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Research Informing Policies & Practices
for Healthy Youth

It's Time to Update Your Wellness Policy: How Does Your Policy Compare to Policies Nationwide?

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Webinar Presentation for Illinois Department of Public Health "We Choose Health" Initiative
Illinois Maternal and Child Health Coalition
December 18, 2012

Presentation Overview

- Overview of federal wellness policy requirements
- Trends in wellness policy content and strength
- Considerations when updating your wellness policy
- Resources

Overview of Federal Wellness Policy Requirements

Two key Federal Laws-CNR

- Child Nutrition and WIC Reauthorization Act of 2004 (PL 108-265, Sec. 204)
 - Wellness policy required by 1st day '06-'07 school year
 - All school districts participating in Natl. School Lunch Program or Child Nutrition Programs
 - Required components:
 - Goals for nutrition education, physical activity, other school-based activities
 - Guidelines for all foods/sold served (i.e., competitive foods)
 - Assurance that reimbursable meal guidelines at least meet Federal regulations
 - Implementation plans
 - Involvement of key stakeholders in policy development

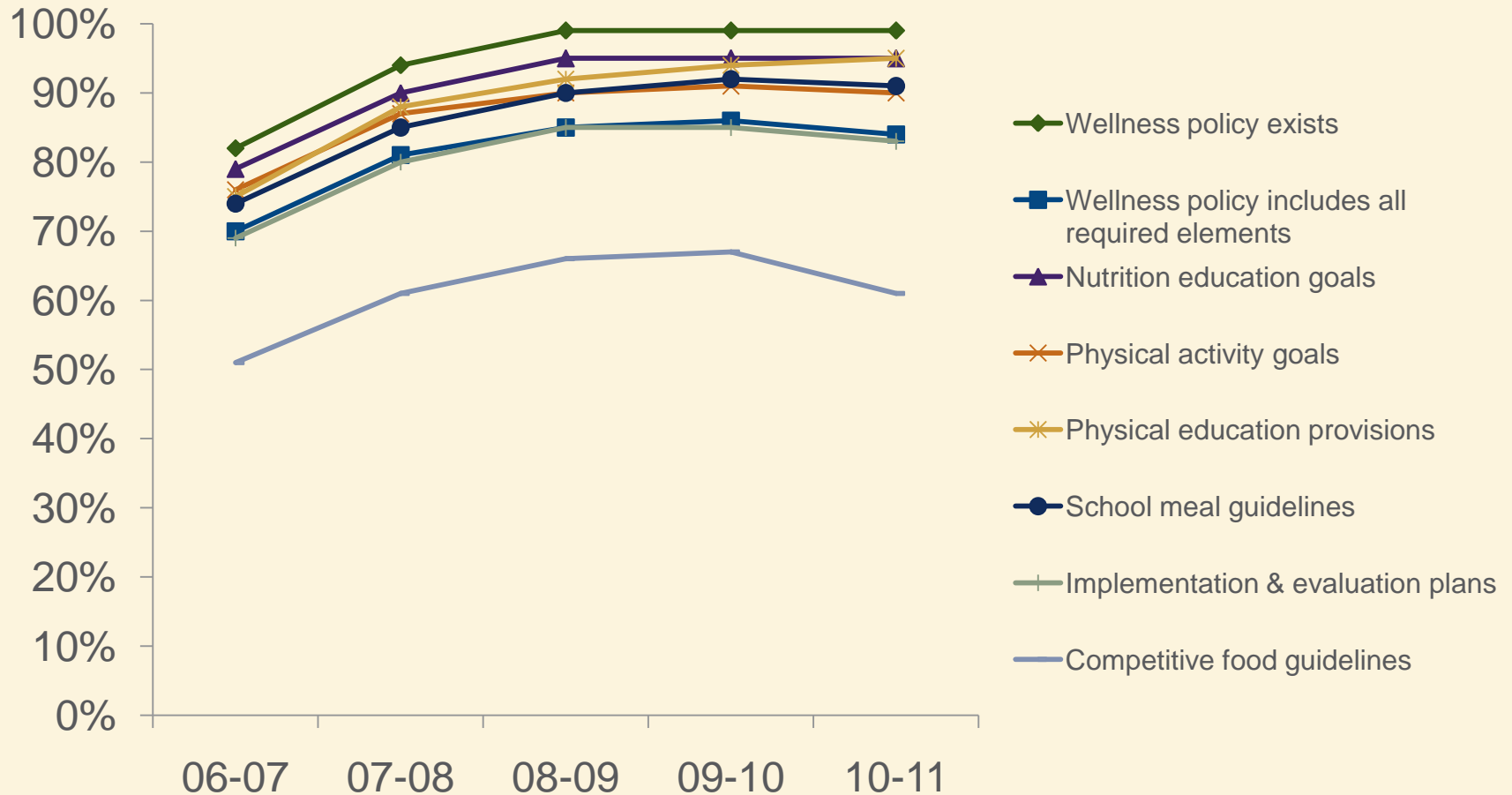
Two key Federal Laws-HHFKA

- Healthy, Hunger-Free Kids Act of 2010 (PL 111-296, Sec. 204)
 - goals for nutrition education, physical activity and other school-based activities;
 - nutrition guidelines for all foods and beverages available on each school campus consistent with federal regulations;
 - permission for stakeholders (parents, students, teachers, school board, etc.) to participate in policy development, implementation, review, and updates;
 - a plan to inform and update the community about the policies' content and implementation;
 - that the district periodically report and measure on the wellness policy implementation; and,
 - designate 1 or more district and/or school officials responsible for ensuring school-level compliance with the wellness policy.

