

power^{UP}

and our schools



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Vision: Our community is a place where better eating and active living are easy, fun, and popular, so that our youth can reach their full potential.



PowerUp Vision

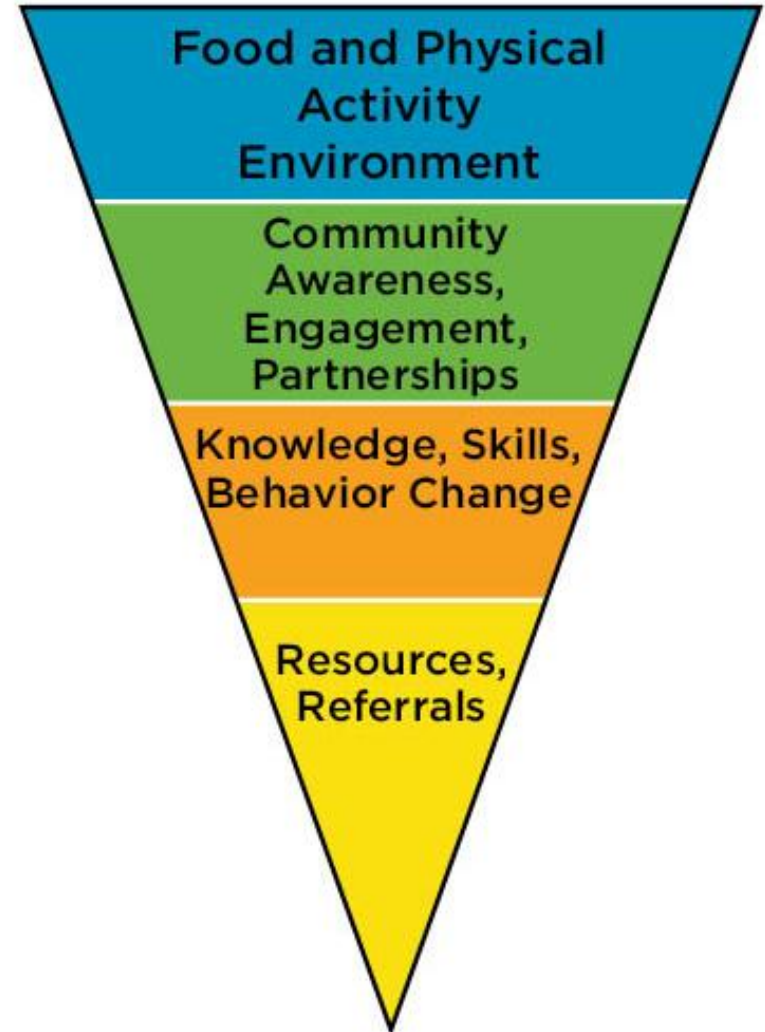


- A collaborative youth health initiative
- A partnership with multiple sectors in the community.
- No easy answers.
- Measure our results along the way.
- A long-term commitment

Multiple sectors:

Clinics
Schools
Community
Early Childhood
Public Health
Community Education
Food Retailers
Local government
Parks and trails
Non profit partners
Health plans

- Work at Multiple Levels.
- Build on what already works (SHIP, national/regional progress and research)



- Primary geographic focus is within the area served by Stillwater Area and Somerset Public Schools.
- Reflects multiple Towns within the Valley.
- Primary target children 0-11 and their families.



