

Growing Healthy Children



***Francisco Escobedo, Ed.D.
Superintendent***

July 30, 2015

***Promising Practices
Exchange***

CVESD is the Largest K-6 District in California

We are...

- 68% Hispanic
- 13% White
- 11% Filipino
- 4% African-American
- 3% Asian/Pacific Islander
- 1% Other

and...

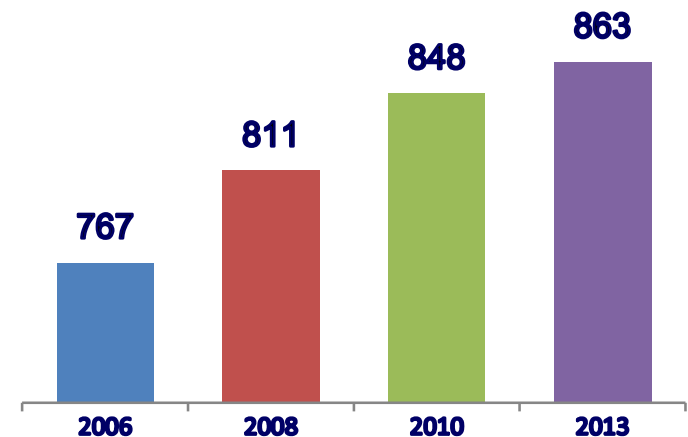
- 35% English Learners
- 51% Free/Reduced Price Meal Program Participants

Our Successes...

- In 2012-13, nearly all 45 schools scored greater than 800 on the State Academic Performance Index (API)
- CVESD reached 863, and 12% of schools were above 900
- Dual Language Immersion programs in 19 schools
- Music Education programs
- Two Community Classrooms
- First *Live Well San Diego* District

