



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

Speakers/Overview

Afterschool Alliance

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YMCA of the USA

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Gwinnett County Parks & Recreation

Tina Fleming, Division Director

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America After 3PM



How are kids spending their time afterschool?



Jump to...



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 >](#)

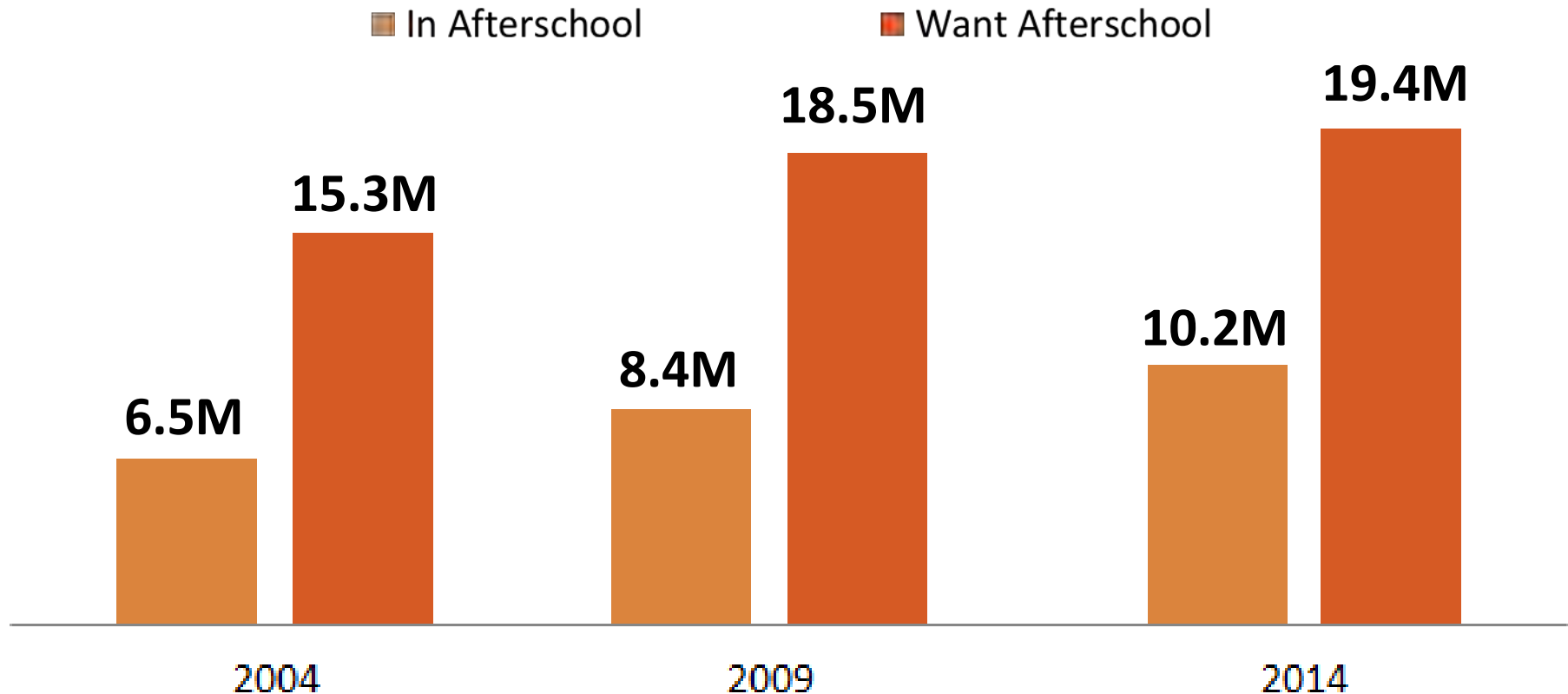
Parents agree that afterschool programs are providing a wide range of activities and enriching learning opportunities for their kids.

