



Wise Kids
OUTDOORS™

Getting Kids Back Outdoors



Today's Focus

- Why care about getting children healthier and back outdoors?
- What is being done to help Out-of-School agencies play a role?
- Can Out-of-School agencies be successful in re-engaging children with nature and becoming healthier?
- What next steps can you take to become a leader?



Why Care?

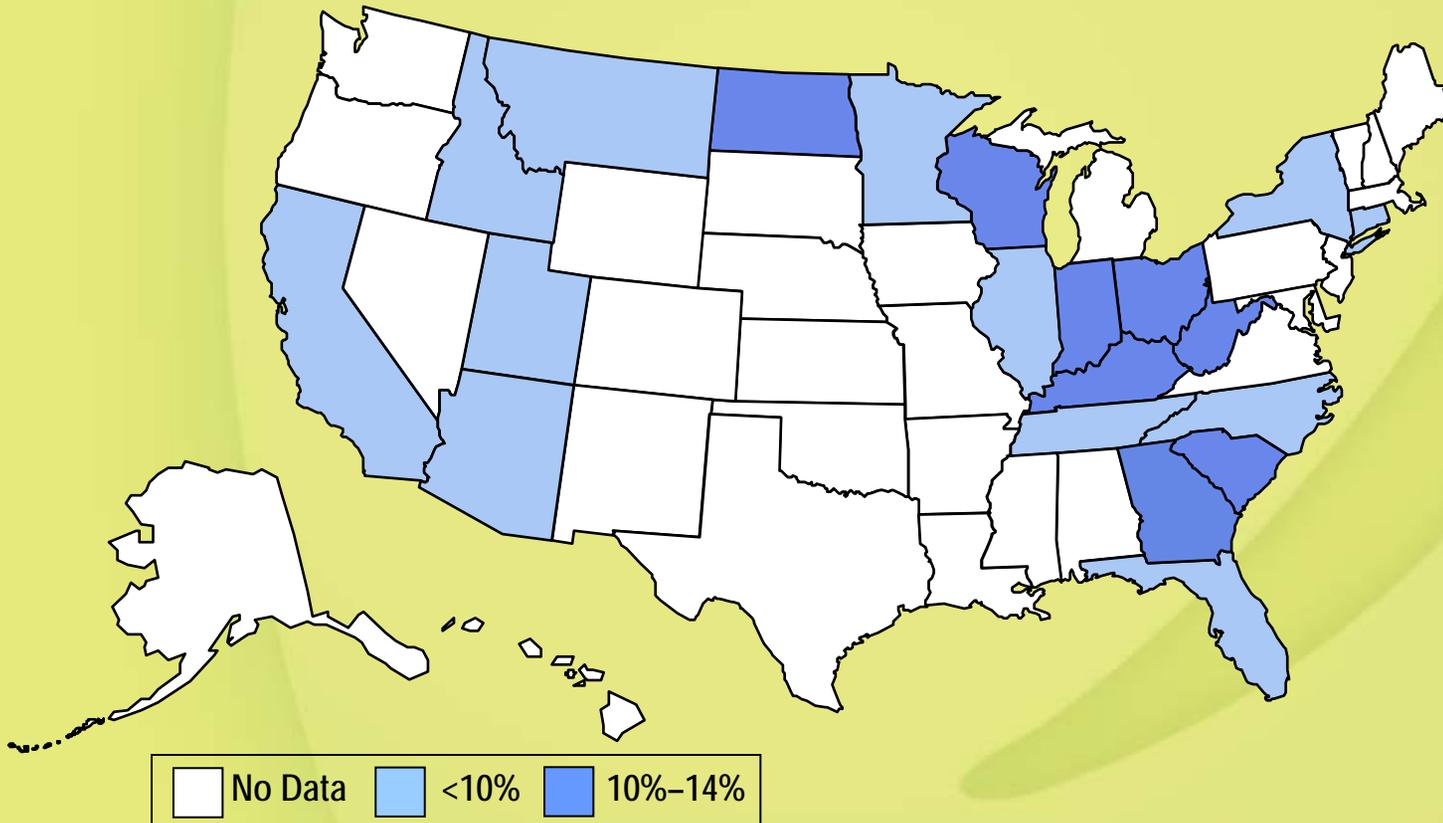
- Must understand the obesity crisis facing our nation, and the world
- Daily media subject
- Impacts young and old alike
- Facts typically spark action!



Obesity Trends* Among U.S. Adults

BRFSS, 1985

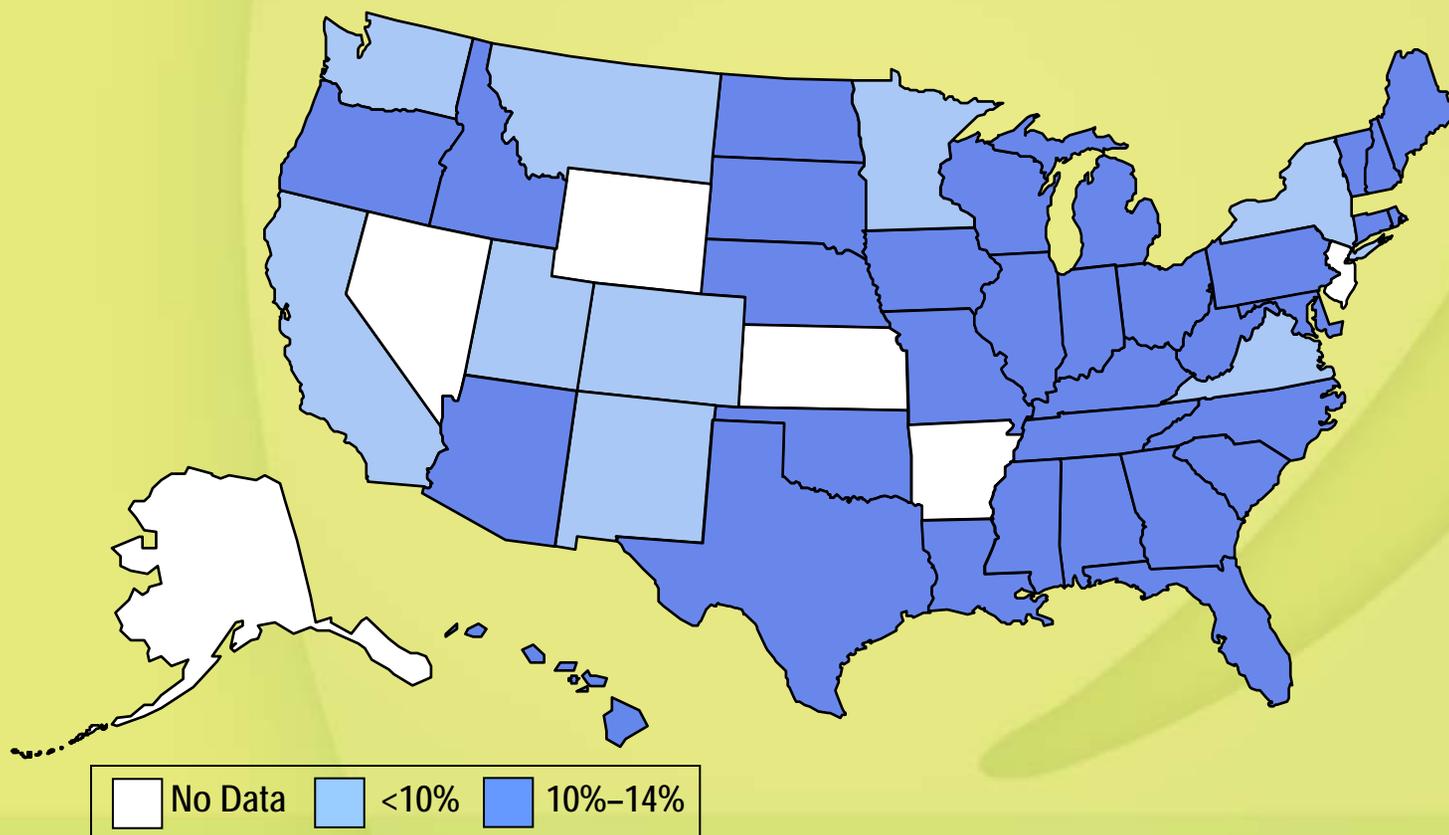
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1990

