



IT CAN BE

ACHIEVING A HEALTHY SCHOOL ENVIRONMENT FOR STUDENTS

DONE!



National Association for
Sport and Physical Education



AMERICAN
BEVERAGE
ASSOCIATION

Find out how ...>

QUALITY PHYSICAL EDUCATION AND HEALTHY BEVERAGE OPTIONS



Childhood obesity is a major epidemic in this country and changes are not only wanted, but needed to ensure the healthy future of our children.

Overweight and obesity are the result of energy imbalance. That is, too few calories expended for the amount of calories consumed.

The prevalence of overweight among children aged 6 to 11 has more than doubled in the past 20 years, going from 7% in 1980 to 18.8% in 2004. The rate among adolescents aged 12 to 19 has more than tripled, increasing from 5% to 17.1% during that same time period.

Overweight and obesity can be influenced by modifiable behaviors, including physical activity and diet.

In 2004, President George W. Bush signed into law the Child Nutrition Reauthorization Act which included a provision that required every school district participating in the federal school meals programs (a vast majority of school districts) to implement a wellness policy by the first day of the 2006-2007 school year.

NASPE and ABA Want to Help YOUR SCHOOL Be Healthy

The National Association for Sport and Physical Education (NASPE) and the American Beverage Association (ABA) are working hard to ensure that America's schoolchildren are learning about the importance of balancing "calories in" with "calories out." We hope our efforts will show schools that meeting wellness policy requirements can be easy, rewarding and most importantly, necessary to provide a healthy school environment that results in healthy students.

For more information visit
www.naspeinfo.org/healthyschools

The law specifies that the wellness policy must, at a minimum, include goals for physical activity, nutrition education and other school-based activities designed to promote student wellness and nutrition guidelines for all foods available on the school campus during the school day.



National Association for Sport and Physical Education

NASPE is the preeminent national authority on physical education and a recognized leader in sport and physical activity. NASPE is a non-profit professional membership association that sets the standard for practice in physical education and sport.

Its 16,000 members include K-12 physical education teachers, coaches, athletic directors, athletic trainers, sport management professionals, researchers, and college/university faculty who prepare physical activity professionals. It is the largest of the five national associations that make up the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD).

Components of a Quality Physical Education Program

Opportunity to Learn:

- Instructional periods totaling 150 minutes per week (elementary school) and 225 minutes per week (middle and high schools)
- Certified physical education teacher providing a developmentally appropriate program
- Adequate equipment and facilities

Meaningful Content:

- Instruction in a variety of motor skills that are designed to enhance the physical, mental and social/emotional development of every child
- Fitness education and assessment to help children understand, improve and/or maintain their physical well-being
- Development of cognitive concepts about motor skill and fitness
- Opportunities to improve emerging social and cooperative skills and gain a multicultural perspective
- Promotion of regular participation in physical activity now and throughout life

Appropriate Instruction:

- Full inclusion of all students
- Maximum practice opportunities
- Well-designed lessons that facilitate student learning
- Out-of-school assignments that support learning and practice
- No physical activity for punishment
- Use of regular assessment to monitor and reinforce student learning



Continued ...>



ABA is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. Founded in 1919 as the American Bottlers of Carbonated Beverages and renamed the National Soft Drink Association in 1966, ABA today represents hundreds of beverage producers, distributors, franchise companies and support industries. ABA's members employ more than 211,000 people who produce U.S. sales in excess of \$105 billion annually. ABA members offer consumers myriad brands, flavors and packaging choices and a full range of beverage options, including soft drinks, diet soft drinks, ready-to-drink teas, bottled waters, water beverages, 100 percent juices, juice drinks, sports drinks and energy drinks.

About the School Beverage Guidelines

The School Beverage Guidelines were developed in May 2006 through a collaboration of ABA and the Alliance for a Healthier Generation, a joint initiative of the American Heart Association and the William J. Clinton Foundation. The guidelines remove full-calorie soft drinks from all schools and provide lower-calorie, nutritious, smaller-portion beverage options in schools. Since developing the national School Beverage Guidelines, the beverage industry has been working hard to fully implement them by the 2009-2010 school year. After only the first year of a three-year implementation process, a progress report conducted by an independent economist documented the following significant progress between 2004 and 2006-2007:

- 41 percent reduction in total beverage calories shipped to schools
- 45 percent reduction in shipments of full-calorie soft drinks
- 23 percent increase in shipments of bottled water and water beverages

School Beverage Guidelines

Elementary School

- Bottled water
- Up to 8 ounce servings of milk and 100% juice
 - Fat-free or low-fat regular and flavored milk and nutritionally equivalent (per USDA) milk alternatives with up to 150 calories / 8 ounces*
 - 100% juice with no added sweeteners, up to 120 calories / 8 ounces, and with at least 10% of the recommended daily value for three or more vitamins and minerals

Middle School

- Same as elementary school, except juice and milk may be sold in 10 ounce servings
- As a practical matter, if middle school and high school students have shared access to areas on a common campus or in common buildings, then the school community has the option to adopt the high school standard