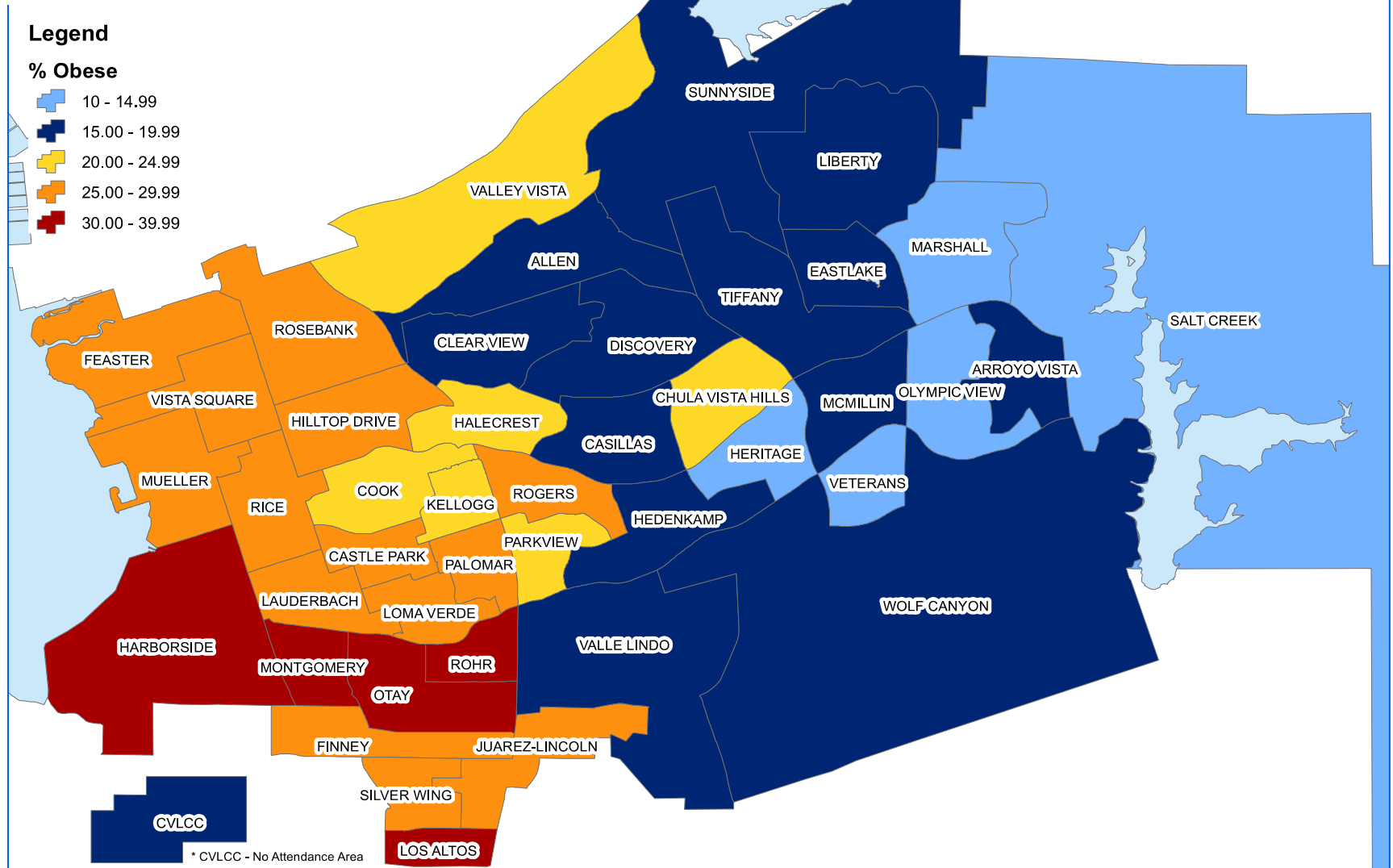


ACADEMIC PERFORMANCE INDEX (API) SCORE



We created our own Obesity Maps

To help us tell our story.....



Chula Vista Elementary School District
2010 Student Obesity (K-6th) by School of Attendance

0 0.25 0.5 1 1.5 2 Miles



* Data provided by the Chula Vista Elementary School District 2010, The City of Chula Vista GIS, and SanGIS.

Legend

% Obese

- 11 - 14
- 15 - 19
- 20 - 24
- 25 - 29
- 30 - 33

Fast Food Restaurants

Parks

What did we do next?

Strategic Wellness Planning

- We continued to measure, collect and compare data
- We communicated
- We surveyed
- We revised
- Schools implemented
- We worked together





We Asked Tough Questions...

**Superintendent Questions
posed to District Staff and
Principals:**

- How do we ensure our families are educated to make healthier choices in what they consume?
- Are we maximizing our resources to better promote physical fitness at our schools?
- Do we really understand the relationship between health and learning?
- If modeling is a powerful teaching strategy, how does our school culture reflect maintaining a healthy lifestyle?

CVESD

WELLNESS MAP 2010-2015

Wellness Policy Development



Wellness Policy Communication/Information/Resources



Wellness Policy Implementation

**Food
Environment
Interventions**

**Staff
Interventions**

**Physical
Education/
Fitness and
Activity
Interventions**

**Other
Interventions**

We Completely Revised Our Wellness Policy... May 8, 2012

BP 5030
Page 1 of 22

STUDENT WELLNESS

The Superintendent or designee shall **encourage** **(require)** school organizations to use healthy food items or non-food items for fundraising purposes. He/she shall also **encourage** **(require)** school staff to avoid the use of non-nutritious foods as a reward for students' academic performance, accomplishments, or classroom behavior.
(cf. 1230 – Community Booster Organizations)

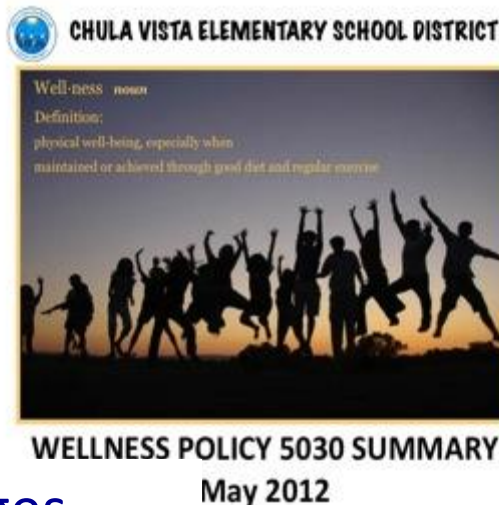
School staff shall **encourage** **(ensure)** parents/guardians or other volunteers to support the District's nutrition education program **by considering** **by providing only** nutritious ~~and quality when selecting any~~ snacks which they may donate for occasional class parties. ~~and by limiting foods or beverages that do not meet nutritional standards to no more than one food or beverage per party.~~ Class parties or celebrations should be held after the lunch period when possible.

