A Step-by-Step Guide to Implementing P.L. 108-265, Section 204 and Colorado Senate Bill 05-081
COLORADO STATE BOARD OF EDUCATION

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A Step-by-Step Guide to Implementing P.L. 108-265, Section 204 and Colorado Senate Bill 05-081

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Background

In the Child Nutrition and WIC Reauthorization Act of 2004, the U.S. Congress established a new requirement that all school districts with a federally-funded school meals program develop and implement wellness policies that address nutrition and physical activity by the start of the 2006–2007 school year. In response to requests for guidance on developing such policies, the Colorado Physical Activity and Nutrition Program (COPAN) School Site Task Force/Colorado Action For Healthy Kids (COAFHK) team in cooperation with the Colorado Department of Education Nutrition Unit convened a work group of health, physical activity, nutrition, and education professionals from a variety of local and state organizations to develop guidelines for model policies for local school districts in Colorado.

The resource guide and sample policies on the CDs meet the new federal requirement. This comprehensive set of model nutrition and physical activity policies is based on nutrition, public health research, and existing practices from national organizations, exemplary states and local school districts around the country. The COPAN/COAFHK priorities are to promote children’s health and well-being as well as ease of policy development and implementation.

Using the Model Policies

School districts may choose to use the model policies on the CDs as written or revise them as needed to meet local needs and reflect community priorities. When developing wellness policies, local school districts will need to consider their unique circumstances, challenges, and opportunities. Among the factors to take into account is the socioeconomic status of the student body; school size; rural, urban or suburban location; and presence of immigrant, dual-language, or limited-English students. Wellness policies that reflect the cultural and ethnic composition of the student body are endorsed.

A local school district may find it more practical to phase in the adoption of its wellness policies than to implement a comprehensive set of nutrition and physical activity policies all at once. Compromises from the ideal may be required as district decision makers consider challenges such as limited class time, curriculum requirements, and funding and space constraints. Many school districts have already implemented policies and practices regarding foods on campus, physical and other activities, and school meals that can easily fit into this effort.

The CDs contain a resource guide, sample policies, assessment tools, and a variety of resources to assist with the development, implementation, and monitoring/review of local wellness policies.

Adapted from the National Alliance for Nutrition and Activity Model Local School Wellness Policies on Physical Activity and Nutrition, March 2005
We thank the following organizations and individuals for their extensive efforts in creating, editing, and reviewing this document. The Local School Wellness Policy Guide was a project of the Colorado Physical Activity and Nutrition (COPAN) Program’s School Site Task Force and Colorado Action for Healthy Kids (COAFHK) Team*. Work was completed by the COPAN/COAFHK Wellness Policy subcommittee, the Colorado School Nutrition Association and the Colorado Association for Health, Physical Education, Recreation and Dance. The Colorado Association of School Boards Wellness Policy based on the requirements in P.L. 108-265, Section 204 can also expedite the process of developing a policy.

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To school board members, school personnel, students and parents of Colorado:

Congress recognizes that schools play a critical role in promoting student health, preventing childhood obesity, and combating problems associated with poor nutrition and physical inactivity. To formalize and encourage this role, Congress passed a law (P.L. 108-265) requiring each school district participating in the National School Lunch and/or Breakfast Program to establish a local wellness policy by the beginning of School Year 2006–2007.

The legislation places the responsibility of developing a wellness policy at the local level, so that the individual needs of each district can be addressed. Shared responsibility is fundamental to wellness. An effective wellness policy exists in the context of complementary programs in the entire school and in the community.

Colorado legislators, recognizing that schools are a place where students can gain the knowledge, motivation and skills needed for lifelong physical activity and lifelong healthy eating habits passed Colorado SB05-081 in support of school districts adopting local wellness policies. The Colorado Association of School Boards has developed a model wellness policy that meets the intent of P. L. 108-265, Section 204.

The Colorado Department of Education Nutrition Unit, in cooperation with the Colorado Physical Activity and Nutrition Program/Colorado Action for Healthy Kids School Site Task Force developed this Local School Wellness Policy Guide. The guide offers numerous resources, guidelines and sample wellness policies.

The intent of this guide is to help Colorado districts develop policies to ensure that guidelines at the local level will strengthen school nutrition and physical education and activity programs in Colorado schools. References and tools were selected with the intent of facilitating the development of policies that meet the individual district needs and ensure Colorado children receive consistent reliable health messages and the opportunity to practice health enhancing activities in the school setting.