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



The Need for Afterschool



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



8 in 10

parents want afterschool programs to provide opportunities for physical activity



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



84% are satisfied with the amount of physical activity offered

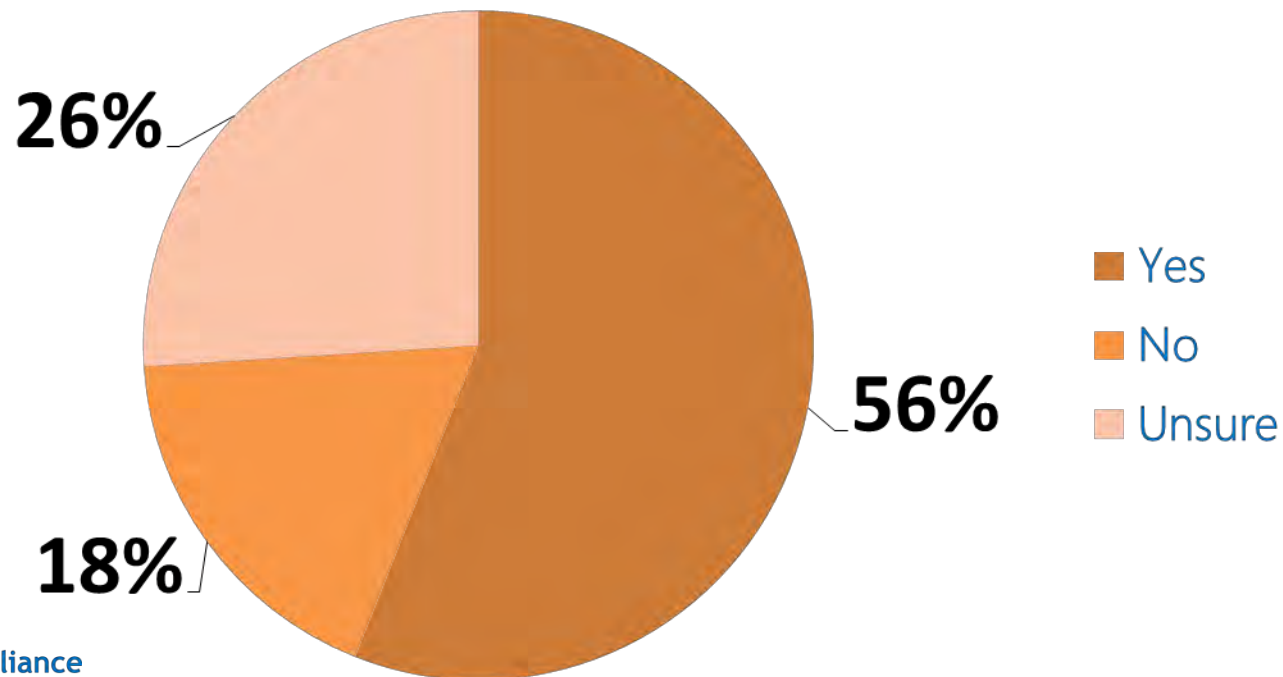


84% are satisfied with the variety of physical activity offered

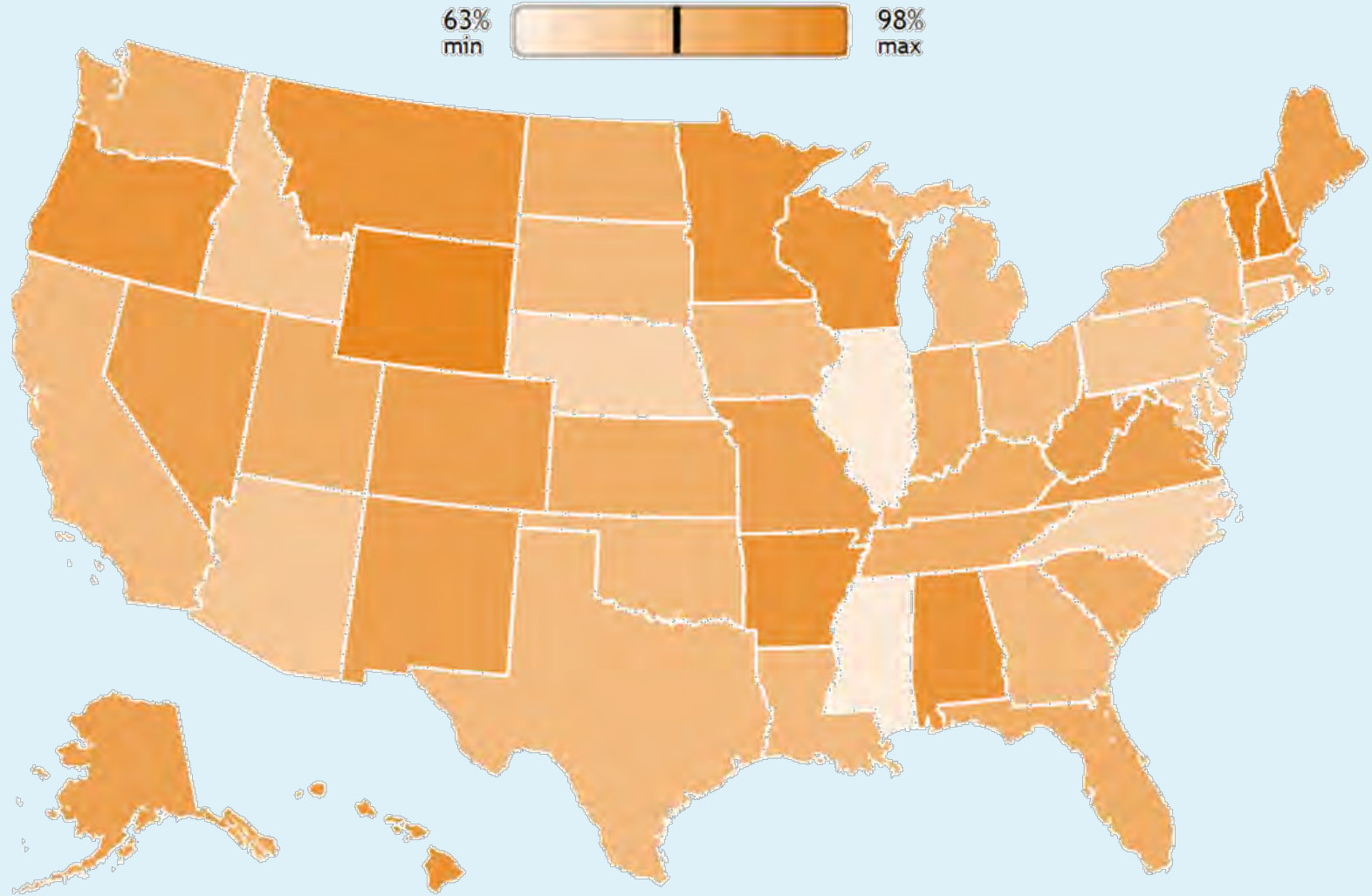
Knowledge of Standards in Afterschool: Physical Activity

Are there recommended standards for the...

