

Getting Kids Healthy and Back Outdoors!

BOOST Conference 2010

Melissa Hanson – Säjai® Foundation

Overview

- Childhood Obesity...it's still a crisis
- Why and how we should intervene in getting kids healthy and outdoors
- Town of Leesburg, VA – Wise Kids® Case Study
- Other unique agency examples
- Lessons learned...Making programs successful
- How to create momentum in your organization
- Discussion

What is the Säjai® Foundation?

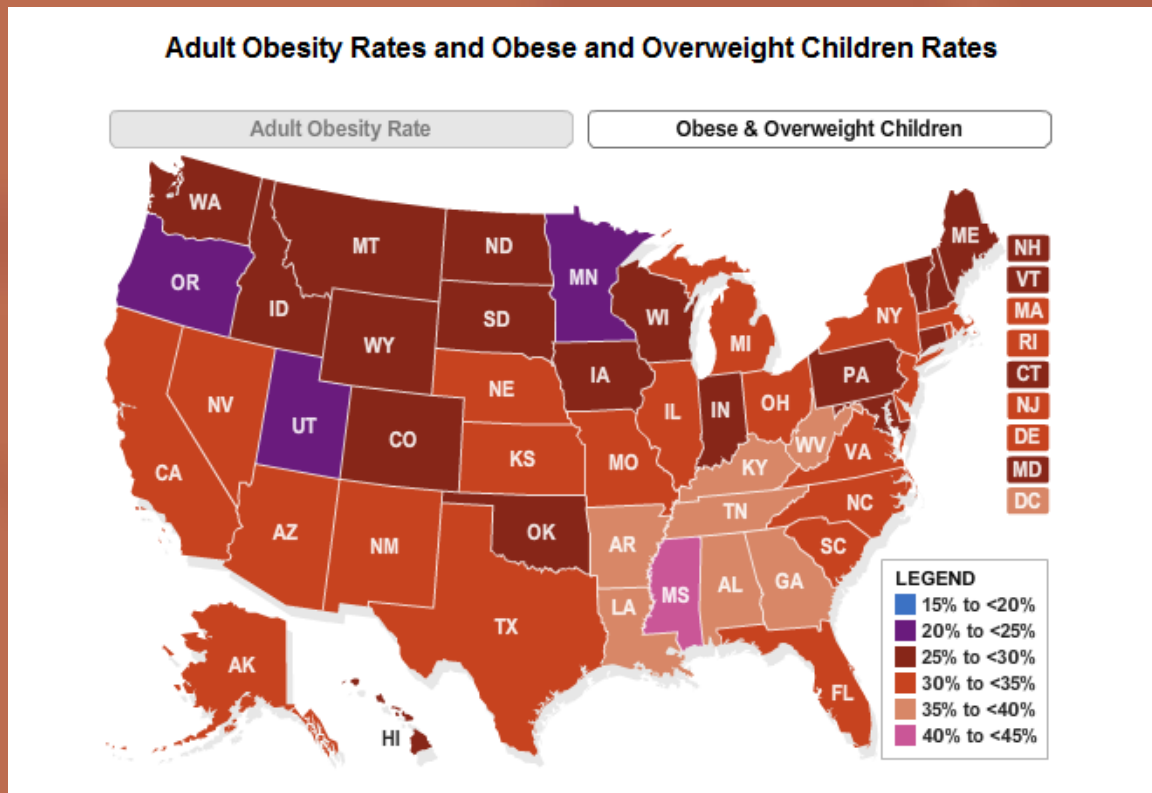
- National nonprofit organization working with community partners to teach children why to value and how to lead healthy lives by encouraging them to experience the outdoors, to be active and to make smart nutrition decisions
- Partners and experience:
 - National Recreation and Park Association
 - National Forum on Children and Nature
 - YMCA
 - Afterschool Alliance
 - Alliance for a Healthier Generation
 - Minnesota Children and Nature Connection
 - Minnesota SUTH



**National Recreation
and Park Association**

Childhood Obesity is a Crisis

- Recent study reveals state-by-state ranking
 - Percentage of overweight children is at or above 30% in 30 states!
 - MN, UT and OR are #1 (but that's 23% of children overweight)



Childhood Obesity is a Crisis!

- ✓ Childhood obesity levels have tripled since 1980
- ✓ 20 states have passed requirements for BMI measurement and reporting in children
- ✓ Cholesterol medication prescribed for children as young as 8 years old
- ✓ Obese students, compared with those of normal weight, are 20 percent more likely to have persistent feelings of hopelessness.