Trends in Wellness Policy Content and Strength

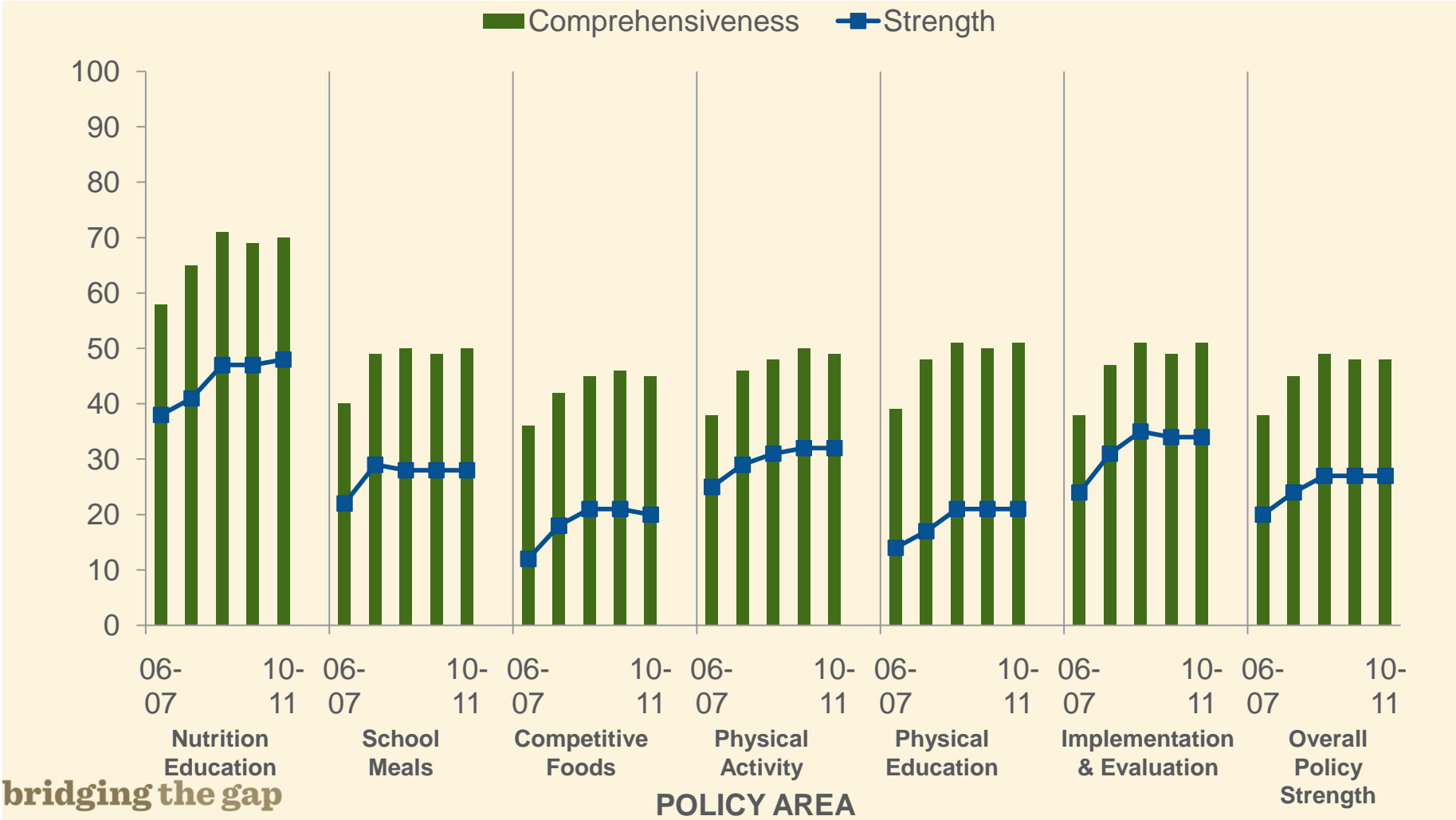
Progress in adopting wellness policies and required policy components

% of students in a district with a policy



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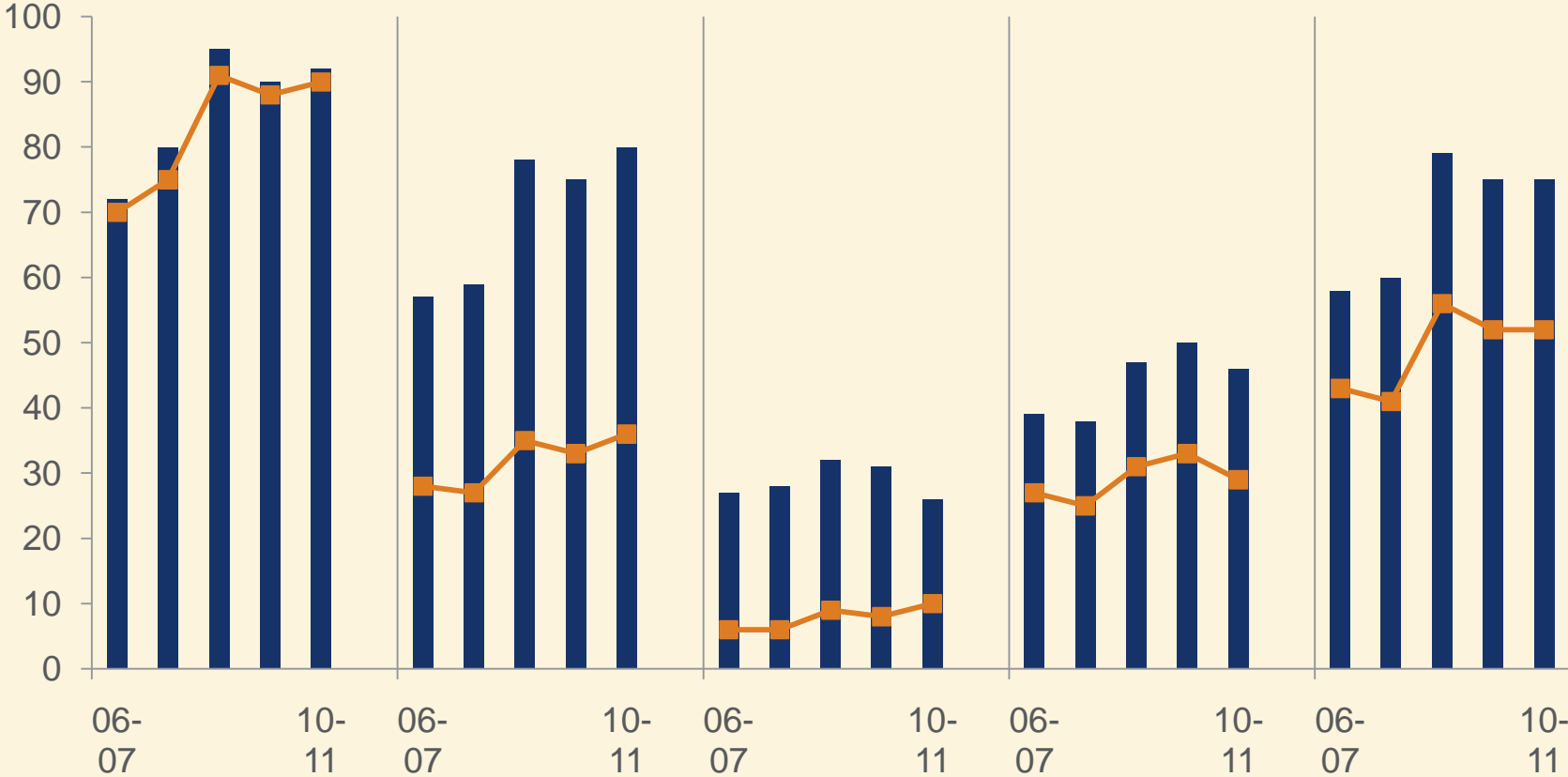
Wellness policy comprehensiveness and strength by topic and year



