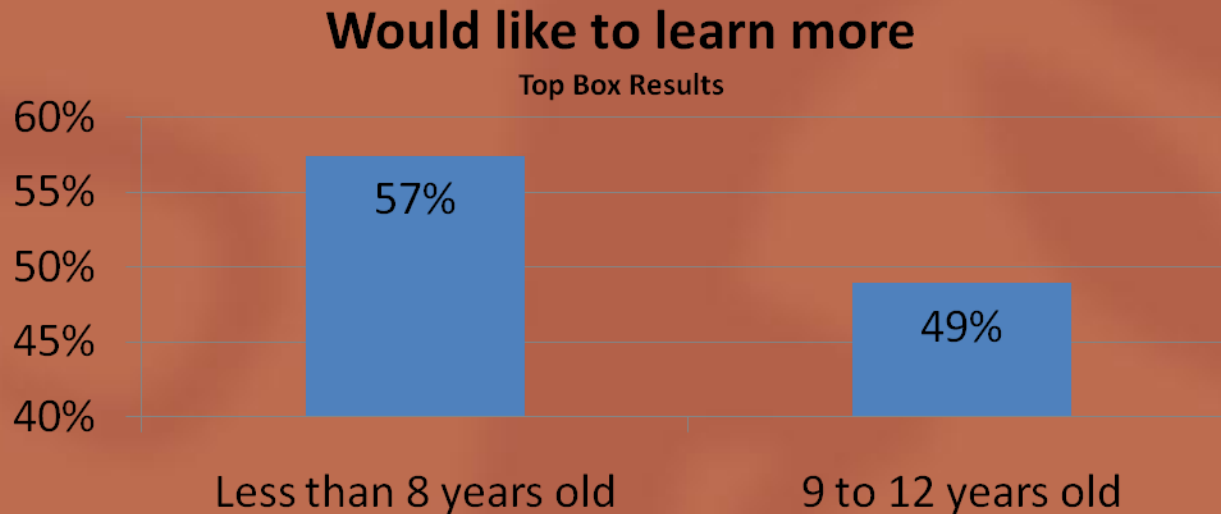
NNCC Middle Childhood

<http://www.nccc.org/Child.Dev/mid.dev.html>



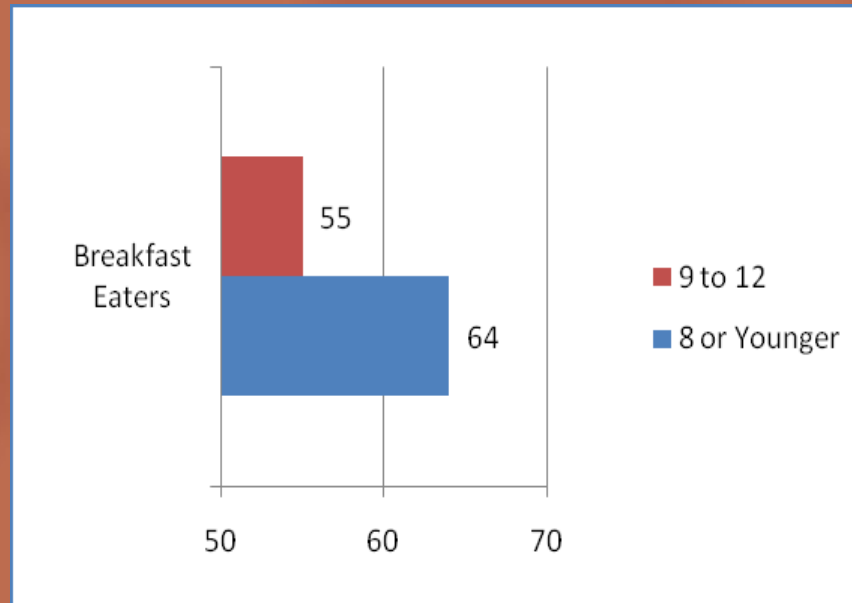
Wise Kids[®] - Desire to Learn More

- Overall, 86% of respondents are interested in learning more about healthy eating and activity (Top 2 box)
 - Especially among the younger children, urban, African American, girls



