

power^{UP}



School Toolkit

powerup4kids.org



Lakeview Health Foundation
Lakeview Hospital
Stillwater Medical Group
Hudson Hospital & Clinic
Westfields Hospital & Clinic

POWER^{UP}

is a community-wide initiative to make our communities a place where it's easy, fun and popular for kids to eat well and be active. With a focus on childhood obesity prevention, the primary focus is on children age 3-11 and adults who influence their food and physical activity choices, including parents, teachers and organizations that serve youth. It is a long-term commitment to create change over 10 years in the St. Croix Valley in partnership with schools, businesses, health care, civic groups, families, kids and the entire community. PowerUp is committed to working with the entire community to help kids in the Valley to be healthy today and reach their full potential in life!

PowerUp launched in 2013, working in partnership with the communities of Stillwater and Mahtomedi, MN and Somerset, WI. In 2014, PowerUp expanded into Hudson and New Richmond, WI, in partnership with Hudson Hospital & Clinic and Westfields Hospital & Clinic. PowerUp is supported by Lakeview Health Foundation and HealthPartners, in partnership with Lakeview Hospital, Stillwater Medical Group, Hudson Hospital & Clinic, and Westfields Hospital & Clinic.

PowerUp is guided by the Health and Wellness Advisory Committee of Lakeview Foundation, as well as a PowerUp Steering Committee. These committees have broad community representation from businesses, schools, health care, nonprofits, community leaders, families and public health. Strong partnerships have formed as these community representatives come together with shared goals and take action on behalf of kids' health.

Blast Off! Let's PowerUp!

- 5 FIVE Fruits, Roots, and Vegetables!
- 4 FOUR Colors or more.
- 3 THREE MEALS every day.
- 2 TWO HOURS of SCREEN TIME... or less each day.
- 1 ONE hour of PLAY!
- 0 ZERO. Sugary Drinks!



The **PowerUp School Toolkit** provides a framework for how to utilize these messages and make change on behalf of kids. Thank you for joining PowerUp to build healthier kids and a stronger community!

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Overview

PowerUp is committed to partnering with schools and the community to create a better food and physical activity environment for kids. This toolkit contains some of the most effective school-based strategies to help all kids eat well and be active. When kids and families see that better choices are supported in school and around the community, it is easier for them to make and sustain better choices.

The following are effective PowerUp Strategies in supporting better choices in the places we all live, learn, work and play:

- Food & Beverages: Serve up a recipe for change. Make the better choice the easy choice
- Physical Activity: Move more. Provide opportunities for kids to be active
- Screen Time: Power down. Limit recreational screen time
- Celebrations: Party on. Offer rewards and celebrations that PowerUp kids
- Staff Enrichment: PowerUp for all. Support and help staff PowerUp with better food, beverage and physical activity opportunities

If your school is ready to **power^{UP}** then join us and take the challenge!

Getting Started

START by completing the PowerUp School Change Survey and PowerUp Pledge

If your school is ready to PowerUp, the principal or designee are invited to complete the online **PowerUp Survey** (surveymonkey.com/s/PowerUpSchoolSurvey) with input from others (like teachers/staff, PTA/PTO and Student Council president) and sign the **Pledge Form** (included within the survey). The survey will help you:

1. Chart your progress in creating a healthy school environment for students, families and staff. Plus, receive suggested strategies and resources to PowerUp even more.
2. Earn up to \$200 PowerUp Bucks (to be used toward wellness equipment or supplies) for completing the survey, taking the pledge and committing to making progress!

Identify a PowerUp Champion for Change

This Champion can be anyone – a teacher, school nurse, PTA/PTO member or administrator – but whoever they are, they should be excited to generate energy around helping to PowerUp kids and the community.

Build a Team

Change takes collaboration and support at multiple levels, so we encourage you to reach out to teachers, parents, administrators and students to determine your school's plan.

Explore PowerUp Strategies

As a team, think about where you are today and what you are ready to tackle to PowerUp your school. Choose the changes that fit and begin building for the future.

Assess your Progress

Evaluation is important to help your school track your PowerUp progress, including your strengths, areas for growth and successes along the way. PowerUp will provide online surveys at regular intervals to help you see the strides your school is making and to reward your efforts.

Share PowerUp

This is truly a community initiative, which means that it grows stronger each time it is shared. There are many ways you can get involved, such as helping to PowerUp community events and/or reaching out to others to join us in helping to make our community a place where eating better and active living is easy, fun and popular so our kids can reach their full potential.

Taking Action & Measuring Progress

PowerUp is committed to partnering with schools and the community to create a better environment for kids. This tool kit contains some of the most effective school-based strategies to help all kids eat well and be active. While school districts set overall wellness policies, there are still many changes and choices individual schools may be able to make.

STEP 1: Fill out the Initial PowerUp Survey & Sign the Pledge

If your school hasn't already, start by taking the PowerUp School Change online survey and PowerUp Pledge: surveymonkey.com/s/PowerUpSchoolSurvey.

Where are you starting from, what are your goals and what has your school accomplished? This survey, along with follow-up evaluation can help to answer those questions. If your school decides to take the survey and pledge to PowerUp this year, PowerUp will help track your progress!


STEP 2: Take Action

Work with your team to make progress on the areas you have prioritized.