WELLNESS

The District, in partnership with parents and the community, is committed to providing a healthy school environment. It has been researched and documented that obesity and other illnesses are directly linked to unhealthy eating habits and physical inactivity patterns that are often established in childhood. Good health fosters student performance, attendance, and education. By supporting healthy eating and physical activity, we will promote and protect children's health, well-being, and ability to learn. The District has the opportunity to be a positive influence on its students by offering the healthiest foods, beverages, and physical activity opportunities possible and by providing other health-supporting programs and opportunities. Therefore, the District will:

- Establish and sustain a District Wellness Committee consisting of a group of individuals who represent the school and community, including principals, Resource Teacher (Physical Education), teachers, school nurses, parents, students (when appropriate), Child Nutrition Services Director/designee, health professionals, community organizations, and members of the public at large.
- Convene the District Wellness Committee at least four times during the school year at hours convenient for public participation. The Committee will discuss implementation, monitoring, and revision of the local school wellness policy, and provide resources and/or policy recommendations to schools and the Board.
- Charge the District Wellness Committee, District Superintendent, and site administrators with annually ensuring that the local school Wellness Policy is implemented, monitored, and revised through the use of implementation surveys and through biennial reports to the Board.

(cf. 1100 - Communication with the Public)
(cf. 1112 - Public Press, Radio and Television)
(cf. 3513.3 - Tobacco-Free Schools/Smoking)
(cf. 5131.6 - Alcohol and Other Drugs)
(cf. 5131.62 - Tobacco)
(cf. 5141 - Health Care and Emergencies)
(cf. 5141.22 - Infectious Diseases)
(cf. 5141.3 - Health Examinations)
(cf. 5141.31 - Immunizations)
(cf. 5141.32 - Health Screening for School Entry)
(cf. 5142 - Safety)
(cf. 6020 - Parent-Guardian Involvement)
(cf. 6142.1 - Sexual Health and HIV/AIDS Prevention Instruction)



Prohibiting food items in celebration of a student's birthday on the school site during the school day.



Instead.....

Choice of favorite game or book, give a special privilege!

We Communicated Changes.....

Permitting no more than two parties/celebrations with food

for each class, per school year, to be scheduled after lunch whenever possible.

All food items should be store-bought, pre-packaged, and/or pre-wrapped for

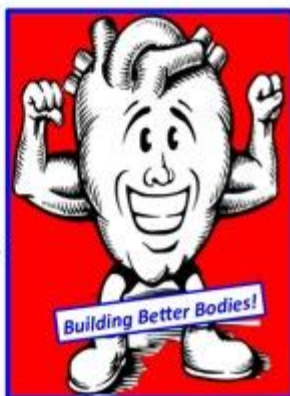


Restricting school staff and other entities from using non-compliant food as a reward for academic performance, accomplishments, or classroom behavior. The District emphasizes non-food incentives as alternatives to all school staff.



Prohibiting the marketing and advertising of non-nutritious foods and beverages on school sites. School staff is strongly encouraged to use non-descriptive containers for food and beverages they consume while with children.

Supplying a standards-based K-6 physical education program emphasizing physical fitness, positive health practices, and skill development, that meets or exceeds the State mandated instructional minutes required at the elementary level.



Giving all students opportunities to be physically active throughout the day with activities such as classroom mini-breaks, physical education, recess, school intramurals, special events, Safe-Routes to School, and before-and after-school programs.

Encouraging school organizations to use non-food items and/or healthy food items for fundraising purposes and special events. If food is used, there should be an effort to balance healthier, appropriate portion-size food choices with non-nutritious items.



Race For Education



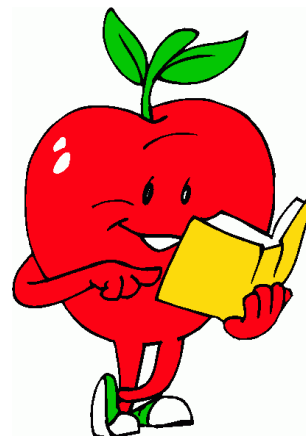
We offer:
- Up to \$4.00 profit from EACH sale goes to your organization
- No upfront money & no inventory
- Free shipping
- Proudly made in the USA
- Designs are 3-D



Every Day!

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.