PowerUp Goals

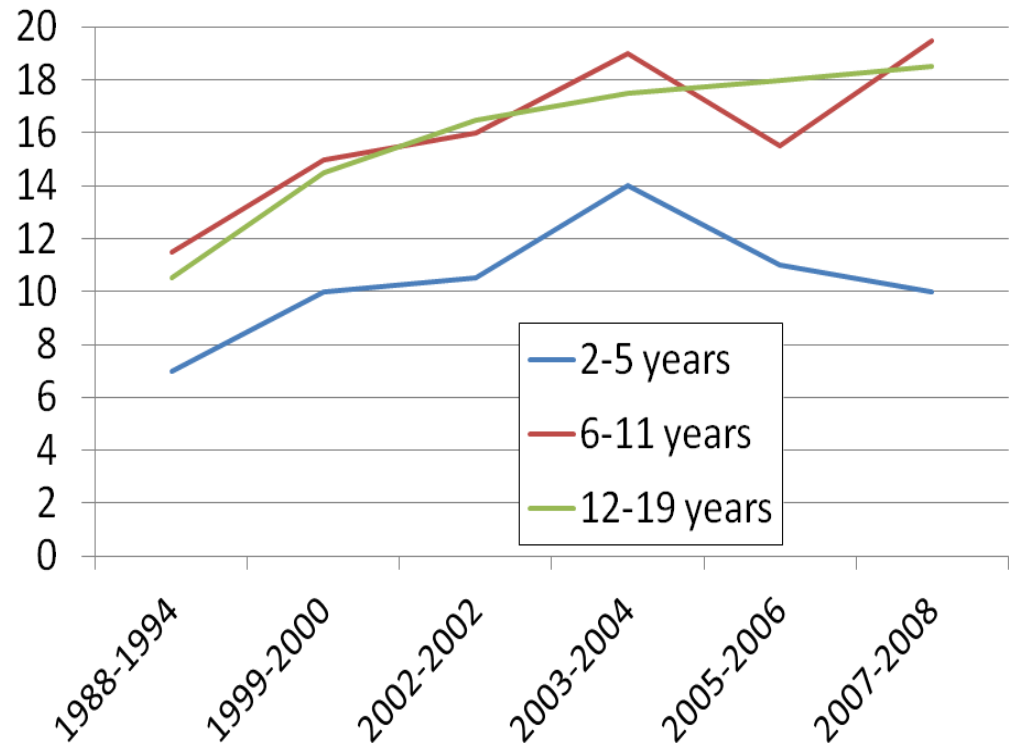
1. **The environment supports and integrates healthy food, beverage, and physical activity options.**
2. **The community is aware of and engaged in key messages of PowerUp.**
3. **The community actively collaborative to achieve PowerUp vision.**
4. **Improvement in food, beverage, and physical activity behaviors.**
5. Infant feeding practices improve.
6. Increase access to resources and referrals.
7. Improve lifestyle related health outcomes in youth.