STEP 3: Earn PowerUp Bucks

Change takes commitment, and PowerUp wants to recognize and celebrate your school's efforts! Your school earns \$200 PowerUp Bucks just for completing the survey and taking the Pledge to PowerUp.

PowerUp will send you follow-up School Change surveys at regular intervals as a way for you to see the strides you are making for change and reward your efforts. Every action your school takes helps you increase your overall score and the school environment for kids. Additional PowerUp Bucks will be awarded to the schools that make the greatest progress!



PowerUp Bucks are intended to further PowerUp your school – PE, recess or cafeteria equipment; active field trips; school garden; whatever your school needs to make it easy, fun and popular for kids and families to PowerUp!

Engaging Families

PowerUp is about making it easy, fun and popular for kids and families to eat well and be active. Engaging families, as you PowerUp your school, will help you succeed in making lasting changes for students, both at school and at home. Think about using some of these strategies to inform and involve families.

Events and activities:

- Invite family members to be part of your PowerUp Team
- Share information about PowerUp at school and PTA/PTO events
- Host an initial PowerUp family event to share your message and goals
- Plan a series of PowerUp family events over the year
- Engage families in challenges and activities
- Recruit family members to serve as volunteers at events that PowerUp kids and families

Communication and other resources:

- Share the PowerUp monthly newsletter and communications on ways to PowerUp birthdays/celebrations, snack and lunch ideas, community events, and food and activity information
- Include PowerUp in school newsletters and other communications
- Use signage at school and special events to promote better food and activity choices





Serve up a recipe for change at school

Schools are in the position to be advocates for better food for all children. Taking positive steps to shape the school food environment can be a powerful influence in helping to nudge students toward better choices.

Between breakfast, lunch and snacks, kids consume as many as half of their daily calories at school. A school-wide food and beverage policy or guideline is a great first step to help ensure that all students have access to nutritious foods and beverages throughout the school day or anytime on school grounds. Plus, it sends a consistent message of the school's commitment to promote making the better choices the easy choice.

This section offers best practice guidelines to help you make positive food and beverage change, along with support materials for teachers and parents. The time to start is now!

School-wide food and beverage guideline

Schools already navigate many federal, state and district-level policies regarding food and beverages. Outside of the lunchroom, however, there are many other places where food/drinks enter the school environment. Between daily snacks, parties, activities and special events, our kids can be inundated with countless food-related choices throughout the day. Setting a consistent guideline for approved or preferred food and beverages in these settings sends a consistent message to students, and makes it easier for staff and parents to know what is expected.

Snacks brought from home

Many schools already restrict certain types of foods from being brought to school as a snack (candy, soda, etc.). Some schools choose to go further by offering

guidelines or suggestions to families, encouraging them to send snacks that will maintain a safe environment for kids with food allergies, plus support their child's nutrition and energy to help them learn better throughout the day. Suggestions may include promoting fruits and vegetables, whole grains and protein, and discouraging snacks that are high in sugar, salt or fat.

fns.usda.gov/healthierschoolday/tools-schools-smart-snacks

See the appendix for some suggested snacks your school can share with families.

"We need to support strategies to ensure all Americans can be healthy through regular physical activity and good nutrition. This will only happen if and when all of our children and families are able to make healthy choices where they live, learn, work and play."

2014 State of Obesity Report
Robert Wood Johnson Foundation

2014 NATIONAL PARENT POLL SAYS

"The vast majority of parents of school-age children support strong national nutrition standards for all foods and beverages sold to students during school."

- 72% favor national standards for school meals
- 72% support standards for school snacks
- 91% support requiring schools to include a serving of fruits and vegetables with every meal

The Pew Charitable Trusts, the Robert Wood Johnson Foundation (RWJF), and the American Heart Association (AHA) June 2014

Vending, concessions, school stores and snack bars

The USDA Smart Snacks in Schools federal guidelines, which went into effect July 1, 2014, provide standards for all foods sold on school grounds during the school day.

These guidelines are a good start, but there is definitely more we can do on behalf of our kids to help them reach their full potential. First, consider whether your school would like to adopt a guideline that goes even further toward less processed and more real food. Then, consider whether you will apply that guideline to snacks/vending available outside of school hours or at school events held off-site. A consistent guideline for all situations is easier to understand, communicate and follow. If your school is ready to move the needle toward more real food change, here are just a few tips on how you can make positive changes and still profit:

- Add 5-10 new and better choices to the menu.** It's a great move to gain more customers who are in search of better options.
- Price it right!** Make better choices more affordable for all kids/families than less nutritious items (i.e., price water lower than soda, fruit less than candy or chips).
- Trust your customers.** Trust that they want to try new things. Give them that opportunity and they likely will surprise you.
- Run taste-tests** to promote new items and gauge their popularity.
- Promote better foods and beverages** (instead of less nutritious foods and sugary drinks) through signage, making them easy to see and grab, and at better pricing.
- Engage your vendor partners.** Food service and vending partners play an important role in your organization. It's important to get them on board as you bring better choices to the school environment. Below is a sample letter to help start the conversation.

"Policies prohibiting the sale of unhealthy competitive foods and drinks in schools are associated with lower proportions of overweight or obese students, or lower rates of increase in student BMI. These policies may also boost school food service revenues through increased participation."