Teaching Kids to be Healthy Makes Sense

- “If we can prevent the current generation of young people from developing the serious and costly chronic conditions related to obesity, we can not only improve health and quality of life, but we can also save billions of dollars and make our health care systems more efficient and sustainable.” Risa Lavizzo-Mourey, M.D., M.B.A., RWJF president and CEO
- Annual per capita medical expenses for an obese adult is \$1400/year more than a non-obese person
 - 42% higher than someone of normal weight
 - Over 20 years = \$28,000/person



Children's Outdoor Involvement Continues to Decline

- Participation in youth ages 6-12 continues to decline with only 64% of children participating in any type of outdoor recreation
 - -16.7% change in just 3 years
- A lack of time is the number one reason they don't participate
 - 66% no time/too much school work/other activities
 - 39% aren't interested in the outdoors
- While parents are still the number one influencer on encouraging outdoor involvement (70%+), school and community groups play a key role for approximately 25% of youth
 - Friends are the next highest influence at 32%+

Getting Kids Outside Makes Sense

- “Direct experience with nature is the most highly cited influence on environmental attitude and conservation activism.” Oliver Pergams, Ph.D. and Patricia Zaradic, Ph.D.
- Children are more physically active when they are outside — a boon at a time of sedentary lifestyles and epidemic overweight (Klesges et al., 1990; Baranowski et al., 1993; Sallis et al., 1993).



Ways to Get Involved and Promote Change

- Start with strategic planning
 - Design, planning and transportation
 - Special events
 - Programming
 - Alliances
- Secure leadership commitment
 - Elected officials
 - Senior management vision
 - Staff passion

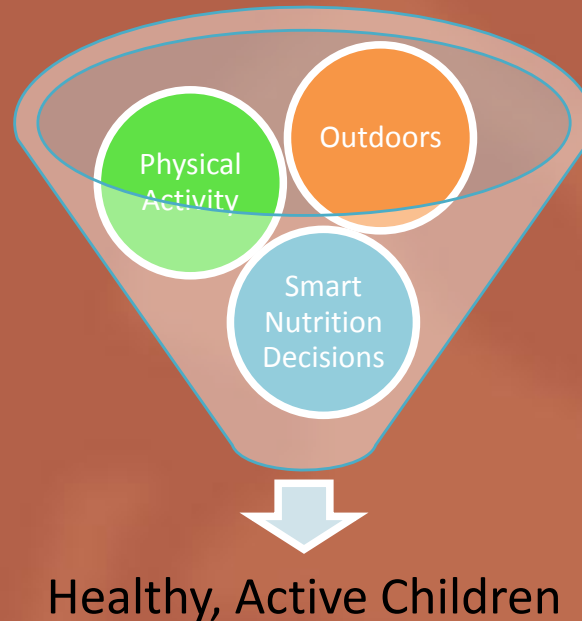
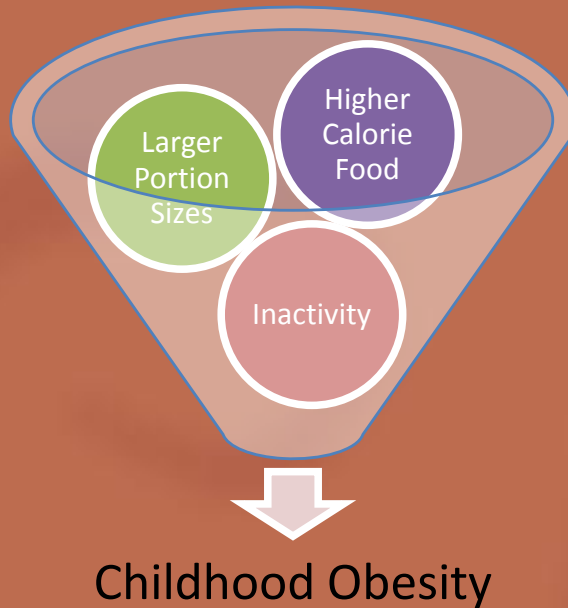


Youth Programming is Critical

- Many ways exist to bring wellness and outdoor programming into your community
 - Forge Partnerships
 - Health clubs; Health providers; Nature Centers; Gardening Groups; Arborist Clubs; DNR; Schools; Nonprofits
 - Expert visits; Field trips; Special programs or joint classes
 - Bring in evaluated programming
 - Wise Kids®
 - School-based curricula – such as CATCH
 - State/local programs
 - Develop own programs
 - E.g. Nature Pockets; Kids exercise programs

Do Something!

