

Wellness Policy Impact Playbook



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Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
- (2) **fax:**
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- (3) **email:**
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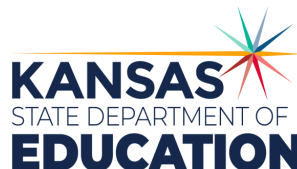


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Recruit the Team to Impact Wellness

A winning team is made up of players with a variety of talents and skills. A Wellness Policy Committee is a team made up of committed school and community individuals from these important stakeholder groups:

- Students
- Parents
- School and District Administrator(s)
- Wellness representatives from each school
- School Board Member(s)
- School Health Professional(s)
- School Nutrition Professional(s)
- Physical Education Teacher(s)
- Teachers
- Mental Health and Social Services Staff
- Community Health Professionals
- Supplemental Nutrition Assistance Program Educators (SNAP-ed)
- Community volunteers



It is the decision of each Sponsor who to recruit as members for the Wellness Policy Committee. However, including experts from an expanded number of stakeholder groups builds a team with exceptional potential to impact the wellness environment for school children.

In addition to talented team members, a winning team needs a leader. Each sponsor must designate a Wellness Policy Committee Chairperson who understands the local school wellness requirements, can facilitate the development and updating of the local school wellness policy, and has the authority to ensure that each school complies with the policy.

The Wellness Policy Committee is the guiding committee for advancing wellness policy for a district or private school. The Wellness Policy Committee establishes the wellness policies for the district/sponsor by assessing current wellness policy needs, prioritizing policy implementation and determining action plans for the school year.

Wellness Impact Tool in KN-CLAIM

At the beginning of the school year, the names and titles of the Wellness Policy Chairperson and the committee members are entered into the Wellness Impact Tool in KN-CLAIM.



Recruitment Strategies

Sponsors will need to promote the opportunity to serve on the Wellness Policy Committee. If people are not aware of the opportunity to serve, they cannot volunteer to be on the committee. Invite staff members to serve on the Wellness Policy Committee in person or via email. Solicit community members and parents to serve on the committee by placing announcements in communication that is sent home with parents such as newsletters and menus, on the school website and/or promote the opportunity to serve on the committee in the local paper.

Not getting the volunteers you need? Consider making a list of people that could fill the roles on the Wellness Policy Committee and asking them to serve directly. In order to recruit students, consider creating more than one student position. It may be easier to have consistent student representation with more than one student position on your committee. In addition, it may help the students to not be the only youth member in the room, expected to represent all of their peers.

Meeting Checklist—Tips for Success

Studies indicate that regular meetings and focused agendas enable groups to stay engaged, excited and effective.

- Schedule a date, time and place that is convenient for committee members.
- Develop an agenda prior to the meeting that committee members receive in advance.
- Assign a committee member or ask for a volunteer to take and share minutes. A minute template is provided in this tool-kit.
- Keep completed and previous minutes in a location that will be easily accessible.
- Welcome committee members as they arrive to make them feel valued. Set a positive and enthusiastic tone in order to keep members motivated, creative and committed.
- Begin and end the meeting on time.
- Dedicate the majority of meeting time on items that are related to policy development, implementation or maintenance of policy.
- Treat each member of the committee with respect, despite differences in viewpoint, age, experience, sex, race, income, and formal education.
- Once decisions are made, members are assigned responsibilities for follow-up. Dividing duties and action items so that all members feel utilized and part of the group. Consider members area of interest and/or expertise when suggesting assignments.
- Set a tentative agenda and date before adjourning the meeting. This will allow members to put the next meeting date on their calendars and plan well in advance.

Tools Available from KSDE

- Template for Meeting Minutes
- Sample Invitations

Template for Meeting Minutes

Wellness Policy Committee Minutes

USD ### Wellness Policy Committee

Date:

Time:

In Attendance

(present at meeting X, absent at meeting left blank)

	First Name, Last Name		First Name, Last Name		First Name, Last Name
	First Name, Last Name		First Name, Last Name		First Name, Last Name
	First Name, Last Name		First Name, Last Name		First Name, Last Name
	First Name, Last Name		First Name, Last Name		First Name, Last Name

Sponsor-Wide Policies in Development for Current School Year:

Announcements:

Agenda Items and Discussion

Agenda Item	Related Policy	Discussion/Resolution

Next Steps/Action Items

Task(s)	Related Policy	Committee Member(s)	Due Date

Other Notes

Next Meeting:

Date/Time/Location:

Possible Agenda Items:

Sample Invitations

Sample Invitation – Targeted Individual

Dear _____,

Childhood obesity is one of the most serious health epidemics facing America today. The American Medical Association now recognizes obesity as a disease. According to the U.S. Centers for Disease Control and Prevention, about one third of children and teens in the United States are overweight or obese. Childhood obesity is leading to a range of health problems that previously were not generally seen until adulthood, including high blood pressure, type II diabetes and elevated blood cholesterol levels. We believe we have a responsibility to improve the health and well-being of our children.