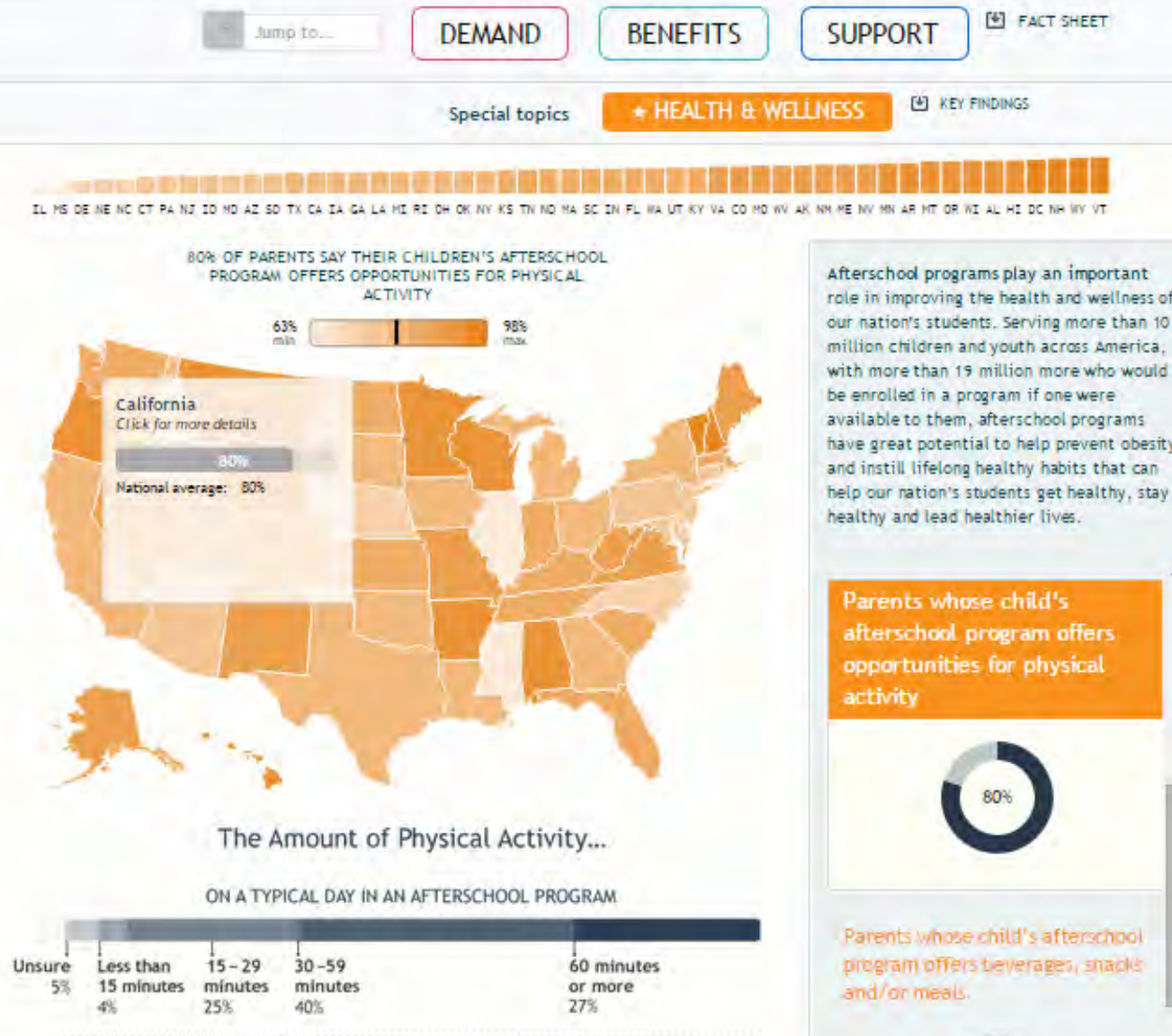
...amount and type of physical activity that should
be offered in an afterschool program?



Opportunities for Physical Activity in Afterschool Across the Country



A Look at the Data from the Dashboard



A Look at the Data from the Dashboard



California

DEMAND

BENEFITS

SUPPORT

FACT SHEET
NEWS RELEASE

Special topics

HEALTH & WELLNESS

FACT SHEET
NEWS RELEASE

Physical Activity and Afterschool Programs

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



Parents whose child's afterschool program offers opportunities for physical activity



