



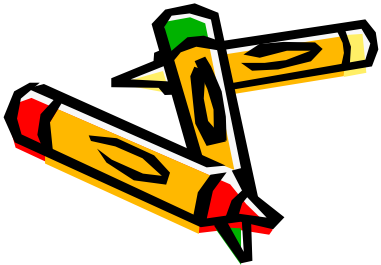
Integrating Health and Wellness into your After School Program

CPRS Kids and Community Health Summit
Friday, November 30, 2007
Presented by Carolyn Knudtson



Developing a Culture of Health and Wellness

- What is a Culture?
 - The shared beliefs and values guiding the thinking and behavior styles of the group.
 - Values are what drive the organization in its purpose - what we do every day.
- What are the shared values in your organization around Health and Wellness?

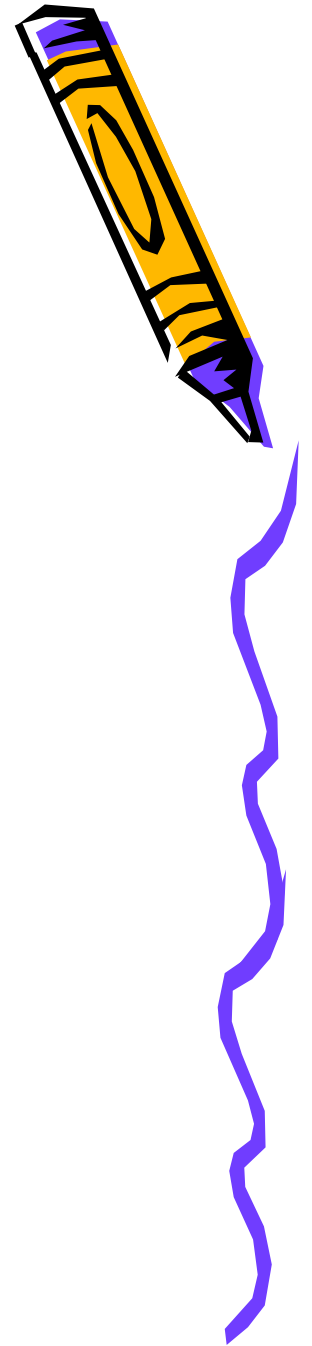


- What is your Health and Wellness Vision?
 - Work as a group to create one (works toward constructive culture)
- CPRS' Health and Wellness Vision:
 - Parks and Recreation will be known as the profession that educates the public about how they may achieve health and wellness and as a provider or partner in developing facilities and programs that support health and well-being.
- How do you get started?
 - Identify the obstacles: personally, departmentally and community wide
 - Identify your assets
 - Identify your Partners & Stakeholders



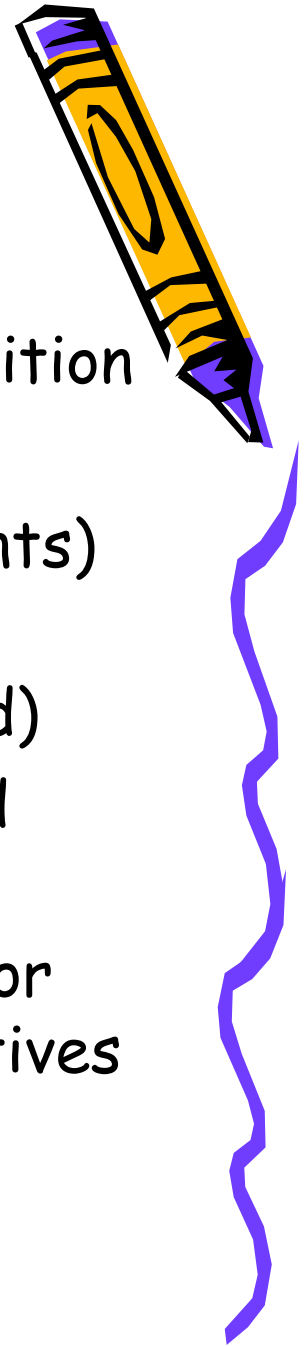
Integrating Health and Wellness into your After School Program

- The Nitty Gritty:
 - Staffing
 - Policies and Guidelines
 - Training
 - Communication
 - Walk the Talk!
 - Inspect what you Expect!