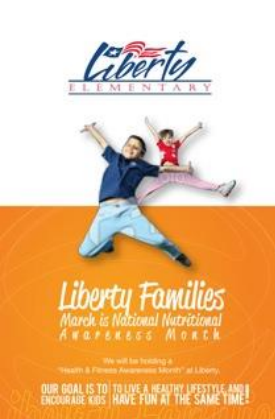
District Wellness Policy Brochure

Outlining Key Areas of Change and Why...

- **Improving** school lunches
- **Involving** parents and the community in the change process
- **Reducing** access to unhealthy foods on school sites and...
- **Increasing** physical activity
- **Increasing** water consumption

Experimenting with Water Station



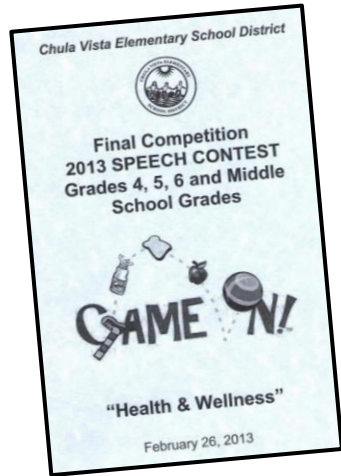


Schools Implemented...



2013 Speech Contest “Health & Wellness” Speakers

“What good is all the money and effort we put into education if we don’t have health?”



Liam Galleher
CVLCC – 6th grade

Jordan Waller
Arroyo Vista 5th grade

Jennifer Mederos
Mueller Charter
Middle School

Sophia Estrada
Casillas – 4th grade

“health is connected to learning”

“One decadent cupcake could have up to 585 calories, if you multiply that by 31 students you consumed approximately 18,000 extra calories – that equals 5 extra pounds in just one year from birthday celebrations.”

“Health tickets given for making healthy food choices and for physical activity.”
(like respect tickets)



“My solution...
Let’s get moving, people!”

“To build a healthier community what actions do we need to take? We will demand livable wages, affordable housing, quality health care, free sport and recreation activities for children, and zero people hungry.”

Camblair: Healthy Behaviors, Healthy Lives
 Brian Camblair, D.O., M.P.H. | Assistant Director, Health Services, Health Services, MD
 Former Deputy Health Services Director, Health Services

Study Purpose and Objectives
 The purpose of this study was to determine the prevalence of health behaviors among students at Chula Vista Elementary School District (CVESD) and to identify factors associated with these behaviors. The study also aimed to provide information to the district to help improve health behaviors and reduce health disparities.

Study Design and Methods
 This was a cross-sectional study conducted in 2014. Data was collected from a survey of 1,000 students in grades 4-6. The survey included questions about health behaviors, demographics, and school factors. Data analysis was performed using SPSS software.

Results- Qualitative Data
 Student quotes (after it was summarized):
 "I like that [CVESD] are my home and my family is doing it."
 "I like that [CVESD] gets me to be more active and playing more games."
 "I like the fact that we play soccer and I'm drinking water."
 "I learned that my health is important and that I should eat healthy food."
 "I like that [CVESD] is easy to remember and I can do it every day."

Conclusions
 The study found that health behaviors among students are influenced by school factors, family, and community. The study also found that health behaviors are not always consistent across all students. The study provides information to the district to help improve health behaviors and reduce health disparities.

Background
 The Chula Vista Elementary School District (CVESD) is one of the largest school districts in San Diego County. The district has a diverse student population and is committed to providing a high-quality education for all students. The district also has a strong focus on health and wellness for its students.

Acknowledgments
 The author would like to thank the following individuals for their support and assistance in completing this study: [List of names]

COUNTY OF SAN DIEGO
HHSA
 HEALTH AND HUMAN SERVICES AGENCY

healthy **WORKS**
 Paths to Healthy Living
 County of San Diego HHSA
 an initiative of
LIVE WELL
 SAN DIEGO

Body Mass Index (BMI) Surveillance Kit
 Developed by the Chula Vista Elementary School District

To support **healthy, safe and thriving** communities in San Diego County

LIVE WELL
 SAN DIEGO

FREE Family Friendly Event
"It Takes Heart to be a Hero!"

The Chula Vista Recreation Department and The American Heart Association are proud to present the first ever **Chula Vista Jump Rope** event to benefit the Jump Rope for Heart campaign of the Chula Vista Elementary School District.