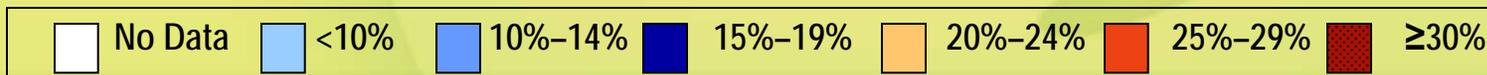
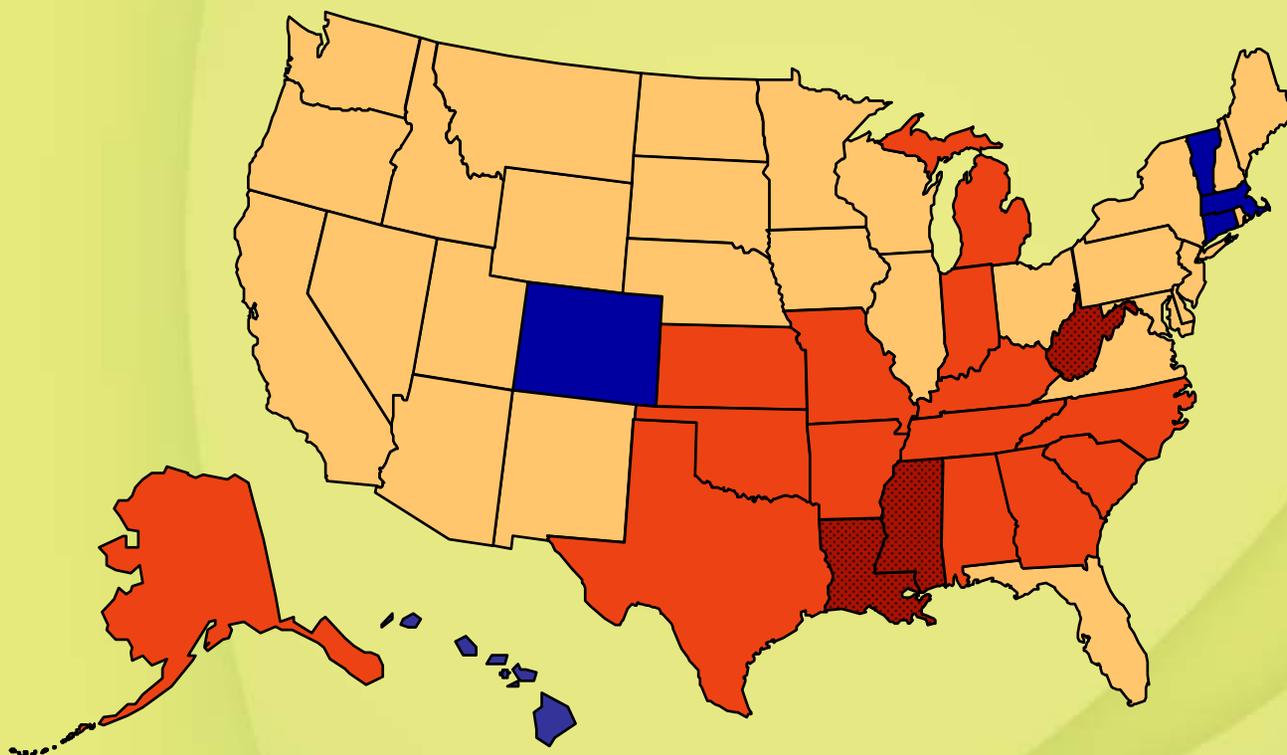
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Obesity Trends* Among U.S. Adults

BRFSS, 2005

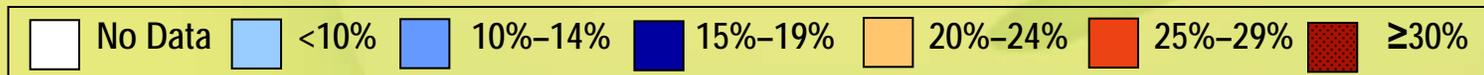
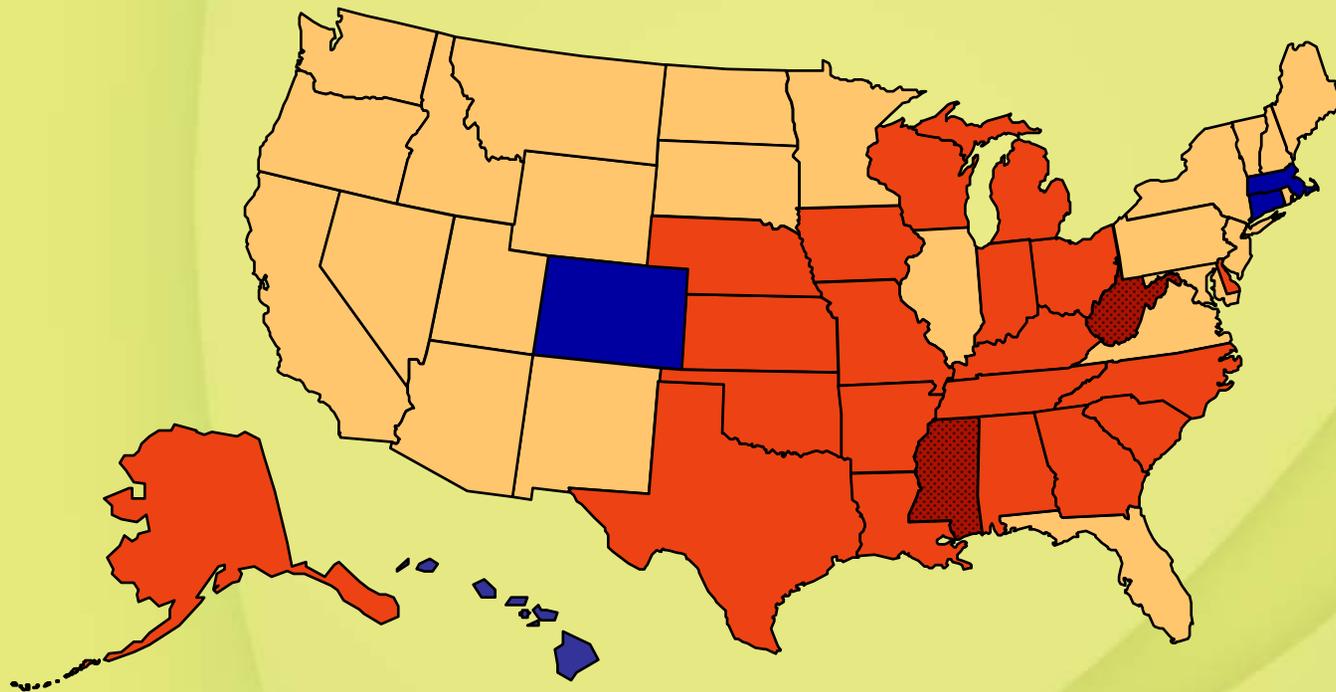
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Obesity Trends* Among U.S. Adults

