

# Manual 1

# Program Overview

To find files for the writers, contributors, and acknowledgments for this manual—and all three other manuals—on this web resource, go to the Manuals folder.

## Introduction

You can use the material on the *Eat Well & Keep Moving* Web Resource to make nutrition and physical activity a school-wide and community-wide priority. The classroom activities and physical education lessons are powerful teaching tools in their own right, but when the *Eat Well & Keep Moving* messages are expanded to the wider school community—as suggested by the Centers for Disease Control and Prevention—their effect on students becomes even greater.

## Food Services

Outside of physical education, there is no clearer tie-in to *Eat Well & Keep Moving* than school food services. Every school day, students eat at least one meal at school, and this meal provides an excellent opportunity to reinforce the messages of *Eat Well & Keep Moving*. Working with food services can be as simple as teachers getting a cafeteria menu in advance and integrating it into their lessons or as involved as teachers working with the principal and food service manager of your school to make permanent healthful changes to the school breakfast and lunch menus.

The *Eat Well & Keep Moving* Web Resource provides detailed information for food service managers interested in making healthful changes to their school menus, including a food service guide (Manual 4) that contains preparation tips, promotional materials, and classroom tie-ins; recipes, and a staff training guide (Training 1). When implemented to its fullest, the *Eat Well & Keep Moving* food service component works very closely with the classroom component, as explained in the promotions section in manual 2.

The link between the classroom and food service components of *Eat Well & Keep Moving* can be strengthened if teachers and the cafeteria manager openly discuss promoting the messages of the program. Teachers can invite the food service manager to give presentations in the classroom (such as an Eat Well card), and the cafeteria manager can provide teachers with regular updates on scheduled lunch menus and periodically display on the serving line the Eat Well cards complementing the lunch items served.

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## Parent Involvement

Parent involvement in *Eat Well & Keep Moving* greatly bolsters the program's effectiveness. Encourage parents and family members to become involved in activities that complement the program messages students learn in school. This reinforcement increases the probability that the dietary and lifestyle changes students make will become a regular part of family and daily life.

Teachers can volunteer some of their time to organize parent activities around *Eat Well & Keep Moving* messages or can locate a parent volunteer or other teacher to spearhead such activities. The Parent and Community Involvement Guide (Manual 3) details different approaches to getting parents and family members involved in *Eat Well & Keep Moving*. As with all the other components of the program, your level of involvement can be as little as or as great as you like. The separate components of *Eat Well & Keep Moving* stand alone very well, but they become even stronger when brought together.

When implemented to its full extent, the parent involvement takes a unique approach: identifying community-based health organizations to offer nutrition, physical activity, and wellness programs to parents. Additional *Eat Well & Keep Moving* activities for involving parents include publishing nutrition and physical activity information in parent newsletters (see the Parent Newsletters folder on this web resource); sending home fact sheets (see the Fact Sheets folder on this web resource) on key nutrition and physical activity topics related to the *Eat Well & Keep Moving* curriculum; and hosting program-related family activities, such as Parent Fun Nights, that allow families to see exactly what their children are learning through the *Eat Well & Keep Moving* program.

Hopefully through these *Eat Well & Keep Moving* activities parents and guardians will become models for their children and encourage healthy eating and active lifestyles for the entire family.

## Other Web Resource Materials

In addition to food service and parent involvement materials, the web resource provides

- nutrition, physical activity, and wellness training sessions (Training 2) for teachers that also provide a comprehensive introduction to the curriculum, as well as a shorter version of the teacher training (Training 3);
- the complete fourth- and fifth-grade classroom and physical education lessons from the *Eat Well & Keep Moving*, 3<sup>rd</sup> Edition book;
- Web sites for developing, implementing, and measuring school wellness policies and improving the school food and physical activity environment;
- useful Web sites (located at [www.EatWellAndKeepMoving.org](http://www.EatWellAndKeepMoving.org)) for additional resources on nutrition, physical activity, and other topics related to the *Eat Well & Keep Moving* program; and
- information for school administrators interested in *Eat Well & Keep Moving*.

## How to Implement *Eat Well & Keep Moving*

The materials described in this manual provide key information necessary to effectively implement *Eat Well & Keep Moving*. The Products section details the different materials needed to run the program. The Policy Statements section provides suggestions on working *Eat Well & Keep Moving* into local school wellness policies.

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## Products

Several different materials are needed to run the full *Eat Well & Keep Moving* program.

### Education Materials

This section describes all of the materials for implementing the classroom-based activities of *Eat Well & Keep Moving*. These materials include classroom lessons on nutrition and physical activity, classroom promotions, physical education lessons, microunits, and 23 Eat Well cards and Keep Moving cards (see table 1.1).