Clearly, the efforts that have been made to provide support for the implementation of school district wellness policies shows a commitment to providing healthy environments for all Colorado school children.

Dan McMillan
Director, Nutrition and Transportation
Colorado Department of Education

“Schools do not have to start at ground zero,” said Tony Jorstad, wellness policy subcommittee co-chair and Brighton 27J Nutrition Services Supervisor. “Most school districts are already working on ways to help students and staff develop and maintain healthy lifestyles. These can be starting points for wellness policies.”
June 30, 2005

Dear School Board Presidents:

Schools have an important role to play in the development of healthy children. Schools can support the development of positive lifelong eating habits. Schools can help children learn how to achieve and maintain a healthy weight and a healthy level of physical activity.

Senate Bill 05-81 addresses Colorado’s growing problem of childhood overweight and obesity by giving local control to all Colorado school districts to design, implement and adhere to their own nutrition integrity policy. As the prime sponsors of this legislation recently signed into law by Governor Owens, we are pleased to share it with you.

Specifically, SB05-081 encourages school districts to adopt policies that ensure that every student has access to:

- Healthful food choices in appropriate portion sizes
- Healthful meals in the school cafeteria with adequate time to eat
- Healthful items in vending machines pursuant to Senate Bill 04-103, the healthy vending bill passed last year.
- Healthful items for fundraisers, classroom parties and rewards in school
- Fresh produce from our own Colorado farms, when practical
- Access to an adequate amount of drinking water throughout the day
- Access to age-appropriate physical activity
- Finally access to age-appropriate and culturally sensitive instruction designed to teach lifelong healthy eating habits and a healthy level of physical activity.

In the very last part of the bill, School Districts are encouraged to adopt a local wellness policy as provided for in the Child Nutrition and WIC Reauthorization Act of 2004. This act says that each school district participating in a program authorized by the Richard B. Russell National School Lunch Act or the Children’s Nutrition Act of 1966 shall adopt a local wellness policy by June 30, 2006 that includes much of the above.

Sincerely,

[Signature]
Senator Paula E. Sandoval

[Signature]
House Majority Leader Alice Madden
(a) IN GENERAL.—Not later than the first day of the school year beginning after June 30, 2006, each local educational agency participating in a program authorized by the Richard B. Russell National School Lunch Act (42 U.S.C. 1751 et seq.) or the Child Nutrition Act of 1966 (42 U.S.C. 1771 et seq.) shall establish a local school wellness policy for schools under the local educational agency that, at a minimum—

1) includes goals for nutrition education, physical activity, and other school-based activities that are designed to promote student wellness in a manner that the local educational agency determines is appropriate;

2) includes nutrition guidelines selected by the local educational agency for all foods available on each school campus under the local educational agency during the school day with the objectives of promoting student health and reducing childhood obesity;

3) provides an assurance that guidelines for reimbursable school meals shall not be less restrictive than regulations and guidance issued by the Secretary of Agriculture pursuant to subsections (a) and (b) of section 10 of the Child Nutrition Act (42 U.S.C. 1779) and sections 9(f)(1) and 17(a) of the Richard B. Russell National School Lunch Act (42 U.S.C. 1758(f)(1), 1766(a)), as those regulations and guidance apply to schools;

4) establishes a plan for measuring implementation of the local wellness policy, including designation of one or more persons within the local educational agency or at each school, as appropriate, charged with operational responsibility for ensuring that the school meets the local wellness policy; and

5) involves parents, students, representatives of the school food authority, the school board, school administrators, and the public in the development of the school wellness policy.

At a minimum the wellness policy must include goals for nutrition education, physical activity, school activities and nutrition standards for all foods available on each school campus.
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COLORADO SB05-081

BY SENATOR(S) Sandoval, Entz, Evans, Hanna, Williams, Windels, Fitz-Gerald, Gordon, Groff, Grossman, Johnson, Keller, Shaffer, Tapia, Tochtrop, and Tupa; also REPRESENTATIVE(S) Madden, Benefield, Butcher, Coleman, Frangas, Marshall, Merrill, Plant, Solano, and Todd.

Concerning the Adoption of School District Board of Education Policies Related to Improving Children’s Nutrition.

Be it enacted by the General Assembly of the State of Colorado:

SECTION 1.