What: A fun jumping event to build healthier lives free of cardiovascular diseases and stroke.
When: Saturday, November 1, 2014
From: 9:00 a.m. — 12:00 p.m.
Where: Salt Creek Recreation Center
 2730 Otay Lakes Road
 Chula Vista, CA

How: Join us in our efforts to build healthier lives free from cardiovascular disease and stroke! Lace up those sneakers, jump rope and enjoy event day entertainment. Donations can also be made at the event to the American Heart Association to benefit the campaign efforts.

With special guests, the USA Jump Stars!
 Jump Stars, mini competitions and special guest performances by the USA

Benefits of the Jump Rope for Heart Campaign to the Schools are:
 • Heart healthy curriculum and fun activity
 • US Games certificates for PE Equipment
 • Jump Ropes

CHULA VISTA RECREATION DEPARTMENT
AMERICAN HEART ASSOCIATION
USA JUMP STARS

NICHQ
 National Initiative for Children's Healthcare Quality

5210
 Every Day!

CollabOrate
 for Healthy Weight

work coming primary trends methods shared process multiple community plans health collaborative strategies similar apply childhood site models

Eating Healthy + Play & Exercise = Healthy Students

Choose **MyPlate** gov

Healthy Schools

CHULA VISTA ELEMENTARY SCHOOL DISTRICT



CHULA VISTA
 OLYMPIC TRAINING CENTER

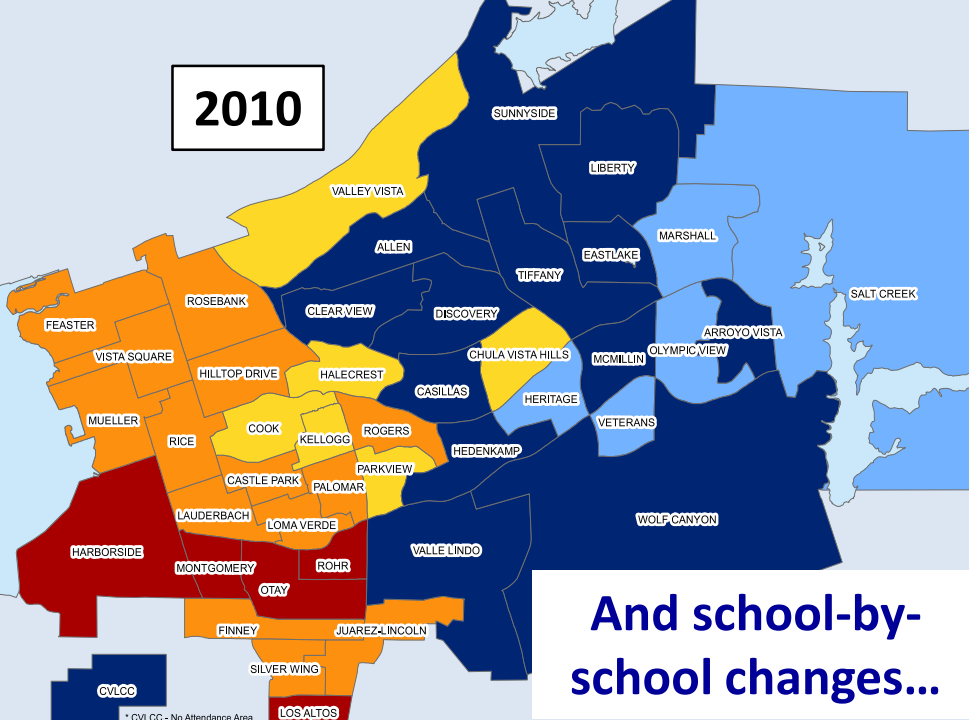
Community PARTNERS
KAISER PERMANENTE

Working Together...