- We created these problems in the last decade
- We can change it again by taking action in any and every way!



The Wise Kids® Programs

- Wise Kids® Family of Programs
 - Developed for programs in out-of school-time settings
 - Designed for children ages 6 to 11
 - Offered as turn-key kits for easy implementation

Wise Kids week 1
Challenge your mind and body

ENERGY BALANCE

Welcome to Sāial! (pronounced "Saw Jay")
What is Sāial? It's learning how to live a wise and healthy life by making good choices in food and activity. When you are a part of the Sāial Wise Kids® program, you'll learn about how to make yourself feel good by living a healthy life. Have you every heard of Energy Balance? It's a great time to learn about it!

Our bodies are like teeter totters. To keep them balanced just right, we have to make sure we have "Energy Balance." Energy Balance means taking IN energy from food and liquids, then using that energy and sending it OUT to live and grow through physical activity like running and playing. We gain weight if there's too much energy coming IN and not enough energy going OUT. We become underweight and don't grow right if there's too little energy coming in to balance the energy being burned off.

Energy Balance Equation
CALORIES IN = CALORIES OUT

HEALTHY IN - FOODS
JUNK FOOD

BEING ACTIVE - BEING BLUE
PHYSICAL ACTIVITY
DAILY ACTIVITY

Name: _____

Wise Kids Two week 3
Challenge your mind and body

DAILY NEEDS and SERVING SIZE

Welcome back to Wise Kids!
You've learned that choosing foods and drinks with nutrients is important. But how much of those foods do you need each day to stay in Energy Balance and be healthy? Let's talk about serving sizes and how much food your body needs each day to grow, play, and be strong.

Flash back to the Food Pyramid
The Food Pyramid is made up of 6 food groups plus oils and fats. It's important to eat from all of these groups to make sure your body gets the right mix of nutrients. Looking at the Food Pyramid, notice that each food group is a different size. The size tells you that you need more of some foods than others. For example, notice that you need more vegetables than meat and beans.

MyPyramid
Get Right, Get Smart, Get Your MyPyramid

Name: _____

Wise Kids MISSION Mission 1

Every week with Wise Kids Outdoors, you'll go on adventure missions. Some of these might be really simple, some might be harder or longer—but they'll all be really fun. You'll be surprised at all the ways you can be active outdoors and have a great time!

Energy Balance Goes Outdoor!
Mission Information

Brewery Outdoors, through Calories IN and Calories OUT, keeps your body balanced so you are your healthiest. Sometimes being in Energy Balance is easy. Like when you play outside with your friends each day and choose fruits and vegetables for snacks. Sometimes it is hard, like when you go to a party and have lots of Junk Food. You won't always eat Healthy Foods, and sometimes sitting in enough activity each day is hard. Remember, Energy Balance is something you do over a long time, so focus on making good choices as often as possible.

When you are in Nature, take a moment to breathe deeply and slow down. Listen to the sounds of Nature—the wind.

blowing. Birds singing. Tree morning. Being quality outside and simply looking around at Nature can help you feel relaxed. Being happy and relaxed is an important part of being a healthy, balanced life.

Being outdoors is the best way to explore and learn how the natural world works. We are part of our world. What we do in Nature affects the world around us. It's important that we take care of Nature. To feel your best for each mission, make sure your Energy is in full of Healthy Foods. Healthy Foods are low in added sugars and fats and have lots of vitamins, minerals, and other nutrients to help you grow and stay healthy.

Try to limit Junk Foods. Junk Foods are usually high in added sugars, fats, and salt, and don't have many good nutrients. These won't help you on your mission!

Here's what you need to know this week:

Name: _____

Program Kits Make It Easy

- Youth Materials
- Leader Materials
 - Training manual and CD
 - Activity tools
- Evaluation Tool and Report
- Marketing Elements
 - Parent newsletters
 - Press Release
 - Posters/Flyers



Case Study: Town of Leesburg, VA

Background:

- Suburb of Washington, D.C.
- Customer partner since 2007
- Diverse economic community

Program Format:

- R.O.C.K. Mobile Outreach
- 2 full-time staff; part-time staff
- Year-round program options

Link to Strategy:

- Strategic Goal #2 Healthy Lifestyle: To become a proactive educator of the Leesburg community about the benefits of physical fitness and a healthy lifestyle and to promote those benefits through quality recreation programs, services, and facilities.