Top 10 Integration Ideas

- Staff Leads by Example!
- Written Policies on Physical Activity and Nutrition
- Incorporate into Training and Meetings
- Offer only Healthy Choices (staff, kids, parents)
- Give Incentives/Rewards for Healthy Choices made by Participants (do not reward with food)
- Base Themes/Projects/Games/Cooking around Health and Wellness
- Parents: Suggested list of Healthy "Treats" for Birthdays and Healthy Snacks/Lunch Alternatives
- Health Knowledgeable Special Guests
- Health Focused Field Trips
- Clubs: Garden, Walking, Cooking, Sports



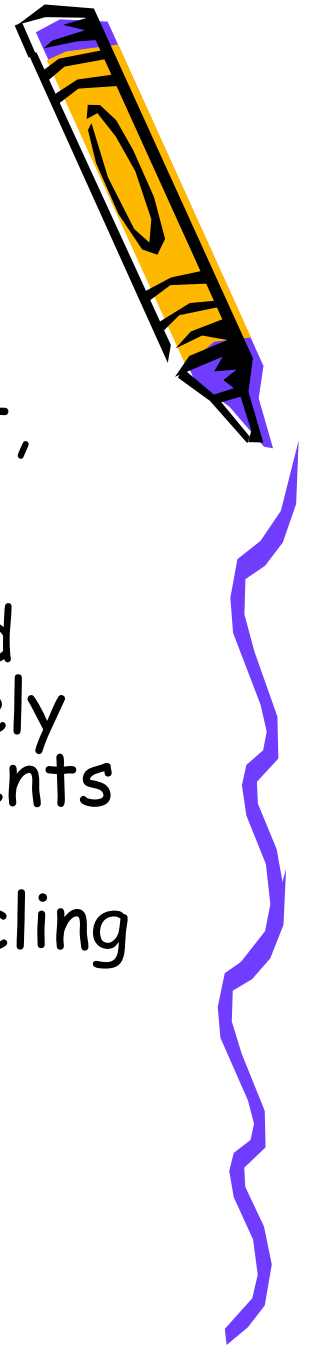
Statewide Obstacles as identified by the California Obesity Prevention Plan

- Food choices based on convenience and price; families driving miles outside of their community to purchase healthy foods at reasonable prices; higher poverty, fewer supermarkets.
- TV influences what we eat; \$33 billion spent annually on food marketing; children view over 40,000 commercials annually resulting in early formation of taste preference, brand loyalties; over 80% of food products aimed at children are of poor nutritional value.
- Poor community planning (lack of sidewalks/bike paths); perception of unsafe streets and parks and distances from schools/markets all make it difficult to attain the 30-60 minutes of recommended daily physical activity.



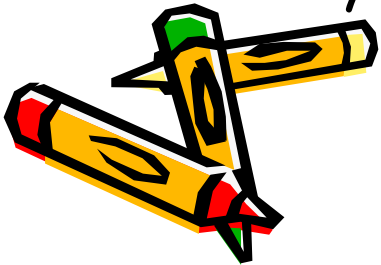
California Obesity Prevention Plan Summary

Real change will occur when government, business, agriculture, schools, land-use planners, developers, transportation, retailers, public safety, health care and media begin to work together proactively and collaboratively to create environments that allow people to safely integrate everyday physical activity such as bicycling or walking into their lives and to easily access affordable healthy foods.

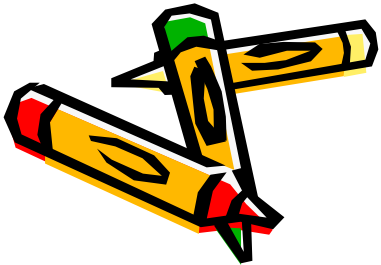


10 Steps Toward Healthy Living (COPP)

- Californians will understand the importance of physical activity and healthy eating, and they will make healthier choices based on their understanding.
- Every day, every child will participate in physical activity.
- California's adults will be physically active every day.
- Schools will only offer healthy foods and beverages to students.
- Only healthy foods and beverages will be marketed to children ages 12 and under.

