

Shawano School District's Wellness Policy Review and Action Plan

I. School Health Councils

The school district and/or individual schools within the district will create, strengthen, or work within existing school health councils to develop, implement, monitor, review, and, as necessary, revise this document. The council also will serve as a resource to school sites for implementation. (A school health council will consist of or solicit input from a group of individuals representing the school and community, and should include parents, food service, members of the school board, school administrators, teachers, students, and health professionals.)

II. Nutritional Quality of Foods and Beverages Sold and Served on Campus

School Meals

All schools exceed the federal minimum for vegetable and fruit variety by offering at least three non-fried vegetable and two fruit options each day and ten different fruits and eight different vegetables over the course of a week. The district sources fresh fruits and vegetables from local farmers whenever practicable.

Foods and Beverages Sold Individually (*i.e.*, foods sold outside of reimbursable school meals, such as through vending machines, cafeteria a la carte [snack] lines, fundraisers, school stores, etc.)

Elementary Schools. The school food service program will approve and provide all food and beverage sales to students in elementary schools. Given young children's limited nutrition skills, food in elementary schools is sold only as balanced meals. Snack milk of 1%, skim and skim chocolate are currently available.

Middle/Junior High and High Schools. In middle/junior high and high schools, all foods and beverages sold individually outside the reimbursable school meal programs (including those sold through a la carte [snack] lines, vending machines, during the school day, or through programs for students after the school day) will strive to meet the following nutrition and portion size standards below. The council will continue to work to improve the nutrition and portion sizes to meet the 2014-5 standards.

Beverages

- Allowed: water or seltzer water without added caloric sweeteners; fruit and vegetable juices and fruit-based drinks that contain at least 100% fruit juice and that do not contain additional caloric sweeteners; unflavored or flavored low-fat or fat-free fluid milk and nutritionally-equivalent nondairy beverages (to be defined by USDA); sports drinks and iced tea.
- Not allowed: soft drinks containing caloric sweeteners; fruit-based drinks that contain less than 50% real fruit juice or that contain additional caloric sweeteners; beverages containing caffeine, excluding low-fat or fat-free chocolate milk (which contain trivial amounts of caffeine).
- In 2014-15, sports drinks and iced tea will no longer be allowed. The high school will transition to 12 ounces or less for beverages, excluding water.

Foods

- A choice of at least two fruits and/or non-fried vegetables will be offered for sale at any location on the school site where foods are sold. Such items could include, but are not limited to, fresh fruits and vegetables; 100% fruit or vegetable juice; cooked, dried, or canned fruits (canned in fruit juice only); and cooked, dried, or canned vegetables.
- In 2014-15, food items sold individually:
 - will have no more than 35% of its calories from fat (excluding nuts, seeds, peanut butter, and other nut butters) and 10% of its calories from saturated and trans fat combined;
 - will have no more than 35% of its *weight* from added sugars;
 - will contain no more than 230 mg of sodium per serving for chips, cereals, crackers, French fries, baked goods, and other snack items; will contain no more than 480 mg of sodium per serving for pastas, meats, and soups; and will contain no more than 600 mg of sodium for pizza, sandwiches, and main dishes.
- In 2014-15, portion sizes of foods and beverages sold individually will be no more than:
 - One and one-quarter ounces for chips, crackers, popcorn, cereal, trail mix, nuts, seeds, dried fruit, or jerky;
 - Two ounces for cereal bars, granola bars, muffins, bagels, and other bakery items (pastries and doughnuts are not available for sale, regardless of portion size);
 - Four fluid ounces for frozen desserts, including, but not limited to, low-fat or fat-free ice cream or Italian ice;
 - Four ounces for non-frozen yogurt.
 - Fruits and non-fried vegetables are exempt from portion-size limits.
 - Cookies will transition to an undetermined smaller serving size than currently.
- In 2014-15, the portion size of a la carte entrees and side dishes, including potatoes, will not be greater than the size of comparable portions offered as part of school meals.