BRFSS, 2006

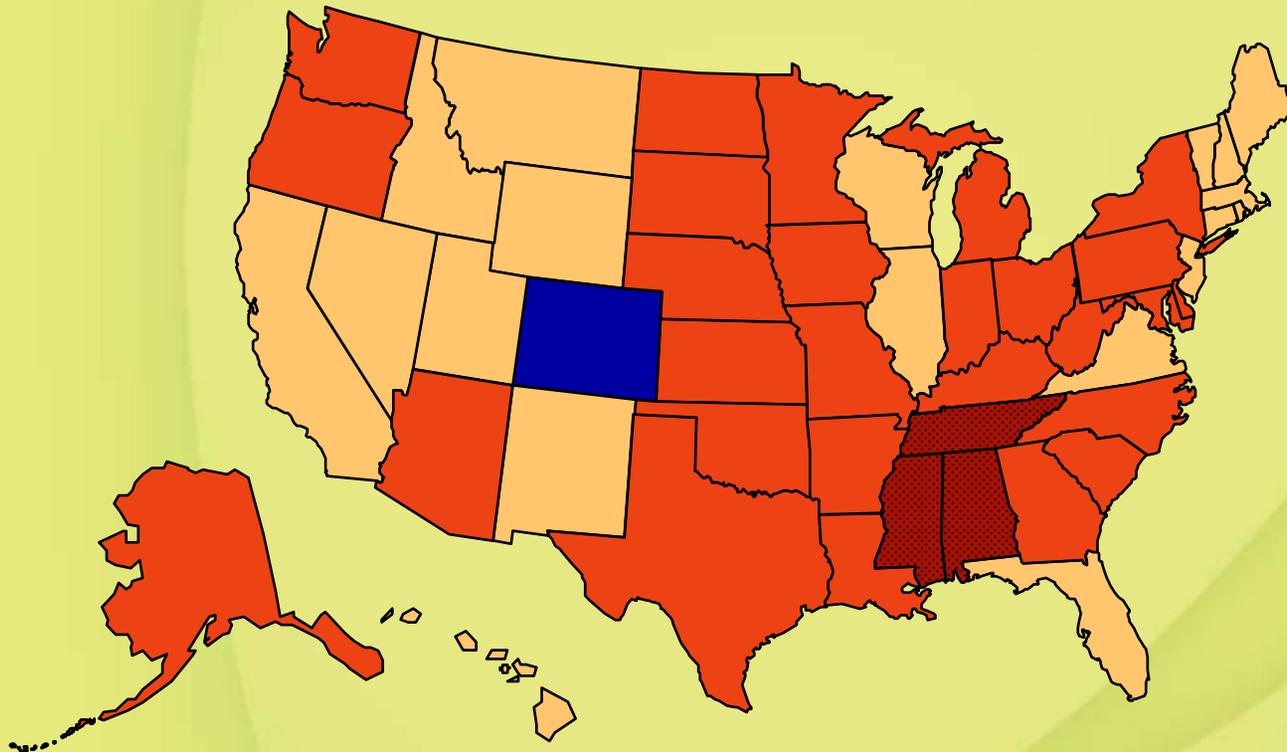
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2007

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



No Data <10% 10%–14% 15%–19% 20%–24% 25%–29% $\geq 30\%$

Shocking Facts

- In 1990, 10 states had a prevalence of obesity less than 10%
 - No states had prevalence equal to or greater than 15%
- By 1998, no state had prevalence less than 10%
 - 7 states had a prevalence of obesity between 20-24%
- In 2007, only one state (Colorado) had a prevalence of obesity less than 20%
 - 30 states had a prevalence equal to or greater than 25%
 - 3 states (AL, MS and TN) had a prevalence of obesity equal to or greater than 30%.



Health and Financial Impact

- Obesity related diseases
 - Coronary heart disease
 - High cholesterol
 - High blood pressure
 - Diabetes
- People who are obese or overweight have a lower life expectancy
- Obesity and related disease represents 9.1% of total medical care costs in the U.S.
 - \$79Billion

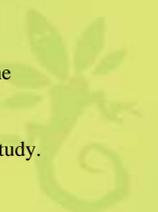


CDC. Third national Health and Nutrition Examination Survey, 1988-94. Analysis by the Lewin Group, 1999

Freedman DS, Dietz WH, Srinivasan SR, Berenson GS. The relation of overweight to cardiovascular risk factors among children and adolescents; The Bogalusa Heart Study. Pediatrics 1999; 103; 1175-82

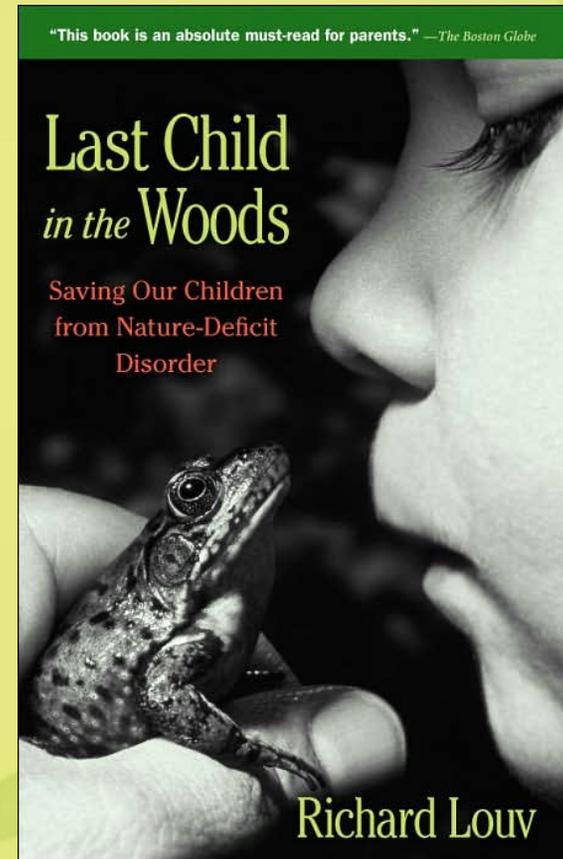
The Problem of Overweight in Children and Adolescents. DHHS Fact Sheet.

