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

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Jane Alvarado-Banister
Program Manager
California Project LEAN
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

What did we want to include in our Wellness Policy?

Sample Wellness Policies of other districts were reviewed and analyzed

Promotoras provided side-by-side comparisons of MUSD policy with other model policies
  • Suggested areas for needed language revision

Feedback incorporated into policy

Feedback gathered on proposed language from stakeholders
  • School Sites/Administrators
  • Parent groups

Working Groups
  • Health Education
  • Health Promotion for Staff
  • Health Services
  • Healthy School Environment
  • Counseling, Psychological & Social Services
  • Family/Community Involvement
  • Nutrition Services
  • Physical Education

Feedback gathered on proposed language from stakeholders
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
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 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).
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.
Implementation

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!

Jane Alvarado Banister
Program Manager
California Project LEAN
Public Health Institute

Jane.Banister@phi.org
559.356.8299

www.californiaprojectlean.org
@ProjectLEAN
www.phi.org