2014 State of Obesity Report
Robert Wood Johnson Foundation

Food Vendor Letter: Sample

RE: Improving the school food environment

Dear [insert recipient name],

In an effort to improve the health of our students and employees, {insert name} School District has decided to implement policies that support a culture and environment that makes it easier to eat better. To support this culture, we believe there is a need to provide better food and beverage options at school.

Some of the areas we're considering will require your support, including:

- Stocking better food/beverage items in the vending machines that meet the Smart Snack and District guidelines
- Consideration of subsidy or reduced pricing for the better/healthier items

As we begin to establish an environment that makes it easy for our students and staff to eat better, we look forward to partnering with you to provide tasty and better food and beverage options. We welcome the opportunity to discuss further, and look forward to continuing our relationship with [insert vendor name]

In partnership and health,

[your name/school]

Let's Party!

Celebrations and special events are an important part of children's school experience. But when they are built around food and sugary drinks, they can create social norms that put more emphasis on the food than on the celebration itself.

While not all events include food and beverages, those that do, provide an incredible opportunity for the school to demonstrate its commitment to the PowerUp message. More importantly, by offering better options your school can be a role model, courageously leading the way and changing norms by creating a better food environment for kids and families. Having a consistent food/beverage policy across events, both in and out of school time, sends a clear message to students, staff and families and is easier to understand and follow.

See the Celebrations section on page 24 for more information on creating PowerUp celebrations at your school.



Drink up!

Water and low-fat milk are best to help kids grow and learn. Sugary drinks are the largest source of added sugars in most kids' diets. The USDA Smart Snacks in School guidelines require that schools limit access to sugary drinks and those that contain caffeine (guidelines and restrictions vary by age group).

Outside of the school day, special events, fundraisers and school parties build school pride and a sense of community. So imagine the impact they could have in supporting the school's commitment to making it easier for kids to PowerUp by reinforcing this message! By offering drinks like water instead of sugary drinks, your school can model your commitment and help students achieve the goal of "0 sugary drinks", plus it can be easy and inexpensive!

PowerUp drinks have:

- No added sugar
- No caffeine (for kids)
- No artificial sweeteners

PowerUp drinks include:

- Water
- Infused fruit/veggie waters (infused with real fruit/veg or 100% juice)
- Milk or milk substitutes – 1% or nonfat (See section on milk below for more information)
- Whole fruit/veggie smoothies
- 100% juice (limit to 4 ounces a day)
- Carbonated 100% fruit flavored waters (such as Izze's®)
- Coffee or black/green/herbal tea (for adults)

Mouth-watering milk

Milk is more than a drink. It's part of the basic food groups that we all need each day. Milk, along with cheese and yogurt, naturally contain high-quality protein, calcium, potassium and magnesium, and are often fortified with Vitamin D, all of which are important for growing bodies. Milk and some milk products also contain some natural sugar, which is not part of the "added sugar" that is a concern with sugary drinks.

So what about flavored milk (like chocolate)? Plain milk and water are the best choice to PowerUp, but sometimes flavored milk can be okay. Flavored milk is not like other sugary drinks. While it has some added sugar, for some kids it's a reasonable way to be sure they get at least 3 or 4 servings from the milk group they need each day. Flavored milk is even recommended as one of the better sports recovery drinks after vigorous exercise or training. While plain milk is still the best choice, national experts agree that flavored milk is a reasonable option for kids at school and at home. In general, flavored milk is a much better choice than sugary drinks like soda, sweet tea, sports drinks, etc.

What if kids can't or don't drink milk? Try yogurt and cheese to squeeze in more servings from the milk group. Milk alternatives can also help fill this gap, but it's important to know not all "alternatives" provide the same benefits and may lack protein and other important nutrients found in milk. For example, soy milk (like cow's milk) is a good source of protein; however, almond, rice and coconut milk are not. With any milk alternative, choose those that are fortified with calcium and Vitamin D to get these benefits.

Moving toward better beverages

Offering and selling water and milk can help students drink fewer sugary drinks. Here are ways schools can help:

- **Have a district- and/or school-wide guideline** to serve water and/or milk instead of sugary drinks at school and school-sponsored events. Having a consistent approach and expectation at all levels, including before/after school programs, sports programs and concessions would set the tone in all settings and be a tremendous win for kids' health.
- **Sell no (or less) sugary beverages** in school, at school stores and fundraisers. Work with the PTA/PTO to adopt the same standards for sponsored events like carnivals and family celebrations.
- Ensure that all **water fountains** work and are accessible.
- Allow students to carry **water bottles**. This helps reduce waste and keeps kids hydrated – a win-win.
- Ask teachers and staff to **lead by example!** When students see trusted adults modeling good behavior, they take notice.



DID YOU KNOW?

- The average kid drinks 1-2 sugary beverages each day.
- Sugary drinks are the number one source of added sugar in kids' diets.
- The average 20 oz. soda has about 17 teaspoons of sugar.

Design a better food environment.

What we eat is influenced by more than just our hunger or our willpower – we are all influenced by what is available, affordable and attractive. Food companies, restaurants and stores know this, which is why food advertising is such big business! Explore ways that your school might create a better food environment that promotes good choices by making them appealing and affordable.