Li X, Li S, Ulusoy E, Chen W, Srinivasan SR, Berenson GS. Childhood adiposity as a predictor of cardiac mass in adulthood; The Bogalusa Heart Study. Circulation 2004; 110;3488-92



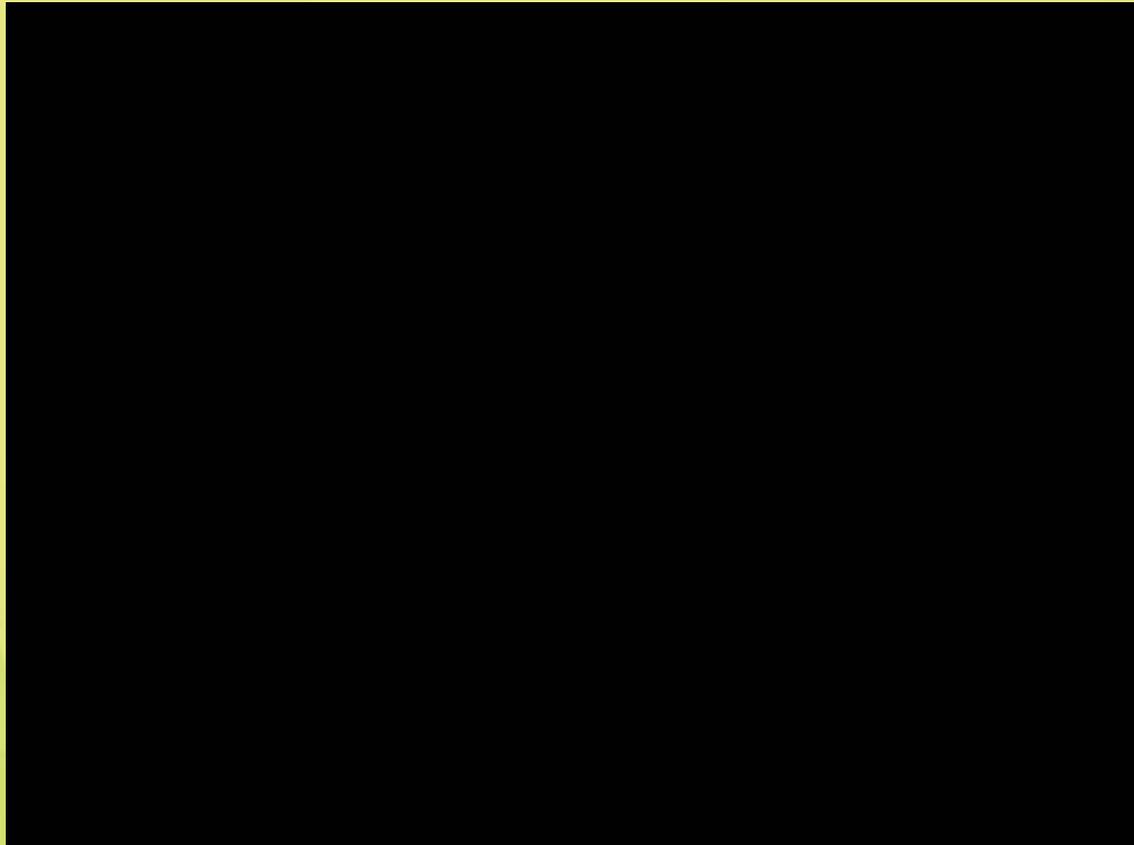
Nature Deficit Disorder in Children

- Internationally accepted term that describes the result of children not having enough direct experiences or exposure to nature
- Results in a diminished relationship with and appreciation for the environment
- Producing mental and physical ill-effects in children



Nature Deficit Disorder in Children

- Without outdoor play, long-term stewardship of our natural environment will lose importance