Wise Kids[®] Research: Patterns in Breakfast Supports Catching them Early

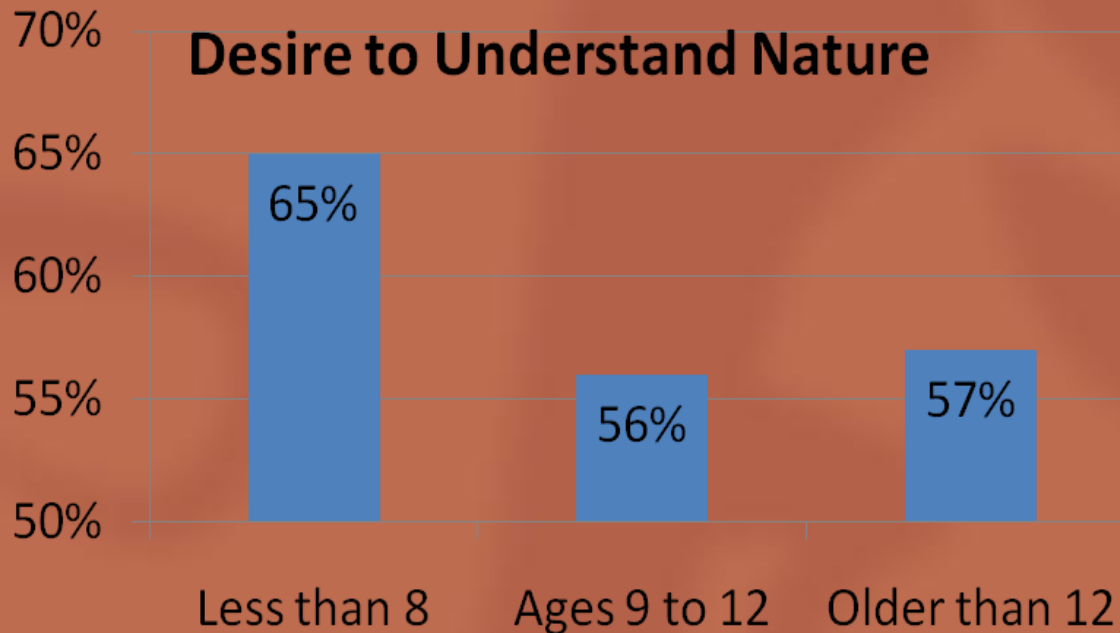
- Because they learn and watch, positive behavior patterns can be encouraged