Fundraising Activities. To support children's health and school nutrition-education efforts, school fundraising activities that promote physical activity and do not involve food will be encouraged. The goal is for fundraising projects to make every effort to follow the district nutritional standards to provide a consistent message. For each school fundraising activity, at least one non-food based item will be sold, beginning in January 2014. Offering cash donations as a non-food based item is an acceptable non-food based item. The school district encourages the use of this idea list:

http://healthymeals.nal.usda.gov/hsmrs/Connecticut/Healthy_Fundraising.pdf

Baked goods are not encouraged but currently exist as a fundraiser outside of school hours or provided to staff at school events. The following document is a template to strive for (and includes recipes) if baked goods already exist or are being provided to. Baked goods should not be added as a new fundraiser.

http://www.eatrightontario.ca/CMSTemplates/EROWebsite/Templates/CentralAttachments/Bake_It_Up_final.pdf

Additional resources for fundraising:

http://michigan.gov/documents/healthymichigan/5._Healthy_School_Fundraising_Ideas_392454_7.pdf

<http://www.d11.org/FNS/Documents/HealthyFundraising.pdf>

<http://www.cspinet.org/schoolfundraising.pdf>

School-sponsored Events (such as, but not limited to, athletic events, dances, or performances). Foods and beverages offered or sold at school-sponsored events outside the school day do not currently meet the USDA nutrition standards for meals or for foods and beverages sold individually (above) in 2014-15. We will continue to work towards that goal.

Snacks. Snacks served during the school day or in after-school care or enrichment programs will make a positive contribution to children's diets and health, with an emphasis on serving fruits and vegetables as the primary snacks and water as the primary beverage. Schools will assess if and when to offer snacks based on timing of school meals, children's nutritional needs, children's ages, and other considerations. The district will disseminate a list of healthful snack items to teachers, after-school program personnel, and parents by the end of 2013-4.

- If eligible, schools that provide snacks through after-school programs will pursue receiving reimbursements through the National School Lunch Program. Olga Brener does this and will utilize 2014-15 compliant snacks of only whole grain rich foods, fruits or vegetables for the homework club program.

Rewards. Schools will transition to not using foods or beverages, especially those that do not meet the nutrition standards for foods and beverages sold individually (detailed above), as rewards for academic performance or good behavior, and will not withhold food or beverages (including food served through school meals) as a punishment. Schools will be transitioning to work towards this objective. Teachers are encouraged to consider non-food items as a teacher-to-student incentive. If teachers decide to use food items as an incentive, they are encouraged to adhere to the 2014-15 USDA snack guidelines on page 3.

Celebrations. Schools will limit celebrations that involve food during the school day to no more than one party per class per month. In 2014-15, the proposal is that each classroom or party should improve the nutrition standards from the previous year, unless already meeting a baseline standard of no more than two foods or beverages that do not meet the USDA nutrition standards on page 3. Examples of improvement would be to include more foods with nutritive value, reduce the number of foods or beverages offered, reduce the variety of foods or beverages offered. The district will disseminate a list of healthy party ideas to parents and teachers in 2013-4 in preparation.
<http://fns.dpi.wi.gov/files/fns/pdf/schoolclasschoices.pdf>

III. Nutrition and Physical Activity Promotion and Food Marketing

Nutrition Education and Promotion. The Shawano School District aims to teach, encourage, and support healthy eating by students. Schools strive to provide nutrition education and engage in nutrition promotion that:

- is offered at each school as part of a sequential, comprehensive, standards-based program designed to provide students with the knowledge and skills necessary to promote and protect their health;
- includes enjoyable, developmentally-appropriate, culturally-relevant, participatory activities, such as contests, promotions, taste testing, and farm visits;
- promotes fruits, vegetables, whole grain products, low-fat and fat-free dairy products, healthy food preparation methods, and health-enhancing nutrition practices;
- emphasizes caloric balance between food intake and energy expenditure (physical activity/exercise);
- links with school meal programs, other school foods, and nutrition-related community services;

Integrating Physical Activity into the Classroom Setting. For students to receive the nationally-recommended amount of daily physical activity (*i.e.*, at least 60 minutes per day) and for students to

fully embrace regular physical activity as a personal behavior, students need opportunities for physical activity beyond physical education class.

- classroom health education will complement physical education by reinforcing the knowledge and self-management skills needed to maintain a physically-active lifestyle and to reduce time spent on sedentary activities, such as watching television;
- in future, opportunities for physical activity will be gradually incorporated into other subject lessons; and classroom teachers will provide short physical activity breaks between lessons or classes, as appropriate.

Communications with Parents. The district/school will support parents' efforts to provide a healthy diet and daily physical activity for their children. The district/school will send home nutrition information, post nutrition tips on school or food service provider websites, and provide nutrient analyses of school menus. Schools should encourage parents to pack healthy lunches and snacks and to refrain from including beverages and foods that do not meet the above nutrition standards for individual foods and beverages. The district/school will provide parents a list of foods that meet the district's snack standards and ideas for healthy celebrations/parties, rewards, and fundraising activities.