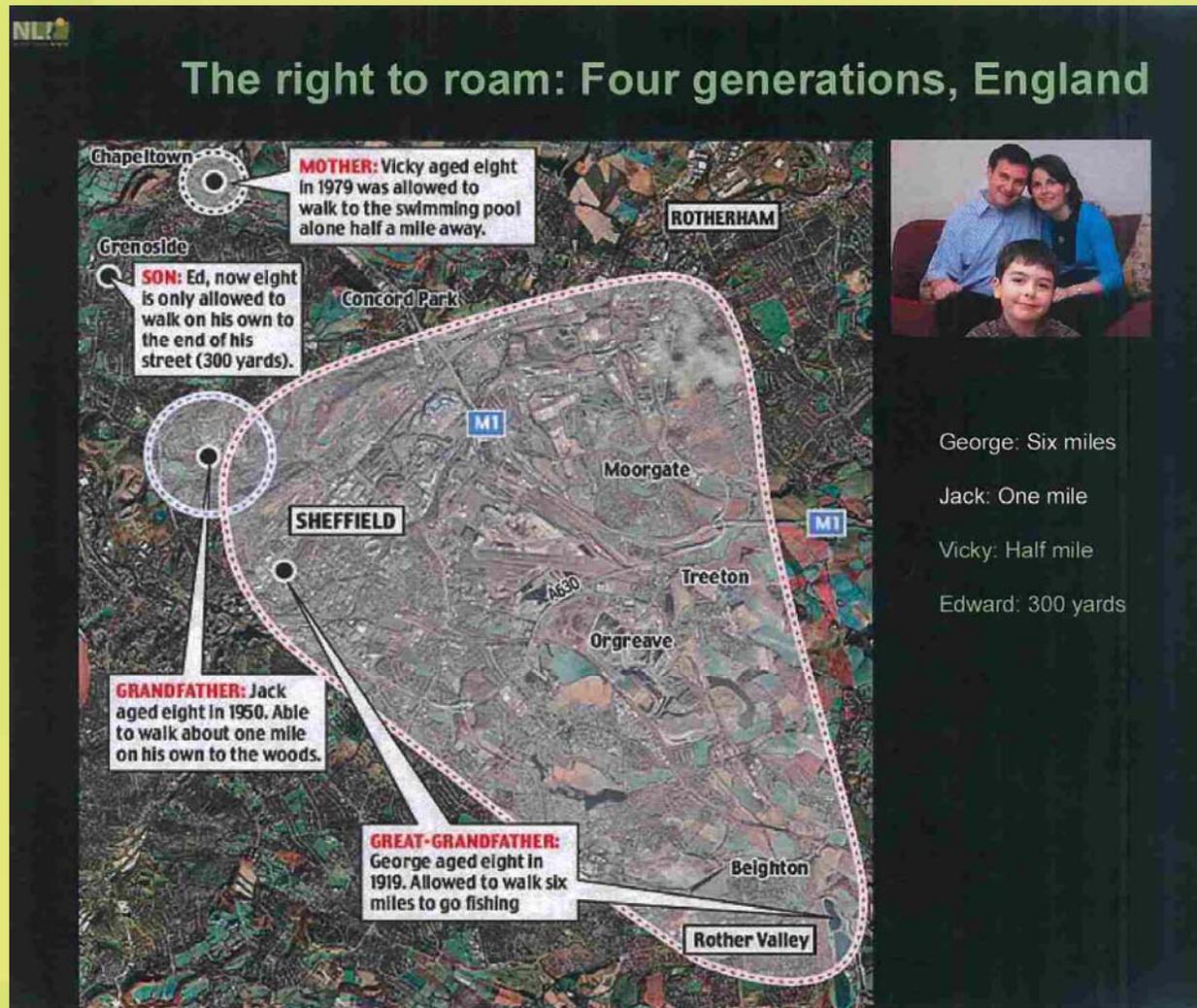
Less Time Outdoors

- Estimated that from the years 1997 to 2003 there was a 50% drop in the number of youth who participated in outdoor activities, including walking, hiking, and fishing (“Mother Nature Knows Best”, 2007)
- Since 1988, per capita visits to U.S. national parks have declined by about 20%
 - National and State Park visits down -1% to -3% on avg./year



Pergams, O. R. W., & Zaradic, P. A. “Is Love of Nature in the US Becoming Love of Electronic Media? 16-year Downtrend in National Park Visits Explained by Watching Movies, Playing Video Games, Internet Use, and Oil Prices.” *Journal of Environmental Management*, 80(4), 387-393, 2006.

Loss of Free Range (Play) for Kids

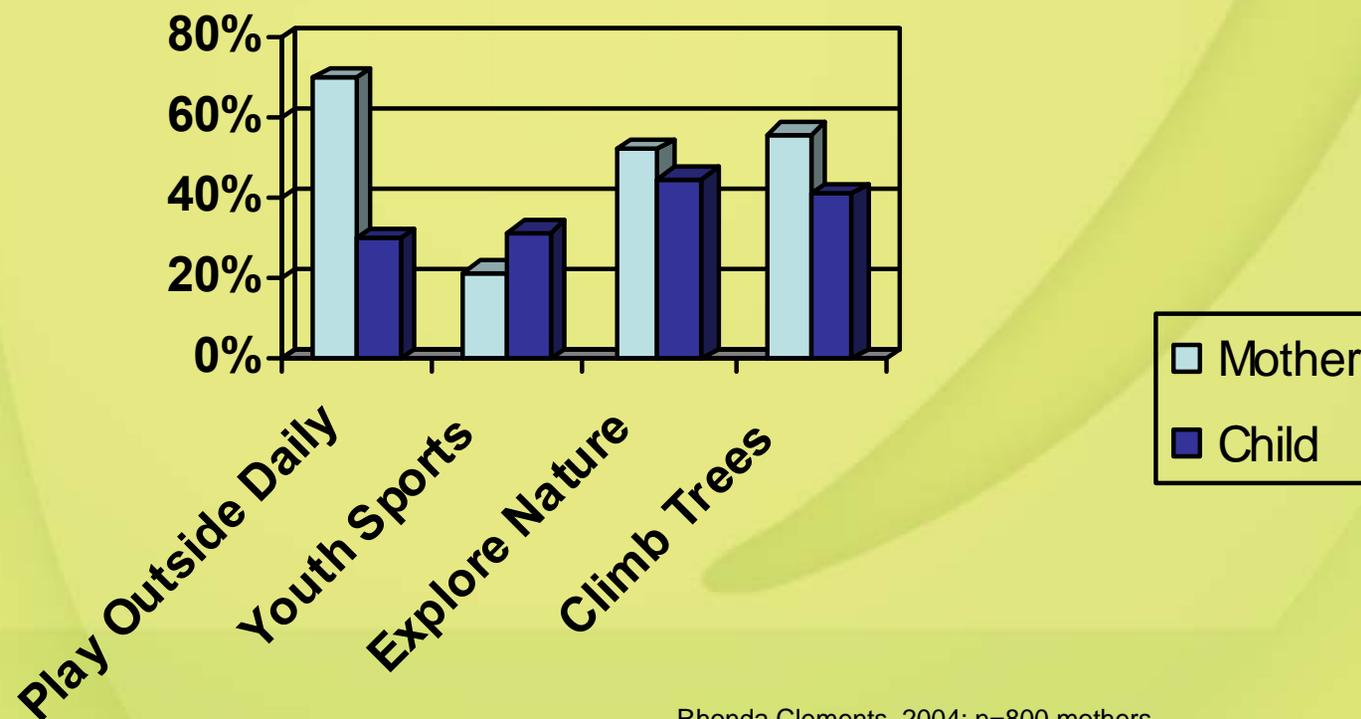




Less Time Outdoors

- Children in the US spend less time playing outdoors than the previous generation

Comparison of Outdoor Play Activities





More Time Indoors

- Children 8-18 spend on average 44.5 hours per week with media
- Children know more about Pokémon than wildlife
 - 78% know Pokémon characters
 - 53% know common wildlife species
- The publisher of the [Oxford Junior Dictionary](#) replaced dozens of nature-related words like “beaver” and “dandelion” with “blog” and “MP3 player.”
 - As noted wildlife artist and conservationist Robert Bateman observed, “If you can’t name things, how can you love them? “

Result...Declining Wellness

- 14% to 19% of children are considered obese*
 - +30% are overweight

| % Youth Obese | 1976-1980 | 2003-2004 |
|---------------|-----------|-----------|
| 2-5 yrs | 5% | 13.9% |
| 6-11 yrs | 6.5% | 18.8% |
| 12-19 yrs | 5% | 17.4% |



Result...Declining Wellness

- Overweight adolescents have a 70% chance of becoming obese adults
- Average child will consume up to 1/3 of the recommended daily caloric intake in the hours between school dismissal and supertime (McAllister, 2003)
- AAP recommends cholesterol screening begin after 2 years old (Associated Press, 7/08)
 - Recommend cholesterol-fighting drugs as early as 8 years old



Result...Declining Wellness

- 22.6% of children 9-13 do not engage in any free-time physical activity
- By 15 years old, only 31% of youth meet CDC guidelines for activity on weekdays and only 17% meet them on the weekend (JAMA 7/16/08)



Nature Can Promote Wellness

- Children with ADHD have fewer symptoms, and enhanced ability to focus, after being engaged in outdoor activities (Krisberg, 2007; Faber-Taylor & Kuo, 2004)
- Increases in attention span, mood, and perceptions of health as well as reductions in stress levels (Tucker, 2006)
- Green outdoor spaces tend to allow for more creative play and improved access to adult interaction – both of which are considered highly beneficial to healthy child development (Faber-Taylor, Kuo and Sullivan, 2001)