- **Involve students in taste-tests** to gain support for new foods, and to let students know you care about their opinion and that they have a say in what is being served.
- **Offer choice and lots of color.** The perception of choice has a profound impact on consumption. Just asking kids if they want “carrots or celery” will increase consumption from 69% to 91%, compared to serving either carrots or celery alone. One study found kids prefer 6 different colors on their plate! Try using mixed greens, instead of just one green for salads; or have a colorful mix of veggies or different colors of fruit in a bowl, rather than just one option.
- **Make food fun.** Give it fun names (Pumped-up Potatoes, Rockin’ Romaine); cut food into fun shapes or bite-size pieces and kids will often eat more.
- **Set the scene.** Food presentation and environment are powerful influencers of choice. Create a vibrant lunchroom. Research shows just by having fun, colorful posters of kids eating fruits and veggies can help kids eat them, too!
- **Positively promote better choices, like fruits and veggies,** through tastings, signage, pricing and placement. For example:
 - Showcasing fruits/veggies in visible, convenient and high-traffic areas will increase consumption.
 - Instead of taking chocolate milk away, make white milk more convenient and more ‘normal.’ Simple no-cost changes can increase the uptake of white milk over chocolate:
 - o keep at least some white milk in all beverage coolers
 - o make white milk at least a third of all visible milk in the cafeteria
 - o put white milk in front of other beverages in the cooler
 - o bundle white milk with all “grab and go” meals as the default beverage
 - Adjusting prices so that better choices are more affordable than sugary foods/beverages will also encourage consumption.



PowerUp is available to assist your school with nutrition and/or physical activity resources, education in the classroom, or training teachers, staff, coaches or before/after school professionals. Visit powerup4kids.org or contact the PowerUp team at info@powerup4kids.org

Additional nutrition education or training activities are available at the local and national level.

- **Use tasty, creative and innovative strategies** to successfully meet the USDA school meal guidelines and your budget. For inspiration, check out Kids Safe and Healthful School Foods Project (pewtrusts.org/en/research-and-analysis/series/2013/12/school-food-success-stories)
- **Smarter Lunchrooms Movement** is a grassroots movement of those concerned with the way children eat. The movement wants to change lunchrooms through principles that promote healthful eating. The Smarter Lunchrooms Movement is supported by the Cornell Center for Behavioral Economics in Child Nutrition Programs (the B.E.N. Center). Online trainings, workshop guides and webinars are available at smarterlunchrooms.org.



DID YOU KNOW?

Decisions about eating and exercise are determined more by factors in the environment -- like the availability of fruits and vegetables and opportunities to be physically active -- than just by individual choice.

Welcome to **POWER^{UP}**

SCHOOL CHALLENGE

It's time to PowerUp* with the School Challenge!

The PowerUp School Challenge is back and better than ever, inspiring kids to **Try for 5** fruits and vegetables every day.

The 3-week School Challenge includes:

INSPIRING KICK-OFF! Two Options

1. **PowerUp Pep Rally (with Try for 5 Veggie Tasting)** — A high-energy, 30 minute assembly to get students excited to Try for 5 with games, music and dancing! After the assembly everyone receives a veggie pack to take back to the classroom to taste the veggies and vote on their favorites.
2. **Try for 5 Veggie Tasting on Wheels** — Chomp and the PowerUp team deliver **Try for 5** veggie packs right to single or multiple classrooms. In this 10 minute visit Chomp will inspire everyone to try each veggie and vote on their favorites.

NEW

HIGH-QUALITY CLASSROOM RESOURCES

- **Try for 5** Fruit and Veggie Trackers for students to track daily
- Fruit and Veggie A-Z Classroom Poster
- Weekly Classroom Prizes (1 each week/3 total)
- Individual Student Prize
- Power Pack Family Magazine (sent home with each student)
- **Exciting and Fun Classroom Videos** to help meet the Health Education Standards, plus lots of fun Brain Boosters

NEW

PLUS, schools have an opportunity to earn more PowerUp Bucks through our new **PowerUp School Change Kit!**

** PowerUp is a community-wide initiative to make our communities a place where it's easy, fun and popular for kids to eat well and be active. It is a long-term commitment to create change over 10 years in the St. Croix Valley in partnership with schools, businesses, health care, civic groups, families, kids and the entire community. PowerUp is committed to working with the entire community to help kids in the Valley to be healthy today and reach their full potential in life!*



Schools Met the Challenge

According to Food Service

- Children took more fruits and vegetables
- 90% of school staff would recommend the School Challenge to other schools.

Staff Survey 2013-2014

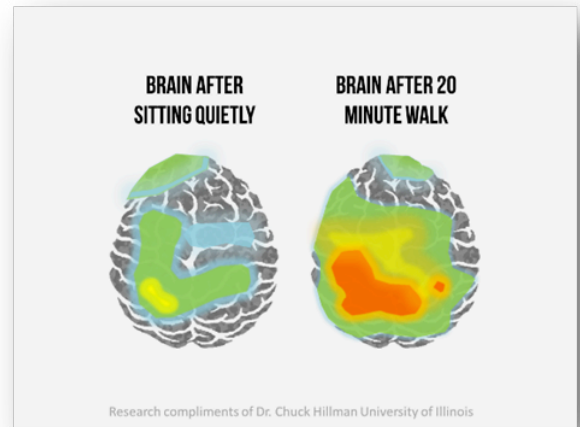


Move more!

