



Engaging Parents Through the Local School Wellness Policy

CALIFORNIA



PROJECTLEAN

LEADERS ENCOURAGING
ACTIVITY AND NUTRITION

California Project LEAN

AGENDA

- **Welcome and Introductions**
- **California Project LEAN- Background**
- **Local School Wellness Policy- Overview**
- **Parent Engagement- Overview**
- **Parents In Action (PIA) Guide and Lesson Plans- Walk Through**
- **Activities:**
 - **Let's Reach Parents!**
 - **Promoting Healthier Beverages on Campus**
 - **Parent's Taking Action! 4-Step Process**
- **Q & A**
- **Thank you!**



California Project LEAN (CPL)



- **CPL is a program of the Public Health Institute (PHI)**
- **CPL works to advance better nutrition and physical activity policy and practices in schools and communities**
- **Efforts are centered on:**
 - Youth and parent empowerment approaches
 - Policy and environmental change strategies
 - Community-based solutions

California Project LEAN (CPL)

CPL serves as a training and technical assistance provider for many statewide and local initiatives, including:

- **Healthy Eating, Active Communities**
- **Building Healthy Communities**
- **Healthy Eating Active Living (HEAL)**
- **Communities Putting Prevention to Work**
- **Community Transformation Grant (CA4Health)**



Training Objectives

Participants will be able to:

- Effectively reach parents
- Overcome barriers to parent participation
- Educate parents about local school wellness policy
- Work with parents to help improve the nutrition and physical activity environments in their child's school



Local School Wellness Policy- Overview



Local school wellness policies are designed to promote student health and reduce childhood obesity.

Local School Wellness Policy REQUIREMENTS

- **Nutrition Guidelines for Campus**
- **Goals for:**
 - Nutrition Education
 - Physical Activity
- **Stakeholder Involvement**
- **Implementation/Notification**



Healthy Hunger Free Kids Act 2010



- **Nutrition Guidelines for Campus**
 - School Meals and After School Snacks and ***After School Suppers***
 - Competitive Foods and Beverages Sold
 - ***Access to Free Drinking Water During Meal Times***

- **Nutrition Education, *Nutrition Promotion* and Physical Activity Goals**
 - Other School Based Activities to Promote Wellness

Healthy Hunger Free Kids Act of 2010 cont...



- **Involvement of Stakeholders in Development, *Implementation and Periodic Review and Update of Policy***
 - *Expands to physical education teachers and school health professionals*
- **Implementation –Measure and *Make Available an Assessment of Implementation***
 - Designee for operational responsibility *to make sure each school complies*
- ***Public Notification-Informing and Updating Public about Content and Implementation of Wellness Policy***

Smart Snacks in Schools

USDA's "All Foods Sold in Schools" Standards

- Nutrition Standards for Foods
- Nutrition Standards for Beverages
- Other requirements:
 - Fundraising