National and Local Efforts Exist to Get Kids Healthier

- President's Council on Physical Fitness
 - www.Fitness.gov
- www.MyPyramid.gov
- National Dairy Council
- www.dolesuperkids.com



National and Local Efforts Exist to Get Kids Outdoors

- Children & Nature Network



- Local Groups
 - E.g. CT No Child Left Inside; CA Children's Outdoor Bill of Rights; MN Children and Nature Connection
- Nature Center and Health Care Organization partnerships



Sājai® Foundation

- 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 Sājai! (Pronounced 'Saw-Jay')

What is Sājai? 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 Sājai Wise Kids® program, you'll learn about how to make yourself feel good by living a healthy life. Have you ever 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 |
| JUNK FOODS HEALTHY FOODS | PHYSICAL ACTIVITY DAILY ACTIVITY BEING ALIVE |

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 5 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™
Let Right. Exercise Have Fun. MyPyramid.gov

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

Energy Balance, 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 fitting 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, trees moving. Sitting quietly outside and simply looking around of Nature can help you feel relaxed. Being happy and relaxed is an important part of living 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 reflects the world around us. It's important that we take care of Nature. To keep your best in each season, make sure your Energy is a bit 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: _____

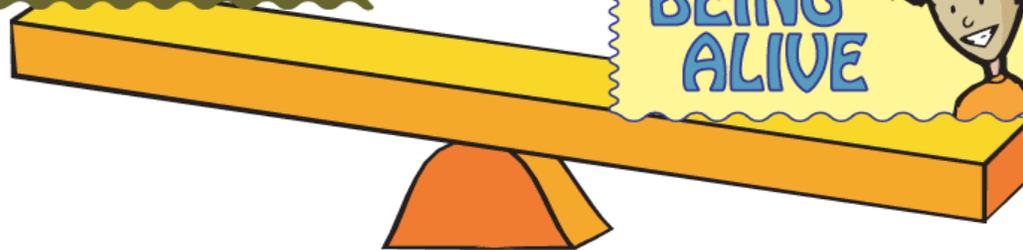
Core Concept: Energy Balance

Energy Balance Equation

CALORIES IN



CALORIES OUT





Wise Kids® Curriculum

- Introduces the Concept of Energy Balance
- Provides children with a framework for decision-making around smart nutrition and activity choices
- Follows a **Learn-Do-Play** format
- Provides tools required to successfully implement and evaluate the program
- Includes Wise Families® materials



Wise Kids® Outdoors Curriculum

- Provides a structure or framework to teach children why to value nature
- Follows a **Learn-Do-Explore** format
- Continues to deliver wellness knowledge about good nutrition and physical activity choices
- Offer a guided, safe first step into nature experiences that spark interest and lead children to greater participation in and curiosity about the outdoors

Core Concept: Energy Balance

- Just like humans, the earth needs to live in balance too
 - Easy framework to understand
 - Builds personal understanding
 - Gives stewardship a new meaning



Program Kits Make Implementation Easy

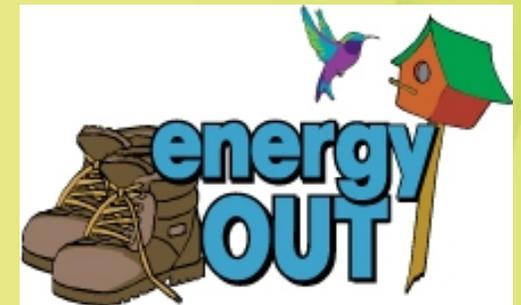
- Youth Materials
- Leader Materials
 - Training manual and CD
 - Activity tools
- Evaluation Tool and Report
- Marketing Elements
 - Parent newsletters
 - Press Release
 - Posters/Flyers



“Adventure Missions” and Activity Guide the Way

- Wise Kids Outdoors - 20 Lessons

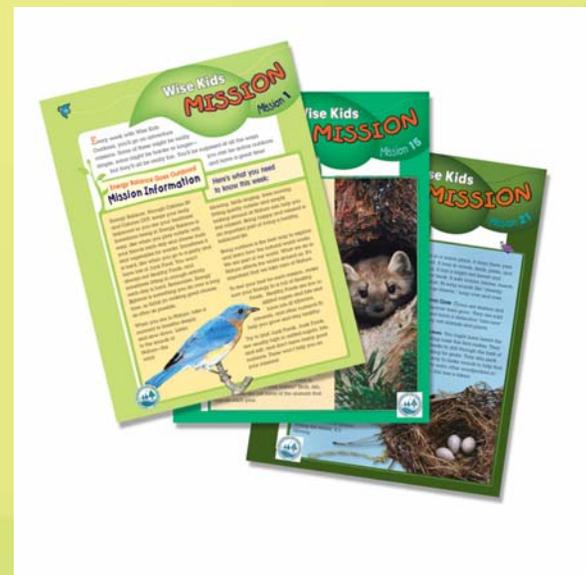
- Stewardship, nature awareness, outdoor involvement



- Learning and Active Activity Ideas

- 30 minutes of physical activity

- Energy In/Energy Out Challenges



Research Findings

- **Wise Kids®**
 - Positive and significant impact on the participants attitudes and behaviors towards eating more healthy foods and engaging in physical activity
 - Positively impacted the children's BMI trends
- **Wise Kids® Outdoors**
 - Children have innate feelings about nature and these feelings can be reinforced and enhanced by the program
 - Children with weaker feelings can strengthen positive feelings and experiences
 - Staff and children highlight many strengths and overall liking of the program



Case Study – St. Paul Division of Parks and Recreation

Program Format: 4 Centers

- Structured “day-care”
- Drop-in program in lower income neighborhood
- 11 weeks

Unique Elements:

- County/regional park adjacent to one center
- Mix of seasonal, part-time and full time staff



