Afterschool and Keeping Kids Active and Healthy: What You Can Do

Wednesday, April 15, 2015
Speakers/Overview

Afterschool Alliance
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YMCA of the USA
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Gwinnett County Parks & Recreation
Tina Fleming, Division Director
Lindsey Daniels, Health & Wellness Coordinator
America After 3PM

How are kids spending their time afterschool?

Demand
See National Map >

More and more, parents understand the benefits of afterschool programs and are enrolling their kids in record numbers. Participation in afterschool programs continues to grow, but for every child who participates, there are two more who would like to — if a program were available.

Benefits
See National Map >

Parents agree that afterschool programs are providing a wide range of activities and enriching learning opportunities for their kids.

Support
See National Map >

Parents overwhelmingly support public funding for afterschool programs, recognizing their value for both children and working parents.
America After 3PM – A Decade of Research

- In Afterschool
- Want Afterschool

<table>
<thead>
<tr>
<th>Year</th>
<th>In Afterschool</th>
<th>Want Afterschool</th>
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</thead>
<tbody>
<tr>
<td>2004</td>
<td>6.5M</td>
<td></td>
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<tr>
<td>2009</td>
<td>8.4M</td>
<td>18.5M</td>
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<tr>
<td>2014</td>
<td>10.2M</td>
<td>19.4M</td>
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Afterschool Alliance
The Need for Afterschool

For every child in a program, 2 are waiting to get in.
Kids on the Move

Nearly 1 in 3 children and teens in the U.S. are overweight or obese.

Of kids ages 6-11, only 42% get enough daily physical activity.

Of kids ages 2-18, only 40% eat enough fruit and 10% eat enough vegetables.
Afterschool Programs and Physical Activity

80% of parents say that their child’s afterschool program offers opportunities for physical activity.

8 in 10 parents want afterschool programs to provide opportunities for physical activity.

84% are satisfied with the amount of physical activity offered.

84% are satisfied with the variety of physical activity offered.
Knowledge of Standards in Afterschool: Physical Activity

Are there recommended standards for the amount and type of physical activity that should be offered in an afterschool program?

- Yes: 56%
- No: 26%
- Unsure: 18%

Afterschool Alliance
Opportunities for Physical Activity in Afterschool Across the Country

afterschoolalliance.org/AA3PM
A Look at the Data from the Dashboard

80% of parents say their children's after-school program offers opportunities for physical activity.

Afterschool programs play an important role in improving the health and wellness of our nation's students. Serving more than 10 million children and youth across America, with more than 19 million more who would be enrolled in a program if one were available to them, afterschool programs have great potential to help prevent obesity and instill lifelong healthy habits that can help our nation's students get healthy, stay healthy and lead healthier lives.

The amount of physical activity...

- 63% of parents say their children's after-school program offers opportunities for physical activity.
- California: 30%
- National average: 80%

Parents whose child's after-school program offers opportunities for physical activity.

- 80%
A Look at the Data from the Dashboard

Physical Activity and Afterschool Programs

Parents agree that afterschool programs should provide children opportunities to be physically active - 82%

Parents whose child’s afterschool program offers opportunities for physical activity - 80%

Parents satisfied with the physical activity in their child’s afterschool program

- Amount of physical activity: 80%
- Variety of physical activity: 20%

Examples of the variety of physical activities provided in the survey questionnaire were “indoor, outdoor, games and skill-building activities.”

Parents say that opportunities for physical activity was very important in choosing their child’s afterschool program - 67%
Afterschool Programs Providing Opportunities for Healthy Eating

more than 7 in 10 want programs to offer healthy meals, snacks, or beverages

72% of parents say that their child’s afterschool program offers beverages, snacks and/or meals

81% are satisfied with the healthy foods offered
Are there recommended standards for the types of foods and beverages that are considered healthy and should be served in an afterschool program?
Afterschool Programs Providing Beverages, Snacks or Meals

afterschoolalliance.org/AA3PM
There is still more work to be done.
Find Out More!

NEW REPORT

Kids on the Move
See National Map >

Afterschool programs continue to make advances when it comes to providing students with nutritious foods, keeping students physically fit and promoting health. See how afterschool programs are helping our nation’s students get healthy, stay healthy and lead healthier lives.

Full Report
Download >

Learn more about health and wellness in the hours after school in *Kids on the Move: Afterschool Programs Promoting Healthy Eating and Physical Activity*. Read the full America After 3PM special report or the executive summary.