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

AMOUNT OF PHYSICAL ACTIVITY

84%

VARIETY OF PHYSICAL ACTIVITY

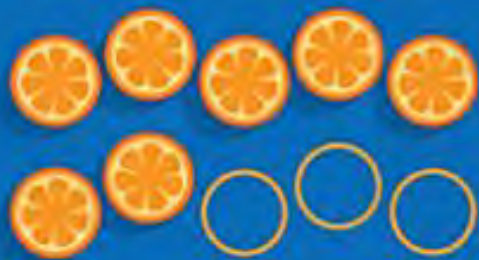
84%

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



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%

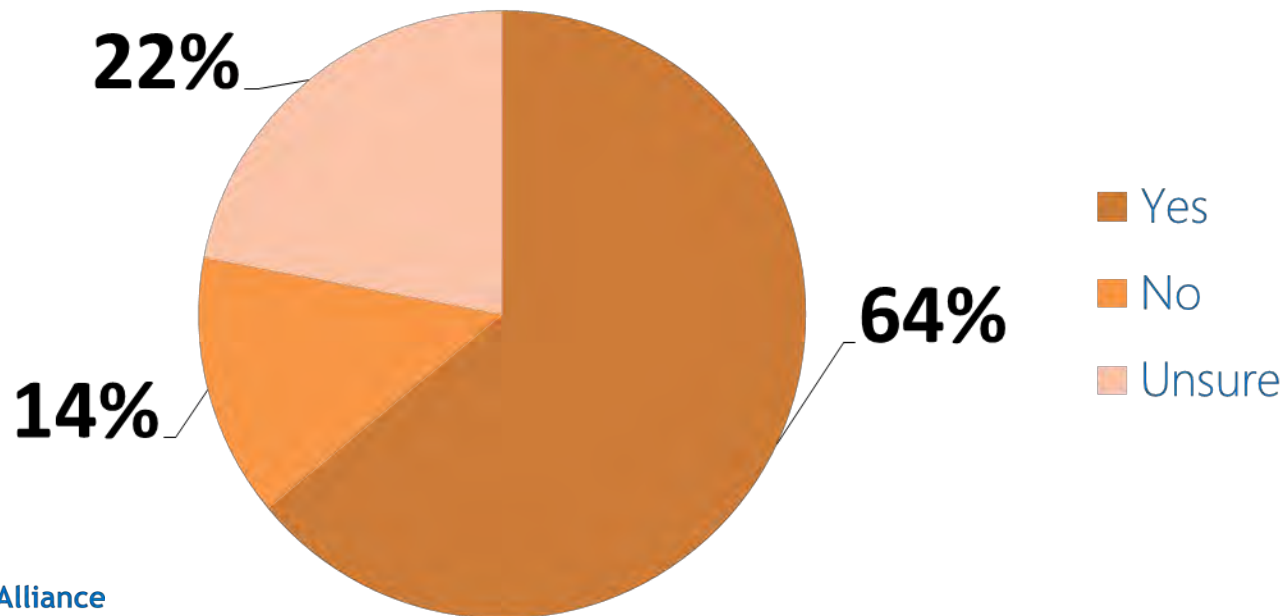
are satisfied with the healthy foods offered



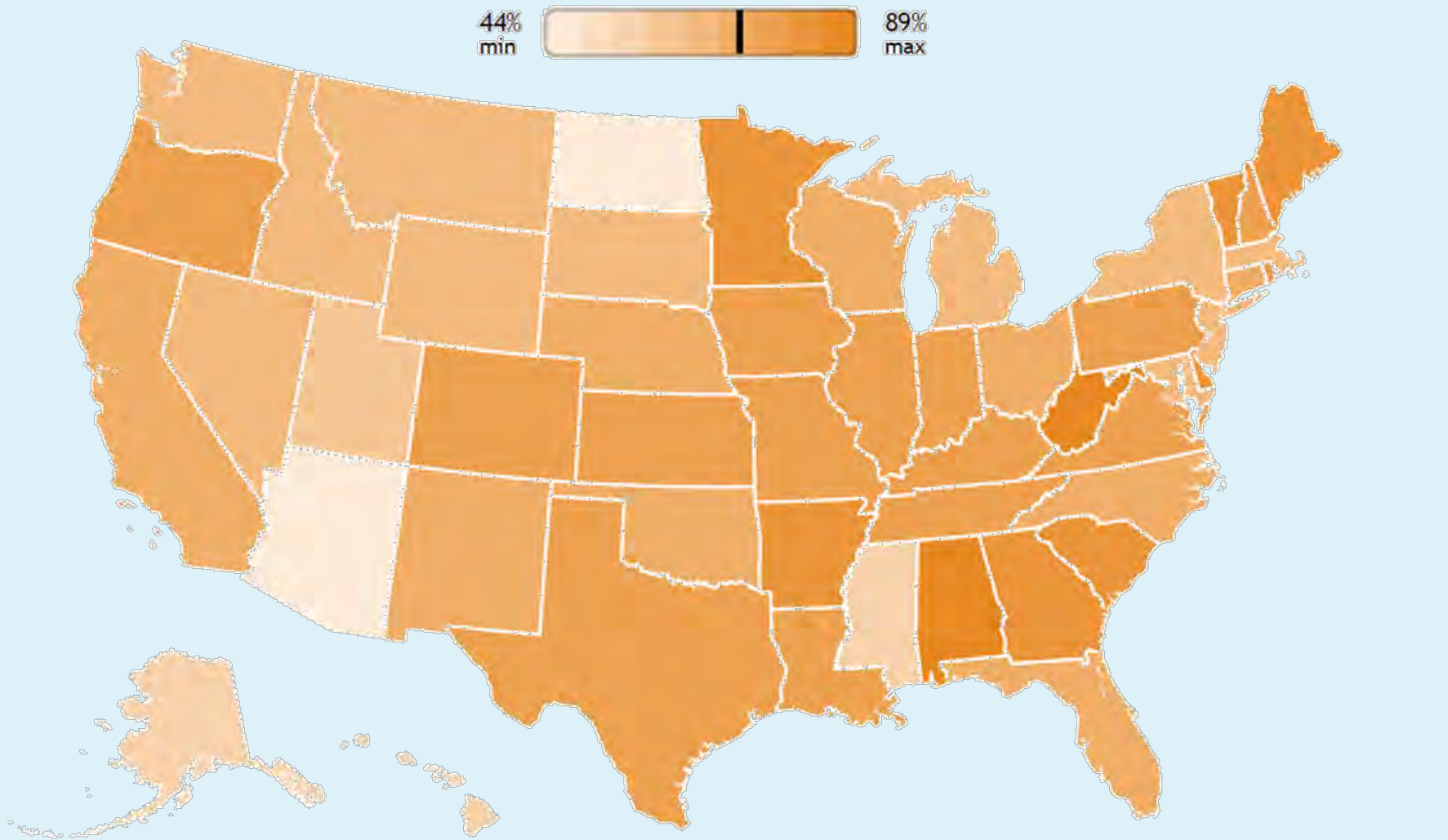
Knowledge of Standards in Afterschool: Healthy Eating

Are there recommended standards for the...