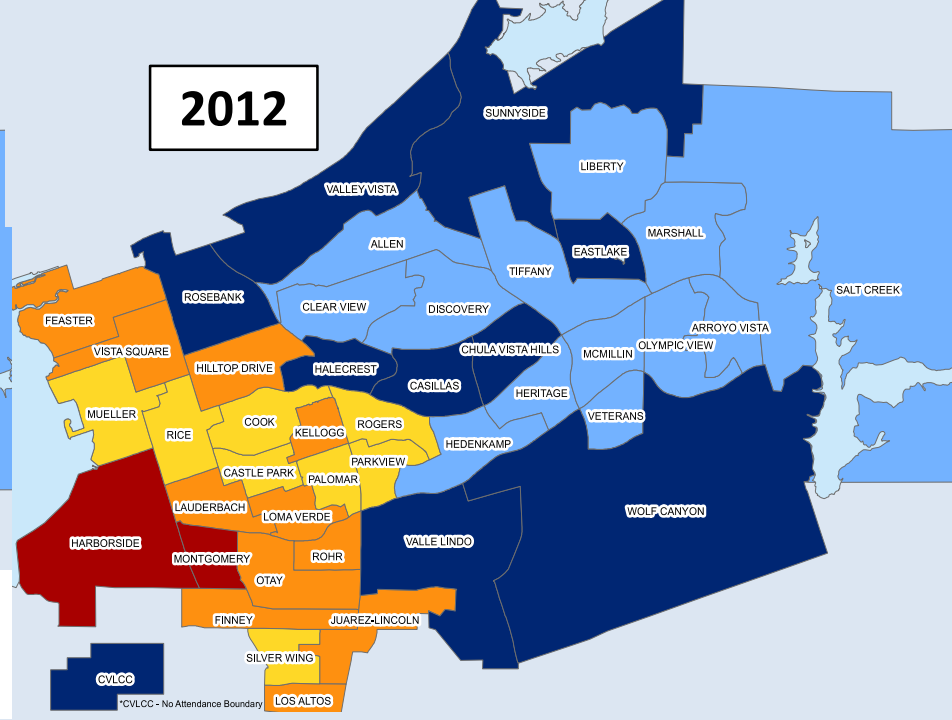
American Heart Association
American Stroke Association
 life is why

INTERGENERATIONAL GAMES
 EVERYONE'S A WINNER!

2010



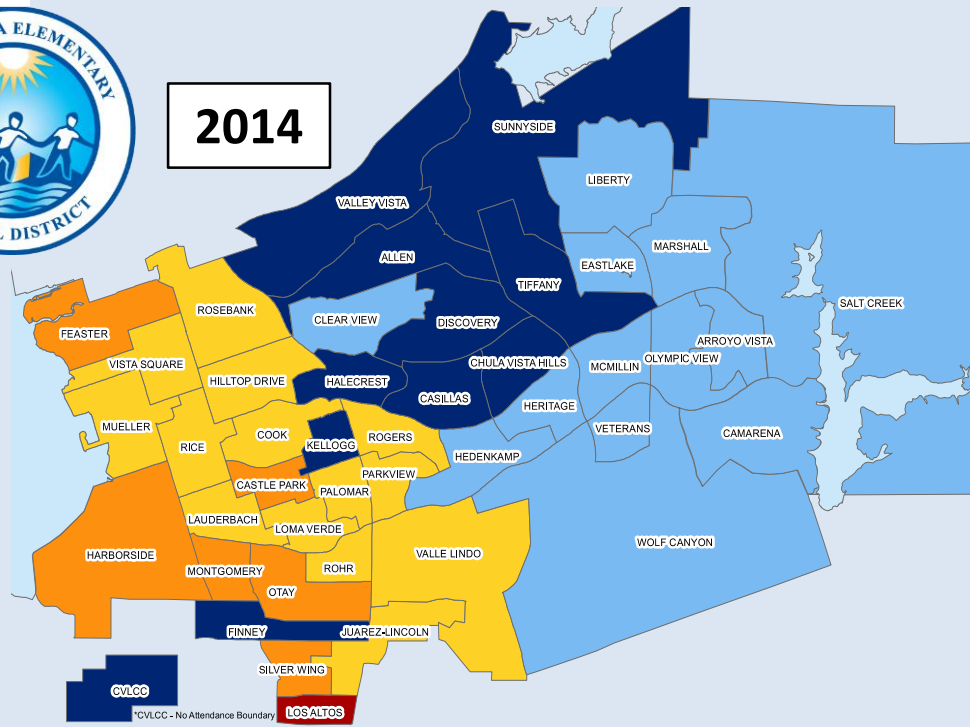
2012



And school-by-school changes...