An active body supports an active mind. Unfortunately, many schools experience the weight of classroom demands and respond by decreasing active time throughout the school day. The evidence shows that, in fact, if we want our students to learn well and achieve their full potential, it's important to ensure that they have more, not fewer, opportunities to be active.

Physical Activity Benefits in Schools¹

- Studies show a positive correlation between physical activity and academic performance
- Student test scores improve after engaging in physical activity
- Students who are physically active and fit are more likely to perform well in school than their sedentary peers
- Studies show an increase in academic achievement when additional time is provided for physical activity, even when time is removed from academic instruction
- Activity breaks help students' on-task behavior
- Active transportation enhances academic performance



Moving and learning can go together! Movement can energize both your body and your brain, helping you to learn better. Explore the following strategies to increase opportunities for movement throughout the school day.

¹Active Living Research. Active Bodies, Active Minds: Physical Activity and Academic Achievement. San Diego, CA: Active Living Research, Robert Wood Johnson Foundation, February 2010.

Active Classrooms

All teachers (not just those who teach Physical Education) can help students be active. An active classroom incorporates physical activity throughout the day by adding movement into the lesson plan, or by taking short activity breaks to allow students to get out of their seats and moving. By incorporating daily activity into the classroom, teachers can help students make progress toward the goal of 1 hour of physical activity each day, while at the same time helping to improve their concentration and behavior in the classroom.

Activity/Brain Boosters:

- Dance to music or a video
- Walk/skip/jump a maze through the classroom
- Play Simon Says with active tasks
- Practice different sports in place (running, skiing, yoga, biking while sitting on a desk)
- Take kids on a trek around the room and align movement to a story (your class could chase a bear, climb a mountain or swim across a river)
- Create activity stations around the room and rotate along with music

Resources:

- PowerUp Brain Break/Booster (videos) powerup4kids.org/Teacher
- Other resources
 - gonoodle.com
 - eatSMARTmovereNC.com/Energizers/Elementary
 - extension.umn.edu/family/health-and-nutrition/toolkits-and-resources/energizers-for-nutrition-education/
 - davidkatzmd.com/docs/ABCManual.pdf

Classroom Environment

- Allow students to stand while working
- Allow students to sit on exercise balls

Indoor Recess

As Midwesterners, we do our best to enjoy the great outdoors - rain, snow or shine. Unfortunately, there are days when Mother Nature doesn't cooperate and recess time will need to be spent indoors. But staying indoors does not have to mean sacrificing physical activity. There are lots of ways to make indoor recess active:

- Play a few extra PowerUp Brain Break/Booster videos
- Prepare a "rainy day" kit with games and music for the classroom
- Set up a walking route through the hallways
- Have a dance party
- Create a classroom obstacle course
- Have students teach classmates their favorite sport/activity
- Set up a four-square court in the hallway
- Play charades or Simon Says

"Brain Boosts have worked fantastically for ALL my students... it has even given my para and me a little needed energy by that time of the day!"

– Hudson Prairie Elementary School Teacher



Walking is the new way to roll

Fewer children walk or bike to school than in decades past, but active transportation can be a fun and accessible way to help kids get moving. Safety and distance to school are some of the primary reasons that parents discourage students from walking. With a little coordination, your school could create safe options for all students to have fun getting to school and be active doing it.

Walking School Bus: Below are just a few of the many ways to create a walking school bus

- Encourage families who live in a neighborhood to walk to school together once per week
- Coordinate adult walk leaders to meet children at designated meeting spots, then walk a safe route to school as a group
- Facilitate a school-wide walk where buses drop all students at a pre-determined location, where they are met by teachers and walk leaders and all students walk together
- For more information about how to implement a walking school bus (and what safety and supervision questions to consider), visit the Safe Routes to School website: guide.saferoutesinfo.org/walking_school_bus

Walk to school days: Designate a few days per year as walk to school days. Encourage families to organize, and greet students at school with a celebration or activities.

Biking to school: Encourage students to ride their bicycles to school by making sure that you have enough secure bike racks or storage options. Make helmet safety a priority by educating kids and parents.

- **Minnesota Walk! Bike! Fun! Pedestrian and Bicycle Safety Curriculum.** Encourage more children to walk or bike to school and throughout the community by providing schools with tools to teach safe walking and biking. This curriculum is designed for physical education, health teachers and other educators to engage students in a thoughtful, fun and interactive program to learn safety tips and skills that will last them a lifetime. To learn more go to: bikemn.org



Join the Club

There are endless ways to be physically active, and anyone at your school could start a physical activity club to help inspire students (and staff) to get moving. Below are just a few ideas:

Sports Clubs

- Single sport clubs (basketball, soccer, etc.)
- Multi-sport clubs: learn a new sport each week
- International sports club: learn new sports and activities from around the world



Walking or Running Clubs

- On-the-Move Monday or Walking Wednesday
 - Make a commitment to walk for a period of time every Monday/Wednesday for the entire school year
- Thousand-Step Thursday
 - Keep track of steps using pedometers and record steps on a chart or incorporate them into a mathematics lesson

Active Homework

Elementary students have varying amounts of homework, ranging from a few minutes to a few hours each day. Teachers can help make homework useful, educational and active by thinking creatively about assignments that get kids moving AND learning. Below are just a few ways that homework can include activity:

- Counting
 - Examples: Count steps, trees in their neighborhood, stairs, etc.
- Addition/subtraction: create math problems that make students get up and move
 - Example: Take the number of houses/buildings on your street + number of streetlights – number of steps it takes you to get from your door to the sidewalk
- Language
 - Example: Find the names of 10 streets in your neighborhood. Write a story about why the streets have their names (are they names of people, trees, etc.)