Case Study: Town of Leesburg, VA

Program Implementation:

- Wise Kids® Outdoors - Summer 2008
- Wise Kids® – Summer 2009
- 4 low-income neighborhoods serving ethnically diverse children

Town Support:

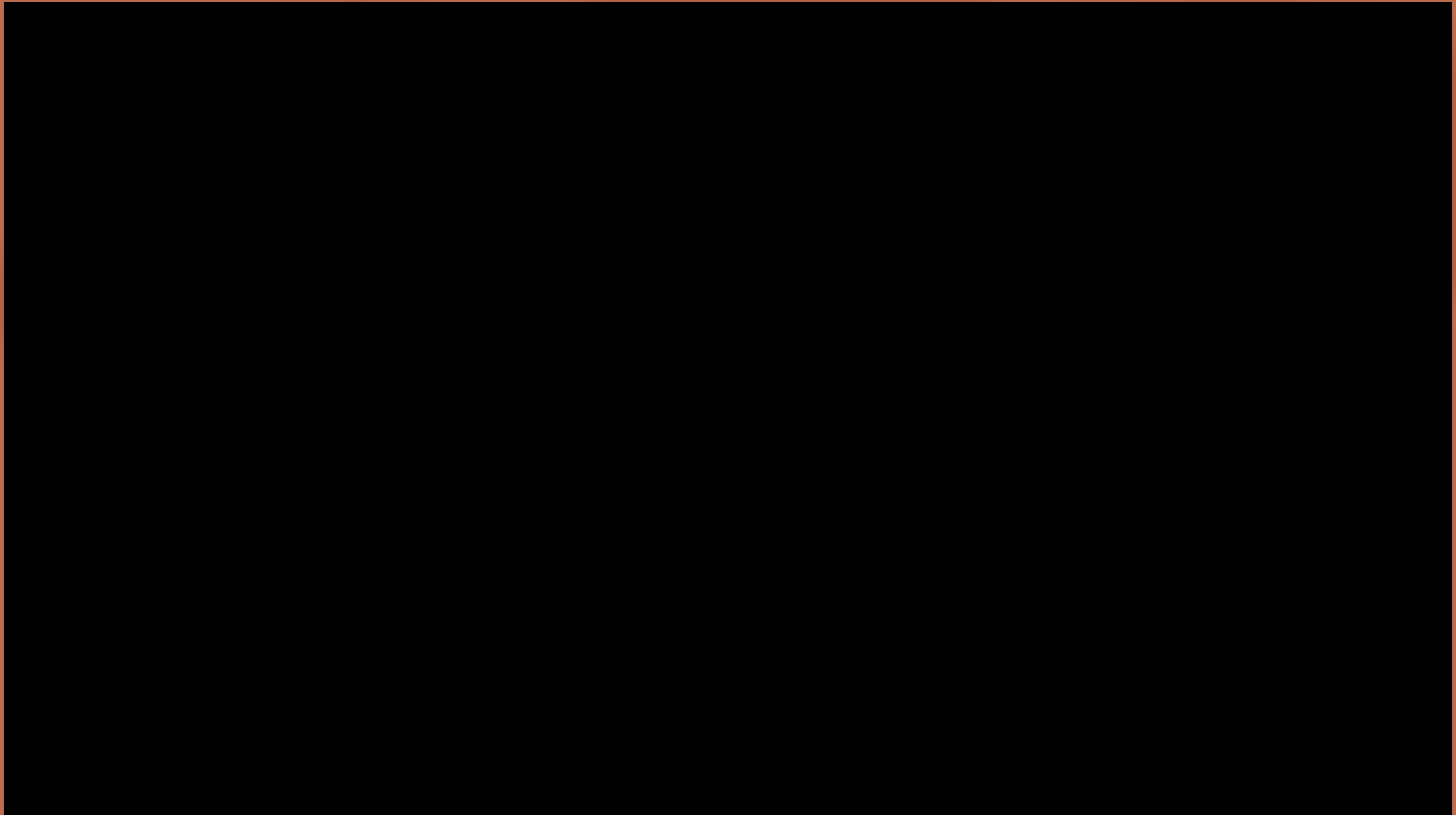
- Link to field trips
- Local chef brought ideas for healthy snack options
- PR Coverage - Washington Post - Loudoun County Extra