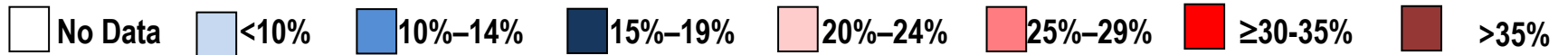
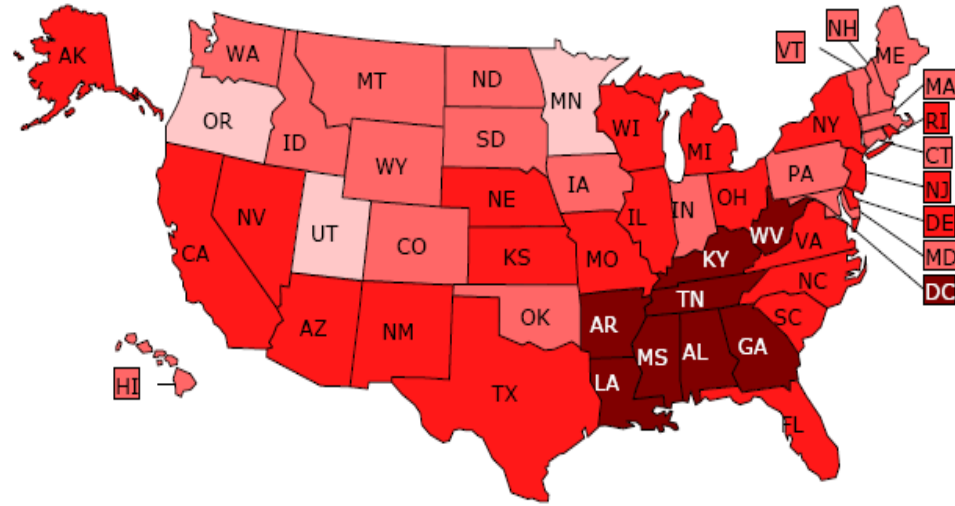
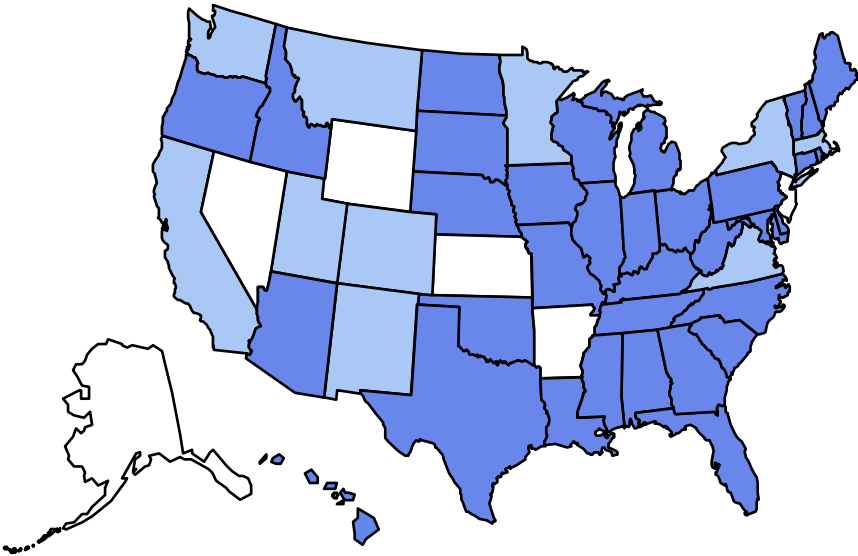
Is Lakeview's response, in partnership with the community, to the prediction that the children of today will likely live shorter and less healthy lives than today's adults...

unless something changes.

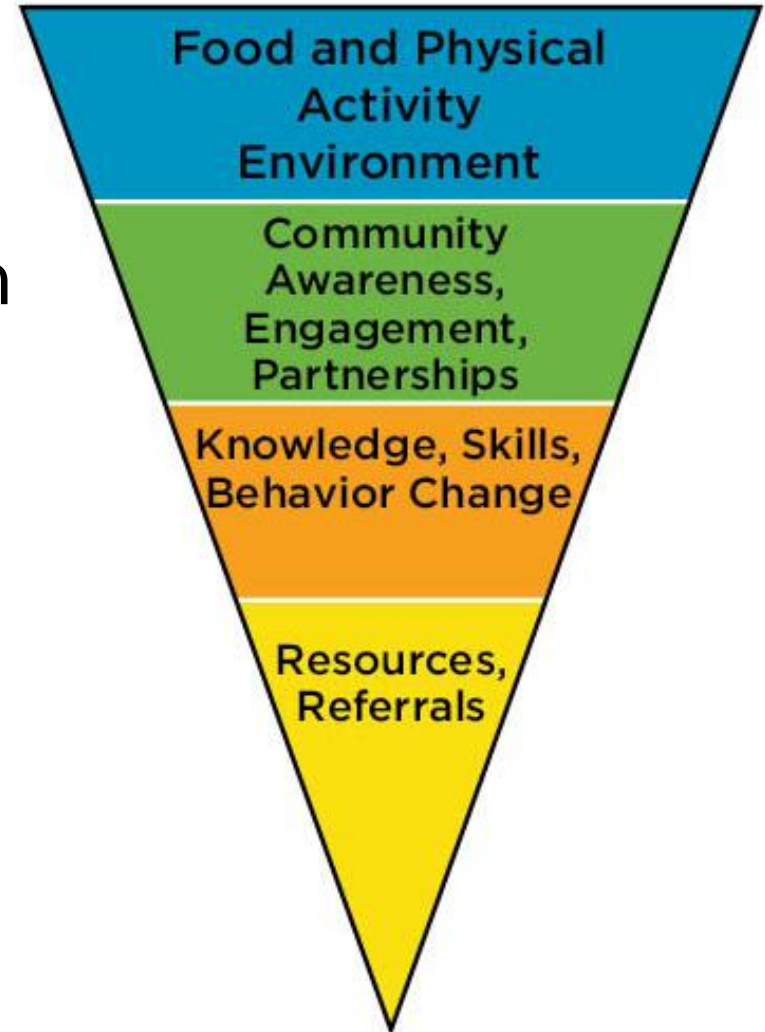
Why PowerUp?