High School

- Bottled water
- No- or low-calorie beverages with up to 10 calories / 8 ounces
- Up to 12 ounce servings of milk, 100% juice and certain other drinks
 - Fat-free or low-fat regular and flavored milk and nutritionally equivalent (per USDA) milk alternatives with up to 150 calories / 8 ounces*
 - 100% juice with no added sweeteners, up to 120 calories / 8 ounces, and with at least 10% of the recommended daily value for three or more vitamins and minerals
 - Other drinks with no more than 66 calories / 8 ounces
- At least 50% of non-milk beverages must be water and no- or low-calorie options

** In recognition of the currently limited availability of flavored milk with less than 150 calories / 8 oz and the importance of milk's natural nutrients in children's diets, flavored milk with up to 180 calories / 8 oz will be allowed under these guidelines until August 31, 2008 so long as schools attempt to buy the lowest calorie flavored milk available to them. Because of unique CA state milk regulations, the calorie limit for fat-free and low fat flavored milk in CA schools is 180 calories / 8 oz with a transition period until August 31, 2008 that allows 210 calories / 8 oz.*

3 schools 1 vision

**Hortonville Elementary,
Middle and High Schools,
Wisconsin**



Once only colleagues, Hortonville Area School District physical education teachers Cheryl Richardson, Crystal Gorwitz and Marcia Schmidt now consider themselves friends who have a common vision for Hortonville physical education. That vision is a quality program that contributes to the overall health and wellness of its students.



For these three Hortonville schools, the vision now stretches beyond providing quality physical education and opportunities for physical activity. As members of the Alliance for a Healthier Generation's Healthy Schools Program, each school has adopted the beverage industry's School Beverage Guidelines. In adopting these guidelines, administration feared protest from the students, but that didn't happen in Hortonville.

The easy buy-in from students is credited to the schools already being in compliance with a majority of the guidelines. According to Gorwitz, sodas had never been available in vending machines or in the school store at Hortonville Middle School. "Students seemed to not even notice the change, the only difference to them were new container colors," remembers Hortonville Elementary School's Richardson. Hortonville High School students only saw changes after school. According to Schmidt, "We changed our beverage choices at special events, such as intramural volleyball. We now offer bottled water and healthy snacks such as reduced fat, reduced calorie ice cream sandwiches."

“Physical activity and nutrition go hand-in-hand. It only makes sense to provide students with healthy beverage options when you also have a vision of providing quality physical education.”

Crystal Gorwitz, Physical Education Teacher, Hortonville Middle School, Wisconsin

The connection between physical activity and lower-calorie, smaller portion beverage choices is established in the physical education classroom. Elementary, middle and high school staff collaborate to teach students about proper hydration and nutrition.

"I believe fitness and good nutrition provide kids with the maximum opportunity to achieve academically," says Richardson. "Proper nutrition also contributes to the disposition of students. When students are hydrated and well nourished, their attitude is better, they are less cranky and they have more energy."

The efforts being put forth in the Hortonville schools are bringing national recognition to their program. All three schools have received recognition as STARS schools, the highest recognition for quality physical education programs awarded from NASPE. They are the first Wisconsin schools to receive this honor. The schools also have received the coveted bronze-level recognition from the Alliance for a Healthier Generation's Healthy Schools Program.

What has made Hortonville's vision a reality? Richardson, Gorwitz and Schmidt say a vision should have clear goals and a plan to accomplish those goals. Everyone involved must truly buy into the vision and work together to spread the excitement. That certainly sounds like a recipe for positive change.





Calories In... Calories Out...

Addressing Both Sides of the Equation

Elementary Schools

Quality physical education and beverage guidelines work together. I incorporate wellness and nutrition lessons into my physical education curriculum. For instance, my students learn about the relationship between food/caloric intake and the amount of physical activity needed to burn off calories.

*Cindy Hess, Physical Education Teacher
NASPE State Teacher of the Year, Highland Elementary School, Pennsylvania*



Alliance
for a
**Healthier
Generation**



American Heart
Association
**HEALTHY
LIVING**

I design a bulletin board that showcases all types of drinks that kids consume - water, sports drinks, juices and sodas - and illustrate the ingredients in each drink. We then discuss this information extensively in our physical education classes.

Roberta Sipe, Physical Education Teacher, NASPE National Teacher of the Year, Rosa Parks-Edison Elementary School, Indiana

Middle Schools

The physical education teachers in our school incorporate teaching about healthy eating and beverage choices into physical education lessons. We all believe that nutrition and living an active lifestyle go hand-in-hand. The School Beverage Guidelines help with reinforcing a healthy lifestyle.

*Jo Dixon, Physical Education Teacher
NASPE District Teacher of the Year, Warrensburg Middle School, Missouri*



Through health and physical education, our students are educated about making healthy choices and leading a physically active lifestyle both in and out of the school environment. We believe that good nutrition and physical activity work together.