Staff Additions/Customization:

- Tarp to sit on
- New pieces and parts for physical activity
- Healthy snack options

Case Study: Town of Leesburg, VA

- Senior management support set the framework for engaged and empowered staff and ultimately, engaged children
 - Kate Trask, Assistant Director for Recreation, Town of Leesburg, VA



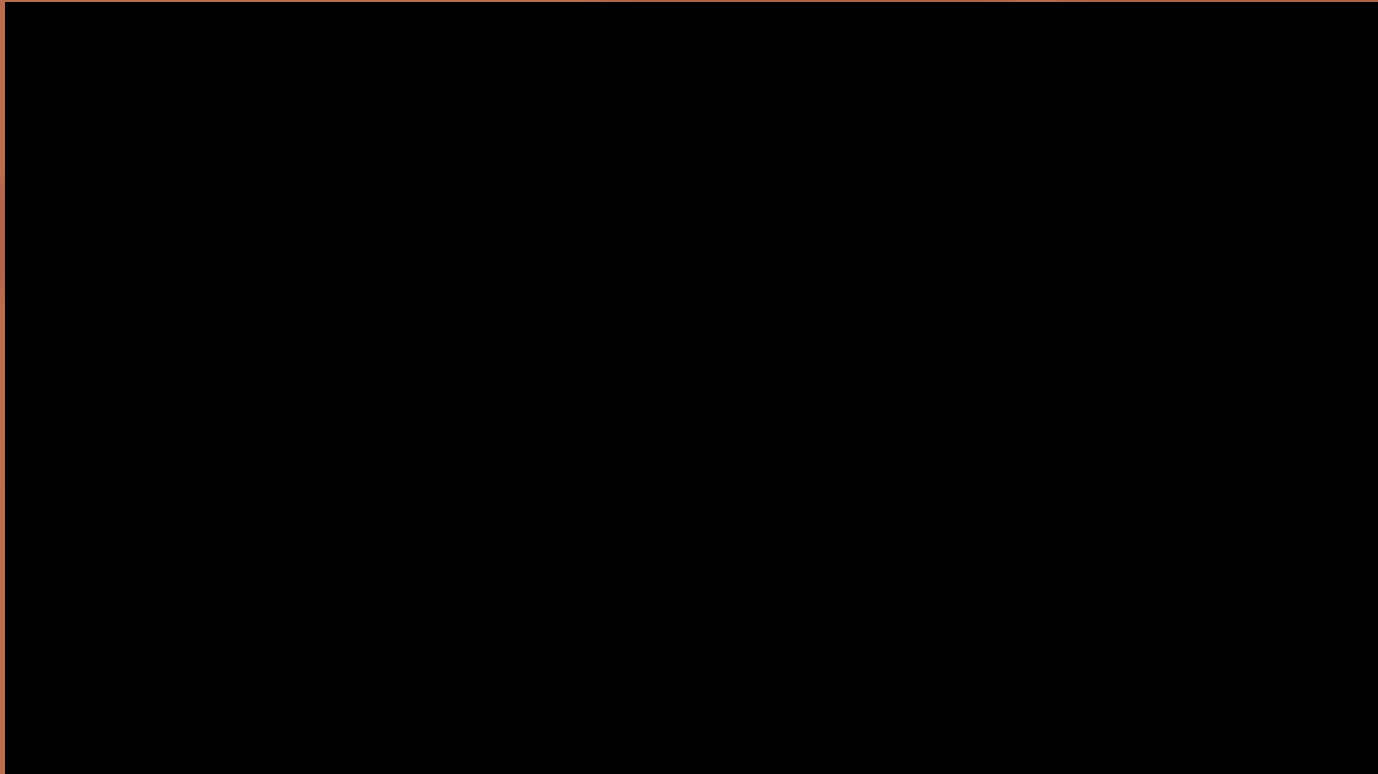
Case Study: Town of Leesburg, VA

- Staff and children learned because of easy-to-understand concepts and fun
 - Tony Conway – Community Outreach Program Supervisor



Case Study: Town of Leesburg, VA

- Having turnkey materials made it easy to implement and kept staff and kids engaged
 - Betsy Montgomery