Nutrition Education (NE) Provisions by Year

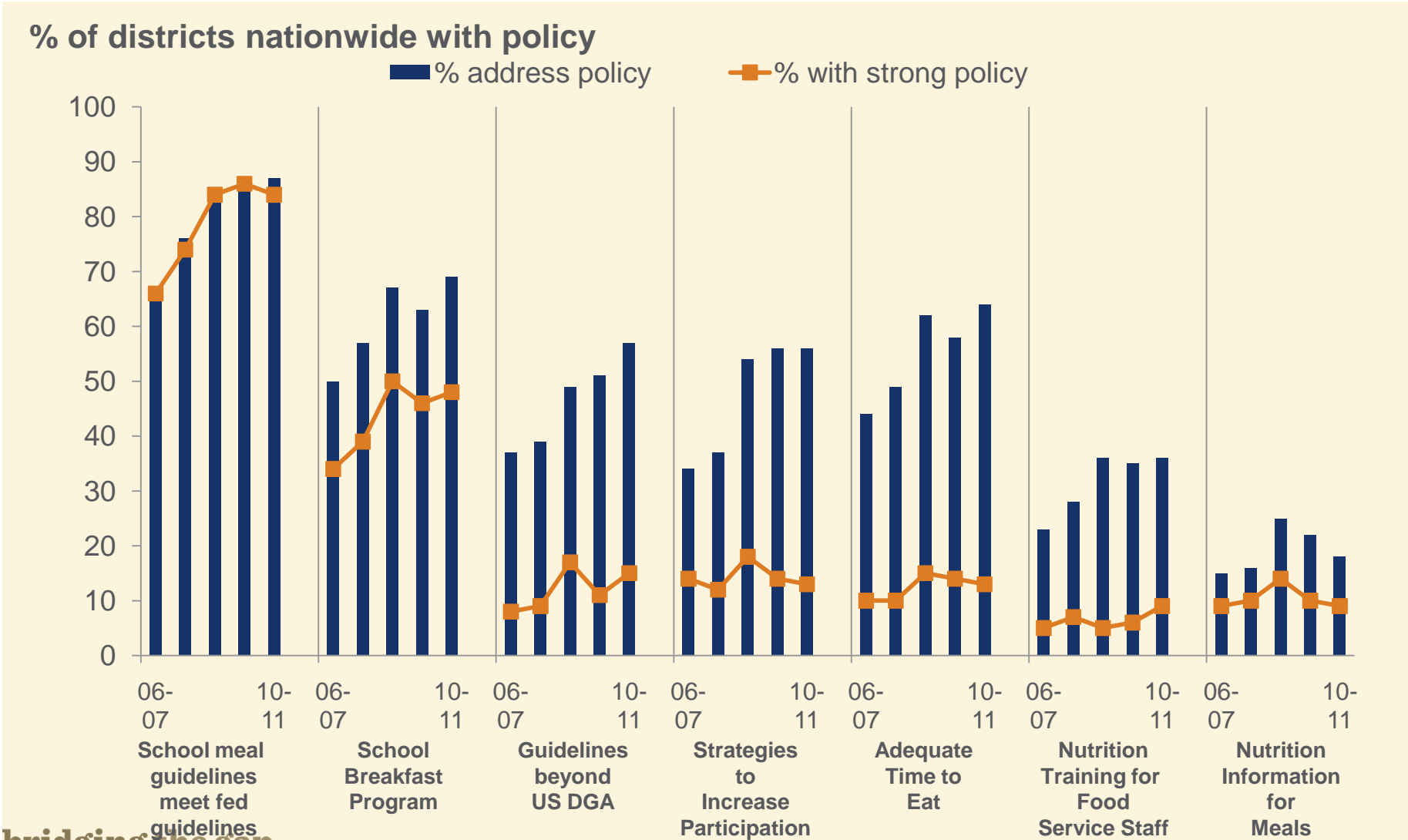
% of districts nationwide with policy

■ % address policy —■ % with strong policy



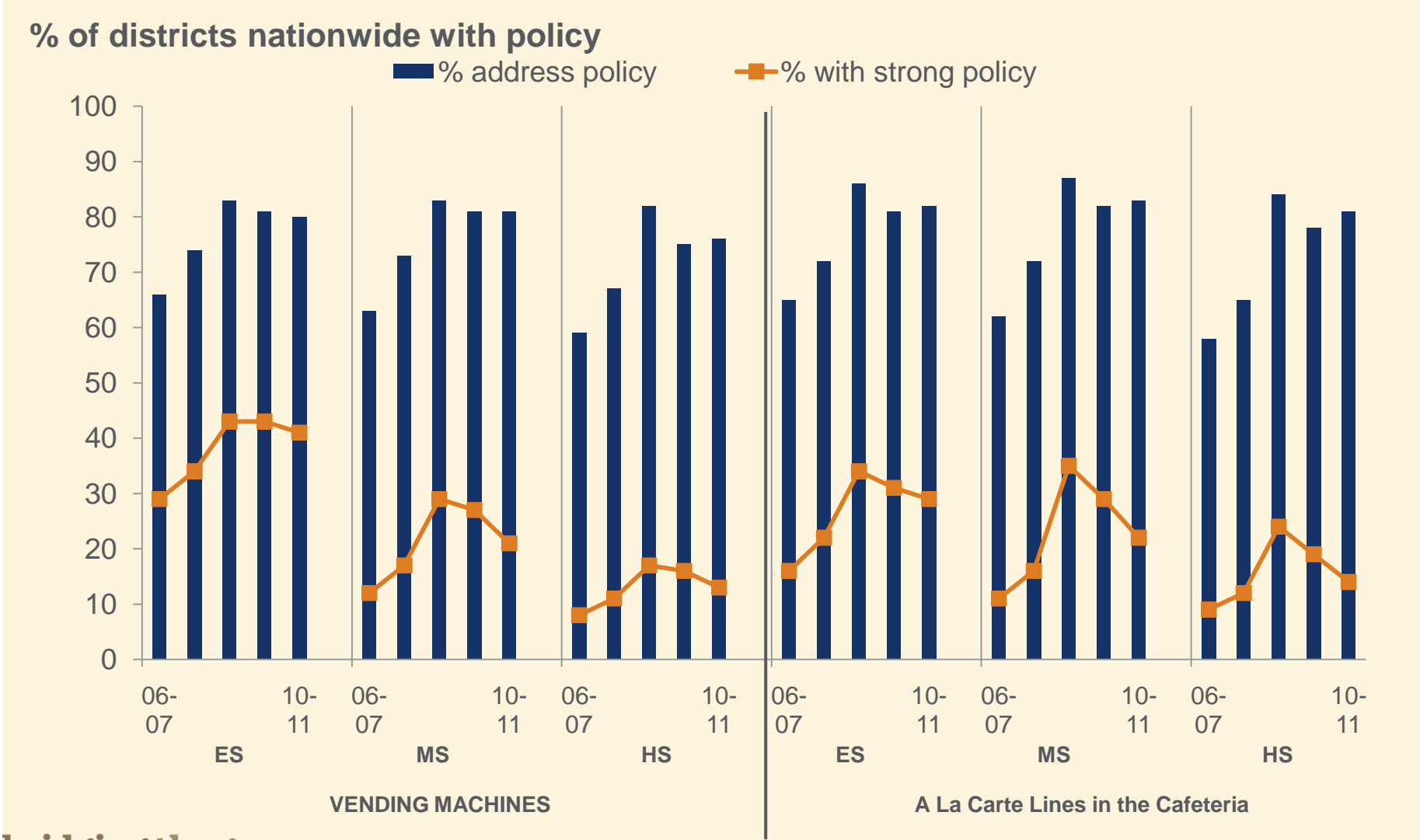
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School Meal Provisions by Year