Experience shows that schools can be powerful places to make behavioral and environmental changes for students and staff. To make our school environment healthier, our district is forming a District Wellness Policy Committee. The purpose of the council is to bring together representatives from the school and community who can help us address issues facing the health and well-being of our children and youth.

As a (designate particular role or background), your input is particularly important and we would be honored to have you as a District Wellness Council member. We understand that your time is valuable and we want you to know we are committed to making changes in policies and programs that will positively affect the health of our students and school staff. We will be examining and planning for changes all across the school campus.

Our first meeting will take place on (date) at (location) from (time to time). We anticipate holding meetings every (insert timetable) during the school year. If you have any questions, or want to know more about what sort of responsibilities you would have as a member, please contact me (contact information here). We hope you will accept our invitation and join us in taking action against the growing youth obesity epidemic.

Sincerely,

(Title)

Sample Invitation – General Public

USD (###) – (District Name) is seeking community members and parents to serve on the district wellness policy committee. We recognize that healthy students are better prepared to learn and succeed in school. The Wellness Policy Committee will focus on developing and advancing the district wellness policy in order to create a healthier school environment focused on improving health and wellness outcomes for school children and staff. If you or someone you know is interested please contact (insert name and contact information) for additional information and to indicate your interest in serving on the committee.

Sample Invitation –School Staff

Healthy students are better prepared to learn and succeed in school; therefore, our district is seeking teachers and staff to join the district wellness policy committee. The Wellness Policy Committee will focus on developing and advancing the district wellness policy in order to create a healthier school environment focused on improving health and wellness outcomes for school children and staff. We are looking to recruit a diverse team made up of school and community stakeholders. If you are interested in serving on this committee please contact (insert name and contact information) for additional information and to indicate your interest. Teachers and staff are a school's most valuable assets and we value your opinion which is why we are asking for you to volunteer to have a voice in shaping the school environment.

Plan a Season to Impact Wellness

A Wellness Policy is a description of what the district is currently doing to promote a healthy school environment. Sponsors may use the Kansas Model Wellness Policy Guidelines to build their plan. Annually, the Wellness Policy Committee assesses the current status of wellness policies within the district/private school/RCCI and selects policies for development as goals. The Wellness Policy Committee develops a Wellness Season Plan that both meets the operational realities of the sponsor and works toward improved health and wellness outcomes for school children.

The Kansas Model Wellness Policy Guidelines are policies approved by the Kansas State Board of Education in four categories:

- Nutrition,
- Nutrition promotion and education,
- Physical activity
- Integrated school based wellness.

Each category lists a set of policies designed to create a healthy school environment. The Kansas Model Wellness Policy Guidelines contain three levels.

- Implementing
- Transitioning
- Modeling

The Wellness Impact Tool in KN-CLAIM contains the Kansas Model Wellness Policy Guidelines for the Wellness Policy Committee to use for wellness policy assessment and planning for the school year.

The Wellness Impact Tool includes three status options for each Kansas Model Wellness Policy

Guideline.

- Not a Policy – policy not currently in place and will not be part of the wellness plan for the school year.
- Developing Policy – policy selected as a goal for the school year and included in the Wellness Impact Plan.
- Policy in Place – policy currently in place and supported by on-going strategies and practices.

During the first year, or the base year, the Wellness Impact Tool, the Wellness Policy Committee enters a status option for each policy guideline and level. The Wellness Policy Committee in years following the base year will use their year-end report as the starting point for policy development for the school year. The Wellness Impact Tool allows the Wellness Policy Committee to do the following at the beginning of the school year:

- Assess the current status of wellness policies compared with the Kansas Model Wellness Policy Guidelines.
- Prioritize wellness impact work by selecting those policies that will be developed as goals for the school year.
- Utilize the Wellness Impact Tool as a policy guide for all schools within the district/sponsor.
- Create a wellness policy document for school board approval that can be made available for viewing by the public.

Wellness Policy Committees who write their own wellness policies for their sponsor will also enter status options in the Wellness Impact Tool. They will then upload their wellness policy in KN-CLAIM.