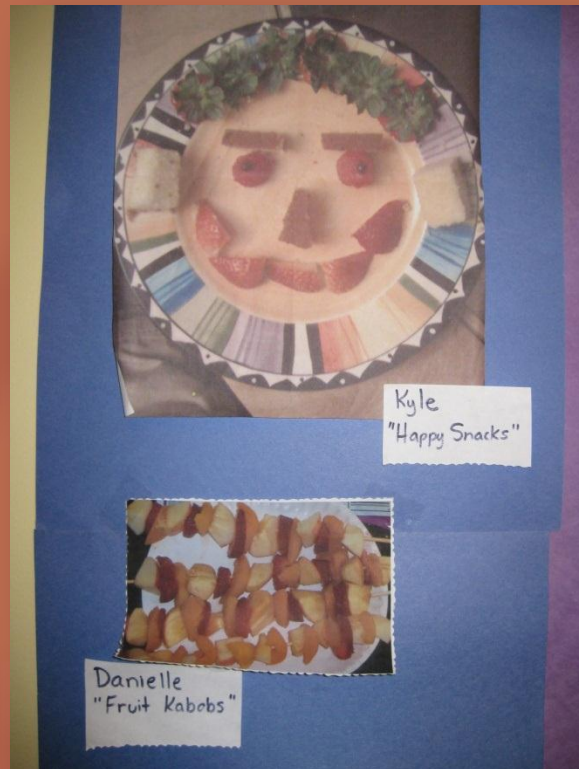
Case Study: Town of Leesburg, VA

- Children can and do take away health messages that change attitudes and beliefs



Case Study: Fort Lauderdale, FL

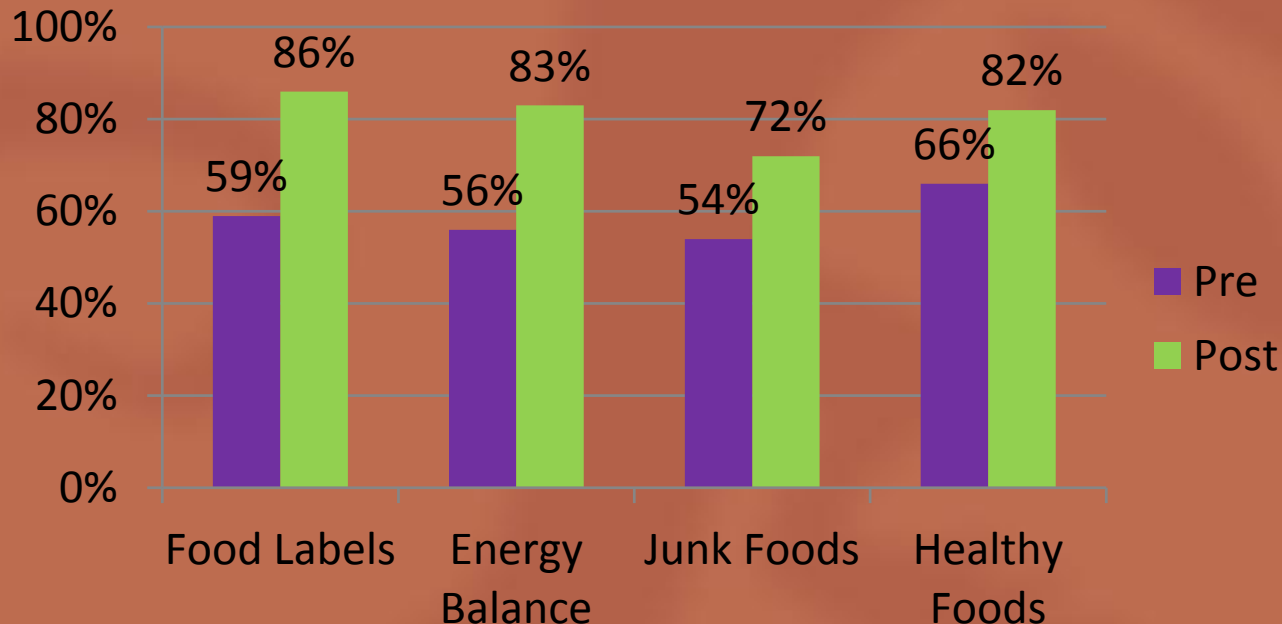
- Created “family homework” and let the children improvise on creating obstacle courses
 - Healthy surprise snack for their family using ingredients they had at home
 - Obstacle course of the BODY using oxygen with various program supplies