www.afterschoolalliance.org/AA3PM
LEADING HEALTHY CHANGE

AFTERSCHOOL AND KEEPING KIDS ACTIVE AND HEALTHY: WHAT YOU CAN DO

APRIL 15, 2015
HEPA Standards Overview & Background

OUT-OF-SCHOOL TIME?
CRAFTING THE HEALTHY EATING AND PHYSICAL ACTIVITY (HEPA) STANDARDS


January 2010: RWJF grant for needs assessment and develop standards

January 2011: HOST submits standards to National Afterschool Association

April 2011: NAA adopts standards
<table>
<thead>
<tr>
<th><strong>Role Modeling</strong></th>
<th>Y staff will model healthy eating and active living.</th>
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<tbody>
<tr>
<td><strong>Family Engagement</strong></td>
<td>Engage parents/caregivers using informational materials and/or activities focused on healthy eating and physical activity a minimum of once a quarter.</td>
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<tr>
<td><strong>Physical Activity</strong></td>
<td>Ensure that children engage in at least 30 minutes of physical activity for half-day programs and 60 minutes for full-day programs, including a mix of moderate and vigorous physical activities that promote bone and muscle strengthening. Play will take place daily outdoors whenever possible.</td>
</tr>
<tr>
<td><strong>Screen Time</strong></td>
<td>Eliminate screen time for children under two years of age. For children over two, screen time is limited to less than 30 minutes per day for children in half-day programs or less than one hour per day for those in full-day programs.</td>
</tr>
<tr>
<td><strong>Food</strong></td>
<td>Serve fruits or vegetables at every meal and snack. Children serve themselves (family style). No partially hydrogenated oils (trans fat), fried or pre-fried foods. Serve whole grains when grains are served. Serve foods free of sugar as one of the first three ingredients or less than eight grams of added sugar.</td>
</tr>
<tr>
<td><strong>Beverages</strong></td>
<td>Offer water at the table during every meal and snack and accessible at all times. Serve only water and plain low-fat (one percent) or non-fat milk.</td>
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<tr>
<td><strong>Infant Feeding</strong></td>
<td>Adults who work with infants and their families should promote and support exclusive breastfeeding for six months and continuation of breastfeeding in conjunction with complementary foods for one year or more.</td>
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# BENEFITS TO KIDS, STAFF & FAMILIES

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<tr>
<th>HE</th>
<th>BENEFITS</th>
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<tr>
<td>✓</td>
<td>PREVENTS A RANGE OF CHRONIC DISEASES</td>
<td>✓</td>
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<td>✓</td>
<td>REDUCES RISK OF DEVELOPING OBESITY</td>
<td>✓</td>
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<tr>
<td>✓</td>
<td>LOWERS BLOOD PRESSURE</td>
<td>✓</td>
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<tr>
<td>✓</td>
<td>MAY HELP IMPROVE ACADEMIC PERFORMANCE</td>
<td>✓</td>
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<tr>
<td>✓</td>
<td>BUILDS HEALTHY BONES</td>
<td>✓</td>
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<td>✓</td>
<td>IMPROVES IMMUNE FUNCTION</td>
<td>✓</td>
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<tr>
<td>✓</td>
<td>RELIEVES STRESS AND IMPROVES MOOD</td>
<td>✓</td>
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<tr>
<td>✓</td>
<td>PROMOTES HEALTHY SELF-ESTEEM</td>
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<td>✓</td>
<td>IMPROVES COGNITIVE HEALTH</td>
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<td>✓</td>
<td>INCREASES FUNCTIONAL HEALTH</td>
<td>✓</td>
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<tr>
<td>✓</td>
<td>BUILDING BLOCKS OF A HEALTHY LIFESTYLE</td>
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21 | Kids On The Move | ©2015 YMCA of the USA
Y-USA COMMITMENT TO PHA

The Y responded to requests from the first lady and the Partnership for a Healthier America (PHA) to adopt the HEPA Standards in our early childhood and afterschool programs.

Y ASSOCIATION GOAL:

85% of Y Associations implementing ALL of the standards by June 30, 2015

Current: 93%
Percent of Ys committed to implementing HEPA Standards
POWER OF PARTNERSHIPS
The Voices for Healthy Kids: Active Kids Out of School is a concerted effort to connect networks providing afterschool care to the Healthy Eating and Physical Activity (HEPA) Standards.

Y-USA received funding from the Robert Wood Johnson Foundation in December 2012 to support this effort.

Any national, state, regional, local organization or individual can help catalyze healthy out-of-school time environments.
COMMUNITY/STATE PARTNERS

We are all working towards a COMMON GOAL.

- Process Transparency
- Resource Sharing
- Collaborations (vendors, shared-use, etc)

By promoting, adopting and implementing at all levels we can create lasting change for the children we care for.
HEALTHY OUT-OF-SCHOOL TIME (HOST) COALITION

In January 2009, NIOST, UMB and Y-USA founded the Healthy Out-of-School Time (HOST) Coalition with funding from RWJF and had a first charge of creating evidence-based, healthy eating and physical activity (HEPA) standards that foster the best possible nutrition and physical activity outcomes for children in grades K-12 attending OST programs.