Article 32 of title 22, Colorado Revised Statues, is amended BY THE ADDITION OF A NEW SECTION to read:


(1) THE GENERAL ASSEMBLY HEREBY RECOGNIZES THAT:

(a) OVERWEIGHT CHILDREN AND YOUTH AND OBESITY AMONG CHILDREN AND YOUTH ARE MAJOR PUBLIC HEALTH THREATS, AND BEING OVERWEIGHT IS NOW THE MOST COMMON MEDICAL CONDITION OF CHILDHOOD. AN ESTIMATED NINE MILLION YOUNG PEOPLE IN THE UNITED STATES ARE CONSIDERED OVERWEIGHT. IN COLORADO, OBESITY IN THE ADULT POPULATION HAS MORE THAN DOUBLED SINCE 1991. CHILDHOOD OBESITY IS RELATED TO THE DEVELOPMENT OF A NUMBER OF PREVENTABLE CHRONIC CHILDHOOD DISEASES SUCH AS TYPE 2 DIABETES AND HYPERTENSION, AND OVERWEIGHT CHILDREN ARE LIKELY TO BECOME OVERWEIGHT ADULTS WITH INCREASED RISK OF DEVELOPING HIGH CHOLESTEROL, HEART DISEASE, STROKE, OSTEOPOROSIS, GALLBLADDER DISEASE, ARTHRITIS, AND ENDOMETRIAL, BREAST, PROSTATE, AND COLON CANCERS.

(b) SCHOOLS CAN PLAY A MAJOR ROLE IN REDUCING THE NUMBER OF OVERWEIGHT AND OBESE CHILDREN AND YOUTH. SCHOOLS ARE A PLACE WHERE STUDENTS CAN GAIN THE KNOWLEDGE, MOTIVATION, AND SKILLS NEEDED FOR LIFELONG PHYSICAL ACTIVITY AND LIFELONG HEALTHY EATING HABITS AND ARE ALSO A PLACE FOR STUDENTS TO PRACTICE HEALTHY EATING HABITS.

(c) MEETING A STUDENT’S BASIC NUTRITIONAL AND FITNESS NEEDS WILL INCREASE A STUDENT’S COGNITIVE ENERGY TO LEARN AND ACHIEVE, AND, AS A RESULT, THE OVERALL EDUCATIONAL PROCESS WILL BE MORE EFFECTIVE.

(2) AS USED IN THIS SECTION, UNLESS THE CONTEXT OTHERWISE REQUIRES:

(a) “COMPETITIVE FOOD” MEANS ANY FOOD OR BEVERAGE AVAILABLE TO STUDENTS THAT IS SEPARATE FROM THE SCHOOL DISTRICT’S NONPROFIT, FEDERALLY REIMBURSED FOOD SERVICE PROGRAM AND IS PROVIDED BY A SCHOOL-APPROVED ORGANIZATION OR A SCHOOL-APPROVED OUTSIDE VENDOR.

(b) “SCHOOL DAY” MEANS ONE HOUR PRIOR TO THE START OF THE FIRST CLASS PERIOD TO ONE-HALF HOUR AFTER THE END OF THE LAST CLASS PERIOD; EXCEPT THAT, FOR SCHOOLS NOT OFFERING SCHOOL BREAKFAST, “SCHOOL DAY” MEANS ONE-HALF HOUR BEFORE THE FIRST CLASS PERIOD TO ONE-HALF HOUR AFTER THE END OF THE LAST CLASS PERIOD.

(3) ON OR BEFORE JULY 1, 2006, EACH SCHOOL DISTRICT BOARD OF EDUCATION IS ENCOURAGED TO ADOPT POLICIES ENSURING THAT:

(a) EVERY STUDENT HAS ACCESS TO HEALTHFUL FOOD CHOICES IN APPROPRIATE PORTION SIZES THROUGHOUT THE SCHOOL DAY. AT A MINIMUM, THIS INCLUDES THE PROVISION OF:

(I) HEALTHFUL MEALS IN THE SCHOOL CAFETERIA MADE AVAILABLE TO STUDENTS WITH AN ADEQUATE TIME TO EAT;

(II) HEALTHFUL ITEMS IN VENDING MACHINES, PURSUANT TO SECTION 22-32-134; AND
### III. Healthful Items for Fundraisers, Classroom Parties, and Rewards in the Schools.