► **TABLE 1.1** *Eat Well & Keep Moving* Education Components\*

Classroom Activity	Quantity	Description
PARTS I AND II—CLASSROOM LESSONS		
Part I—fourth grade	14	Classroom lessons on wellness, the five food groups, the Kid's Healthy Eating Plate, sugary drinks, whole grains, foods with healthy fat, fruits and vegetables, snacking, limiting television and other recreational screen time, sleep, and the safe workout
Part II—fifth grade	14	Classroom lessons on wellness, the five food groups, the Kid's Healthy Eating Plate, sugary drinks, whole grains, foods with healthy fat, fruits and vegetables, snacking, limiting television and other recreational screen time, sleep, and the safe workout
PART III—PROMOTIONS FOR THE CLASSROOM		
Class Walking Clubs (lesson 31)	1	Yearlong class walking clubs
Freeze My TV (lesson 29)	1	Weeklong activity focusing on limiting television and other recreational screen time
Get 3 At School and 5+ A Day (lesson 30)	1	Weeklong activity focusing on getting at least 3 servings of fruits and vegetables while at school and 5 or more servings for the entire day
Tour de Health (lesson 32)	1	A question-and-answer game that helps reinforce the <i>Eat Well &amp; Keep Moving</i> Principles of Healthy Living; includes the My Tour de Health booklet, which offers an opportunity for parent involvement
PART IV—PHYSICAL EDUCATION LESSONS		
Grades 4 and 5 lessons	5	Physical education lessons following the safe workout format while also addressing nutrition issues
PART V—FITCHECK GUIDE		
Grades 4 and 5 FitCheck	2	Guides to the FitCheck, a tool for student self-assessment of activity and inactivity: one guide for teachers and one for students

\*Go to the Book folder to find the components.

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► **TABLE 1.1 Eat Well & Keep Moving Education Components\*** (continued)

PART VI—FITCHECK PHYSICAL EDUCATION MICROUNITS		
Grades 4 and 5 microunits	4	Brief 5 min. activities developed specifically for the FitCheck
PART VII—ADDITIONAL PHYSICAL EDUCATION MICROUNITS		
Grades 4 and 5 microunits	5	Brief 5 min. activities teaching a variety of nutrition and physical education topics
APPENDIX B—EAT WELL CARDS AND KEEP MOVING CARDS		
Eat Well cards	21	Brief discussions focusing on healthful foods can be used to highlight cafeteria selections
Keep Moving cards	2	Brief discussion of physical activity topics addressed in the classroom and physical education lessons

\*Go to the Book folder to find the components.

### Implementation Manuals

The *Eat Well & Keep Moving* manuals are written for school or school system administrators. Together, the manuals provide a comprehensive guide to implementing the *Eat Well & Keep Moving* program.

**Manual 1: Program Overview** This manual provides an overview of the program, descriptions of *Eat Well & Keep Moving* products, and a school wellness policy addendum that focuses on nutrition and physical activity.

**Manual 2: Education Guide** This manual is a guide to implementing the classroom, physical education, and staff wellness components of *Eat Well & Keep Moving*. In addition to describing the program's varied educational materials, the guide also provides numerous helpful anecdotes from the Baltimore pilot program of *Eat Well & Keep Moving*.

**Manual 3: Parent and Community Involvement Guide** This manual provides a guide to parent and community involvement in the *Eat Well & Keep Moving* program. It offers suggestions on motivating parents, creating successful parent activities, and contacting organizations to give pro bono workshops with parents. It also includes ready-to-use fact sheets and newsletter articles (see the Parent Newsletters folder on this web resource) for promoting the *Eat Well & Keep Moving* messages to parents and guardians.

**Manual 4: Food Service Guide** This manual walks a food service administrator through the process of implementing and promoting an *Eat Well & Keep Moving* menu. Links for recipes and promotional materials are provided with this manual.

### Training Workshops

The three *Eat Well & Keep Moving* training workshops complement the manuals just described. Each workshop provides the training necessary for food service personnel and classroom teachers to effectively implement the *Eat Well & Keep Moving* program. The workshops are designed

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to be taught by a school system's food service or health curriculum training staff. You can find these workshops in the Training Sessions folder on this web resource.

**Training 1: Nutrition Education and Wellness Training for Food Service Staff** These six training sessions provide a comprehensive overview of the latest topics in nutrition education (the *Eat Well & Keep Moving* Principles of Healthy Living, the recommendations of the *Dietary Guidelines for Americans 2015*, and the Nutrition Facts food label) as well as a detailed introduction to the *Eat Well & Keep Moving* program.

**Training 2: Teacher Workshop: The Classroom** The six training sessions in this workshop provide a comprehensive overview of the latest topics in nutrition education and physical activity as well as a detailed overview of the *Eat Well & Keep Moving* program.

**Training 3: Teacher Workshop (Short Version)** This four-hour workshop also takes teachers through the background material on which *Eat Well & Keep Moving* is based and provides a comprehensive introduction to the curriculum. It is designed to be used by a trainer of groups of teachers, and it can be delivered in one session or spread over two sessions. Individual teachers can also use this slide presentation to gain background information on *Eat Well & Keep Moving* and familiarize themselves with the lessons.