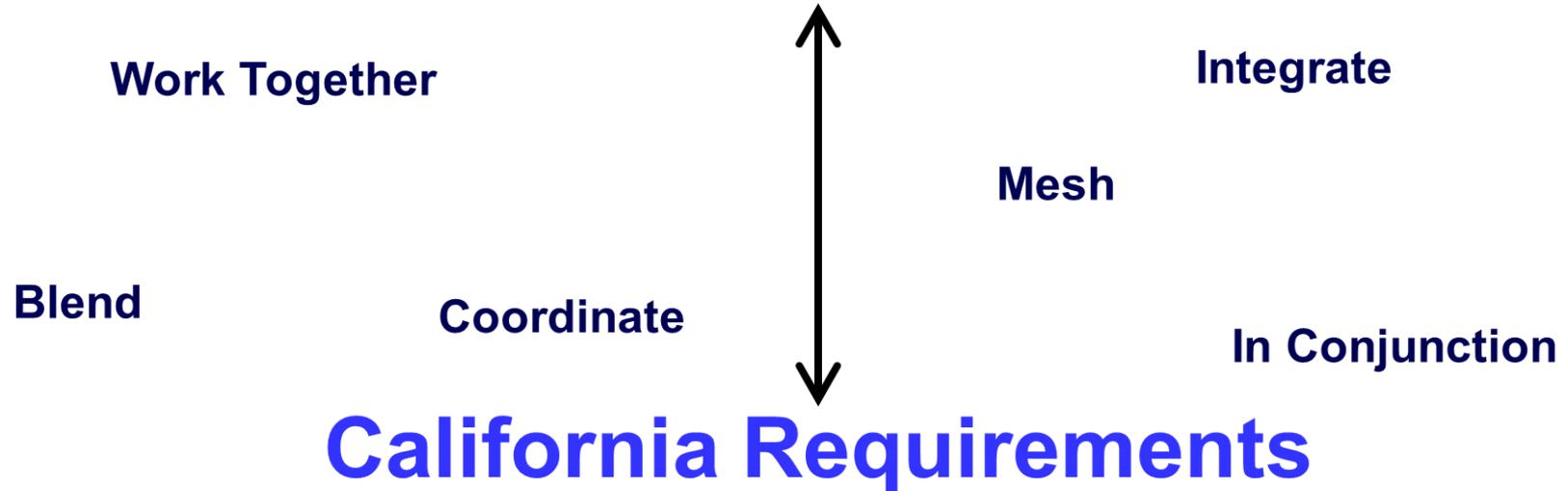
<http://www.fns.usda.gov/school-meals/smart-snacks-school>



CA Smart Snacks in Schools



Smart Snacks in School



CA Smart Snacks in Schools



- **Begins July 1, 2014**
- **Covers all items sold by any entity from midnight through 30 minutes after school the school day**
- **Items must meet standards for fat, saturated fat, sugar and calories**
- **Different standards for elementary and secondary**
- **Major changes: no sports drinks in middle school, and portion limits on all beverages at all grades**
- **Online calculator for new standards will be available soon: www.californiaprojectlean.org**



Who can help schools/districts with their LSWPs?

What is Parent Engagement?



- Parent engagement is...
- Parent engagement is not...

Six Types of Parental Involvement



	Parenting Assist families with parenting skills and setting home conditions to support children as students. Also, assist schools to better understand families.
	Communicating Conduct effective communications from school-to-home and from home-to-school about school programs and student progress.
	Volunteering Organize volunteers and audiences to support the school and students. Provide volunteer opportunities in various locations and at various times.
	Learning at Home Involve families with their children on homework and other curriculum-related activities and decisions.
	Decision Making Include families as participants in school decisions, and develop parent leaders and representatives.
	Collaborating with the Community Coordinate resources and services from the community for families, students, and the school, and provide services to the community.

- Provide parent workshops
- Use a variety of communication methods
- Invite parent volunteers to lead lunch-time walks
- Ask parents to cook dinner and pack lunch together
- Include parents in decision making such as developing food and beverage guidelines
- Institute share/joint use agreements

Benefits of Parent Engagement



Students:

- Better grades
- Attend school regularly
- Better social skills
- Graduate

Formative Research

Key Informant Interviews:

- What would get parents involved
- Barriers to parent participation
- Gaps in parent's knowledge about LSWP
- Ways parents are interested in becoming involved
- Optimal vehicles for communicating with parents
why parents participate



Parents in Action! Toolkit



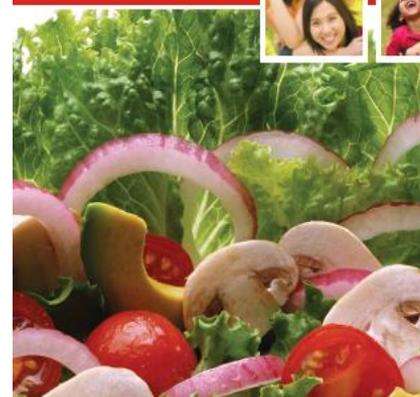
PARENTS IN ACTION!