Case Study: Fort Lauderdale, FL

- The results show great changes in knowledge and key healthy living behaviors pre vs. post
 - +6% in “I like to eat fruit and vegetables”
 - -11% in “I don’t like physical activity because it makes me tired”

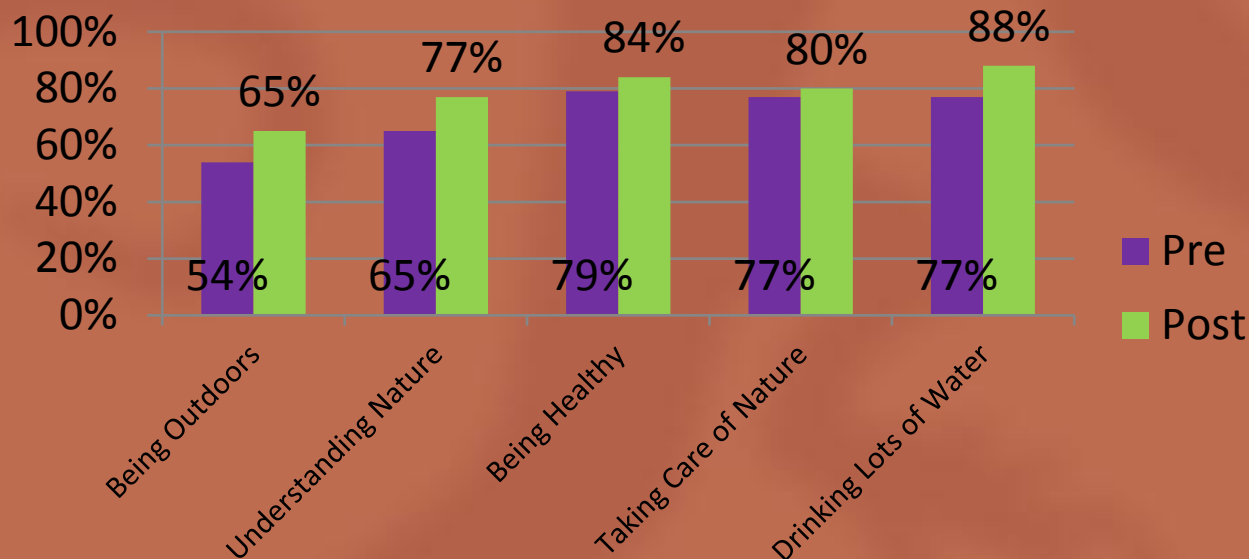
Change in Knowledge



Case Study: Corpus Christi, TX

- Received funding from local chapter of the American Diabetes Association for Wise Kids®
- Received funding from NRPA for Wise Kids Outdoors
- Rolling expansion to multiple sites

Eating, Physical Activity, Outdoors and Stewardship Values – Corpus Christi



Success Tips from the Field

- Find a program that is simple and easy to implement
 - Staff can focus on delivery, not creation
- Local adaptations bring any program to life
 - Making a program fun and interesting works best when children can connect to their neighborhood, community, family, etc.
 - By making it seem possible for them to do on their own, you increase the chance that a habit is made
- Ensure your staff is engaged
 - You and the children will get as much out of it as what you put into it
- Build a community of support
 - Show children and families where and how they can get active easily right in their own community