Season Assessment Strategies

Before a team can create a plan for this season, they need to assess the previous season. A team cannot move forward unless they have a clear picture of where they are currently and what the team needs. Consider surveying/consulting the nutrition services department, the physical education department, school principals, school nurses, school counselors, curriculum directors and teachers to determine the current status of wellness policies. Consider consulting these same staff members for their thoughts on which wellness policies should be prioritized for development.

The selection of policies to develop should be based upon time and talent resources available. The Wellness Policy Committee should also consider developing those policies that represent the greatest needs of the district/schools.

Tools Available from KSDE

- Wellness Impact Plan in KN-CLAIM
- Kansas Model Wellness Policy Guidelines at www.kn-eat.org, School Wellness Policies



Create a Game Plan to Impact Wellness

Developing Policies are those policies that are the focus of work for the school year. It is important for the Wellness Policy Committee to set reasonable goals by focusing the plan of work on those developing policies. The developing policies are essentially the wellness goals set for the school year.

The Wellness Policy Game Plan determines the what, who, when and how for each developing policy to be implemented. A written plan is not required but is suggested. The plan should include the following:

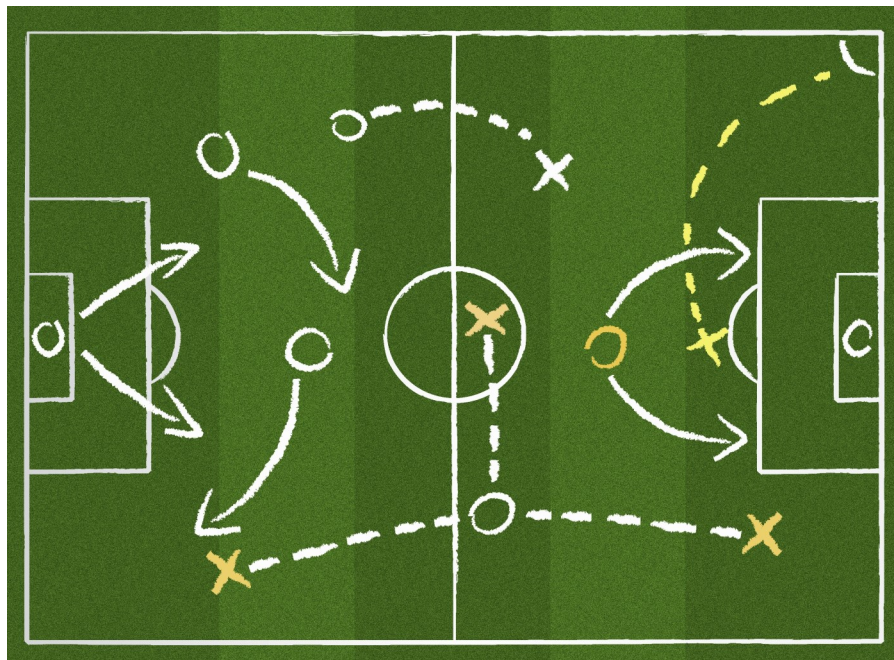
- The developing policy supported by the action steps
- Description of the action steps
- Schools where action will be taken to implement the policy
- Resources needed
- Timeframe
- Expected outcomes

Game Plan Strategies

Consider the possibility that schools, teams and departments may already be developing wellness policies without the Wellness Policy Committee knowing about the work being done. Confusion and duplicated effort can be prevented when the Wellness Policy Committee consults with schools and departments before developing plans to implement new policies. It may also be helpful to have a wellness representative from each school on the Wellness Policy Committee.

Tools Available from KSDE

- Wellness Impact Policy Development Plan



Wellness Impact Policy Development Plan

(complete an action plan form for each developing policy)

Wellness Policy Category:

Developing Policy (from Kanas Model Wellness Policies):

SMART Plan: Specific – Measurable – Achievable – Realistic – Time Bound

Action Steps	School(s)/ Age Group/ Department	Teams/Person Responsible	Resources Required	Begin Date End Date	Expected Outcome	Actual Outcome

Implement the Game Plan Using Special Teams

Just as teams utilize special teams and support personnel, the Wellness Policy Committee might consider delegating wellness projects and strategies needed to implement developing policies to Special Wellness Project Teams.

A Special Wellness Project Team is a group of individuals assigned to assist with implementing action plans from the Wellness Impact Policy Development Plan. These teams can be organized at the district level, age-group level, department-level or school level. The wellness teams are delegated the responsibility for researching and implementing strategies and projects to allow the developing policy goal to be met.