OBESITY TRENDS U.S. KIDS 1990 VS. 2010

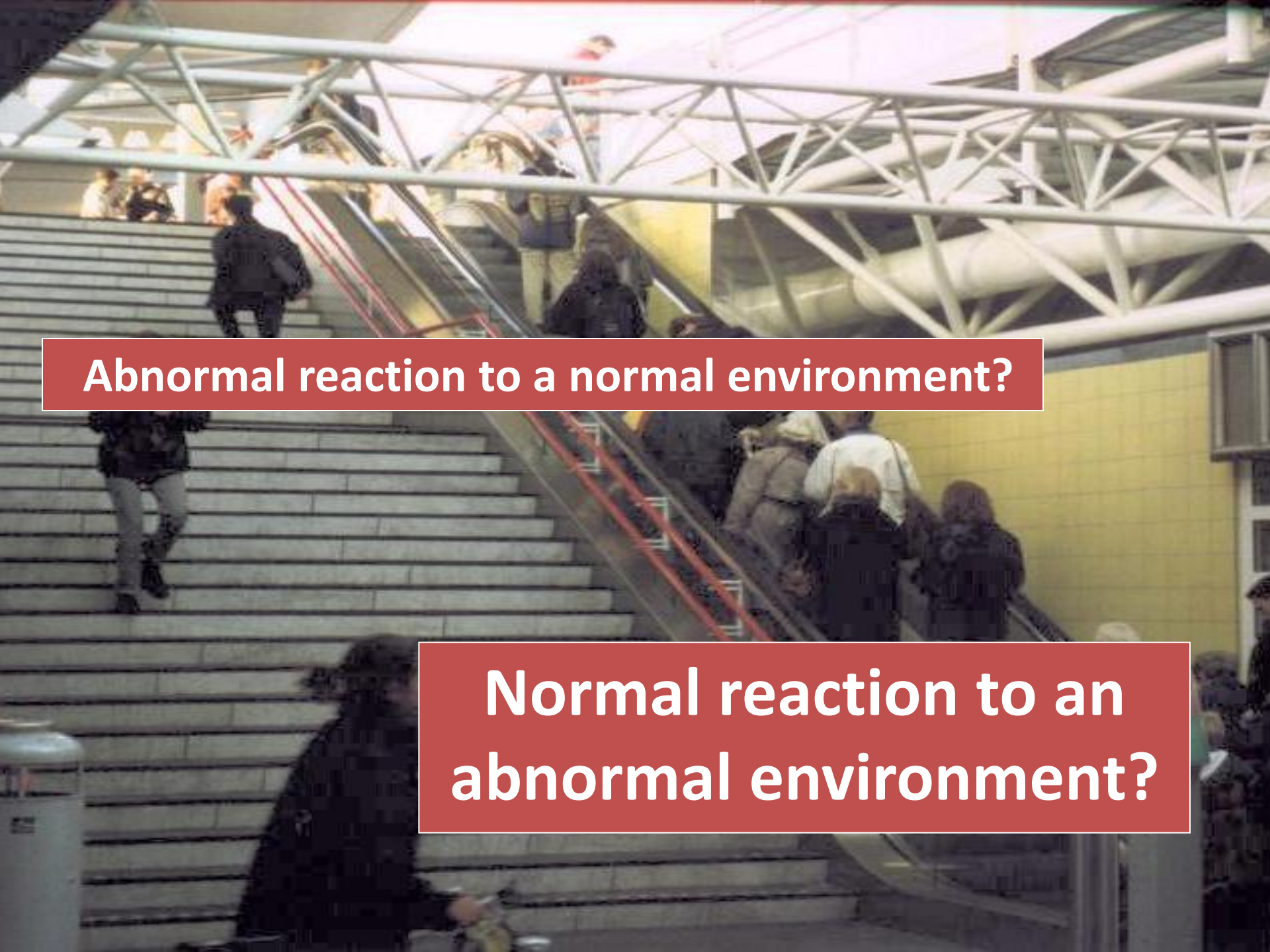


- Reach out and find new approaches that will work in the Valley.
- Form Positive Partnerships and collaborate.
- Including schools.



PowerUp?





Abnormal reaction to a normal environment?

Normal reaction to an abnormal environment?

BIG Beverage Changes



OF WEIGHT INCREASE IN THE U.S. BETWEEN 1977 AND 2007 IS ATTRIBUTED TO SUGAR-SWEETENED BEVERAGES.

- Sugar intake now about **160 pounds per person per year.**
- **Up 30 percent** since the 1980's
- **Up 40 %** since the 1960's.

PowerUp?



Screen time

Fruits and veggies?

Food service

Sweetened beverages

Meals?