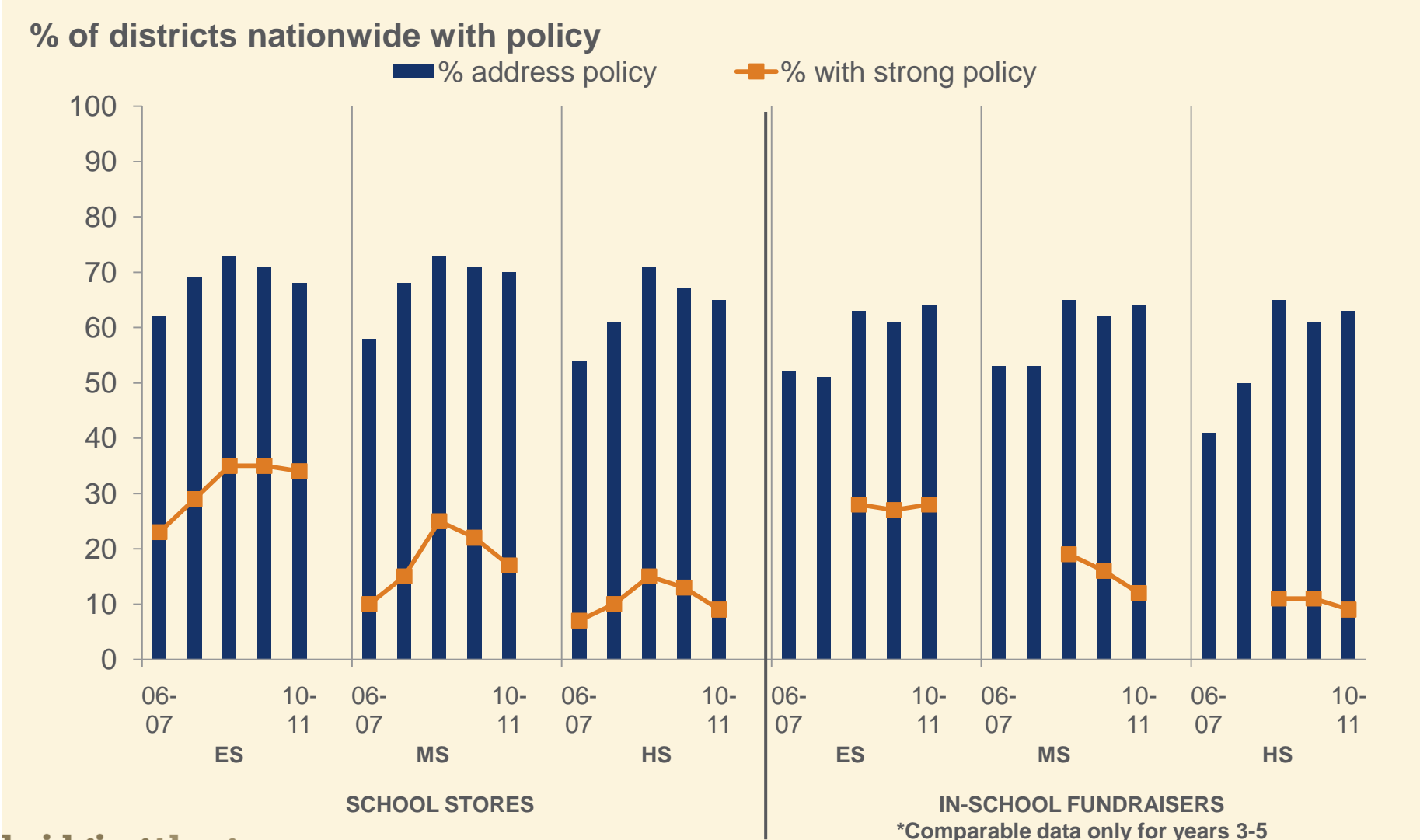
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Competitive Food & Beverage Location Restrictions by Year and Grade Level