Power down the screens



Screens provide access to many important teaching tools – instructional and historical videos, educational games, creative production software and more. But many students today are spending far too much time in front of a screen, which interferes with their ability to learn, play and grow.

Being too connected to what's on our screen often leads to us becoming disconnected from the people around us and spending more time sitting than moving. When it comes to our kids, learning healthy screen habits at a young age is more important than ever. Too much screen time is linked to lower academic achievement, poor sleep habits, lower levels of physical activity and less time spent in creative play.

By setting a guideline that limits in-school screen time to academic purposes, your school can ensure that technology is being used to further learning while also giving students time to exercise all parts of their growing brains.

DID YOU KNOW?

- The average 8-10 year old spends 6 hours every day in front of a screen
- By the time today's kids reach the age of 70, they will have spent 7-10 years watching TV
- Nearly 30% of babies under 1 year old watch 90 minutes of TV/videos every day

Rewards unplugged

Rather than rewarding with more screen time (which we know kids already get plenty of), explore ways to reward kids with things that will let them move, explore and enjoy their peers. Use the PowerUp Individual and Classroom Prize cards for fun ways to reward students. If you don't have a set of these cards, please contact PowerUp at info@powerup4kids.org and we will be happy to get you a set. Other ideas are:

Individual Rewards

- Special classroom tasks for the day
- Sit with friends in class or at lunch
- Play a favorite game
- Bring a special item for show and tell
- Be the principal's assistant
- Invite a special guest for a meal or classroom activity
- Choose something from a school-spirit prize bin

Classroom Rewards

- Extra recess time
- Classroom dance party
- Listen to music during class
- Eat breakfast or lunch outside
- Free choice time
- Extra gym time

NOTE: Screen time may be used as a reward if it is explicitly allowed in a student's individualized education program or behavior intervention plan.

Celebrate Screen-Free Week

Screen-Free Week is a national celebration where children, families, schools and communities spend seven days turning OFF entertainment screen media and turning ON life! It's a time to unplug and play, read, daydream, create, explore nature, and spend time with families and friends.

Time with screens has been linked to poor school performance, childhood obesity and attention problems. And it's primarily through screens that children are exposed to marketing for food and sugary beverages. While screens can be helpful in many ways, they can also run the risk of dominating kids' lives and displacing the many other things that they need to grow and develop, like being physically active every day.

Tips for organizing a Screen-Free Week at home, at school and in the community can be found on powerup4kids.org and/or at screenfree.org. Some resources include:

- Classroom lessons on media
- Screen-free challenges at home and at school
- School and community activities
- Information and statistics about screens and kids in the U.S.

Screen-Free Challenges



If you already have a reading log for your students, consider adding "screen tracking." Students who go screen-free for a night, a week, or a month could be eligible for extra credit or active or non-food rewards at school.

This can be a great way to engage families. Talk with parents about screen time and encourage them to help their kids meet the challenge. Two great places for a family to start: remove screens from mealtime and from the bedroom.



Party on!

Celebrations, school events and fundraisers are all important elements of a school's culture and identity. They help to build school spirit and foster community. They can also send a powerful message to both kids and families about what the school values. As you explore ways to celebrate achievement, honor students and raise funds, consider how you might align those with the goal of helping all kids to PowerUp by eating well and being active.

Rewards

It's fun to celebrate at school, and there are lots of options to celebrate that don't have to involve food. Too many rewards that involve sweets/treats can send conflicting messages about food to students, create a missed opportunity to model better choices, and can put students with severe food allergies at serious health risk. We always want rewards to help kids grow up with a positive relationship with food by letting their bodies, not our rewards/punishments, tell them when they are hungry and full. Removing food/beverage rewards allows students to separate eating from achievement and focus on positive experiences instead.

Kids were made to play and move, so using physical activity as a reward gives them a chance to celebrate by doing what they love. Using physical activity as a reward reinforces the message that play and movement are in fact prize-worthy!

Active rewards - Individual or Classroom

- Take a walk with the principal
- Earn extra time for recess or get an in-class physical activity break
- Earn a special session with the PE teacher
- Take home a piece of sports equipment over the weekend
- Invite a special guest to teach a new game or activity

Food, physical activity and recess should not be withheld as a punishment unless explicitly allowed in a student's individualized education program or behavior intervention plan. Work together with your school's teachers and behavior specialists to determine disciplinary steps that support the learning environment, without disrupting their normal eating patterns or infringing on students' much-needed physical activity.

Have FUN with Fundraisers

Fundraisers are important tools for schools and PTA/PTOs to secure the resources needed to support learning and enrichment. But the goal of raising money does not have to be in conflict with the health of our kids. Fundraisers often focus on the sale of candy, baked goods, fast food, soda and other items with little to no nutritional value. Offering and promoting these types of choices through fundraising contradicts the PowerUp messages being delivered at school and at home. Adopting a guideline in support of better fundraising allows schools to send a consistent message and create an environment where it is easier for kids to make better choices. If you would like to PowerUp your next fundraiser or carnival, please contact the PowerUp team at info@powerup4kids.org; we would love to help.