The district/school will provide information about physical education and other school-based physical activity opportunities before, during, and after the school day; and support parents' efforts to provide their children with opportunities to be physically active outside of school. Such supports will include sharing information about physical activity and physical education through a website, newsletter, or other take-home materials, special events, or physical education homework.

Food Marketing in Schools. School-based marketing will strive to be consistent with nutrition education and health promotion. As such, schools will strive to limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above).¹ The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged.

Examples of marketing techniques include the following: logos and brand names on/in vending machines, books or curricula, textbook covers, school supplies, scoreboards, school structures, and sports equipment; educational incentive programs that provide food as a reward; and food sales through fundraising activities. Marketing activities that promote healthful behaviors (and are therefore allowable) include: vending machine covers promoting water; pricing structures that promote healthy options in a la carte lines or vending machines; sales of fruit for fundraisers.

Staff Wellness. Shawano School District highly values the health and well-being of every staff member and will plan and implement activities and policies that support personal efforts by staff to maintain a healthy lifestyle. In 2013-4, the teacher menu is color-coded to provide staff with additional nutritional information. We will have at least one green choice every month in 2014-5. The district maintains a staff wellness committee composed of at least one staff member from each school, school health council member, local health professional, and employee benefits specialist. The committee develops, promotes, and oversees a multifaceted plan to promote staff health and wellness. The plan is based on input solicited from school staff and outlines ways to encourage healthy eating, physical activity, and other elements of a healthy lifestyle among school staff. The staff wellness committee will distribute its plan to the school health council annually.

IV. Physical Activity Opportunities and Physical Education

- **Physical Education (P.E.) K-12.** All physical education will be taught by a certified physical education teacher. Student involvement in other activities involving physical activity (e.g., interscholastic or intramural sports) will not be substituted for meeting the physical education requirement. Students will spend at least 50 percent of physical education class time participating in moderate to vigorous physical activity. Physical education will include physical activity plans and teach the importance of regular physical activity to health and well-being for lifelong participation. PE will provide instruction and practice in five components of fitness, including:
 - a. Cardiovascular endurance
 - b. Muscular endurance
 - c. Muscular strength
 - d. Flexibility
 - e. Body composition

Daily Recess. All elementary school students will have at least 20 minutes a day of supervised recess, preferably outdoors, during which schools should encourage moderate to vigorous physical activity verbally and through the provision of space and equipment.

Schools should discourage extended periods (*i.e.*, periods of two or more hours) of inactivity. When activities such as mandatory school-wide testing make it necessary for students to remain indoors for long periods of time, schools should strive to give students periodic breaks during which they are encouraged to stand and be moderately active.

Physical Activity Opportunities Before and After School. All elementary, middle, and high schools will offer extracurricular physical activity programs, such as physical activity clubs or intramural programs. The high school and middle school will offer interscholastic sports programs. Schools will offer a range of activities that meet the needs, interests, and abilities of all students, including boys, girls, students with disabilities, and students with special health-care needs.

Physical Activity and Punishment. Teachers and other school personnel will not use physical activity (*e.g.*, running laps, pushups) as punishment. Staff will strive to not withhold opportunities for physical activity (*e.g.*, recess, physical education), and when done so, will strive to provide alternatives that still allow for physical activity.

Safe Routes to School. The school district will assess and, if necessary and to the extent possible, make needed improvements to make it safer and easier for students to walk and bike to school. When appropriate, the district will work together with local coalitions, local public works, public safety, and/or police departments in those efforts. The school district will explore the availability of federal "safe routes to school" funds, administered by the state department of transportation, to finance such improvements.

Use of School Facilities Outside of School Hours. School spaces and facilities should be available to students, staff, and community members before, during, and after the school day, on weekends, and during school vacations. These spaces and facilities also should be available to community agencies and organizations offering physical activity and nutrition programs. School policies concerning safety will apply at all times. The district is currently working on shared-use agreements.

V. Monitoring and Policy Review

Monitoring. The superintendent or designee will ensure compliance with established district-wide nutrition and physical activity wellness policies. In each school, the principal or designee will ensure

compliance with those policies in his/her school and will report on the school's compliance to the school district superintendent or designee.