...types of foods and beverages that are considered healthy and should be served in an afterschool program?



After-school Programs Providing Beverages, Snacks or Meals



Takeaways

KIDS NEED HEALTHY OPTIONS

Lack of physical activity and an unhealthy diet contribute to the obesity epidemic that affects **nearly one in three** children and teens in the United States.

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

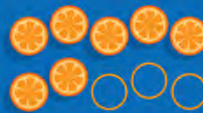


PARENTS WANT HEALTHY OPTIONS

More youth than ever before—
10.2 million
—are in afterschool programs.



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



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

AFTERSCHOOL IS KEY

Afterschool programs play a critical role in keeping kids healthy and active. The majority of parents say their child's afterschool program supports healthy behaviors and among those parents, satisfaction is high.



84% are satisfied with the amount of physical activity offered



84% are satisfied with the variety of physical activity offered



81% are satisfied with the healthy foods offered

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.

Infographics

[Download >](#)



www.afterschoolalliance.org/AA3PM



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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 2009: Convene Healthy Out of School Time (HOST) Coalition.



January 2010: RWJF grant for needs assessment and develop standards



January 2011: HOST submits standards to National Afterschool Association



April 2011: NAA adopts standards

MEET HEPA

FOR EARLY LEARNING & AFTERSCHOOL PROGRAMS

Role Modeling	Y staff will model healthy eating and active living.
Family Engagement	Engage parents/care givers using informational materials and/or activities focused on healthy eating and physical activity a minimum of once a quarter.
Physical Activity	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.
Screen Time	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.
Food	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.
Beverages	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.
Infant Feeding	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.

BENEFITS TO KIDS, STAFF & FAMILIES

HE	BENEFITS	PA
✓	PREVENTS A RANGE OF CHRONIC DISEASES	✓
✓	REDUCES RISK OF DEVELOPING OBESITY	✓
✓	LOWERS BLOOD PRESSURE	✓
✓	MAY HELP IMPROVE ACADEMIC PERFORMANCE	✓
✓	BUILDS HEALTHY BONES	✓
✓	IMPROVES IMMUNE FUNCTION	✓
✓	RELIEVES STRESS AND IMPROVES MOOD	✓
✓	PROMOTES HEALTHY SELF-ESTEEM	✓
✓	IMPROVES COGNITIVE HEALTH	✓
✓	INCREASES FUNCTIONAL HEALTH	✓
✓	BUILDING BLOCKS OF A HEALTHY LIFESTYLE	✓

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.

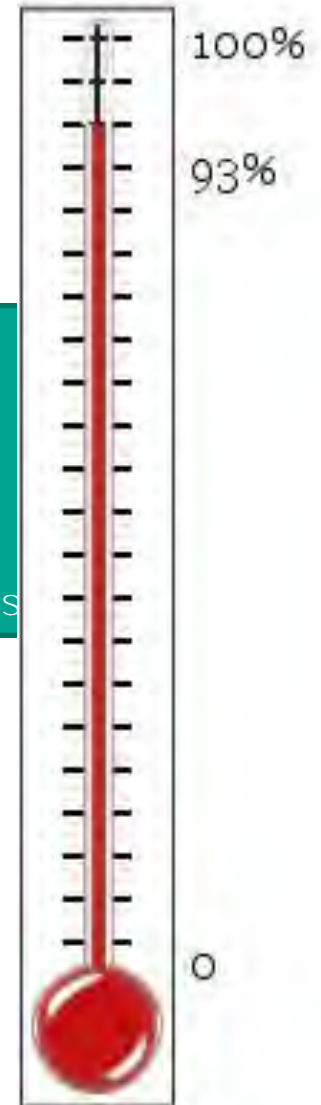
Y ASSOCIATION GOAL:

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

VOICES FOR HEALTHY KIDS: ACTIVE KIDS OUT OF SCHOOL

- 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**

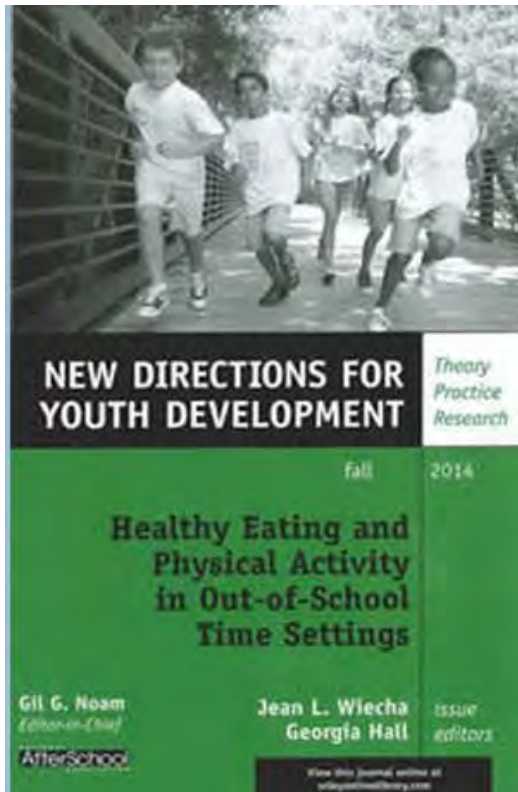


WEBSITE: www.healthyost.org

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

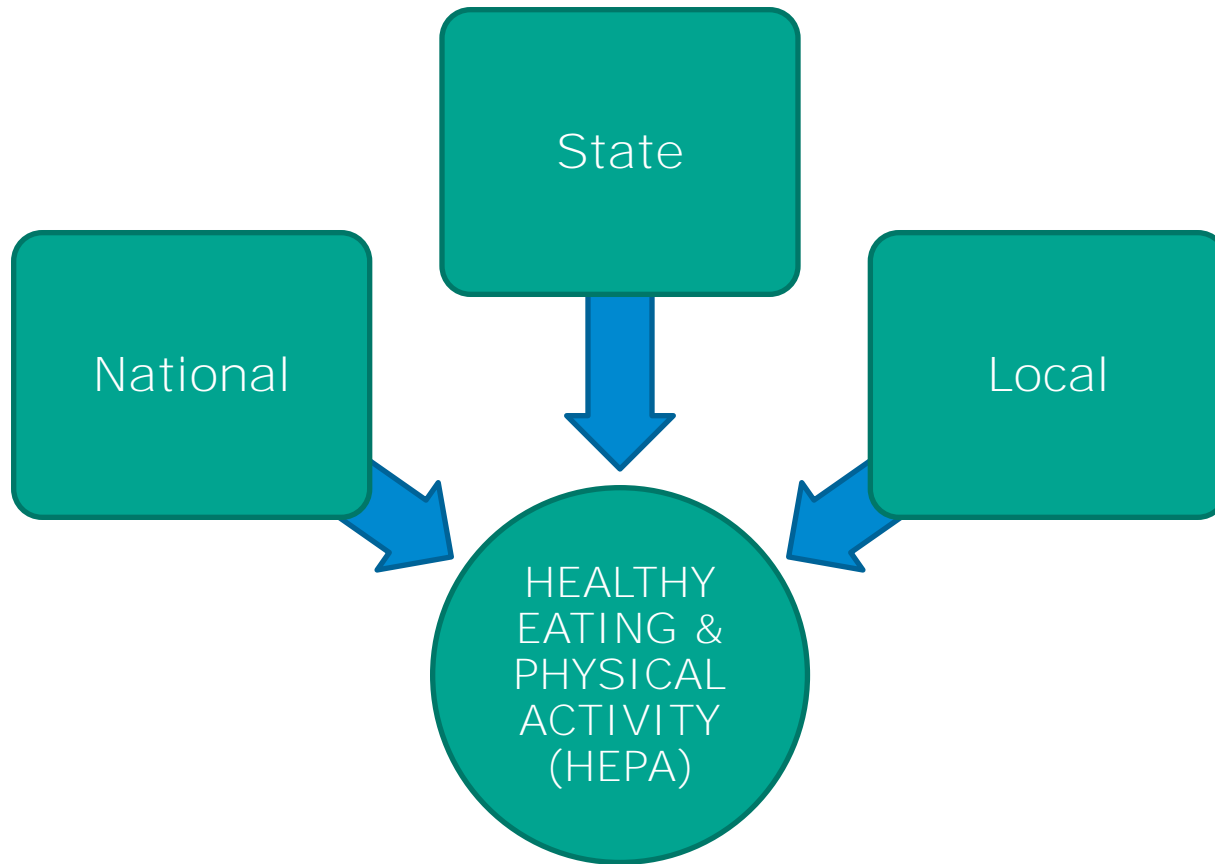


HOST COALITION MEMBERS

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





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

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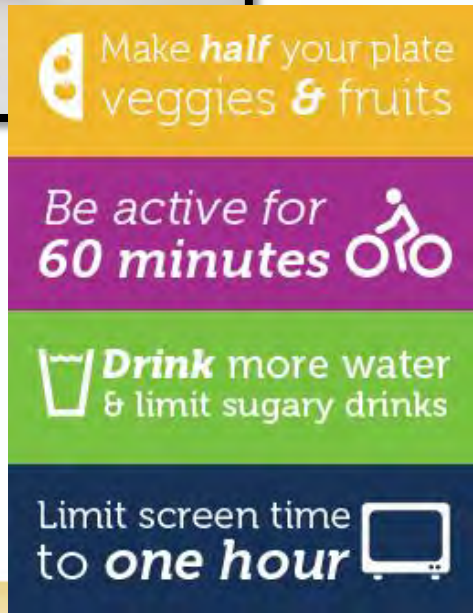
Gwinnett County



- 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

COMMIT
TO HEALTH

Healthy Eating and Physical Activity (HEPA) Standards

National Recreation
and Park Association

Healthy Rating	Physical Activity	Youth and Family Education
Serve a fruit ¹ or vegetable ² at every snack and meal.		
Serve only foods with no artificial trans fats. ³	Dedicate at least 20% or at least 30 minutes of morning or after-school program time to physical activity and at least 50 minutes for a full day program.	Offer evidence-based nutrition education to youth.
Serve only whole grain-rich products. ⁴		
Serve only non-fat or reduced fat yogurt and cheese.		
Serve only lean meat, skinless poultry, seafood, beans/legumes or eggs.	Provide physical activities in which youth are moderately to vigorously ⁵ active for at least 50% of the physical activity time.	
Serve only packaged snacks or frozen desserts that meet the USDA Smart Snacks in School nutrition standards. ⁶		
Provide plain potable water ⁷ at all times at no cost to youth and staff.		
Serve only plain low-fat milk, plain or flavored nonfat milk or milk alternative ⁸ limited to 8 fluid ounces per day for elementary school students and 12 fluid ounces per day for middle and high school students.	Ensure physical activity takes place outdoors whenever possible.	Offer evidence-based education materials about nutrition and physical activity to families through pamphlets, newsletters, email alerts or other means.
Serve only 100% fruit or vegetable juice with no added sweeteners or 100% juice diluted with water with no added sweeteners. ⁹	Do not permit access to television or movies.	
Serve no soda, sports drinks or juice drinks ¹⁰ to elementary school or middle school students.		
Serve no full-calorie soda or full-calorie sports drinks, but may serve diet sodas, low-calorie sports drinks or other low-calorie ¹¹ beverages to high school students.	Limit digital device time to less than one hour per day and digital devices use is limited to homework or activities that engage youth in moderate to vigorous intensity physical activity.	
Serve only non-alcoholic beverages. ¹¹		