Since Then:
They have been adopted by:
- National AfterSchool Association
- YMCA of the USA
- Council on Accreditation
- National Recreation and Park Association
- Boys and Girls Clubs of America
- Alliance for a Healthier Generation

WEBSITE: [www.healthyost.org](http://www.healthyost.org)
TWITTER: @HOSTCoalition #healthyOST
RESOURCES

New Directions for Youth Development: Healthy Eating and Physical Activity in Out-of-School Time Settings

- 7 research studies

Examples:
- 4-H Healthy Living Programs with Impact: A National Environmental Scan
- Concerns in Measurement of Healthy Eating and Physical Activity Standards Implementation
- Creating Healthier Afterschool Environments in the Healthy Eating Active Communities Program
MAKING THE COMMITMENT

Boys & Girls Clubs of America, National Recreation and Park Association and the Alliance for a Healthier Generation

- BGCA - 3,400 clubs, reaching an estimated 3.5 million kids
- NRPA - 2,000 sites, reaching an estimated 1.5 million kids
- The Alliance for a Healthier Generation is providing the technical assistance and support to BGCA and NRPA on implementation

First Lady Michelle Obama Applauds Investments in Healthier Out-of-School Programs That Will Impact 5 Million Kids

MARRIOTT FLoRIDA — Today, First Lady Michelle Obama joined the Boys & Girls Clubs of America (BGCA), the National Recreation and Park Association (NRPA) and the Partnership for a Healthier America (PHA) for the announcement of a five-way commitment by BGCA and NRPA to create healthy environments for children who attend out-of-school programming across the country. BGCA and NRPA will provide 5 million children with healthy choice and physical activity during the critical few hours between when kids leave school and before they go home. Parents can now be assured that the time they are doing time to help their kids healthy will be reinforced in these after-school hours.
HOST COALITION MEMBERS

HOST Coalition members and supporters are from the following organizations:

- ACTIVE Life
- Action for Healthy Kids
- Active Living Research
- Afterschool Alliance
- AfterSchool AllStars
- Alliance for a Healthier Generation (AFHG)
- American Camp Association
- American Heart Association
- Association of State and Territorial Health Officials (ASTHO)
- A World Fit for Kids
- Boys and Girls Club of America
- Bridging the Gap
- CANFIT
- Center for Collaborative Solutions
- Centers for Disease Control
- EasterSeals
- Food Research Action Center (FRAC)
- Forum for Youth Investment
- Healthy Kids Out of School
- Mission Readiness
- National Afterschool Association
- National Center on Healthy, Physical Activity, and Disability (NCHPAD)
- National Council on Youth Sports
- National Farm to School Network
- National Human Services Assembly
- National Institute on Out-of-School Time (NIOST)
- National League of Cities (NLC)
- National Recreation and Park Association (NRPA)
- National Summer Learning Association
- Nemours
- Out-of-School Time Resource Center at The University of Pennsylvania
- Partnership for a Healthier America
- Playworks
- Policy to Practice in Youth Programs
- Robert Wood Johnson Foundation (RWJF)
- Safe Routes to School National Partnership
- Salud America!
- Save the Children
- Share Our Strength
- United States Department of Agriculture (USDA)
- United States Department of Defense (DOD)
- United Way
- Up2Us
- YMCA of the USA (Y-USA)
COLLECTIVE IMPACT

HEALTHY EATING & PHYSICAL ACTIVITY (HEPA)

State

National

Local
THANK YOU FOR BEING A ROLE MODEL

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Gwinnett County Parks & Recreation

Afterschool and Keeping Kids Active and Healthy: What You Can Do

Tina Fleming, Division Director
Lindsey Daniels, Health and Wellness Coordinator
Gwinnett County Parks & Recreation

In partnership with our citizens, Gwinnett County Parks and Recreation provides high quality, broad-based parks, facilities, programs, and services creating a sense of community, enabling a safe and secure environment, and enhancing Gwinnett's quality of life.
Gwinnett County

- 30 Miles Northeast of Atlanta
- Estimated 2014 Population: 877,922+
- 173,000+ Public School Students; 100+ Languages Spoken in Public Schools
- Georgia Gwinnett College Student Population: 10,828+
- Medium Household Income: $60,445
Before HEPA Standards

- Health & Wellness Standards
  - Wellness Guidelines
  - Catering Guidelines

- Strong4Life Four Healthy Habits
  - Youth Summer Camp Aides

- Provider Training
Commit to Health Grant

- Commit to Health Grant, Summer 2014 – National Recreation and Park Association & The Walmart Foundation

- Healthy Eating & Physical Activity
HEPA Implementation

Undergraduate & Graduate Student Interns
  • Health Promotion
  • Health Education

• Program Layout & Schedule
• Supplies from Grant Funds

www.livehealthygwinnett.com
HEPA Implementation

Kidsplosion, Inc.
• 810+ Campers
  • High ratio of African American & Latino
• Summer Food Service Program
  • Majority qualify for free/reduced lunches
• Swimming Lessons (58)
• Pool Admission (385)
HEPA Implementation

- Weekly Parent Newsletters
- Healthy Habit Tips
- Resources at Home
HEPA Implementation

- Alliance for a Healthier Generation
- Dashboards
  - Survey’s,
  - Goals
  - Action Plans
- Tools & Resources
• Empowering kids to be healthy and smart, from the inside out!

• Evidence-based Nutrition Education

• Club Rules
Youth Ambassador Training

PlayCore!

Healthy Eating & Physical Activity Projects
HEPA All Year!

- Community Partnerships
  - Program Expansion
  - Live Healthy Gwinnett

- Afterschool Alliance

- Community Health Initiatives
  - Healthy Vending

- Summer Camp 2015

- Out-of-School Time Expo

www.livehealthygwinnett.com
Thank You!

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