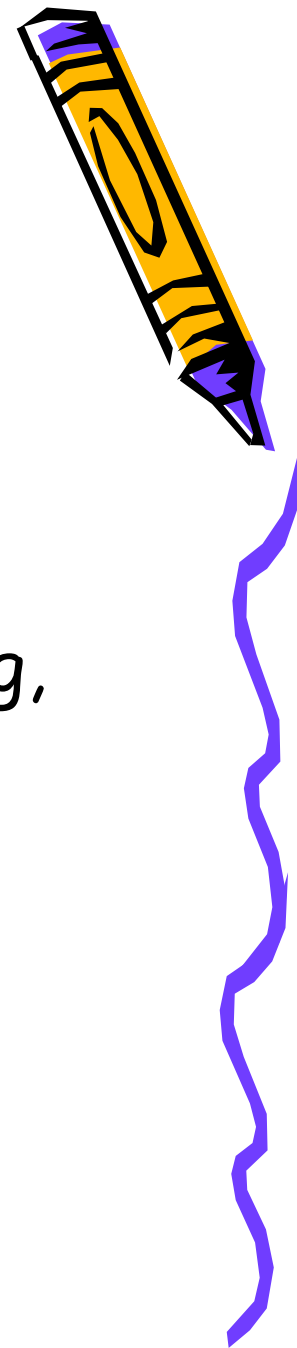
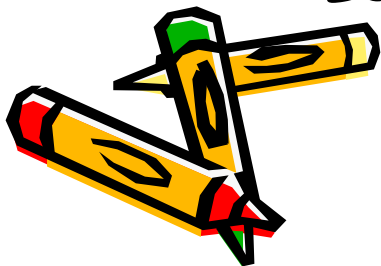


- Produce and other fresh, healthy food items will be affordable and available in all neighborhoods.
- Neighborhoods, communities, and buildings will support physical activity, including safe walking, stair climbing, and bicycling.
- Healthy foods and beverages will be accessible, affordable, and promoted in grocery stores, restaurants, and entertainment venues.
- Health insurers and health care providers will promote physical activity and healthy eating.
- Employees will have access to physical activity and healthy food options.



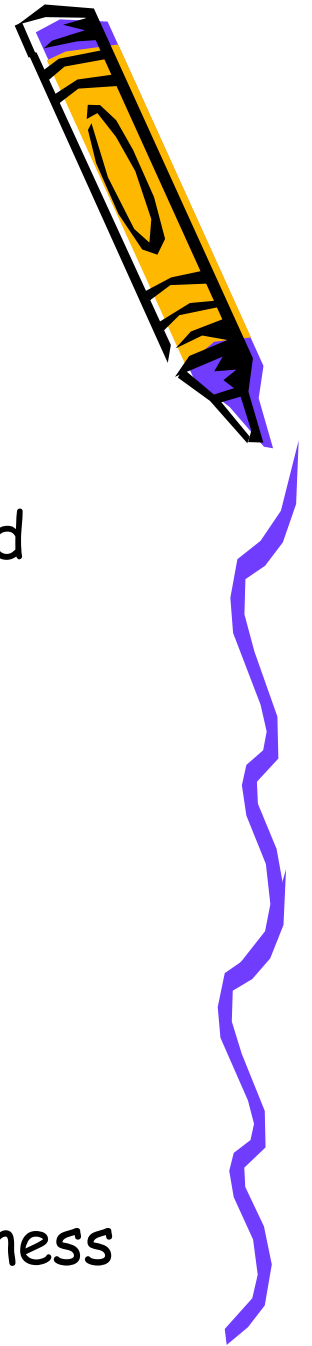
What does the information from the California Obesity Prevention Plan say to us as Park and Recreation Professionals?

- We are the "government" part of the solution.
- For every obstacle: nutrition, marketing, physical activity; we identify and work towards solutions - both big and small.
- Park and Recreation Professionals are:
 - "Do"ers
 - Connectors
 - Leaders



Tools to be uploaded to CPRS Website

- CPRS Kids and Community Health Power Point
- After School H & W Practices, Roadblocks and Strategies
- After School H & W Teens and Youth Sports
- Assets Letter and Attachment
- Guidelines for Preschool Snacks
- Healthy Snack Ideas
- Parents Healthy Guidelines Letter and Attachment
- Policies and Procedures: Health and Wellness Policies



The more you lose yourself in something bigger than yourself, the more energy you will have.

Norman Vincent Peale

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