

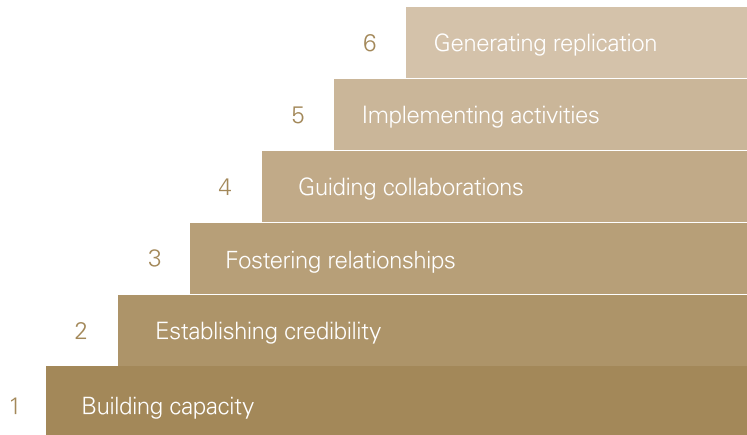


School
Wellness
Conference



LEADERSHIP

The inaugural **2007 School Wellness Conference**, held October 1-2 in Anaheim, California was a tremendous success, due to the unprecedented level of collaboration and leadership. Three prominent organizations and agencies—the **California School Boards Association**, the **California Department of Education** and the **California Department of Public Health**—came together to create a vision and utilize the collective expertise, knowledge, resources and capacity to drive this vision to success.



“The conference was a crucial coalescing event that resulted in long term outcomes through diverse stakeholder and leadership networks at the local level to successfully implement school wellness policies. Wonderful and groundbreaking connections were made!”

—Naomi Butler, Chair of the San Diego County Childhood Obesity Initiative
Schools and After School Domain

PARTNERSHIPS

All sectors of the community are needed to combat the rising rates of childhood obesity and create a cultural shift toward healthier school environments for all children.

- Over 50 organizations statewide committed to a partnership with conference organizers to assist with planning and marketing the event.
- 86.7 percent of these partners noted that the primary reason they agreed to become a conference partner was that the goals of the conference were aligned with their organizations’ goals and/or mission.



2007 School Wellness Conference

Organizers | California School Boards Association | California Department of Education | California Department of Public Health

Sponsors | American Cancer Society | American Lung Association of California | California Center for Physical Activity, California Department of Public Health | California Department of Education | California Project LEAN (Leaders Encouraging Activity and Nutrition), California Department of Public Health | California School Boards Association | Childhood Obesity Prevention Initiative, California Department of Public Health | Dairy Council of California | Fit 4 Learning | Kaiser Permanente – Northern Region | Kaiser Permanente – Southern Region | Network for a Healthy California, California Department of Public Health | Ripple Riley Thomas | Robert Wood Johnson Foundation | School Health Connections, California Department of Education and Department of Public Health | School Nutrition and Fitness.com | The California Endowment | The ChicoBag Company | U.S. Department of Health and Human Services – Office of Public Health and Science | United States Department of Agriculture

Partners | Action for Healthy Kids | American Diabetes Association | California Action for Healthy Kids | California Association for Health, Physical Education, Recreation and Dance | California Center for Public Health Advocacy | California Consortium of Education Foundations | California County Superintendents Educational Services Association | California Department of Education, After School Programs Office | California Dietetic Association | California Elected Women's Association | California Fertilizer Foundation | California Food Policy Advocates | California Foundation for Agriculture in the Classroom | California Park & Recreation Society | California School Health Centers Association | California School Nurses Organization | California School Nutrition Association | California State Parent Teachers Association | California Task Force on Youth and Workplace Wellness | Center for Collaborative Solutions | Center for Weight and Health, University of California, Berkeley | Children Now | Cities, Counties, and Schools Partnership | Dental Health Foundation | Governor's Council on Physical Fitness and Sports | Health Education Council | Healthy Start, California Department of Education | Los Angeles Unified School District | Orange County Department of Education | Riverside County Department of Public Health | Samuels and Associates | Sports, Play and Active Recreation for Kids | Strategic Alliance for Healthy Food and Physical Activity Environments | Teachers for Healthy Kids | The Healthy Orange County | University of California, Davis, Center for Integrative Nutrition Environments in School Communities

LEGISLATION

The 2007 School Wellness Conference was the first of its kind to bring together school and community leaders to share creative approaches and successful strategies in developing, implementing and evaluating school wellness policies.

Wellness policy

Congress passed legislation requiring all school districts participating in a federal nutrition program to develop a wellness policy starting in 2006-2007.