Wise Kids® Outdoors

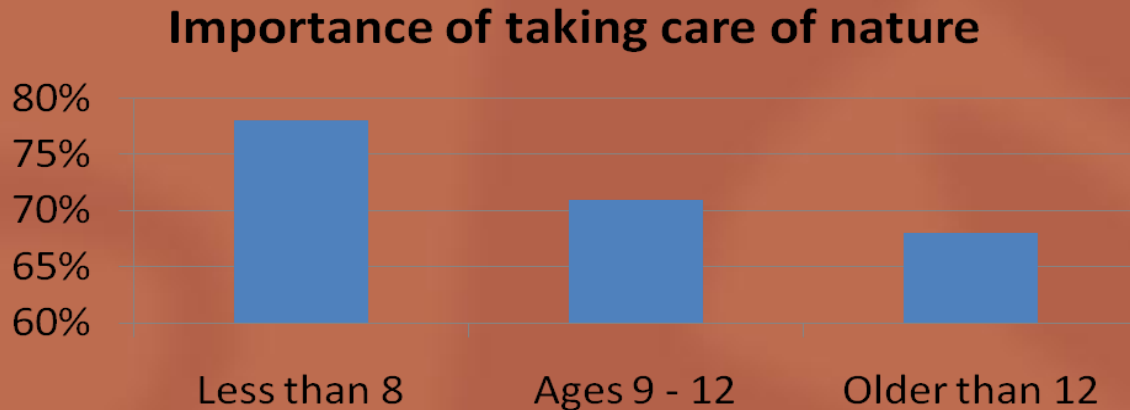
Values: Importance of Outdoors

- Younger children tend to want to understand nature more than older children



Wise Kids[®] Outdoors - Values: Stewardship

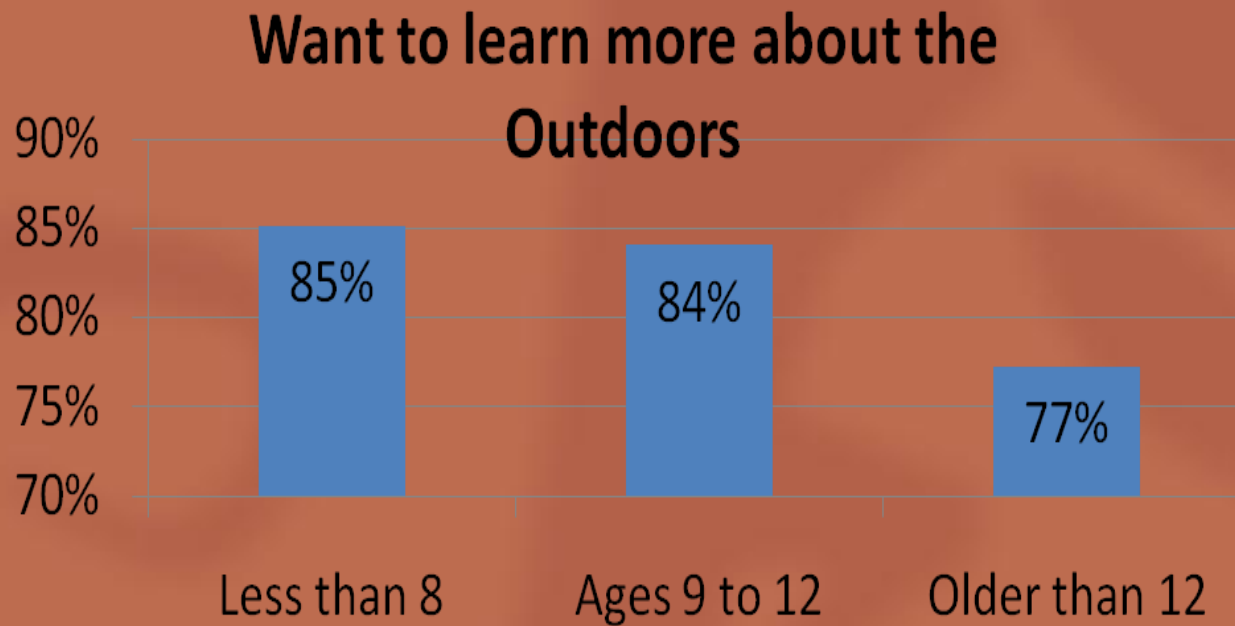
- 73% of respondents report that taking care of nature is important to them
 - Again, age is a factor



- “The environment we encounter in childhood becomes our norm.”
–Peter Kahn, Ecological Psychologist, University of Washington

Wise Kids® Outdoors – Desire to Learn More

- 85% want to learn more about nature and the outdoors



Hands-on Helps Them Visualize

- Things tend to be black or white, right or wrong, great or disgusting....there is very little middle ground so seeing it for themselves helps!
 - Sugar scientists
 - Label reading
 - Collecting trash



