



Advancing School Wellness Policies Through Collaborative Efforts: Madera, CA Experience

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California Project LEAN (CPL)

- **CPL is a program of the Public Health Institute (PHI)**
- **CPL works to advance nutrition and physical activity policy in schools and communities**
- **Efforts are centered on:**
 - **Youth and parent empowerment approaches**
 - **Policy and environmental change strategies**
 - **Community-based solutions**
- **Provides Training and Technical Assistance to School Districts**

Madera Unified School District

Madera Unified Demographics Enrollment: 20,530

Hispanic or Latino.....	88.3%
Black or African American.....	2%
White.....	7.5%
Asian.....	1.1%



Wellness Council

BOARD TRUSTEES

- District Office Administrators/Directors/Coordinators
- Site Administrators
- Nurses
- Family Liaison/Family Support Specialist
- Teachers
- Parents
- Camarena Health – Promotoras de Salud
- Dairy Council of California
- Madera Parks and Recreation
- Madera County Health Department, SNAP-ED
- Central Valley Health Collaborative
- Valley Children’s Healthcare
- California Project LEAN
- Local Health Care Providers
- CNEP – Cal Fresh
- UC Cooperative Extension
- First Five

California Project LEAN

- **Provided Resources**

- Local Program Staff
- State Based Program Staff
- **Templates**
 - Sample Wellness Policies such as Alliance for a Healthier Generation and California Project LEAN
- **Success Stories**
 - Arvin & Earlimart

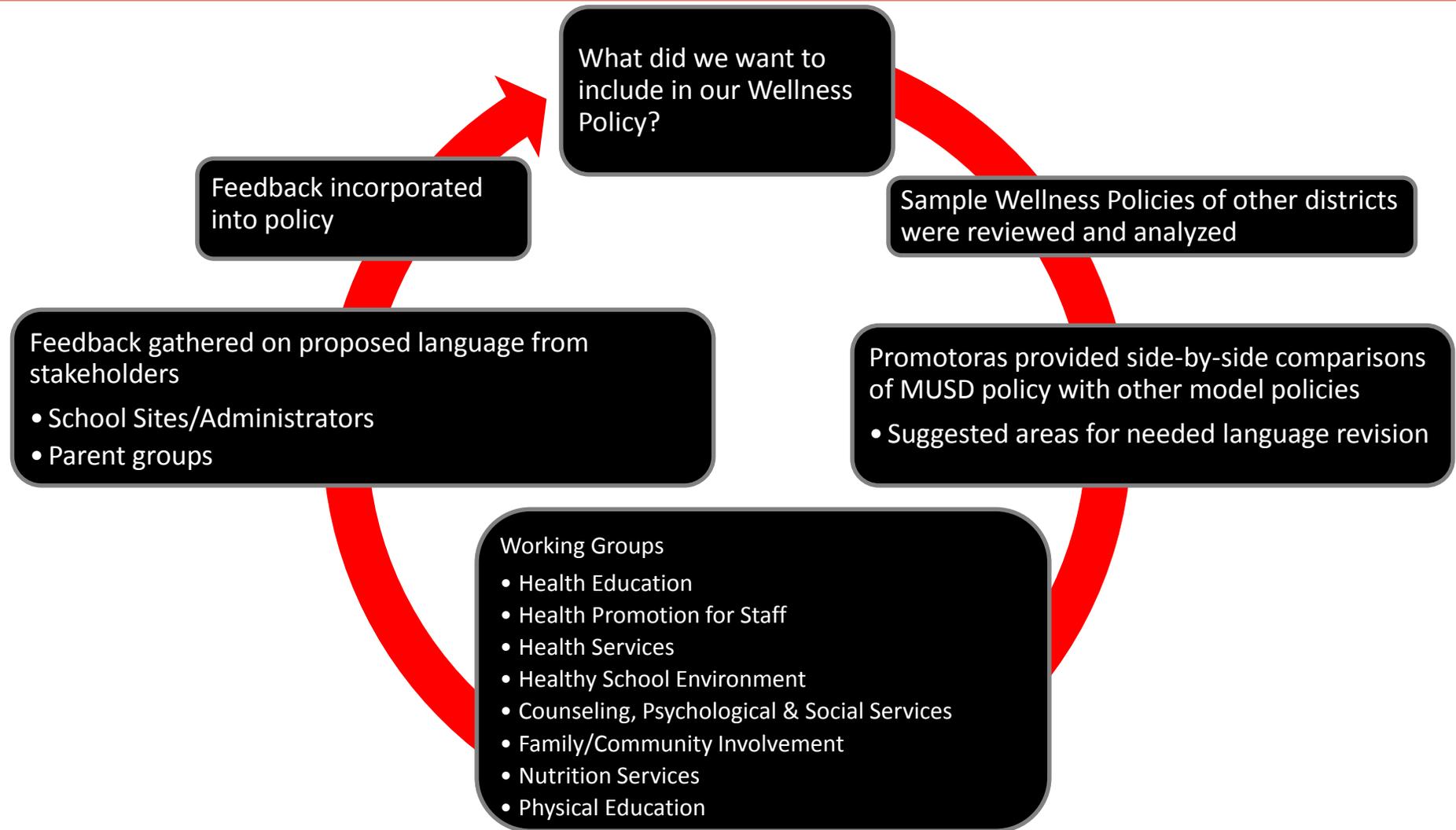
- **Facilitation**

- **Mediator**

- **Assisted in Language Development**

- **Tool Development** (Implementation & Monitoring)

Evolution of a Successful Wellness Policy Revision Process



Wellness Council Working Groups

- Promotoras de Salud provided a side-by-side comparison of policy recommendations
- Working Groups
 - Health Education
 - Health Promotion for staff
 - Health Services
 - Health School Environment
 - Counseling, Psychological and Social Services
 - Family and Community Involvement
 - Nutrition Services
 - Physical Education



Policy Highlights

This policy sends a strong message that student nutrition, health, and overall well being is important and a priority of the district.