At a minimum, the policy must include:

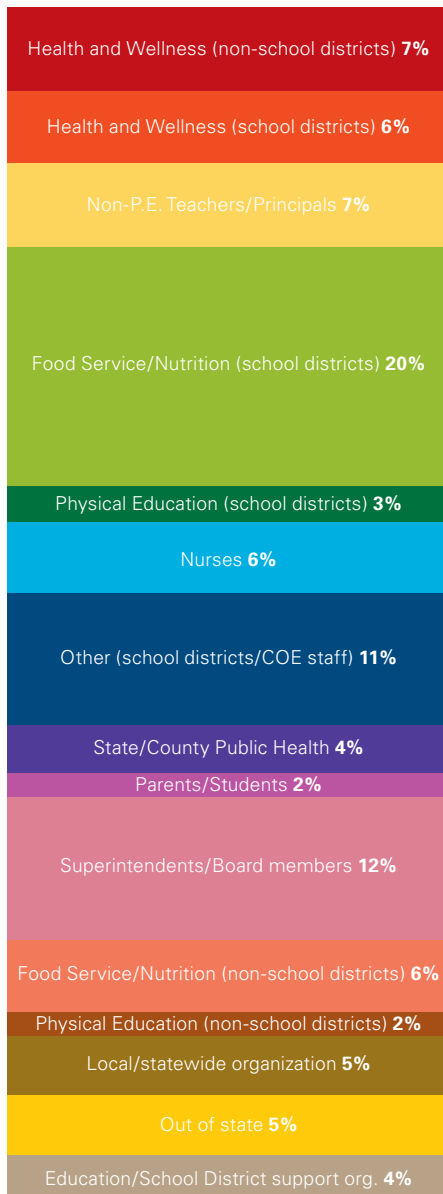
- nutrition guidelines for all foods available on campus during the day;
- goals for nutrition education, physical activity and other school-based activities;
- assurance that the district's guidelines for reimbursable school meals will not be less restrictive than federal regulations; and
- a plan for measuring the implementation of the wellness policy.



Is your wellness policy consistent with California state law?

- ↳ SB 12 (2005) sets nutritional food standards for the foods sold and served on campus.
- ↳ SB 965 (2005) prohibits the sale of soda on school grounds during the school day.
- ↳ SB 80 and SB 132 (2007) establish nutritional standards for free and reduced-price meals, including limitations on artificial trans fat.
- ↳ SB 601 (2007) establishes criteria for granting two-year exemptions from physical education and requires state review of districts' compliance with PE instructional minutes and other program requirements.

CONFERENCE ATTENDEES



A full spectrum of school communities coming together for a common cause.

- ↳ Multiple perspectives = enhanced learning opportunities
- ↳ Speaks to the complexity of addressing school wellness
- ↳ Underscores the necessity for ongoing collaboration

Exceeded maximum capacity with 1,240 attendees

- ↳ Over 314 school districts/COEs in California
- ↳ Representative of 64 percent of all public schoolchildren in California



School Wellness Conference attendees

The unusual diversity in attendees produced challenges for the conference organizers on how to meet the needs of such a wide variety of attendees. The answer resulted in several distinctive components that together provided multiple opportunities for teaching and learning. Strands were developed that demonstrate the comprehensive approach necessary for creating healthy school environments:

- ↳ creative fundraising and funding opportunities
- ↳ governance
- ↳ healthy foods on campus
- ↳ marketing and promotion of wellness/healthy changes
- ↳ monitoring and evaluation
- ↳ nutrition and health education
- ↳ physical activity/physical education
- ↳ policy and legislation
- ↳ professional development
- ↳ student, parents and stakeholder involvement/communications

"The School Wellness Conference was a model of collaboration; the genesis of a California school health professional learning community."

—Christopher E. Corliss, M.A., Program Coordinator for the Health, Sports & Physical Education Services, Orange County Department of Education

"I was impressed with how many individuals in the education community were concerned with helping our students become healthy and educated about the value of physical activity. I thought it was just our district! The conference organizers provided opportunities for attendees to try many fun ways to keep kids active. Picture school board members "hula-hooping!"

It was my first time since grade school."

Mary Borevitz, School Board Member, San Marcos Unified School District



REPLICATION

Conference attendees returned to their school communities with the following, resulting in a cultural shift toward creating healthier schools and students:

- ↳ increased awareness of the wellness policy requirements
- ↳ a better understanding of the link between health and learning
- ↳ expanded networks of support and collaboration
- ↳ examples of best practices and model programs
- ↳ wellness policy implementation strategies and tools

“The wellness conference was the best professional conference I have ever attended! The focus on how coordinated school health can be implemented through the wellness policy is critical to effectively meeting the comprehensive health needs of all school children. Great job for a first conference. I’m looking forward to the next one!”

–Joan Edelstein, MSN, DrPH, RN, Health Services Coordinator at the Oakland Unified School District

Please join us in 2009 to build on this success toward creating healthier school environments for all California schoolchildren.



2009 School Wellness Conference
October 6-7 | Anaheim, CA

California School Boards Association
3100 Beacon Blvd., West Sacramento, CA 95691
800.266.3382 | FAX: 916.371.3407 | www.csba.org

Support for this brochure was provided by The Robert Wood Johnson Foundation.