(b) **Every student and his or her parent or legal guardian has access to information concerning the nutritional content of:**

1. **(A) Food and beverages sold by or available from the school’s food service department at breakfast and lunch and throughout the school day; and**

2. **(B) Competitive food sold or available anywhere on school district property on a recurring basis during the school day.**

### II. The Information Described in Subparagraph (I) of This Paragraph (b) May Be Made Available by Placing the Information on the School District Web Site or Printing the Information on the Menus Sent Home With Students or by Posting the Information in a Visible Place in Each School Building.

(c) **Every student has access to fresh fruits and vegetables at appropriate times during the school day. Whenever practical, school districts shall work to acquire fresh produce from Colorado sources.**

(d) **Every student has access to age-appropriate and culturally sensitive instruction designed to teach lifelong healthy eating habits and a healthy level of physical activity.**

(e) **Every student has access to a school facility with a sufficient number of functioning water fountains in accordance with local building codes, or other means which provide him or her with sufficient water.**

(f) **Every student has access to age-appropriate daily physical activity.**

### 4. Each School District Board of Education is Encouraged to Establish Rules Specifying the Time and Place at Which Competitive Foods May Be Sold on School Property in Order to Encourage the Selection of Healthful Food Choices by Students.

(5) **On or before July 1, 2006, each school district board of education is encouraged to adopt a local wellness policy as provided for in the federal “Child Nutrition and WIC Reauthorization Act of 2004”, Public Law 108-265, which provides, in part, that, not later than the first day of the school year beginning after June 30, 2006, each school district participating in a program authorized by the Richard B. Russell National School Lunch Act, 42 U.S.C. 1751 et seq., or the Children’s Nutrition Act of 1966, 42 U.S.C. 1771 et seq., shall establish a local school wellness policy for schools under the local educational agency that, at a minimum:**

(a) **Includes goals for nutrition education, physical activity, and other school-based activities that are designed to promote student wellness in a manner that the school district determines is appropriate;**

(b) **Includes nutrition guidelines selected by the local school district for all foods available on each school campus during the school day with objectives of promoting student health and reducing childhood obesity and overweight and type 2 diabetes;**

(c) **Provides an assurance that guidelines for reimbursable school meals shall not be less restrictive than regulations and guidance issued by the Secretary of Agriculture pursuant to subsections (a) and (b) of section 10 of the Child Nutrition Act, 42 U.S.C. Sec. 1779, and sections 9 (f) (1) and 17 (a) of the Richard B. Russell National School Lunch Act, 42 U.S.C. Secs. 1758 (f) (1) and 1766 (a), as those regulations and guidance apply to schools;**

(d) **Establishes a plan for measuring implementation of the local wellness policy, including designation of one or more persons within the school district or at each school, as appropriate, charged with operational responsibility for ensuring that the school meets the local wellness policy; and**

(e) **Involves parents, representative of the school food authority, the school board and school administrators, and the public, in the development of the school wellness policy.**
SECTION 2.

Effective date. This act shall take effect at 12:01 a.m. on the day following the expiration of the ninety-day period after final adjournment of the general assembly that is allowed for submitting a referendum petition pursuant to article V, section 1 (3) of the state constitution (August 10, 2005, if adjournment sine die is on May 11, 2005); except that, if a referendum petition is filed against this act or an item, section, or part of this act within such period, then the act, item, section, or part, if approved by the people, shall take effect on the date of the official declaration of the vote thereon by proclamation of the governor.

Joan Fitz-Gerald
PRESIDENT OF
THE SENATE

Andrew Romanoff
SPEAKER OF THE HOUSE
OF REPRESENTATIVES

Karen Goldman
SECRETARY OF
THE SENATE

Marilyn Eddins
CHIEF CLERK OF THE HOUSE
OF REPRESENTATIVES

Bill Owens
GOVERNOR OF THE STATE OF COLORADO
The Local Process: How to Create and Implement a Local Wellness Policy

(Adapted from Fit, Healthy, and Ready to Learn)

1 Initial Homework

Before you start to develop your school wellness policy, identify and review existing state laws and guidelines about education, health, and/or agriculture; other school districts’ policies; and your own local district policies that address wellness topics. For samples, see Examples: Local Wellness Policies. Compare them to the requirements of Section 204 of the Child Nutrition and WIC Reauthorization Act of 2004; in many cases, state laws and state or local policies are more stringent than the Federal law. At a minimum, your school district’s new wellness policies must be in compliance with the Federal statute requirements, plus all relevant state and district requirements.