Case Study – St. Paul Division of Parks and Recreation



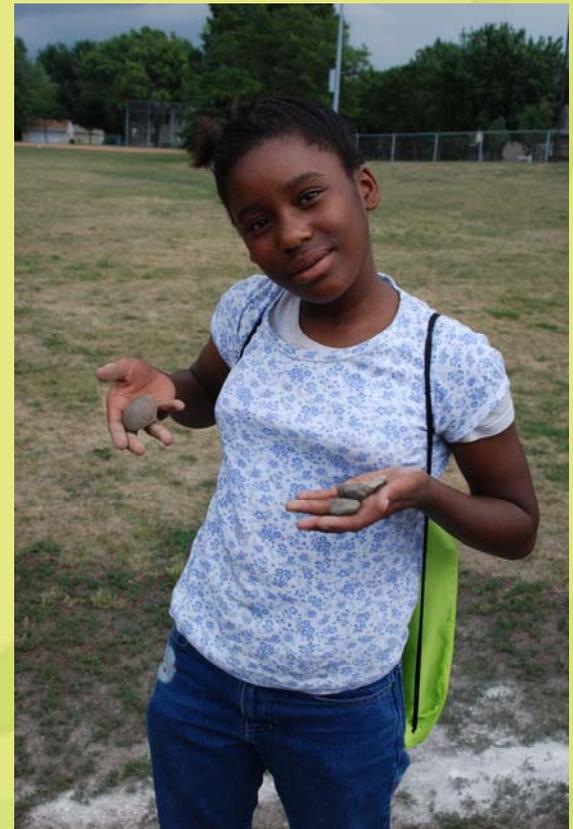
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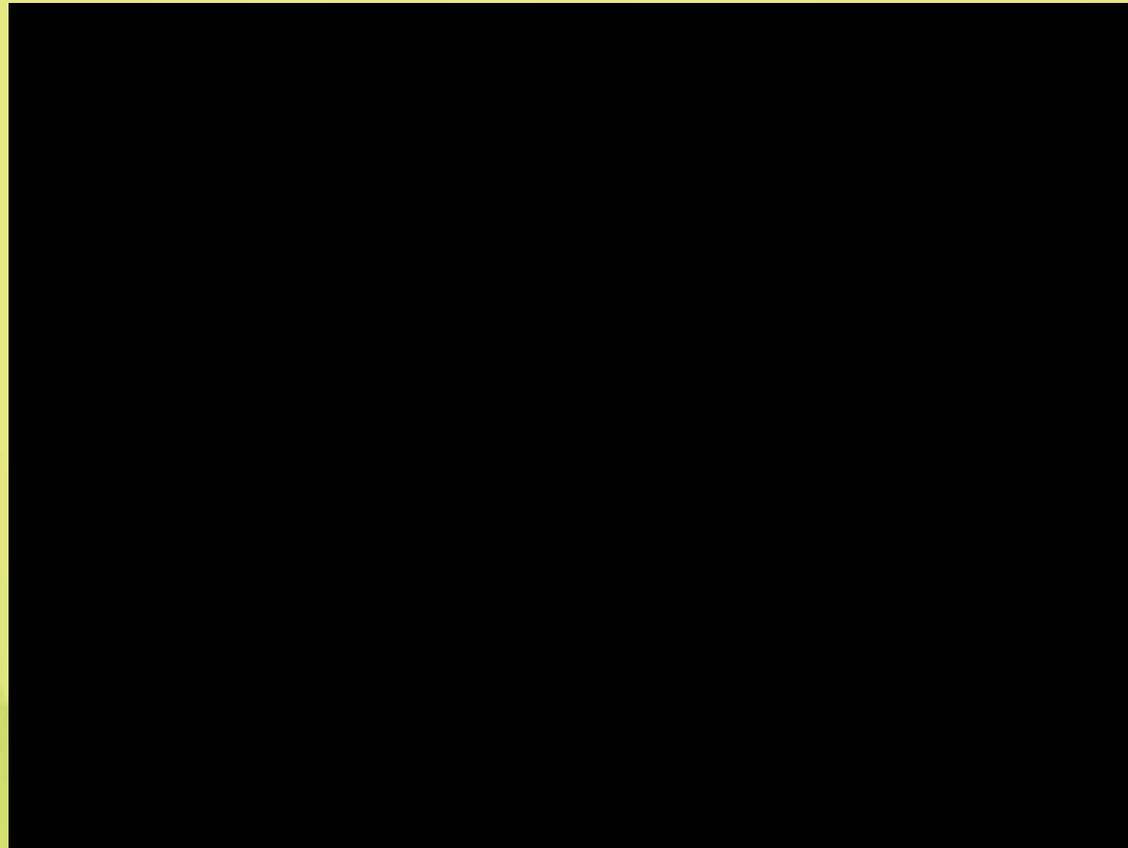


Case Study – St. Paul Division of Parks and Recreation



Case Study – St. Paul Division of Parks and Recreation

- **Wise Kids Outdoors Staff!**



Wise Kids® Outdoors Success in St. Paul

- Fresh element to existing programs
- Staff learned/re-learned with children
- Staff time minimal
- Better utilized available green spaces
 - New ones discovered too!
- Reinforced City's mission for engaging youth



Case Study – Leesburg, VA – R.O.C.K. Program

Program Format: R.O.C.K. Program

- Mobile outreach program designed to go-where-the-kids are in lower economic areas
- 4 Sites – diverse, lower-income housing areas

Unique Elements:

- Focus on getting kids engaged near their homes
- Incorporated missions into field trips
- Many immigrant families with limited nature exposure