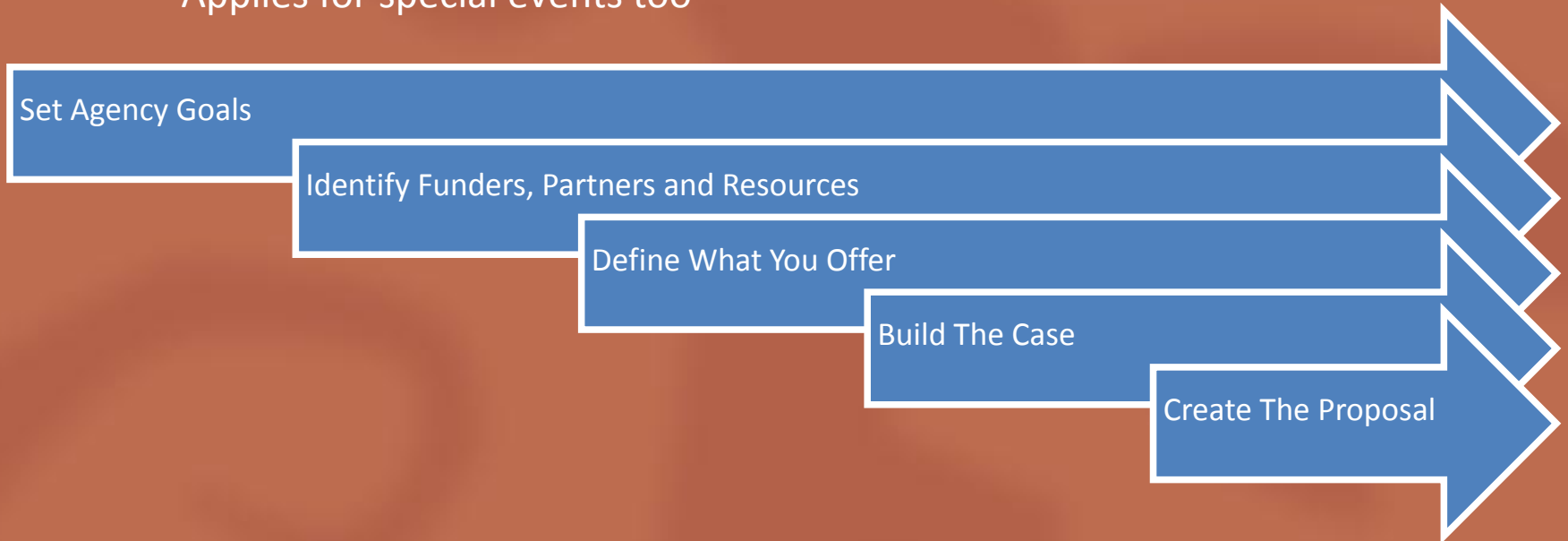
Seizing the Teachable Moments

- Health
 - Snack/Lunch time
 - Buddy goals
 - Family experiences
- Outdoors
 - Worms
 - Animal “junk food” and food similarities
 - Composting



How to Take the Next Step in Your Agency

- 5 key steps to follow in building support and funding for wellness and outdoor programming for youth
 - Applies for special events too



Taking the Next Step in Your Agency

Set Agency Goals

Use the SPIKE method to incorporate wellness education and activities into your annual and strategic plans

- Specific
- Pinpoint Potential Problems
- Ink it
- Keep Trying
- Evaluate

Taking the Next Step in Your Agency

Identify Funders, Partners and Resources

Foundation Center Online

- www.fdncenter.org

Local Foundations

- www.sajaifoundation.org – Resources and Tools
- State foundation and nonprofit organizations

Local Corporations or Businesses

Nonprofit/Civic Organizations

Tools to Help

Säjai® Foundation

Inspiring Healthy, Wise Kids



- Home
- About Us
- Childhood Obesity Programs
- Purchase Information
- What's New
- Donate Now
- The Gratitude Page
- Resources and Tools
- Disclosure Documents
- Contact Us

States M

Please note: if you are new to grantseeking, please check tips [here](#). Successful grantseekers know there are tips and need to be followed, even if they are time-consuming.

Maine

[Maine Community Foundation](#)

[Jane's Trust](#)

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Taking the Next Step in Your Agency

Define What You Offer

What is your organization's mission?

How many children do you reach?

What's in it for them (the funder/partner)?

What are the critical details of your program that create a win:win?

How will you measure and report back to them?

Taking the Next Step in Your Agency

Build The Case

Show how childhood obesity is a national AND local issue

Define how your program, event or organization can aid children in being active, getting outside and making healthy nutrition choices

Highlight the support your organization has for this that builds credibility

Outline the outcomes you expect to realize

Shout out the highlights of your program/event/organization and what makes you GREAT!

Taking the Next Step in Your Agency

Create The Proposal

Presentation “deck”

Letter

Standard application language

Supporting materials on your organization, your program, your event, references, photos, video

Sponsorship opportunities

Presentation Deck Outline

- I. The case
- II. Our program
- III. The opportunity
- IV. Benefits to the funder
- V. Next steps/follow-up

Wrap-up

- Local agencies can make a difference in children's health and wellbeing
- Start somewhere
 - Programming may be an easy first step
- Follow the 5-step process to ensure your program receives funding from your own budget or outside sources
- Make it yours and have fun!

Thank You!

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www.sajaifoundation.org