Special Wellness Project Teams do not need to be permanent work groups. These teams are designed and recruited to implement a project or strategy and then disbanded when the work is completed. Special Wellness Project Teams are a great way to recruit parent volunteers interested school wellness. These teams also allow interested volunteers who cannot commit to an on-going committee to assist with wellness activities and strategies.

Special Team Strategies

KSDE suggests that sponsors delegate and divide responsibilities among special teams to assure action plans are completed and a variety of stakeholders and volunteers are utilized. For Special Wellness Project Teams to be successful, they need clear expectations, timelines and resources from the Wellness Policy Committee.



Share the Team Record of Success



Winning teams share their record of success with the public. All teams review the season and set goals for improving the following year. Wellness Policy Committees share their successes with KSDE and the community. In May, Wellness Policy Committees review the progress for the year to summarize successes and generate new ideas for wellness policy for the next school year.

The Wellness Impact Tool in KN-CLAIM is updated and finalized by July 15. The Wellness Policy Committee uses the Wellness Impact Tool to describe the status of wellness policies at the end of the school year and progress toward implementing the Kansas Model Wellness Guidelines.

The Wellness Impact Tool report must be made available to the public. Methods for communicating wellness policy and progress include:

- Posting a link to the Wellness Impact Tool on the school and/or district website.
- Posting a link to the school wellness policy on the school and/or district website.

Wellness policy progress and wellness activity updates can be provided through:

- Wellness policy update at PTO/PTA/Site Council meeting.
- Newsletters to parents.
- Press releases to local media with links to the website.
- Facebook and Twitter posts.

Season Closing Strategies

The Wellness Impact Tool also includes an optional upload for a document describing wellness activities in support of wellness policies completed during the school year.

Consider what the Wellness Policy Committee needs and wants to tell parents, students and the community about work completed to implement wellness policies. Include descriptions of successes in creating school environments where healthy choices can be made. Describe how nutrition and physical activity have improved academic performance.

Sponsors are encouraged to publicize their wellness policy success stories using multiple avenues including school and district newsletters and local media. Consider encouraging parent and community involvement in school wellness with every wellness communication.

Tools Available from KSDE

- Wellness Impact Tool in KN-CLAIM.
- Wellness Wins document to upload in the Wellness Impact Tool
- Press Release Template
- Sample News Advisory

Wellness Wins

(upload in Wellness Impact Tool in KN-CLAIM)

School Year:

Winning Strategies and Success Stories

Wellness Champions to Congratulate

Press Release Template

[Place on your letterhead]

FOR IMMEDIATE RELEASE:

Date:

Contact:

Telephone:

E-mail:

Web site:

Attention-Grabbing Headline **Sub-Headline Highlighting Additional Information (Optional)**

Who, What, Where, and When: Begin the press release with an interesting news hook, or “lead,” that provides the media a compelling reason to cover this story. Summarize the main news in this first paragraph. This paragraph should set the tone for the rest of the press release and, as a general rule, should not exceed three sentences.

Why or How: Describe your wellness program or activity and explain why this news is important to the local area. This paragraph could include statistics on the subject and elaborate on how this news will impact the district and community.

Quote(s): Include quotes from your school administrators, Wellness Policy Committee members, health care professionals, or well-known supporters. Quotes should advance the “story” the press release is trying to tell, include a call to action, or spotlight your program’s personal success stories.

Additional Why or How: The body of the press release should further underscore why parents and community members need to know about the wellness environment provided by schools. Highlight the role the district plays in supporting academic success through wellness strategies.

Contact and Logistical Information: Include your contact information, and list any Web sites or telephone numbers that the media can access for more information. If you are sending the press release to a TV station, suggest good visuals such as celebrity appearances or hands-on activities.

(Adapted from: Media Access Guide: A Resource for Community Health Promotion, U.S. Department of Health and Human Services, Centers for Disease control and Prevention.)

Sample News Advisory/Announcement

For Immediate Release
Date:

For More Information Contact:

Attention-Grabbing Title

What:

Why:

Where:

When:

Who:

Other:

(Statement of district's support of school wellness.)

(Adapted from: Healthy Women Build Healthy Communities Toolkit, Department of Health and Human Services)

Notes:

Child Nutrition & Wellness
Landon State Office Building
900 SW Jackson St., Suite 251
Topeka, Kansas 66612
785-296-2276
<https://cnw.ksde.org>