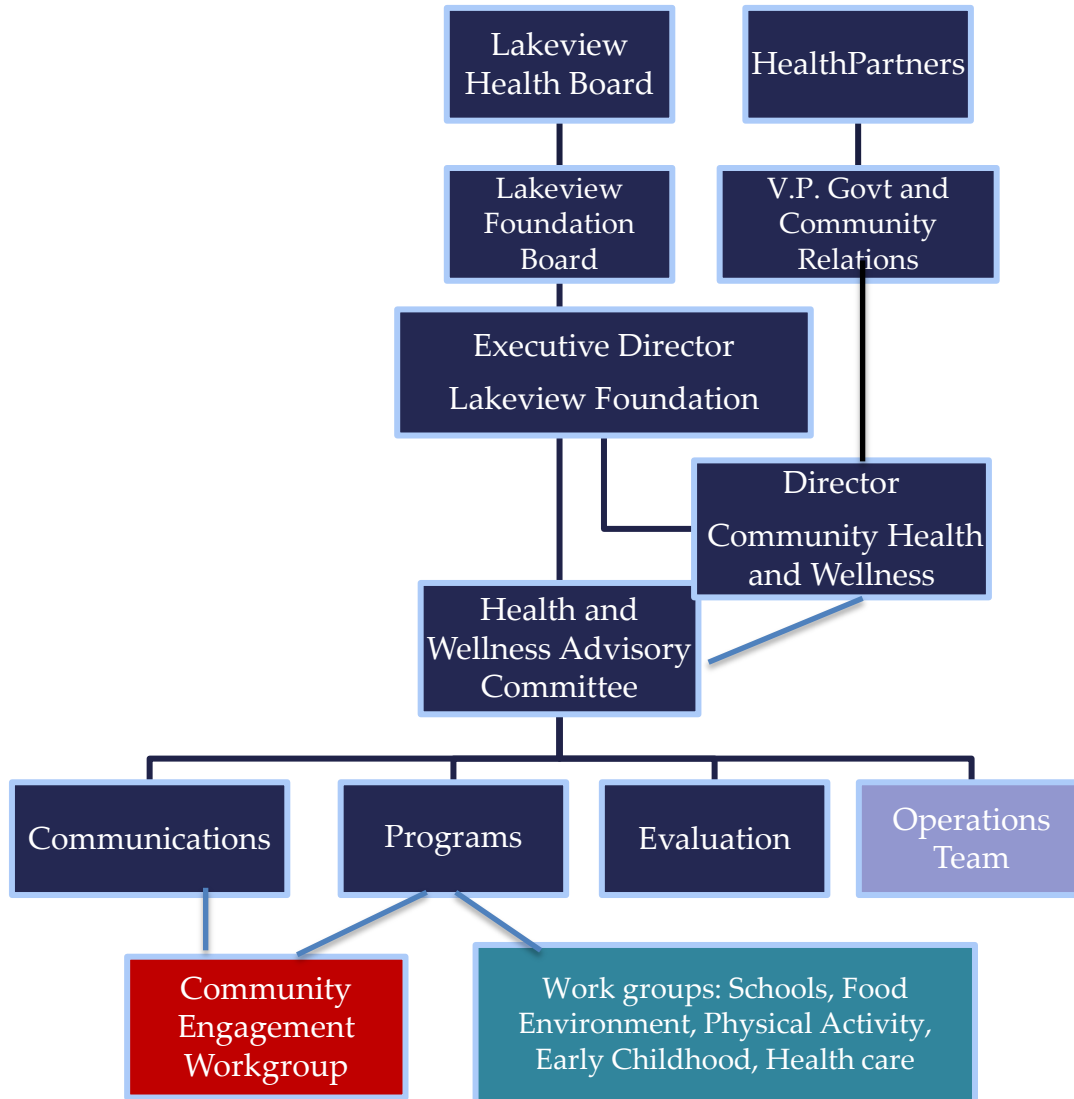
vending



Sedentary/sitting time



Lack of physical activity



Representation from:

- Andersen Windows
- Child Care
- Communications
- Community Leaders
- Cub Foods
- Early Childhood
- Merrill Lynch
- Joseph's Restaurant
- Marketing and PR
- Nutrition and Dietitians
- Pediatrics
- Physical Education
- Preventive Cardiology
- Public Health
- School Superintendents
- School nurses
- School food service

PowerUp Goals

1. The environment supports and integrates healthy food, beverage, and physical activity options.
2. The community is aware of and engaged in key messages of PowerUp.
3. The community actively collaborative to achieve PowerUp vision.
4. Improvement in food, beverage, and physical activity behaviors.
5. Infant feeding practices improve.
6. Increase access to resources and referrals.
7. Improve lifestyle related health outcomes in youth.



PowerUp Message



powerUP

Count Down for Powered Up
Kids and Families:
powerup4kids.org



FIVE Fruits, Roots, and Vegetables!



FOUR Colors or more.



THREE MEALS every day.



TWO HOURS of **SCREEN TIME**...or less each day.



ONE hour of **PLAY!**



ZERO. Sugary Drinks!

Blast Off! Let's PowerUp!

**A
Countdown
for
Community
Change**

POWER^{UP} Progress



Community Outreach reaches thousands summer 2012.

- Fairs, festivals, fun runs.
- Veggie Give Aways

Results?

“Thanks for doing this, it is so needed”



yumPower School Challenge Pilot

- 1400 local students reached.

Results?

- Students ate more fruit and veggies.
- Food service RAN OUT of fruits and veggies!
- Disney makes fruits and veggies “cool”!

5000 more will be reached in 2013 with the new PowerUp School Challenge.

- Food Service changes.
- Restaurants initiatives.
- Web/Social Media.
- Provider training and resources.
- Resources for parents.
- **Expand physical activity spaces.**
- **Family Events and community engagement.**
- **Youth Engagement.**
- **Early childhood curriculum/training.**
- **School food and activity environment and policy.**



- **PowerUp School Challenge.**
- **Early Childhood Curriculum.**
- **Sharing communication channels.**
- **Wellness clinics/nutrition.**
- **PowerUp Press Newsletter.**
- Food and Activity Policies?
- Fundraising/Celebrations?
- Vending?
- Recess/movement/standing desks?
- After school/Intermurals/running clubs?
- What is best for kids health?



- Change may not be easy, but it's necessary.
- Our community can stop and think and change.
- We hope that you will join us...in a big way.
- We can't give up on our kids.