There are no standard procedures for developing a school wellness policy; the process will vary from one district to another. Find out who needs to be involved or kept informed in your district, who needs to review and approve drafts, and what a typical timeline for review and approval might be. If you are not familiar with your district’s procedures, find out from the school district superintendent’s office. The process by which you develop your district’s policy can have a significant impact on your school, community and the effectiveness of implementation. So, take your time and plan carefully.

2 Identify a Policy Development Team

Anyone can initiate a process to create a new policy or adopt an existing policy. The law requires (1) parents, (2) students, (3) representatives of the school food authority, (4) the school board, (5) school administrators, and (6) the public to be involved in the process. Make sure you involve everyone that will be affected by the policy.

Frequently, members of effective policy teams offer a combination of qualities. Often they:

- Demonstrate interest in improving school nutrition and physical activity in schools;
- Are effective communicators and team players;
- Possess some understanding of the district’s procedural requirements for policy, and
- Have policy-related experience in the district.

It is important to collaborate with any existing efforts underway in the school or community. If your school district is already working on student wellness issues and has an existing infrastructure, such as a school health council, a coordinated school health program, a local Team Nutrition team, or staff involved in the Carol M. White Physical Education Program (PEP), these people are well-positioned to assist in the development of the policy.

The following are some resources to assist schools and school districts in establishing a new team, if needed, or in building on existing teams and partnerships.

- North Carolina’s Effective School Health Advisory Councils — Moving from Policy to Action [PDF]
- Promoting Healthy Youth, Schools, and Communities: A Guide to Community-School Health Councils from the American School Health Association (at cost)
- Improving School Health: A Guide to School Health Councils [PDF] from the American Cancer Society
- How You Can Take Action from Action for Healthy Kids
- Team Nutrition Resources from USDA

The law requires (1) parents, (2) students, (3) representatives of the school food authority, (4) the school board, (5) school administrators, and (6) the public to be involved.
Assess the District’s Needs
Before making plans to develop policies, you should assess the current situation and the nutrition and physical activity needs of your students. Look for data on the education and health status of young people in your state. Web resources include:

- The CDC’s data on Obesity Trends
- The CDC’s Youth Risk Behavior Surveillance System
- Action for Healthy Kids’ State Profiles for Action

The following tools may help you assess your schools’ existing policies, programs, and areas that need improvement:

- Changing the Scene Improvement Checklist [PDF] is a simple checklist to help you assess where things stand in your school and to help you focus on exactly what needs to be done. The State of Michigan modified [PDF] this improvement checklist to help you measure progress as you take action.
- School Health Index: a Self-assessment and Planning Guide is CDC’s self-assessment and planning guide that includes physical activity and healthy eating. This tool enables schools to identify the strengths and weaknesses of nutrition and physical activity policies and programs and develop an action plan for improvement.
- Keys to Excellence: Standard of Practice for Nutrition Integrity is a guide, published by the School Nutrition Association (SNA), that identifies the elements of a quality school nutrition program. This publication provides an easy-to-use evaluation form for assessing school meal programs quality and tracking progress.
- It’s Time for Your School’s Physical Education Check-Up [PDF] is a check list of physical activity measurements, created by the National Association for Sport and Physical Education.

Draft a Policy
Based on your needs assessment, draft your initial policy statements. They must address nutrition education, physical activity, other school-based activities that promote student wellness, nutrition guidelines for all foods available on each campus, and a plan for measuring implementation, as required by Public Law 108-265, Section 204. For more information about the components that must appear in your wellness policy, see Policy Requirements.

Writing a policy is not easy, but help is available. To save time, you may consider adapting or adopting another district’s or organization’s existing policy to meet the needs of your school district. Check out Examples: Local Wellness Policies for some ideas. Additionally, some state agencies that administer the school meal programs offer guidance to assist local districts to create and implement local wellness policies. You may also check with professional associations and organizations that you are familiar with for model school wellness policies and useful resources. The non-governmental organizations that are acting as Collaborators on the Local Wellness Policy are a great place to start.

To save time, you may consider adapting or adopting another district’s or organization’s existing policy...