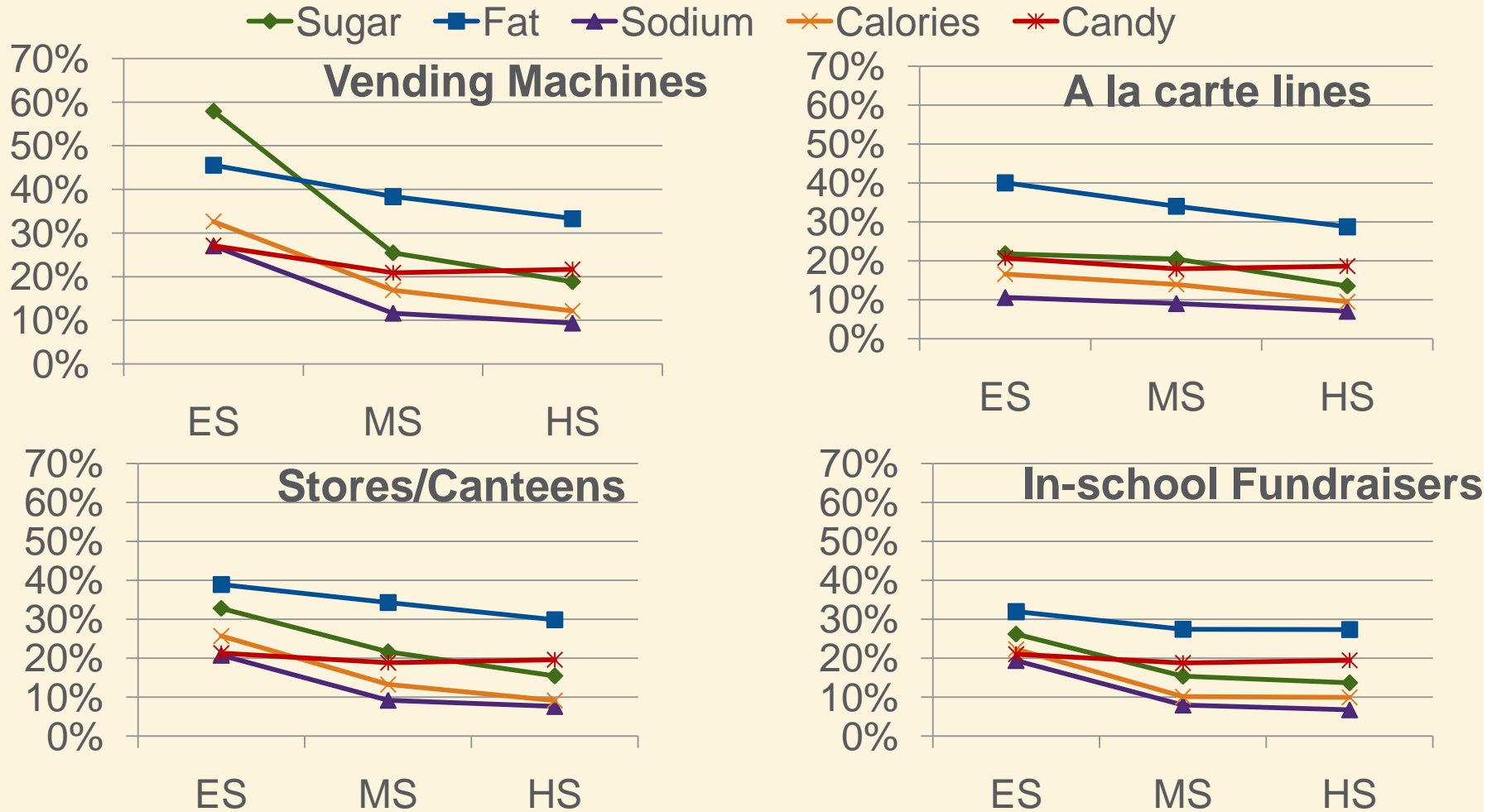
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Competitive Food & Beverage Location Restrictions by Year and Grade Level cont.



Districts with policies containing specific and required limits* on competitive foods

% of districts nationwide with policy by grade level of applicability, SY 10-11

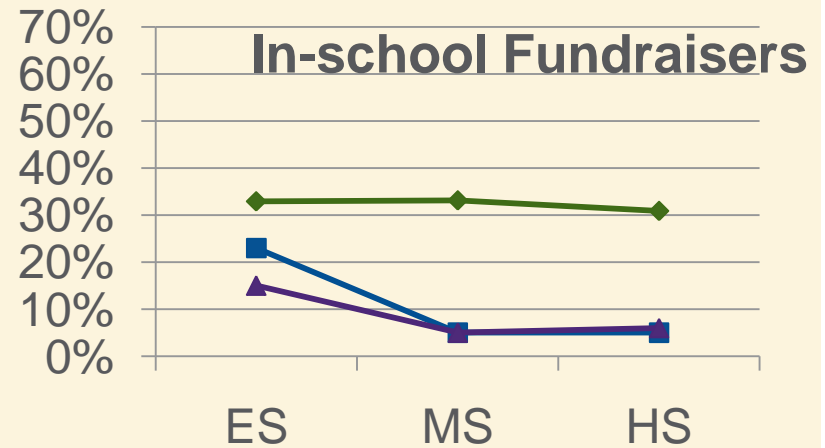
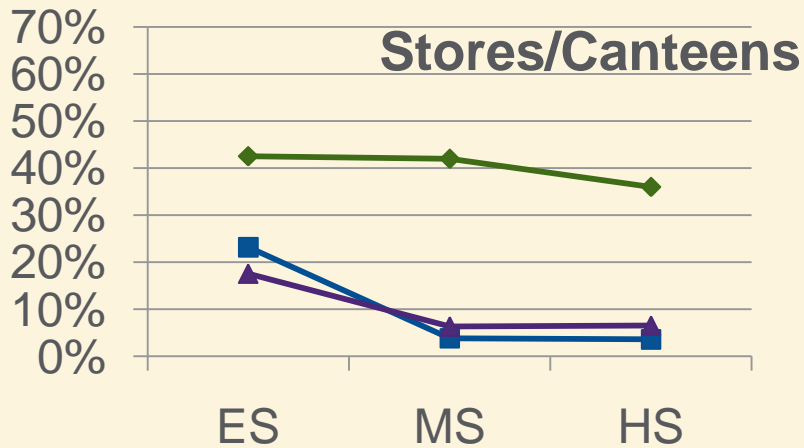
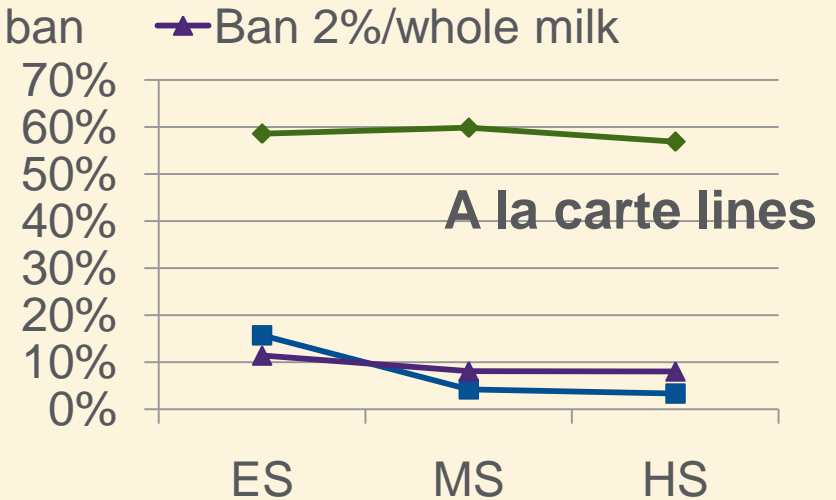
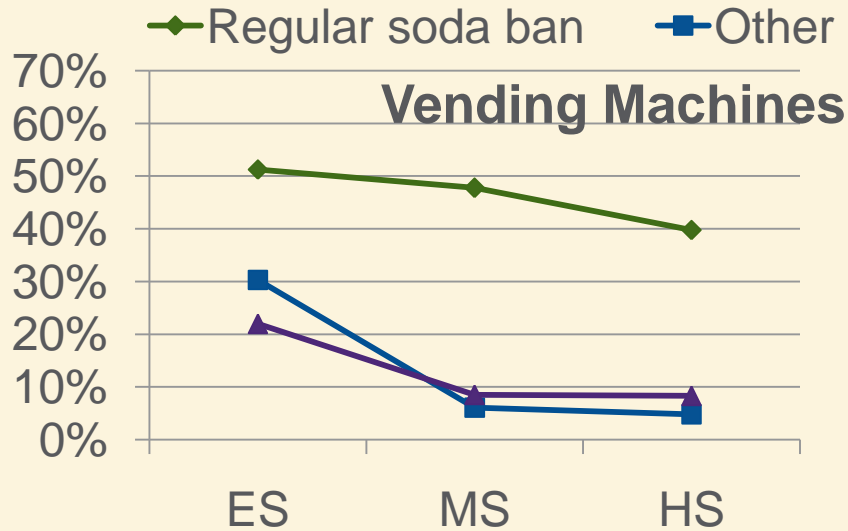