Powered Up Carnival at Lake Elmo Elementary

In 2014, Lake Elmo Elementary swapped the sugar and served up some fun at their school carnival instead. While there were some who wondered if kids and families would embrace such a change, new games and foods received rave reviews from kids and parents alike.

Kids gobbled up better food offerings including:

- Water, milk and fruit smoothies
- Tropical Taco Bar

The carnival was full of the usual fun games, but with powered-up prizes instead of candy. The most popular activities included:

- **Fruit Walk** (instead of "cake walk"): No cakes were needed for kids to declare this event their all-time favorite. Kids were all smiles as they walked around a circle to music in hopes of winning their choice of a fresh pineapple, coconut or mango!
- **Water Bottle Ring Toss** (replaced ring pop toss or soda bottle toss): Kids enjoyed the challenge of aiming for special bottles of water wrapped in dollar bills, or even a few 5 dollar bills. No soda? No problem!

The results? Great feedback from parents and kids, and a carnival that still served as a wildly successful fundraiser.



"I really appreciate that our school carnival be a place where the healthy foods add to the fun, but the focus is on spending fun time with family and friends, instead of specific foods."

- PTA President

Food Fundraising Guidelines

The USDA Smart Snacks in Schools federal guidelines, which went into effect July 1, 2014, provide standards for all foods sold on school grounds during the school day. This includes any foods sold for in-school fundraising. All schools are required to follow these guidelines. Schools can, of course, choose to go further and adopt the PowerUp food and beverage guidelines. To learn more about these guidelines, contact the PowerUp team at info@powerup4kids.org.

Again, the USDA Smart Snacks in Schools guidelines do not apply to fundraisers that happen outside of school hours or off-site; however, it is encouraged that your school consider whether you might adopt one guideline across both in and out of school fundraisers. A single guideline is easier to understand, easier to implement, and sends a consistent message to students and families.

Contact your principal and your school nutrition staff in order to understand the guidelines and how they impact your school. For more information on Smart Snacks, visit: healthymeals.nal.usda.gov/smartsnacks

Activity-based school fundraisers

Active fundraisers support a great cause while giving kids and families a reason to get moving! There are many different kinds of active fundraisers, so here are a few to get you started.



Walk/run

The whole community can take part in a school-sponsored walk/run. Work with local community organizations or fitness experts, and get your town/city involved. Host the event on school grounds or in a community venue. It is a great way to get families out and moving together. People could pledge money for individual students or a team, or simply charge an entry fee for participation.

Community Dance

Dust off the dancing shoes and invite the community to come in and get their groove on. Hosting a community dance can get young and old grooving together. It is a great way to showcase local musicians, so string up the lights and start selling tickets!

Move-a-thon

Take a traditional read-a-thon and give it an active twist. During a move-a-thon, students track the amount of time they spend being active each day. Students ask family and friends to pledge support for their activity minutes – the more active they are, the more money they raise. Choose a month, set a goal (60 minutes a day is a great goal for all kids). Then think about incorporating awards to keep the momentum going. A pool party or special gym time is a great reward for the classroom that tracks the most active minutes.

WE LIKE TO MOVE IT!

Students at Birch Lake and Otter Lake Elementary schools showed just how much they like to move. Each school had a month-long move-a-thon and students hopped, skipped and jumped each day. They tracked their minutes, collected pledges, and got moving -- rain, snow or shine.

At the end of 25 days, Otter Lake students tallied 753,499 minutes of activity and raised funds so that the PTA could continue supporting learning and enrichment. A definite win-win!

Parties & Celebrations

Between birthdays, holidays and local events, there are many occasions to celebrate during the school year. If we add up every cupcake, candy bar and slice of pizza that goes along with them, we see how quickly these celebrations can lead to a lot of sugary treats and snacks. Try creating some new school traditions by rethinking how you celebrate. See the Appendix for more Birthday and Celebration/Reward ideas.

Birthdays

Have the birthday child...

- Be the line leader or assistant for the day
- Bring in a special item from home and tell the class about it
- Bring in a favorite book from home to be read on his/her birthday

Have classmates...

- Share what they like best about the birthday girl/boy
- Play a game chosen by the birthday girl/boy

Rewards & Celebrations

- Make crafts and cards
- Deliver notes to classmates instead of candy
- Learn holiday or traditional dances from around the world
- Decorate the classroom
- Write cards to seniors or people staying in the hospital
- Play a themed game (pumpkin bowling, pin the carrot-nose on the snowman, turkey trivia)

Class Celebrations

- Play a game
- Invite a special guest to class
- Have a classroom dance party
- Participate in a service project
- Enjoy extra recess time



PowerUp for All

Teachers and school staff serve as important role models for kids and families, as well as act as strong cultural and environmental change agents in schools. If your school is working to promote a culture of health, consider how you might involve staff as participants, leaders and advocates.

Supporting school staff with their own well-being, as well as involving them in making change for kids, can help ensure success in promoting a shared culture of wellness.