The goals you set for nutrition education and physical activity, the nutrition guidelines, and other school-based activities must be developed in recognition of both where you would like your school district to be, and where it is now; they should be realistic and attainable. It is often a good idea to propose several policy options from which decision makers can choose. The local school board or superintendent will probably want to know the financial implications of each policy option, particularly in regards to nutrition guidelines for foods sold in vending machines or school stores. For examples of success stories where schools improved the nutritional quality of foods offered and maintained revenue, see USDA and CDC’s joint publication Making It Happen.
Your team will also find it helpful to draft a plan for implementing and measuring the new policy while you are drafting the policy itself. For example, you may consider:

- What indicators will be used to evaluate the progress of implementation?
- Who will be responsible for monitoring the implementation of the policy?
- How often will the implementation be evaluated?

Answering these questions while you draft the initial policy will help your team anticipate challenges and prepare to meet them.

Decision makers do not like surprises. You need to keep your school district's decision makers informed about the proposed wellness policy and obtain their support throughout the development process.

If you need further information on the policy development process, the following resources are available to assist you:

- The topic specific sections of the USDA's Local Wellness Policy web pages can help you draft policies specifically targeting nutrition education, physical activity, nutrition guidelines for all foods available on school campuses during the school day, and other school-based activities designed to promote student wellness.
- Fit, Healthy, and Ready to Learn is a school health policy guide developed by the National Association of State Boards of Education that provides sample policies on healthy eating, physical activity, and other topics.
- Changing the Scene: Improving the School Nutrition Environment, a guide to local action, was developed by USDA's Team Nutrition in collaboration with 16 education, health and nutrition organizations to help schools take action in improving their nutrition environment.
- CDC Guidelines for School Health Programs to Promote Lifelong Healthy Eating identify the school-based strategies most likely to be effective in promoting lifelong healthy eating among young people.
- CDC Guidelines for School and Community Programs to Promote Lifelong Physical Activity among Young People identify the strategies most likely to be effective in helping young people adopt and maintain a physically active lifestyle.

Build Awareness and Support

It is important to obtain support from schools and your community in order for the policy to be smoothly adopted and widely implemented. Student involvement is also an important component of building awareness and support. Use the resources in Changing the Scene to help educate various audiences about your policy initiative. Enlist local media to spread awareness of the district's needs and community leaders to speak out in favor of the proposed solutions. Be prepared for challenges that may arise and ensure all spokespeople for the policy are providing a consistent message. When dealing with the education community, it is helpful to identify the potential benefits the policy can have on student learning and academic achievement.

Making It Happen contains numerous success stories of districts that built broad local support for school health policy goals.
Adopt the Policy

In most, if not all school districts, the district Board of Education (the ‘school board’ or ‘school committee’) must approve the wellness policy before it can be implemented. A public hearing or presentation might be necessary. The district superintendent’s office can describe the usual process and advise you on how matters are brought before the board. Team members will have a better understanding of board procedures if they have attended board meetings prior to presenting the policy proposal.

Prepare a persuasive and concise case in support of the policy and provide supportive background information. It is wise to invite and involve policy supporters (such as parents, school nurses, and other community members) to attend the board meeting to voice their support and/or make a presentation on behalf of the proposed policy. For help with this process, see USDA’s PowerPoint Welcome to Wellness: Putting School Nutrition Legislation Into Practice. Also, check out the School Nutrition Association’s PowerPoint Talking to Your School Administrators: An Overview of the Local Wellness Policy.

Implement the Policy

Developing and adopting a sound policy is only the beginning. The adoption of a policy does not automatically mean that it will be implemented. Implementation requires good planning and management skills, the necessary resources, consistent oversight, and widespread buy-in by school staff and the local community. Leadership, commitment, communication and support are the keys to your success.

Implementation can occur all at once or may be phased-in over time. Your team is in the best position to determine which approach is likely to be most effective in your district.

The attitude of all school personnel, from individuals serving the food, to the personnel who stock vending machines, students, coaches, teachers and administrators, can have a significant effect on the response to the policy. A positive attitude toward new foods, new physical activity options, or other changes, from everyone in the school community can make a huge difference.

Marketing can be an important tool for policy implementation. Consider how marketing principles of product, price, placement, and promotion can work to help with policy implementation.

Implementation Tools and Resources provides links to specific examples of programs and activities that are helping schools fulfill their wellness policy goals. These links can help you start thinking about creative ways to implement your own policies and provide resources to ease the burden of creating new curricula and learning devices.

Maintain, Measure and Evaluate the Effort

As required by law, each school district must establish a plan for measuring implementation of the local wellness policy, including designation of one or more persons with operational responsibility for ensuring that the school is meeting the policy.