*Sue Long, Physical Education Teacher
NASPE District Teacher of the Year, National Board Certified Teacher, Frankfort Middle School, West Virginia*

High Schools

Our students are taught about healthy eating and beverage choices in both physical education and health class as a required part of the curriculum. We teach HOPE, Health Opportunities through Physical Education, to every 9th grader. They learn about the importance of hydration and how the right fluids help with physical activity. Our students are very aware of how healthy choices play a part in the learning process and how they feel day to day. With knowledge comes power!

Laura Harper, Physical Education Dean, Dreyfoos School of the Arts, Florida

I believe that when the school units work together, it sends a stronger message. By providing a quality physical education program and following beverage guidelines, it shows that the school believes the health of its students is important. It shows that the staff cares and the school district cares.

*Jessica Bloch, Physical Education Teacher
National Board Certified Teacher, St. Georges Technical High School, Delaware*

The adoption of beverage guidelines was an initiative of the health and nutrition departments at the high school along with community input from parents, students, doctors and dentists.

Adam Busch, Physical Education Teacher, Norwalk High School, Iowa

Changing a State's Reputation One School at a Time

Lower Purvis Elementary School, Mississippi



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American Heart
Association
LEARN MORE
AT www.heart.org

Seriously concerned over rising childhood obesity rates, Purvis Lower Elementary School, located in southern Mississippi, is striving to change Mississippi's reputation as the "fattest state in the nation."

When the Child Nutrition Reauthorization Act was signed, Lamar County School District took an aggressive approach to meeting the requirements of the new law. Administrators organized a School District Wellness Committee to develop its wellness policy. The committee was comprised of school administrators, nurses, classroom teachers, physical education teachers and parents - a true collaboration of individuals who have influence over students and within the schools.

To continue educating students about the importance of healthy food and beverage choices, Harvison incorporates lessons on healthy eating into the physical education curriculum.

Physical education teacher and NASPE/AAHPERD member Karin Harvison immediately took action within her classroom and made improvements to an already outstanding physical education program that is aligned with the National Standards for Physical Education. She helps students to understand the relationships between physical activity and healthy eating by having her students use an online system to set goals and track their physical activity and nutritional habits. They receive information about their progress and how to extend their healthy habits to their home and out-of-school environments. Her goal is that each of her 330 students will find at least one activity that he or she will enjoy doing every day.

In addition to providing quality physical education and opportunities for physical activity, Purvis Lower Elementary School also provides healthy beverage options for students based on the School Beverage Guidelines. An important element of the district's wellness policy, the beverage guidelines have been implemented district-wide since the end of the 2006-2007 school year. Purvis Lower Elementary School now provides students with only guidelines-compliant beverages, such as bottled water and 100 percent juice with certain micronutrients.

Implementation of the guidelines was broadly supported by the school's administration, the parent organization, food service staff and students. The implementation process, however, did prove challenging. "Beverage vending is used for fundraising and some administrators voiced concerns over sales; they were afraid that sales would decrease without carbonated soft drinks, therefore less money. But sales actually increased with the new beverage options," says Becke Bounds, Lamar County Schools child nutrition director.

Purvis Lower Elementary School and the Lamar County School District hope that surrounding school districts will join their efforts to make over Mississippi's reputation by implementing the same types of changes. They want to be an example for other school districts to follow.

Change is Possible in Your School : Find Out How ...>

Achieving a Healthy School Environment for Students

It Can Be Done!

You Can Make It Happen

Join NASPE and ABA in creating healthy school environments for students nationwide by promoting the benefits of a quality physical education program and adoption of the School Beverage Guidelines in your school or school district.

Educate parents, teachers, school administrators and policy-makers about the changes that need to be made to ensure long, healthy, physically active lives for all students.

Evaluate your school's physical education program and find resources for providing quality physical education.

Visit www.naspeinfo.org/healthyschools
or e-mail NASPE at naspe@ahperd.org

Learn more about the School Beverage Guidelines. Find information and resources to encourage your school to implement these guidelines.

Visit www.schoolbeverages.com • www.healthiergeneration.org
or e-mail info@ameribev.org

Students often consume up to
50%
of their daily calories at school.

The Alliance For a Healthier Generation—a joint initiative between the American Heart Association and William J. Clinton Foundation—along with Cadbury Schweppes, Coca-Cola, PepsiCo, and the American Beverage Association, have agreed to implement scientifically-based, age-appropriate School Beverage Guidelines, accelerating the shift to lower calorie and more nutritious beverages for students nationwide.



STARS is a NASPE national recognition program that identifies and honors outstanding physical education programs in K-12 schools across America. The criteria for this award are based on the essential elements that are necessary for a quality physical education program such as:

- Content based on the National Standards for Physical Education
- Educationally and developmentally appropriate instructional strategies and teaching skills
- Adequate facilities and equipment that are safe and appropriate for the age and abilities of the students and that enable the students to participate in the maximum amount of active time on task
- Classes taught by certified physical education teachers.

Apply to become a STARS school today!

Visit www.naspeinfo.org/stars for more information.

To find out how to bring lower calorie beverages to your school, visit us at: www.healthiergeneration.org/beveragekit

Source: International Journal of Behavioral Nutrition and Physical Activity 2005



Alliance for a Healthier Generation