¹ Fruit may only be fresh, canned or frozen in water; 100% juice, with a light or light syrup, dried with no added sweeteners, or 100% fruit juice; 100% fruit juice with no added sweeteners may only be consumed as a fast-food/beverage serving a maximum of two times per week. Total fruit with a small amount of sugar added to processed gradually, such as cranberries or tart cherries, is acceptable except water or dried with no added ingredients. Products with a small amount of sugar for processing are acceptable.

² Dark mangoes and shortening. Another name for trans fats is "partially hydrogenated oils." If it is whole grain (or the second ingredient, if the first is water), the product contains 50% or more whole grains by weight, the FDA approved health claim "dietary fiber in whole grain foods and other plant foods and low in total fat, saturated fat and cholesterol," or the URL http://www.fda.gov/oc/ohrt/dietaryfiberfoods.html#_ftnref_1.

³ Nutritionally equivalent milk alternatives (calcium and Vitamin fortified) are acceptable.

⁴ Cereals are acceptable. Limit to 8 ounces per day for elementary school students, and 12 ounces per day for middle and high school students. Examples of added nutritive sweeteners include: sugar, corn syrup, dextrose, fructose, high fructose corn syrup, malted barley extract, malted wheat extract, malted rice extract, malted sorghum extract, malted rye extract, malted oat extract, malted millet extract, malted buckwheat extract, malted quinoa extract, malted amaranth extract, malted speltz extract, malted teff extract, malted wild rice extract, malted flax seed extract, malted hemp seed extract, malted chia seed extract, malted sunflower seed extract, malted sesame seed extract, malted soybean seed extract, malted pea seed extract, malted lentil seed extract, malted chickpea seed extract, malted fava bean seed extract, malted lupine seed extract, malted mung bean seed extract, malted adzuki bean seed extract, malted black bean seed extract, malted pinto bean seed extract, malted navy bean seed extract, malted great northern bean seed extract, malted cannellini bean seed extract, malted lima bean seed extract, malted 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HEPA Implementation



Undergraduate & Graduate Student Interns

- Health Promotion
- Health Education
- Program Layout & Schedule
- Supplies from Grant Funds

HEPA Implementation



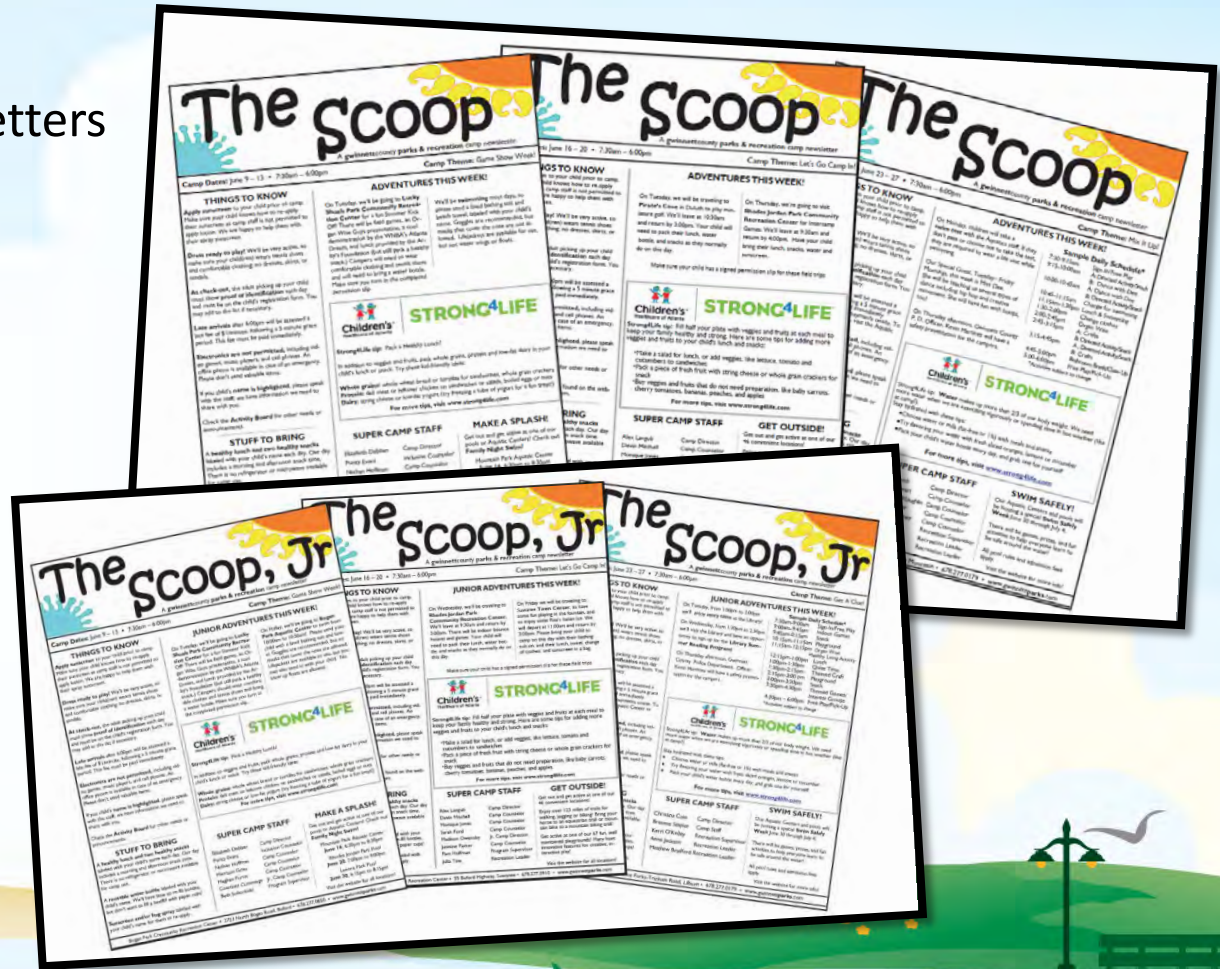
Kidsplosion, Inc.