A sustained effort by each district is necessary to assure that new policies are faithfully implemented. Periodically assess how well the policy is being managed and enforced. Reinforce the policy goals with school staff if necessary. Be prepared to update or amend the policy as the process moves on. The school district or individual schools should celebrate policy success milestones (and the district team can do the same!).

Evaluation and feedback are very important in maintaining a local wellness policy. You need to document any financial impact to the school foodservice program, school stores, or vending machine revenues.
It is also important to assess student, parent, teacher, and administration satisfaction with the new policies. A good evaluation plan does not need to be extensive, formal or put additional undue burdens on staff that is involved in the process. Through the evaluation process, you will be able to answer some basic questions that are very important to policymakers, students, school staff, parents, and the general public:

- What changes to nutrition education, physical activity, the nutritional quality of foods available to students, and other aspects covered by the policy occurred in each school as a result of the district wellness policy?
  
  **For example:**
  - Did the number of students participating in nutrition education change?
  - Did the students have a different number of minutes of physical activity?
  - Did any of the campuses change available food options?
  - Did participation in the National School Lunch or Breakfast Program change?
  - Did the policy and implementation address the issues identified in the needs assessment?

  **For example:**
  - Is it making a difference?
  - What’s working?
  - What’s not working?

- How can the impact of the policy be increased to enhance its effect on student health and academic learning?

If you need further information on the evaluation process, the following resources are among those available to assist you:

**Evaluation Primer:** An overview of education evaluation. This material is excerpted from *Understanding Evaluation: The Way to Better Prevention Programs* [PDF].

**Evaluating Community Programs and Initiatives** (chapter 36-39 of the Community Toolbox) developed by the University of Kansas Work Group on Health Promotion and Community Development. This document contains information on developing a plan for evaluation, methods for evaluation and using evaluation to understand and improve the initiative.

- Chapter 36. Introduction to Evaluation
- Chapter 37. Some Operations in Evaluating Community Intervention
- Chapter 38. Some Methods for Evaluating Comprehensive Community Initiatives
- Chapter 39. Using Evaluation to Understand and Improve the Initiative

**Framework for program evaluation** is a CDC publication, MMWR 1999;48 (No. RR-11), that outlines steps and standards for effective program evaluation.

**Criteria for Evaluating School-Based Approaches to Increasing Good Nutrition and Physical Activity** [PDF], by Action For Healthy Kids, outlines an array of issues to consider when evaluating school-based programs.

**Stay in Touch!**

If you have questions, concerns, or success stories about the Wellness Policy—including stories about forming coalitions, drafting policies, implementing policies, or evaluating your efforts—email us at teamnutrition@fns.usda.gov.
# WELLNESS WEB RESOURCE GUIDE

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<th>Organization</th>
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<td>Menu that describes what school health is, with links to other resources.</td>
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<td>Position Statements</td>
<td>Position statements related to wellness</td>
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The links in blue may be accessed on the Local School Wellness Policy CD.
## WELLNESS WEB RESOURCE GUIDE

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- Introduction to the Wellness Policy, National Alliance for Nutrition and Activity
- The Local Process—How to Create and Implement a Local Wellness Policy, U.S. Department of Agriculture Team Nutrition
- Wellness Policy Information Web site Link, U.S. Department of Agriculture

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- The Learning Connection Executive Summary, Action for Healthy Kids

III. Sample Policies
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     - Web site Link, Colorado Association of School Boards
  b. School Nutrition Association
     - Local Wellness Policy Guidelines, School Nutrition Association
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  d. National Association of State Boards of Education—Fit, Healthy and Ready to Learn
     - Local Nutrition Policies (NASBE 2004), National Association of State Boards of Education
     - Web site Link, National Association of State Boards of Education
  e. Other State Guides
     - New Mexico AFHK Wellness Toolkit—Part I, Nutrition, New Mexico Action for Healthy Kids
     - New Mexico AFHK Wellness Toolkit—Part II, Physical Education and Activity, New Mexico Action for Healthy Kids
     - Wyoming Wellness Policy Toolkit, Wyoming Action for Healthy Kids
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     - Model Local School Wellness Policies on Physical Activity and Nutrition, National Alliance for Nutrition and Activity