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*Includes location/competitive food bans

District with policies containing competitive beverage restrictions

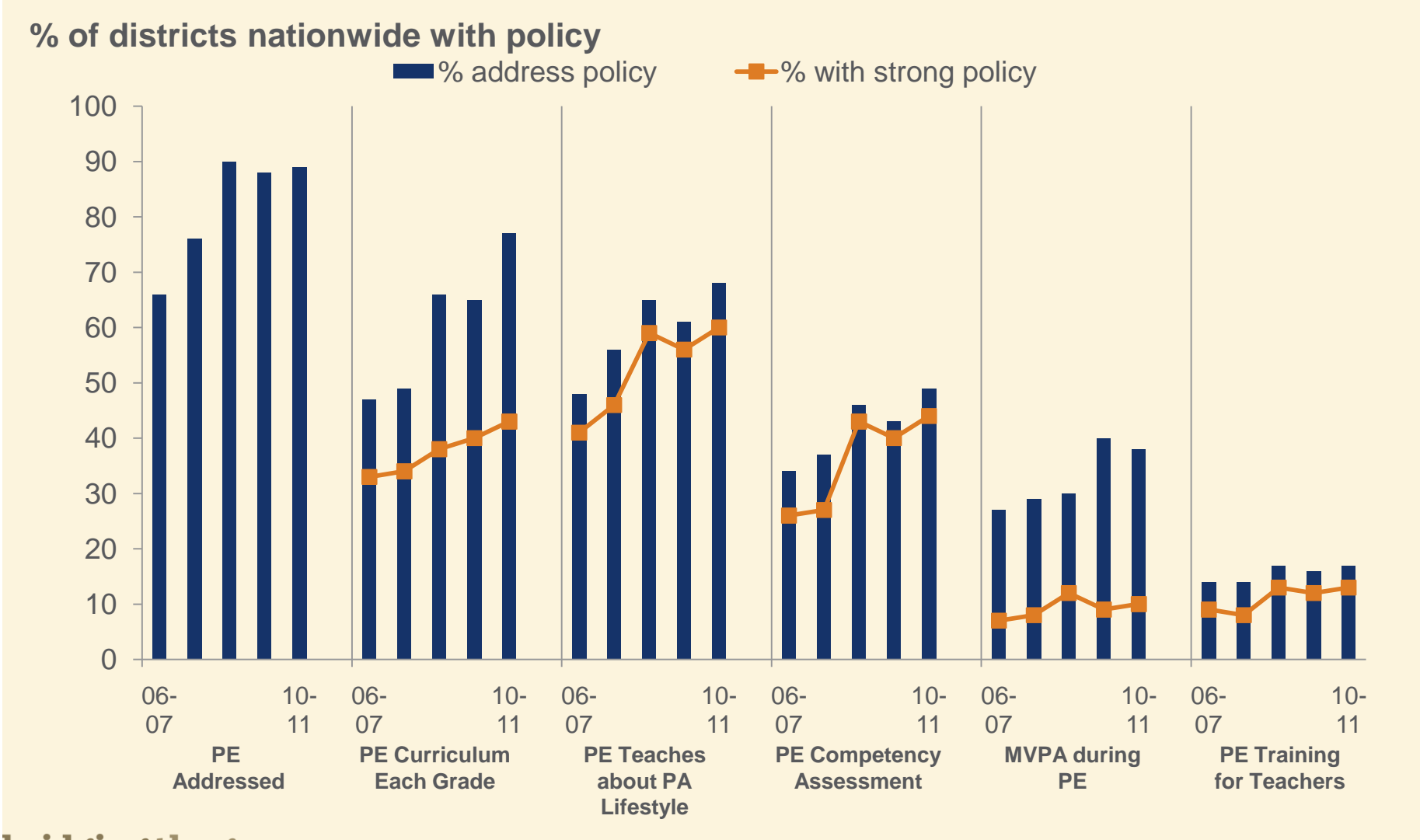
% of districts nationwide with law by grade level of applicability, SY 10-11



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*State includes the 50 states and D.C.