- 810+ Campers
 - High ratio of African American & Latino
- Summer Food Service Program
 - Majority qualify for free/reduced lunches
- Swimming Lessons (58)
- Pool Admission (385)



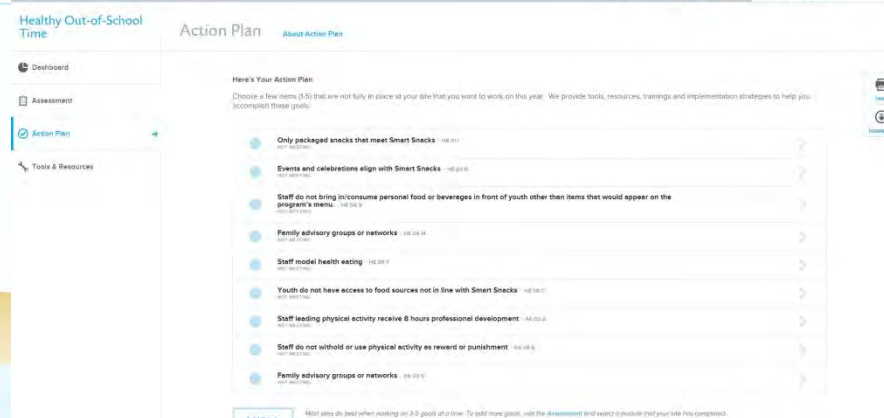
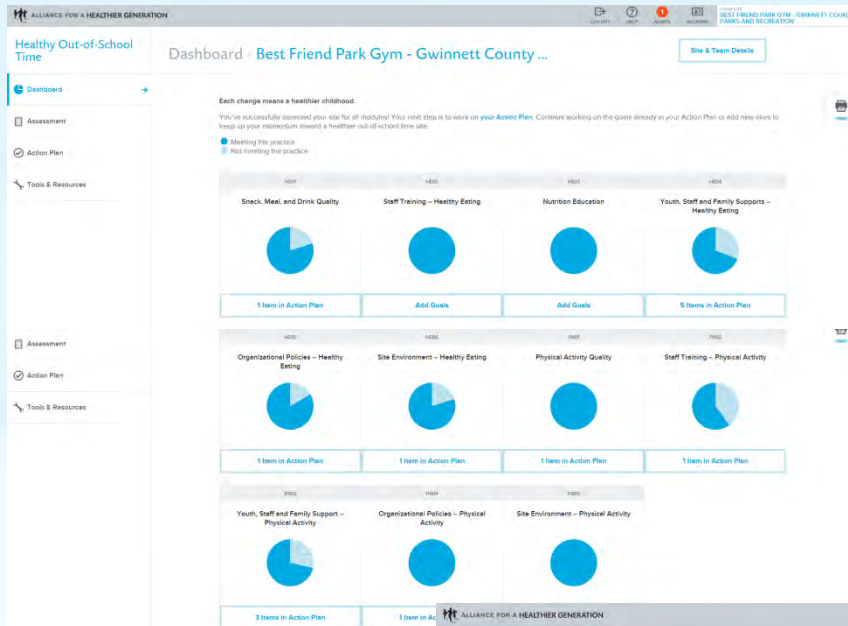
HEPA Implementation

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



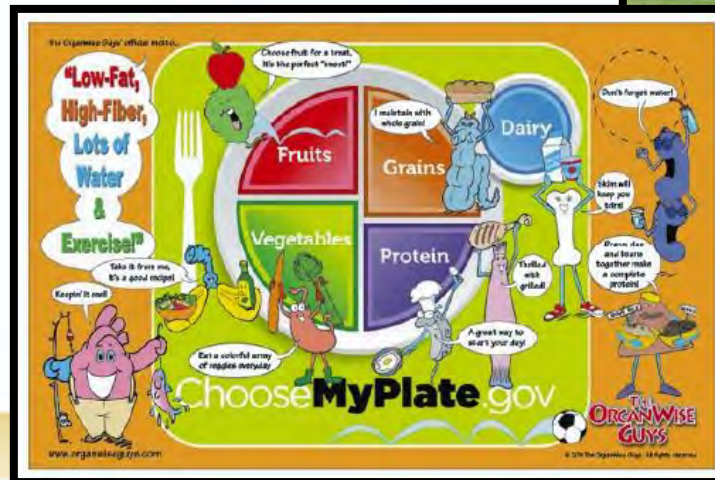
HEPA Implementation

- Alliance for a Healthier Generation
- Dashboards
 - Survey's,
 - Goals
 - Action Plans
- Tools & Resources



THE ORGANWISE GUYS

- Empowering kids to be healthy and smart, from the inside out!
- Evidence-based Nutrition Education
- Club Rules



STRONG⁴LIFE

A Children's Healthcare of Atlanta Movement



- 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



Thank You!

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