- **Establishes School Health Councils at each school site**
- **Addresses meal environments and amount of time for students to eat**
- **Limits the number of food celebrations each year**
- **Supports the use of non-food rewards and incentives**
- **Supports non-food fundraisers**
- **Provides guidelines for nutrition education and P.E. opportunities**
- **Addresses health promotion for staff**
- **Addresses family/community involvement opportunities**
- **Addresses positive discipline**

School District Wellness Committee Leadership

- **Designate one or more School District official(s), as appropriate, 1) who has the authority and responsibility to ensure that each school complies with the local school wellness policy (section 9A(b){S}{B} of the NSLA} and 2) who will facilitate the development and updates of the local school wellness policy. The titles of these individuals are the:**
 - **Director of Child Nutrition**
 - **Director of Athletics**
 - **Coordinator of Health Services**

Positive School Climate

- *Madera Unified School District recognizes that students and staff have the right to a safe and supportive school environment free from physical and psychological harm. Therefore, the district shall identify and address potential risks to social, emotional, and mental well-being of its students and staff and shall provide resources as available to foster a positive school climate at every school. In addition, Madera Unified School District is fully committed to creating a positive learning environment that teaches strategies for violence and bullying prevention, utilizes consistent district-wide alternative discipline models (e.g. Restorative Justice, PBIS, RTI) and **emphasizes high expectations for student and employee conduct, responsible behavior, and mutual respect for others.***

Nutrition Services

Farm to School Procurement

Madera Unified School District shall buy as much organic, local, regional, and California-grown produce as possible from farms, ranches, and dairies using the following definitions:

- *Local: Grown/raised within 100 miles*
- *Regional: Grown/raised within 300 miles*
- *California-Grown: Grown/raised within the State of California*

School Meal Time

Madera Unified School District will:

- ***Provide students a minimum of 20 minutes to eat lunch and socialize with classmates.***
- *Assist all students in developing the healthy practice of washing hands before eating.*

Physical Activity

Physical Activity and Air Quality

- *District policy for air quality will be followed by all sites and accommodations will be made to physical education and athletic program and activities communicated by the district athletic policy.*

Opportunities for physical activity before and after school

- *Schools are encouraged to create a culture of physical activity throughout the school day.*
- ***School facilities (i.e., green space) will be available for community-use after school programming hours.***
- *After school programs will provide a daily period of moderate to vigorous physical activity for all participants.*
- *Work with the community to create **safe routes for active transportation to school** (e.g., walk, bike, rollerblade, or skateboard safely to and from school).*

Lactation Accommodation

*In recognition of the well-documented health advantages of breastfeeding for infants and mothers, Madera Unified School District will provide a supportive environment for breastfeeding mothers. The district will follow state and federal lactation accommodation laws. **Teachers and students who are breastfeeding will be assured access to a private space where they can pump or breastfeed as needed.***

All supervisory, management, and human resource staff will be made aware of this policy. The District will work towards adopting BP 4033, establishing a system at all schools that supports employee and student needs to breastfeed and/or pump and all employees will be:

- Provided with reasonable amount of break time to accommodate an employee each time she has a need to express breast milk for her infant child (Labor Code 1030).*
- Provided with a private location, other than a restroom, which is in close proximity to her work area and meets the requirement of Labor Law 1031 and 29_ USC 207, if applicable.*

Water Access and Promotion

Water

- *Work towards increasing water availability to students and staff with **a goal of a ratio of at least 1 fountain or other non-bathroom source per 100 students by 2020**, ideally with bottle refilling capacity.*
- *Encourage all school administrators, teachers, and building staff to model drinking water.*
- *Set and maintain hygiene standards for drinking fountains, water jugs, water stations, water jets, and other methods for delivering drinking water by performing scheduled and as needed maintenance.*

Current Actions

- Parent Outreach
- Site Administration Outreach and Training
- Common Messaging to Staff
- Self Assessment Tools
- Local Control Funding Formula | Local Control Accountability Plan
 - \$12.5 Million per year to continue improving the quality and nutritional food offerings to students district-wide

District Change

What has really changed in the district:

- Challenged thinking of our stakeholders
- Presentation and types of food served to our students
- Branding of Child Nutrition department
- Atmosphere of eating/serving areas
- Not using food as rewards/incentives

What has been the biggest challenge?

- Initial concerns from naysayers (this cookie isn't a big deal)
- Monitoring of implementation
- Community engagement can be labor intensive

Thank you!

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