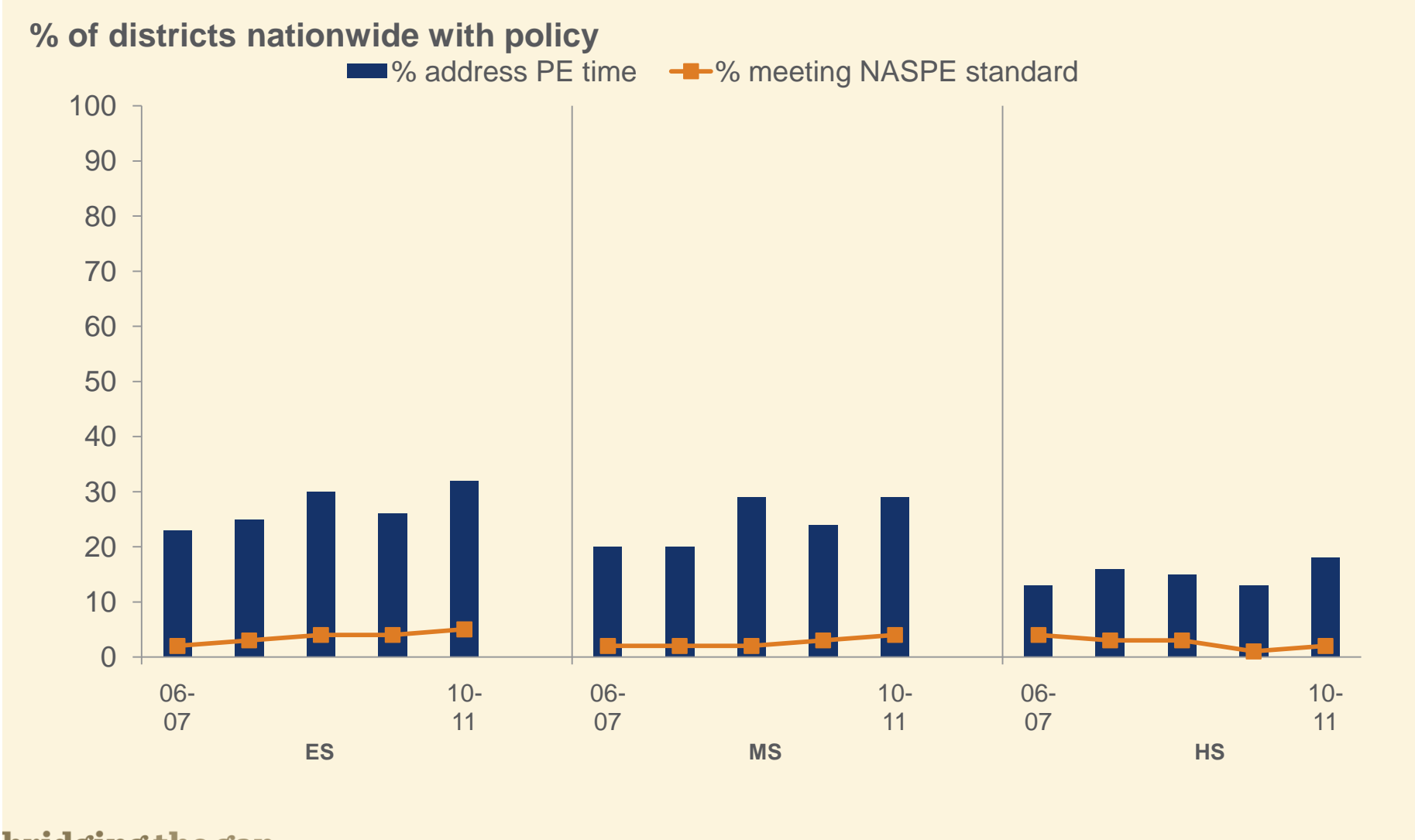
Selected Physical Education* Provisions by Year



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*PE was not a required element but commonly addressed

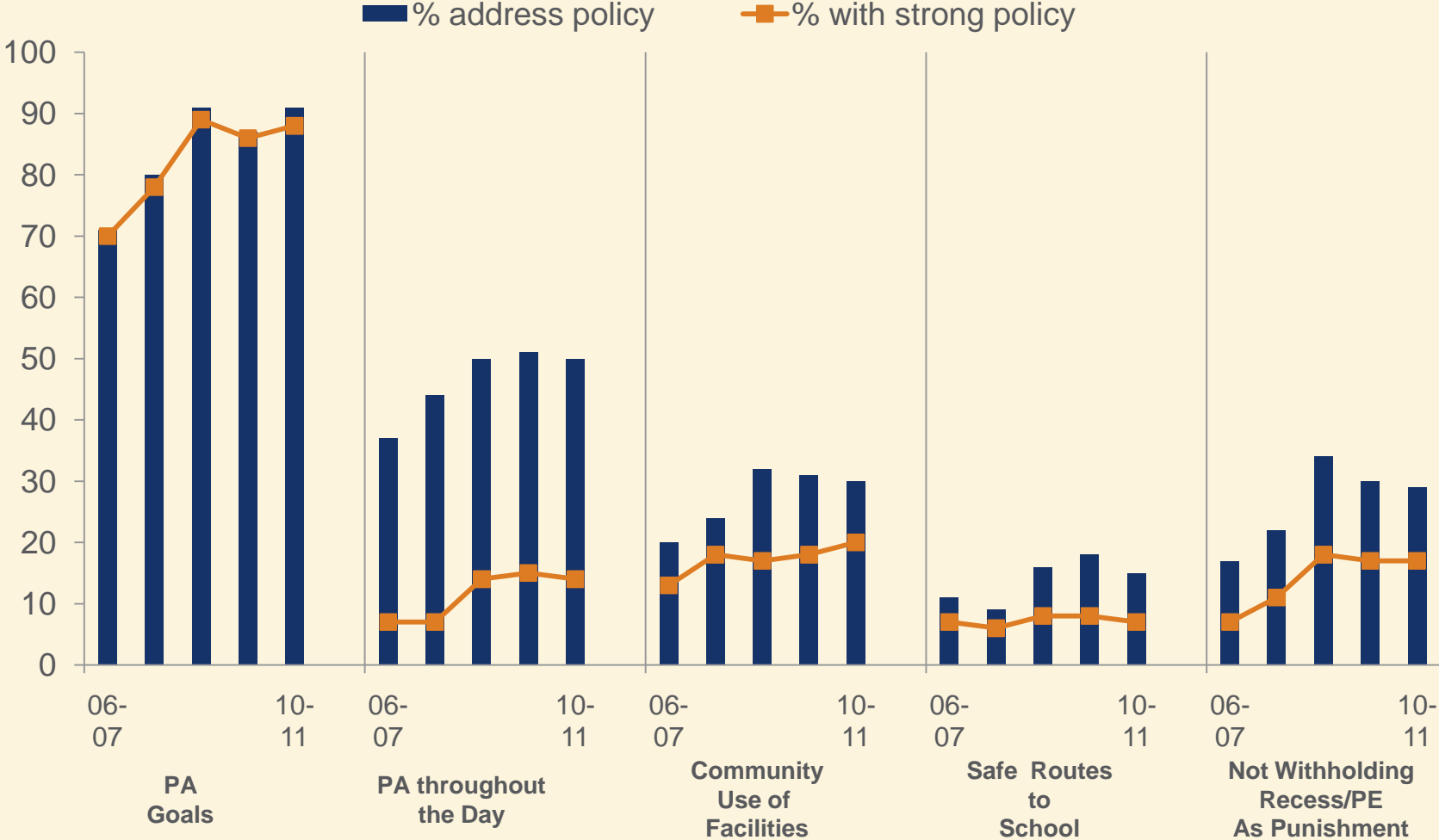
PE Time Policies by Year and Grade Level