*A guide to engaging
parents in local
school wellness policy*



¡PADRES EN ACCIÓN!



*Guía para Involucrar
a los Padres de
Familia en las Políticas
de Bienestar Escolar*



Engaging Parents



ENGAGING PARENTS



- Background Information
- Strategies for Reaching Parents
- Addressing Barriers
- Identifying Parent Participation Opportunities

Assessing Your School District



Assessing Your School District



- Does your school district have a School Wellness Committee?
- If there is a School Wellness Committee, are there parents on it?
- Has the LSWP been communicated to parents throughout the district?
- Has the policy has been communicated, was it done so in multiple languages and with consideration for low-literacy parents?

ACTIVITY: Let's Reach Parents!



Goal:

Be able to use information from local districts and the toolkit to develop strategies for reaching parents.

ACTIVITY: Let's Reach Parents!

1. Summarize information from District Demographics as well as Reaching Parents activity sheet. (What jumped out or surprised you?)

2. Review Engaging Parents Section of the toolkit for ideas on strategies for reaching parents.

- What message might appeal to your parents?
- What avenues might you use to reach parents?
- How might you overcome anticipated barriers?

3. Prioritize the top 5 things you can do to reach and retain parents.



Parent Lesson Plans



Advocating for Healthy School Environments



Photo by Tom Wagner for H&M

PARENT LESSON PLANS: ADVOCATING FOR HEALTHIER SCHOOL ENVIRONMENTS



*A Companion Piece to
Parents in Action!
A Guide to Engaging
Parents in Local
School Wellness Policy*



Photo by Tom Wagner for H&M

LECCIONES PARA ¡PADRES EN ACCIÓN!
ABOGANDO POR AMBIENTES ESCOLARES SALUDABLES



*Lecciones
complementarias para
¡Padres en Acción!
Guía para Involucrar
a los Padres de Familia
en las Políticas de
Bienestar Escolar*



Lesson Plans



- ***Lesson 1:*** Health Happens Here: Parents and Schools Working to Improve Student Health
- ***Lesson 2:*** Foods and Beverages on Campus
- ***Lesson 3:*** Promoting Healthy Beverages on Campus
- ***Lesson 4:*** Physical Activity on Campus
- ***Lesson 5:*** Opening Up the Campus for Community Use
- ***Lesson 6:*** Parents Taking Action in Schools

ACTIVITY: Lesson 3



Promoting Healthy Beverages on Campus

Parents Taking Action



Preparing Parents for Action

Lesson 6: Parents Taking Action in Schools

1. Step 1 Pick a Problem and Find a Solution
2. Step 2 Identify the Policy Players
3. Step 3 Build Your Action Plan
4. Step 4 Evaluate How Your Group is Doing

ACTIVITY: Parent's Taking Action! 4-Step Process



Goal:

Become familiar with the California Project LEAN's Parent's Taking Action! 4-step process.

ACTIVITY: Parent's Taking Action! 4-Step Process



When picking the final problem and solution, consider:

- What will be different if we succeed?
- Which idea will help the most people?
- Which idea will make a lot of people healthier?
- Which idea has the best chance of working?
- Which idea will be the cheapest?
- Which idea can be done the quickest?
- Which idea do we like the best?

ACTIVITY: Parent's Taking Action! 4-Step Process



Summarize what the LSWP says about [Your Topic]	What is currently happening on campus regarding [Your Topic]?
1. Pick a Problem and Solution	3. Build an Action Plan
2. Identify the policy players	4. Evaluate

ACTIVITY: Parent's Taking Action! 4-Step Process

Group	Problem
1	Problem: Breakfast participation rates are low
2	Problem: Students are offered too many sugary drinks during classroom celebrations
3	Problem: Recess is taken away for misbehavior
4	Problem: Too much traffic at school during drop off and pick up
5	Problem: Students are not getting enough physical activity during their physical education class

Q & A



Thank you!



Visit us at:

www.CaliforniaProjectLEAN.org