## The School Health Index

The Centers for Disease Control and Prevention (CDC) developed this index, which is based on national standards and guidelines for schools, to assess physical activity and nutrition policies and programs. The index is easy to use and can be a part of the school's Improvement Plan. To obtain a copy of the School Health Index, please call toll-free 800-CDC-INFO (800-232-4636) or 888-232-6348 (for hearing impaired). A copy is also available on the CDC Web site, [www.cdc.gov/HealthyYouth/SHI/](http://www.cdc.gov/HealthyYouth/SHI/)

## Policy Statements

Having a school wellness policy statement on nutrition and physical activity enhances the sustainability of the *Eat Well & Keep Moving* program. It is now required that all local education agencies that participate in the National School Lunch Program have local school wellness policies in place. (For more information on school wellness policies, visit the CDC's local wellness policy Web site, [www.cdc.gov/HealthyYouth/healthtopics/wellness.htm](http://www.cdc.gov/HealthyYouth/healthtopics/wellness.htm), or go to the School Wellness section on [www.EatWellAndKeepMoving.org](http://www.EatWellAndKeepMoving.org), which contains a list of other Web sites related to wellness policy.)

The following is sample language that can be adapted by different school districts to set goals for using *Eat Well & Keep Moving* in the classroom and for extending *Eat Well & Keep Moving* messages throughout the school and community. These goals can then be incorporated into school wellness policies:

As educators, we are committed to creating the most positive and beneficial school environment that we can for students. We recognize that a comprehensive health program that emphasizes nutrition and physical activity must be an integral part of that environment. Further, we are well aware that establishing "healthy eating [and activity] patterns in childhood and adolescence promotes optimal health, growth, and intellectual development."

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These nutrition and physical activity experiences will be coordinated in a sequential and comprehensive educational program that includes the promotion of good nutrition habits and active lifestyles among members of the school community and the community at large. These experiences will be addressed in

- classroom and physical activity materials;
- cafeteria promotions that target eating healthy meals in the cafeteria;
- promotional campaigns; and
- wellness, nutrition, and activity programs that are administered to parents, faculty, and staff.

We must do more than increase student knowledge in the areas of nutrition and activity. We are committed to providing educational experiences that

- increase teachers', food service personnel's, and other staff members' awareness of and interest in their own health;
- empower parents, faculty, and staff as positive role models for students;
- reflect the students' need to make healthy food choices when they eat (breakfast, lunch, dinner, snacks);
- offer students opportunities to learn about nutrition, physical activity, and consequences of inactivity by encouraging their critical thinking skills, teaching across the curriculum, using participatory activities, using technology, and so on;
- require evidence (journal and essay writing, assignments that include reporting on interaction and participation of parents or parent groups and on observations of peers at school, in the community, and in the cafeteria at school) that students have synthesized the information, thereby assuring that they understand the implications of making healthy food choices and participating in more rigorous physical activity at school, at home, and in the community; and
- integrate nutrition and activity curricula with parent programs conducted in the school, with school food service menu offerings, and with promotions that highlight making healthy food choices and participating in more vigorous activity.

Proceeding in this way, we will ensure that students' understanding of nutrition and activity becomes more relevant to them and more readily points to the necessity of adopting healthy eating and activity patterns for themselves, their families, and others in the communities in which they live.

## Costs

The costs of implementing the *Eat Well & Keep Moving* program will vary based on the resources available from central administration and the number of fourth- and fifth-grade teachers in a specific school. The classroom components, including lessons, Eat Well cards, Keep Moving cards, and promotional activities, are estimated to cost no more than \$54 U.S. per classroom teacher. These products are available on this web resource and, if printed out, would only cost the price of the paper and possibly a notebook to keep them organized. Additional food cards may be purchased for about \$15 U.S. per set but are optional to implementing the classroom lessons. Students can make food cards from magazines and food labels found on cans and packaging. Sometimes this cost-effective approach is also more fun and educational.

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Teacher training is ideal but not absolutely necessary for implementing the educational lessons. Training manuals for teachers and food service workers are available in the Training Sessions folder on this web resource and may be readily copied for use by lead teachers or central administration health educators and food service managers at minimum cost. Teachers can be trained during regularly scheduled in-service sessions at no additional cost or in a special all-day training session that pays teachers stipends for their time. Individual teachers can also use the short version of the teacher training presentation (Training 3) to gain background information and to familiarize themselves with the lessons. Food service managers can be trained as part of their regularly scheduled food service training.

Cafeteria and school-wide promotional banners and posters are helpful in reinforcing classroom messages to children, but these items are optional. The costs can range from \$0 U.S. by using free posters and available materials to \$100 U.S. per school, depending on the quality and quantity of promotional materials each school requires.

Finally, parent education programs are provided at no cost to the schools. The *Eat Well & Keep Moving* program messages may be highlighted in parent newsletters (see the Parent Newsletters folder on this web resource), and parent fact sheets (see the Fact Sheets folder on this web resource) may be sent home with students. Community-based health organizations are more than willing to conduct specific training programs if sufficient numbers of parents will participate.

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