2014



Chula Vista Elementary School District
2010, 2012, and 2014
School of Attendance
Student Obesity Grades K-6

Legend

% Obese

10.00 - 14.99

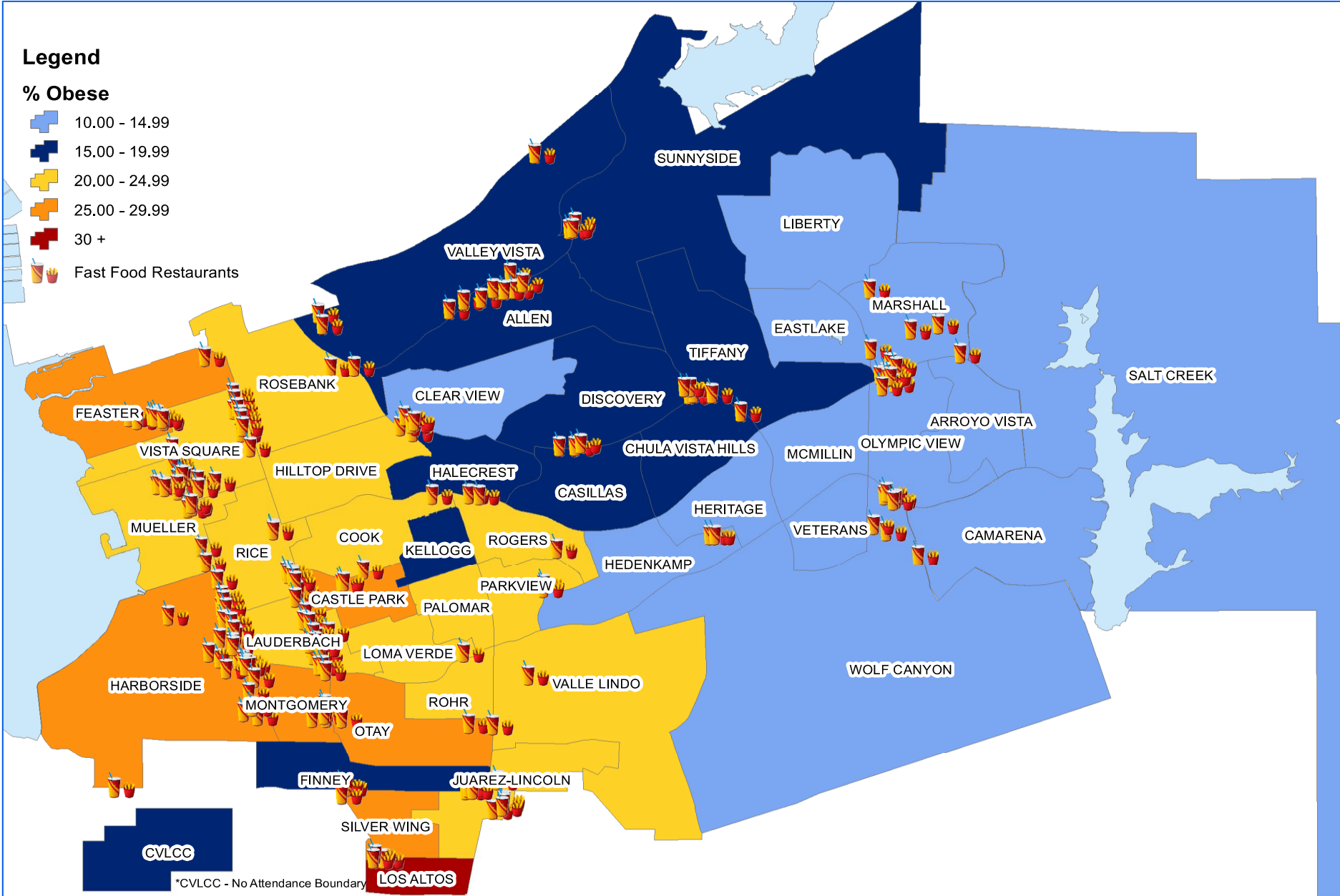
15.00 - 19.99

20.00 - 24.99

25.00 - 29.99

30 +

Fast Food Restaurants



Chula Vista Elementary School District

2014 Student Obesity (K-6th) by School of Attendance

0 0.25 0.5 1 1.5 2 Miles



* Data provided by the Chula Vista Elementary School District 2014 and SanGIS



The District's Vision.....

- Healthy and physically active, high-achieving, innovative thinkers
- Families, staff, and community as full partners working collaboratively for the benefit of each child's health and education
- The entire educational community accepts the challenge of change toward a healthier learning experience
- A community dedicated to instilling hope and promoting healthy lifestyle behaviors so that today's children will grow-up healthier and share their vision with future generations