School food service staff, at the school or district level, will ensure compliance with nutrition policies within school food service areas and will report on this matter to the superintendent (or if done at the school level, to the school principal).

The superintendent or designee will develop a summary report or policy update at least every three years on district-wide compliance with the district's established nutrition and physical activity wellness policies, based on input from schools within the district. That report will be provided to the school board and also distributed to all school health councils, parent/teacher organizations, school principals, and school health services personnel in the district.

Assessment. Assessments will be repeated every three years to help review policy compliance, assess progress, and determine areas in need of improvement. As part of that review, the school district will review our nutrition and physical activity policies; provision of an environment that supports healthy eating and physical activity; and nutrition and physical education policies and program elements. The district, and individual schools within the district, will, as necessary, revise the wellness policies and develop work plans to facilitate their implementation. The district's Wellness Policy Committee will develop an Action Plan to include goals, strategies, and measurements of implementation. The plan will include nutrition education, nutrition promotion, food guidelines that support reducing childhood obesity, physical activity, and other school-based activities that are designed to promote student, staff, and community wellness. This action plan will be reviewed annually under the direction of the Superintendent.

Wellness Policy Action Plan 2013-14

Beginning in 2013, we reviewed the previous policies and underwent several assessments including the School Health Index to identify deficiencies in current practices. A committee of local health professionals, administrative team member, staff, parents, school food authority, and outside professionals (Transform Wisconsin) was convened. The school board and full administrative team were also involved in the development of goals and providing feedback. Parents were surveyed in regards to their thoughts on policy changes.

Goals

Nutrition Promotion

We will source local foods in a farm-to-school program beginning in 2013-4.

The annual Indian taco sale will not sell any beverages and will offer taco salad without the fry bread as an option at the same price in 2013-14.

Organizations with school affiliations that fundraise will be provided with information on healthy fundraising alternatives by the end of school year 2014.

In 2013-14, SCHS will offering a choice of a free athletic event pass or .75 cent item from the a la carte line, instead of a free cookie coupon for PBIS incentives.

SMS will continue to not offer food as incentives.

Hillcrest has transitioned from butter to canola oil only on the popcorn used for PBIS incentives which meets the 2014-15 USDA snack guidelines. They also utilize snowshoes, sleds and the gym when available as other PBIS incentive options. Lunch with the principal at Hillcrest this year will include a whole grain pizza crust with low fat cheese and produce from our food service vendor, instead of delivered pizza.

Olga Brener and Hillcrest will continue to promote appropriate nutrition practices with the Fuel Up to Play 60 posters and materials.

Nutrition Education

The district will disseminate a list of healthful snack items to teachers, after-school program personnel, and parents at all schools by the end of 2013-4.

Teachers will receive information on the 2014-15 food and beverage guidelines, healthy classroom celebration and snack options, and the use of rewards in 2013-14.

Schools will continue to limit celebrations that involve food during the school day to no more than one party per class per month in 2013-14.

In 2014-15, the proposal is that each classroom or party should improve the nutrition standards from the previous year, unless already meeting a baseline standard of no more than two foods or beverages that do not meet the USDA nutrition standards on page 2. Examples of improvement would be to

include more foods with nutritive value, reduce the number of foods or beverages offered, reduce the variety of foods or beverages offered.

Nutrition education is offered at each school as part of a sequential, comprehensive, standards-based program. The UW-Extension provides a formal program for grades 4K-5. Nutrition education is available at both the middle and high school levels.

SCHS will include Wellness Wednesdays weekly in their announcements to all staff and students in 2013-14.

Hillcrest will include information on a healthy diet and activity level on a monthly basis in their newsletter with the help of the UW-Extension by November 2013.

The district will continue to post nutrient analyses of school menus on its website in 2013-14.

Physical Activity

Teachers will have the option to receive in-service training on adding physical activity breaks in January 2014.

Olga Brener will be piloting a program to include more physical activity into alternative recess and prior to the school day by the end of 2013-14.

Hillcrest will start a 6-week running club to include more physical activity prior to the start of the school day in 2013.

Shawano Middle School will start a walking club before and during recess to encourage students to increase their physical activity in 2013-14.

The district/school will continue to provide information about physical activity opportunities before, during, and after the school day.

Both Olga Brener and Hillcrest received grants to fund the FITNESSGRAM online tool and will test students at least twice per year. SMS and SCHS both use parts or all of the FITNESSGRAM in their curriculum.