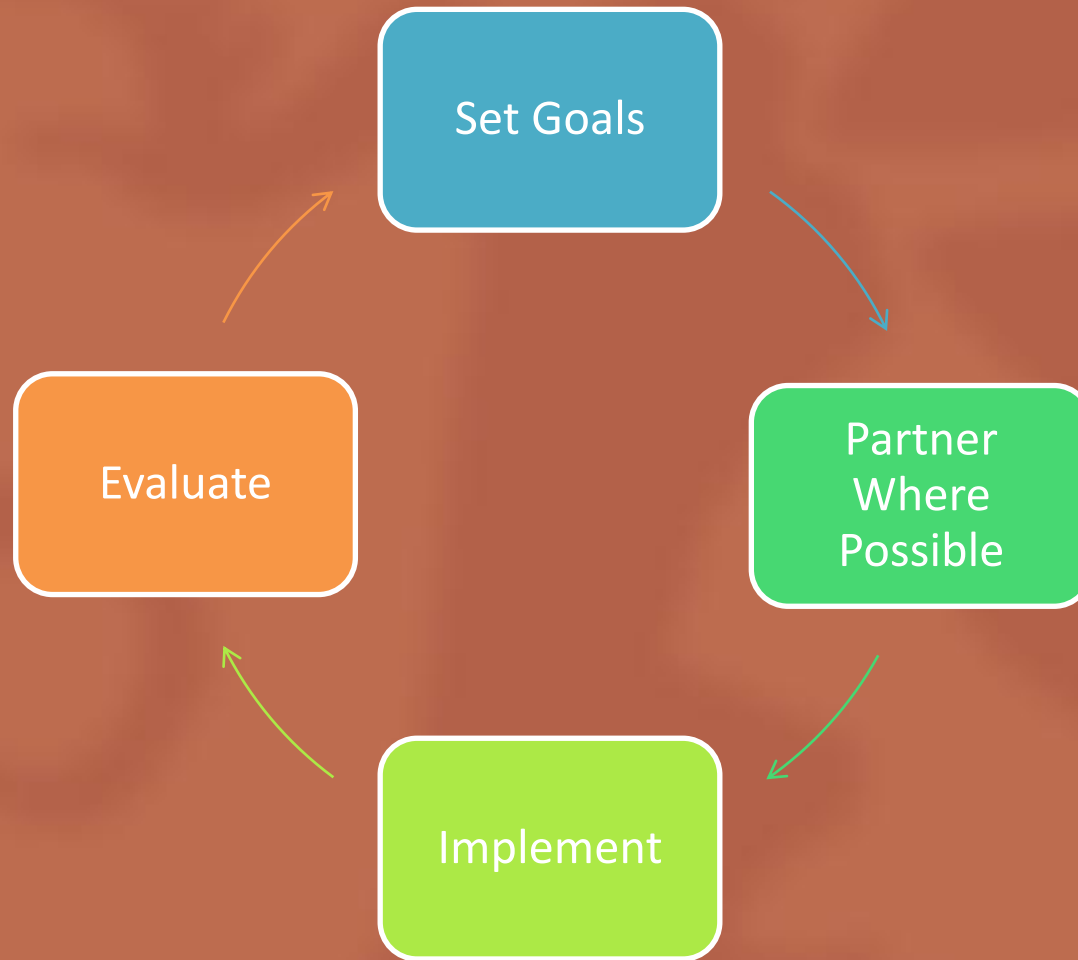
Now You Try!

- 4 Activity Stations
 - Sugar Scientists
 - Balloon Soccer
 - Serving Size
 - Scavenger Hunt

Best Practice Themes

- Simple and easy
 - Staff can focus on delivery, not creation
- Hands-on experiences
 - By making it seem possible for them to do on their own, you increase the chance that a habit is made
- Engaged staff
 - Children will get as much out of it as what you put into it
- Community
 - Show children and families where and how they can get active easily right in their own community

Building a Successful Plan



Set Goals

- Setting goals allows you to PLAN
 - Not a wish that doesn't happen
 - Everyone knows where you are headed
 - Check point so you don't wander
- Examples:
 - Teach 5 healthy snacks/meals children can make
 - Start a running club
 - Visit 4 nature areas
- Your Turn!



Partner Where Possible

- Partners allow the idea to grow
 - Higher level resources than you alone
 - Avoid duplication of effort
 - Accelerate goal achievement
- Examples:
 - Local running group visits once per week to conduct a running club for the kids
 - Farmers market gives children a tour and chance to taste
 - Rotary provides funding
- Your Turn!



Implement

- Figure out the who, what, where and when of your goal
 - A detailed plan ensures progress is made
 - Assigning ownership builds engagement and responsibility
 - Provide time for dealing with issues
- Examples:
 - Getting ingredients for GORP – Susan – By 7/6
 - If it rains, have tarp to cover the ground and/or have ponchos or garbage bags available
 - Week 1 deliverables – volunteers identified
- Your Turn!

Evaluate

- Evaluation helps you identify successes and areas for improvement
 - Results necessary for a funding partner
 - Evaluation can lead to additional partners or funding
 - Staff improvement
 - Public relations
- Examples:
 - Satisfaction survey
 - Pre to Post comparison
 - Quantification
 - Photos
- Your Turn!



Wrap-up

- You can and must make a difference in children's health and well-being
 - Begin efforts with all children but the younger, the better
 - Look for hands-on or visual activities
- Solid planning can pay off
 - Set goals, find partners, establish deadlines and evaluate
- Make it yours and have fun!

Thank You!

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www.sajaifoundation.org