Case Study – Leesburg, VA – R.O.C.K. Program



Case Study – Leesburg, VA – R.O.C.K. Program

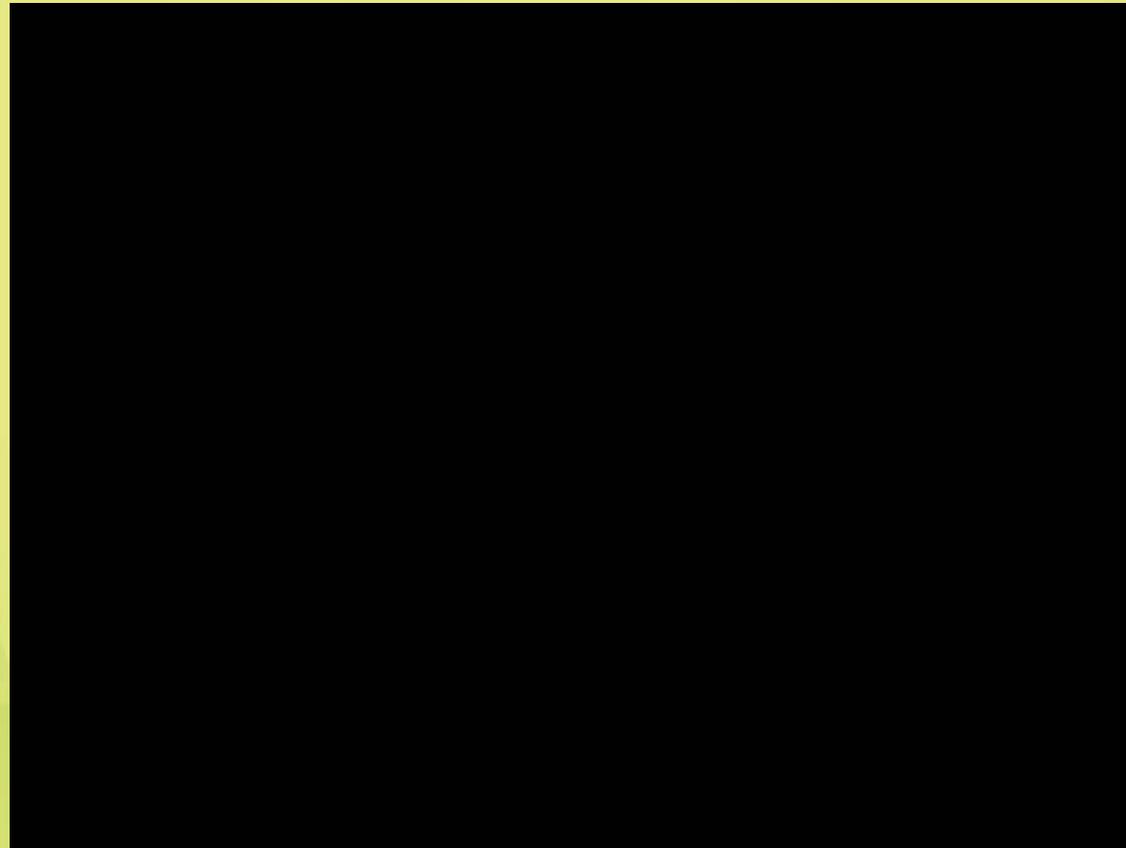


Case Study – Leesburg, VA – R.O.C.K. Program



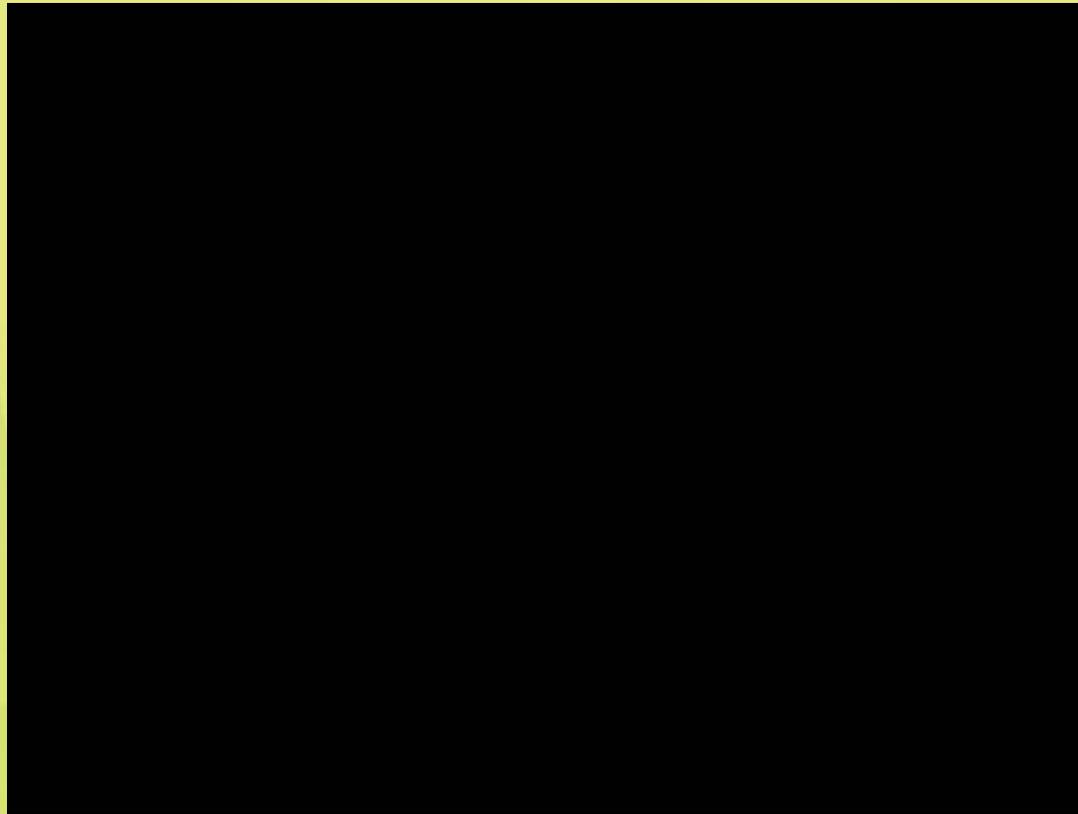
Case Study – Leesburg, VA – R.O.C.K. Program

- **Wise Kids Outdoors Staff!**



Case Study – Leesburg, VA – R.O.C.K. Program

- **Wise Kids Outdoors Kid!**



Example Learning Activities

- **Wise Kids®**
 - Sugar Scientists
 - Reading Labels
- **Wise Kids® Outdoors**
 - Making a Cache
 - Planter Gardens
 - “GREEN” area plan



Success and Leadership as an Agency

- Youth programming should be purposeful
 - Provide a 2nd shift opportunity to reach youth in a productive way
- Alignment with mission and leadership buy-in/support a must
- Keeping programs exciting for kids is required to best meet youth needs – Re-invent PLAY!



Success and Leadership as an Agency

- Staff engagement can make or break the experience
- Exploration deepens the experience
- Success requires:
 - Creativity
 - Finding partners
 - Playful appreciation of re-learning and re-engaging



Next Steps

1. Establish organizational goals around health and outdoor programming for youth
 - Setting goals the spike way!



Goal Setting the SPIKE Way!

S = Specific and Simple

P = Pinpoint Possible Problems

I = Ink Them!

K = Keep Trying

E = Evaluate How You Did

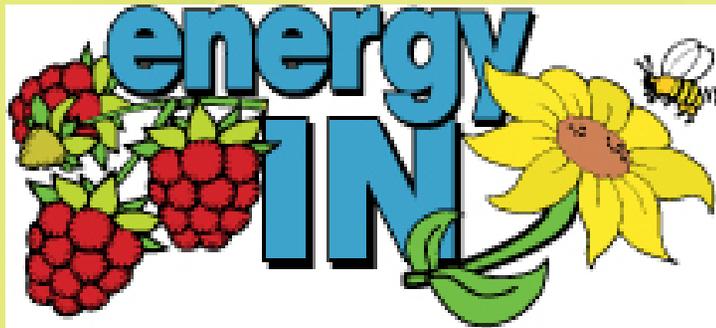


Next Steps

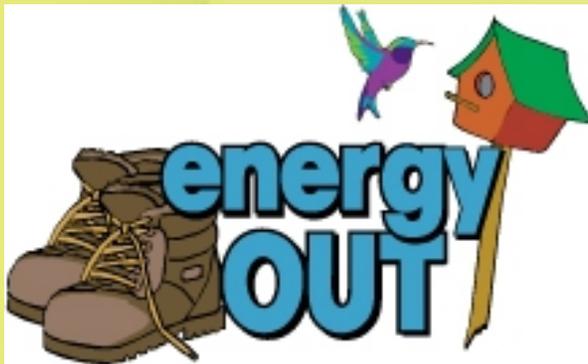
2. Get involved in local efforts
3. Build a plan to take at least 3 initiatives for getting youth outdoors under consideration in your organizations plan for 2009
 - Establish a youth wellness committee to address both health and outdoor engagement efforts
4. Visit the *Sājai Foundation* website for more information
 - www.sajaifoundation.org



A Challenge For You



- Replace 1 of your favorite Junk Foods with a piece of fruit for 5 days



- Do an outside activity 4 days this week



Thank You!