Ways to engage and support staff:

- Create an employee well-being committee to assess employee wants and needs
- Seek the support of district leadership for both school staff and student well-being
- Ensure nutritious food/beverages are available for purchase (if applicable) and if provided at schools and at catered events
- Create a workplace that is physical activity-friendly. Encourage stair use through prompts; schedule walking meetings; provide standing desks, etc.
- Have smoke-free policies or tobacco bans and provide incentives for cessation
- Have access to evidence-based programs, including weight loss and tobacco cessation
- Offer a health assessment with follow-up programs and resources to take action
- Communicate with staff to raise awareness and educate employees on a variety of well-being topics, including the importance of self-care, stress reduction, well-being and even reading aloud to children to promote healthy child development
- Review and clarify time-off policies to include the flexibility for employees to accompany their children/family members to routine well-visits with their providers
- Promote preventive health screenings
- Support breastfeeding mothers by offering space, time and encouragement for breastfeeding/pumping at the workplace
- Promote and provide flu shots via the worksite
- Provide skin cancer prevention messaging and sun-shaded outdoor areas



It's fun to celebrate at school, and there are lots of fun ways to honor students and let them shine on their special day, that doesn't have to include sugary foods or drinks. Additionally, when food is not part of the classroom celebration it allows for all students, including those with severe food allergies, to safely join in on all the birthday fun.

Start the birthday student's day off by presenting them with a special birthday crown or sash and/or designate them as the "Star of the Day!"

Check Out These Other Fun PowerUp* Ways to Celebrate!

- Have them be the Classroom Leader for the day and give them special duties
- Choose a favorite game for gym time or recess
- Invite a special guest to teach a new game or activity
- Create a birthday book with special things about the child
- Invite a special guest for a meal
- Donate a book to the classroom library
- Bring a special item for show and tell
- Decorate a birthday hat/crown or other craft
- Have a 15-minutes dance party or play an active game
- Pick a prize from a classroom Birthday Box
(Ask parents to help donate to this box)



* PowerUp is a community-wide initiative, focused on making better eating and active living easy, fun, and popular, so that youth can reach their full potential.

When we award achievement or celebrate our students, we do it in a way that helps them PowerUp* which means we strive to eat well and move more. It's fun to celebrate at school, and there are lots of options to celebrate that don't have to be "treats" or food. Too many treats send conflicting messages about food to students, create a missed opportunity to model better choices, and can create serious health risk for students with severe food allergies.

Check out these suggested ideas for PowerUp rewards and celebrations!

- Have extra recess time
- Have extra gym time
- Take a walk with the principal
- Give special classroom duties for the day
- Play a favorite active game
- Be the teacher's or principal's assistant for the day
- Borrow a piece of sports equipment to take home
- Have a classroom dance party
- Listen to music during class
- Eat breakfast or lunch outside
- Have free choice time
- Do a service project
- Create a fun craft project
- Sit with friends in class or at lunch
- Choose a favorite book to read



* PowerUp is a community-wide initiative, focused on making better eating and active living easy, fun, and popular, so that youth can reach their full potential.

Snack ideas

powerUP

for fun recipes, tips, and activities visit
Powerup4kids.org

Fruit - Easy and ready to eat (washed, too):

- Fresh*: apples (small or cut into slices), bananas, blueberries, grapes, mango slices...
- Dried: raisins, blueberries, cherries, cranberries, apples or apricots w/no added sugar,
- Colorful fruit kebobs (add cheese cubes)*
- Apple sauce, with no added sugar (home-made, in container or a pouch)
- Crunch-dried: apples, berry mix (check-out: sensiblefoods.com)

Vegetables

Easy and ready to eat (washed, too):

- Fresh*: broccoli, carrots, cauliflower, celery, edamame beans, jicama sticks, pea pods, cherry tomatoes
- Colorful veggies kebobs (add cheese cubes)*
- Crunch-dried: corn, green beans, edamame beans (check-out: sensiblefoods.com)
- Salsa* (serve with a whole-grain or veggie sticks)
- Guacamole (home-made or look for ones made only with avocado, other veggies & seasoning)

Grains (preferably whole grains)

- Popcorn (made with no trans fat or “partially hydrogenated oils” as part of the ingredients)
- Whole-grain crackers/snacks - Triscuits®; Pita Chips; Rice Cakes (made with brown rice)
- Whole-grain mini bagels
- Granola bars (made with <6 g of sugar)
- Cereal (Whole-grain ready to eat, with <6 g of sugar/serving), like Cheerios, shredded wheat, etc.

Add a Protein or Dairy along with any fruit, vegetable and/or grain:

- String Cheese, cheese sticks or cheese cubes*
- Cottage cheese* (with veggies sticks, fruit or crackers)
- Yogurt* (look for ones with <16 g of sugar/ 6 ounces)
- Hummus*
- Nut butters (peanut, almond, sunflower)**

Drinks:

- Water (pack a reusable bottle)
- Milk* (regular or shelf-stable)
- Milk alternatives* (soy milk, etc.)
- 4 oz of 100% Fruit Juice



*Keep cold foods cold, to keep your food and family safe. You can find containers that do it for you.

**If you have a “peanut/tree nut – free” school OR kids with peanut and/or tree nut allergies, try sunflower butter (typically made in peanut & nut free facility)