

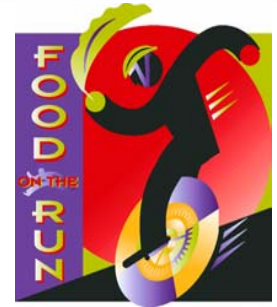
Helping School Boards Enact Policies that Support Healthy Eating

2003 California Childhood Obesity Conference



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Food on the Run



Goals

To conduct an adolescent-focused program that:

- **Prompts adolescents, parents, local policymakers and community members to advocate for policies that create environments in their schools and communities that support healthy eating and physical activity.**
- **Motivates adolescents to eat healthier and engage in more physical activity.**
- **Strengthens statewide leadership and communication on adolescent nutrition and physical activity issues.**



Target Audience

- **PRIMARY:**

Underserved high school students.

- **SECONDARY:**

Families, school staff, community leaders, and policymakers.

School Board Nutrition Policy Project

What Are We Trying To Do?

- Use state and local strategies to prompt school board members to:
 - Put nutrition-related issues on the agenda
 - Establish nutrition-related policies

Research Partners



- *University of South Florida*
- *California School Boards Assn.*
- *Ten CPL Regional Coalitions*
- *California PTA*

We want to know our audience

- Qualitative and Quantitative Research

Methods Used to Better Understand:

- Factors that Motivate/Deter Development of Healthy Food Policies
- Effective Communication Channels & Spokespersons
- Effective Strategies for Increasing SBM Interest in Healthy Food Policies in Schools

What Have CPL, CSBA, & USF Done So Far?

- Reviewed Current Research Literature
- Interviewed Key Leaders
- Examined News Coverage of Child Health Issues
- Surveyed School Board Members and Superintendents

What Else Have We Done?

- **Held Strategy Sessions with key partners and school board members**
- **Completed a social marketing plan**
- **Developed a campaign slogan**



SUCCESSFUL STUDENTS
Through Healthy Food Policies
ACT NOW FOR ACADEMIC EXCELLENCE

What Has CSBA Done?

- **Created Children's Health Task Force**
- **Drafted and published articles**
- **Disseminated info on Website**
- **Conducted workshops**
- **Taken positions on Legislation**

What Have Members Told Us?

- **Healthy food choices are issues of concern but they are not brought to school board's attention.**
- **Support healthy food choice policies, but low self-efficacy with regards to influencing policy change.**
- **Many do not feel their district is doing enough to foster healthy eating behaviors.**

What Have Members Told Us?

Learning is Key

- Academic achievement and standards
- By linking nutrition to learning and improved attendance, healthy eating policies can become a higher priority.
- Long & short-term health consequences are also of concern.

What Have Members Told Us?

- Members feel prepared to develop policies, but inadequately prepared to deal with nutrition.
- Members want to receive training on Nutrition-Related issues.

What Have Members Told Us?

Policies They Could Support

- Providing Healthy Food Options
- Establishing Minimum Nutritional Standards for Fast Foods
- Restricting Hours of a La Carte Food Availability
- Not Placing Soda Vending Machines in Heavily Trafficked Areas
- Banning Fast Food Sales in Elementary Schools
- Banning Food & Soda Advertisements

What Have Members Told Us?

- Influential in Decision-Making:
 - Food Service Staff
 - Superintendent Opinions
 - Budget Considerations
 - School Principal
 - Student/Student Organization
 - Parent/Parent Organization

What Have Members Told Us?

Groups They Pay Attention To

- Organizations Influential in Communicating:
 - California Department of Health Services
 - CDC/CA School Food Svc Assn/ASFSA
 - Ca Department Education
- Organizations Should be more involved:
 - CSBA

What Have Members Told Us?

Places to Learn More

- Learn More About NR School Health Issues:
 - Internet
 - School Board Publications
 - Email
 - School Board Conferences
 - School Board Seminars

What Have Members Told Us?

Message & Tone

- **Message cue: Nutrition programs impact student performance, attendance, and well-being. School board actions can improve the lives of countless students in your district.**
- **Tone: Technical, respectful, straightforward, scholarly, authoritative**

What Are We Completing?

- **A Healthy Food Policy Resource Guide**
- **Articles, ads and website content that promote nutrition policies**
- **State & local workshops and presentations to educate school board members**

Funders

The following organizations provide funding for the school board project:

- California Cancer Research Program
- The California Endowment
- California Nutrition Network

Contact Information



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