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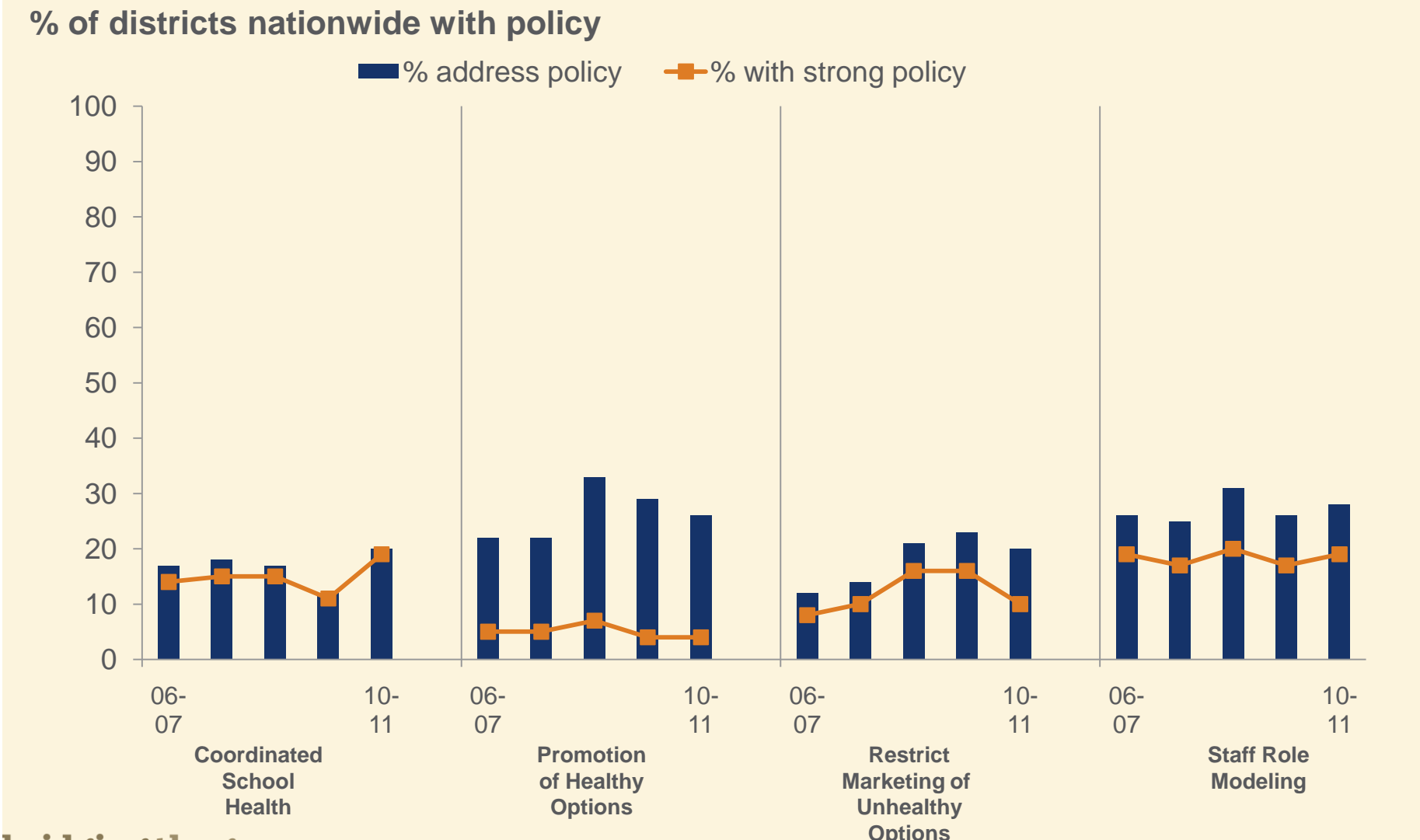
Selected Physical Activity Provisions by Year

% of districts nationwide with policy



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Selected Messaging/Marketing Provisions by Year



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What's Happening at the Federal Level?

Healthy, Hunger-Free Kids Act (HHFKA) of 2010 Requires the U.S. Department of Agriculture to...

- Develop wellness policy guidelines and framework
- Develop technical assistance materials for wellness policies
- Develop nationwide competitive food standards
 - USDA has drafted a proposed rule → currently undergoing White House/OMB review
 - HHFKA requires that the standards be consistent with the most recent edition of the Dietary Guidelines for Americans
 - Limits on solid fats and added sugars
 - Only 1%/skim milk
 - Minimize consumption of sugar-sweetened beverages
 - Increase consumption of fruits/vegetables/proteins
 - Expect proposed rule to be issued in the next few months with 60- to 90-day public comment period → **that means you!**
 - Expect full implementation probably by SY 2015/2016

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Considerations when updating your wellness policy

KEY Considerations When Revising

- Make sure the policy is designed to fit your district's context/needs
 - There is NO ONE SIZE FITS ALL WELLNESS POLICY
 - State Board of Ed and other models are great but are only appropriate if they can be implemented in your district
- Identify the key goals for the district
 - Develop meaningful and measurable indicators that you could use to track progress in implementation and student outcomes over time
- Involve key stakeholders
 - District officials, school officials, parents, students, community leaders, physical educators, food service directors, physicians, etc.
- Incorporate plans for reporting and ongoing monitoring of progress
 - Review and revise on a regular basis (~3 years)

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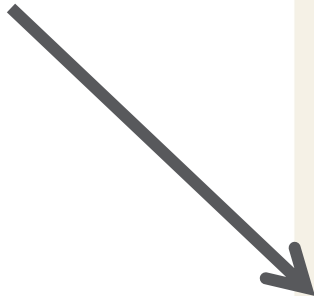
Resources for revising your policy

- Forthcoming technical assistance materials from USDA
- Updated Bridging the Gap wellness policy report likely to be issued in late Jan/early Feb (will discuss below)
 - Start by understanding what your policy does and does not address
 - Compare your policy to national trends
 - Key questions: what are your goals, what are your resources for implementation, do you have buy-in/support from district officials, school administrators, parents, etc.?
- Examples from districts with strong policies
 - Chicago Public Schools just adopted one of the strongest wellness policies and snack food policies
 - Chicago has instituted wellness policy “champions” in each school to take responsibility for wellness policy implementation and reporting

Resources and Contacts

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For More Information

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