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  b. Changing the Scene, USDA
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  c. Michigan
     - Changing the Scene School Improvement Checklist, Michigan Team Nutrition
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   v. School Nutrition Association Keys to Excellence
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   vi. Colorado Beef Council
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c. Physical Activity
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      ■ Shape of our Nation’s Children Fact Sheet, National Association for Sport and Physical Education
      ■ What Constitutes a Quality Physical Education Program, National Association for Sport and Physical Education
   ii. Recess
      ■ Recess Before Lunch Colorado, Colorado Action for Healthy Kids, Colorado Department of Education, and Colorado Department of Public Health and Environment’s Colorado Physical Activity and Nutrition Program
      ■ Recess in Elementary Schools, Council on Physical Education for Children

d. Foods on Campus
   i. Nutrition Guidelines, Standards and Tool Kits
      ■ Nutrition Guidelines for Schools, Action for Healthy Kids
      ■ Recommended Standards for all Foods Available in School, North Carolina Department of Health and Human Services
      ■ School Foods Tool Kit, Center for Science in the Public Interest
   ii. Food Groups to Encourage Based on 2005 Dietary Guidelines
      ■ 2005 Dietary Guidelines, U.S. Department of Agriculture and U.S. Department of Health and Human Services
      ■ Anatomy of MyPyramid, U.S. Department of Agriculture
      ■ MyPyramid Mini Poster, U.S. Department of Agriculture
         ■ Dairy
            a. Dairy Foods and Your School Wellness Policy Executive Summary, National Dairy Council
         ■ Fruits and Vegetables
            a. Web site Link, Fruit and Vegetable Pilot School Project, 5ADay.org
         ■ Meats and Beans
            a. Web site Link, Tools for Schools, Colorado Beef Council, National Cattlemen’s Beef Association
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- A la Carte Food and Beverage Standards, Massachusetts Action for Healthy Kids
- A la Carte—Healthy Food and Beverage Choices, New Mexico Action for Healthy Kids and National Alliance for Nutrition and Activity
- Healthier U.S. Challenge A la Carte Standards, U.S. Department of Agriculture Team Nutrition

iv. Vending and Concession
- How School Vending Undermines Efforts to Feed Children Well, Center for Science in the Public Interest
- Nutritious School Vending Step-by-Step Guide to Implementing Colorado Senate Bill 04-103, Colorado Department of Education
- Nutritious Choices in School Vending Machines, Colorado Senate Bill 04-103

v. School Stores
- Guide to Healthy School Stores, Alabama Action for Healthy Kids
- Web site Link, Montana Nutrition Sense Toolkit, Office of Public Instruction

vi. Classroom Parties
- Healthy Ideas for Classroom Snacks and Parties, New Mexico Action for Healthy Kids and National Alliance for Nutrition and Activity
- Guide to Healthy School Parties, Alabama Action for Healthy Kids
- Let’s Party Book Description, West Virginia Department of Education

vii. Food as a Reward
- Alternatives for Using Food as a Reward, Michigan State University Extension
- Constructive Classroom Rewards, Center for Science in the Public Interest
- Foods as Rewards, New Mexico Action for Healthy Kids and National Alliance for Nutrition and Activity

viii. Fundraising
- Creative Financing and Fun Fundraising, Action for Healthy Kids and California Department of Health Services
- Fund-raising Efforts Support Healthy Eating, Minnesota Department of Children, Families and Learning
- Fundraising Activities, New Mexico Action for Healthy Kids and National Alliance for Nutrition and Activity
- Healthy Fundraising for Schools: Tips from AFHK Team Members, Action for Healthy Kids
- Healthy Foods and Healthy Finances, Action for Healthy Kids
- Non Food Ways to Raise Funds and Reward a Job Well Done, Texas Department of Agriculture

e. School Meals
  i. Healthy U.S. School Challenge
    - Healthier U.S. School Challenge Menu Criteria, U.S. Department of Agriculture
  ii. School Meal Requirements
    - School Meal Requirements, U.S. Department of Agriculture
  iii. Breakfast
    - Breakfast for Learning, Food Research and Action Center
    - Eating Breakfast Greatly Improves School Children’s Diet Quality, U.S. Department of Agriculture Center for Nutrition Policy and Promotion
    - Breakfast: Keys to Academic Excellence, Western Dairy Council
    - School Breakfast Score Card: 2004, Food Research and Action Center

f. Measuring and Implementing
- Measuring and Monitoring/Review of Local Wellness Policies, adapted from National Alliance for Nutrition and Activity and School Nutrition Association
- The Local Process: How to Create and Implement a Local Wellness Policy, U.S. Department of Agriculture Team Nutrition