All elementary, middle, and high schools will offer extracurricular physical activity programs. The high school and middle school offer interscholastic sports programs.

Teachers and other school personnel do not use physical activity (*e.g.*, running laps, pushups) as punishment during school hours. Staff will strive to not withhold opportunities for physical activity (*e.g.*, recess, physical education), and when done so, will strive to provide alternatives that still allow for physical activity.

The district works with Safe Routes to School, Transform Wisconsin, and the UW-Extension along with other local coalitions, local public works, public safety, and/or police departments in those efforts. Currently, staff is working with Transform Wisconsin on shared-use agreements to utilize the school facilities more outside of school hours. This would allow the community, as well as agencies and organizations to offer physical activity and nutrition programs.

Other School-Based Activities that promote student wellness

In 2013-4, the teacher menu will be color-coded to provide staff with additional nutritional information. By the end of 2013-14, we will have at least one green choice every month and continue that in school year 2014-5.

The staff wellness committee will distribute its plan to the school health council annually.

Nutrition guidelines to promote student health and reduce childhood obesity for all foods available in each school

All schools will continue to follow or exceed the federal breakfast and lunch program guidelines. Currently, all schools exceed the federal minimum for vegetable and fruit variety by offering at least three non-fried vegetable and two fruit options each day and ten different fruits and eight different vegetables over the course of a week.

Concession stands related to all schools will add 2 "green" foods to the menu if more than 5 items are sold at a time beginning in January 2014. (See below for a list of green items).

Concession stand operators (clubs, sports organizations, etc.) at all schools will be provided a handout on ways to improve the health of concession stand food, including a color-coded system of frequently sold items by the end of school year 2014.

Canola oil will be used at all venues (PBIS incentives, concession stands, etc.) for popcorn in 2013-14. Parents, community members and all others will be able to view the district wellness policy and supporting documents on the website by the end of school year 2014.

For each school fundraising activity, at least one non-food based item will be sold, beginning in January 2014. Offering cash donations as a non-food based item is an acceptable non-food based item.

Olga Brener's after school snack program will utilize the 2014-15 compliant snack standard of only whole grain rich foods, fruits or vegetables.

APPENDIX

GREEN OPTIONS

Dairy Foods (< 200 calories/package)

- Low-fat string cheese
- Low-fat cottage cheese
- Low-fat, low-sugar yogurt (*Per ounce*, no more than .25 gram of saturated fat, 30 calories, and five grams of total sugar) (A number of Dannon, Yoplait, FAGE, and Oikos brands meet this)

Nuts/Seeds (<1.5 oz portions)

- Nuts or seeds
- Trail mix
- Out-of-the shell sunflower seeds

Fruits/Vegetables (< 200 calories/package)

- Carrots and/or celery with low-fat ranch
- Sliced apples with peanut butter (core the apple at the time of purchase to reduce waste)
- Sectioned oranges or whole clementines
- Grapes
- Dried fruit with no added sugar
- Canned fruit cups in their own juices, no added sugar
- Salsa for baked chips or baked potato
- Fresh salads
- Fruit smoothies
- Applesauce
- Baked potatoes

Drinks

- Water
- 1% low-fat milk - unflavored < 200 calories
- Nonfat milk - unflavored < 200 calories
- 100% fruit juice (8 oz) with no added sweeteners
- 100% vegetable juice

Grains (< 200 calories/package)

- Baked chips
- Whole grain animal crackers
- Hard pretzels
- Whole-grain cereal
- Whole-grain crackers (Triscuits or Kashi)
- Whole-grain buns (for chicken sandwiches)
- Low-fat/low-sugar breakfast, granola or chewy bars
- Graham crackers

Frozen Foods

(< 200 calories/package)

- Frozen low-fat yogurt
- 100% juice bars
- 100% frozen fruit products/bars with no added sweeteners
- Frozen bananas on a stick

Hot Foods

- Baked potato with toppings (salsa, low-fat cheese, low-fat sour cream)
- Broth-based soups
- Bean or 95% lean meat chili
- Grilled chicken breast sandwiches
- Oatmeal
- Cheese or veggie pizza on whole grain crust

- Serve an 'Extra Value Meal' with a fruit or vegetable side and a milk or water at a group price.

Non-food Items

- Arts and crafts, temporary tattoos, team stickers (sometimes kids aren't hungry they just want to spend their \$.50)
- Anything non-food qualifies as a green item