THE CHALLENGE:

Students in California often leave their houses in the morning without eating breakfast and buy unhealthy snacks from their student store on campus. In your own school, the sales of unhealthy foods are high and students don’t have enough time to eat an adequate lunch, you know there is a lack of physical activity among your peers as well.

HOW WE MIGHT RESPOND:

Organize a countywide poster contest promoting healthy eating habits and ways to be active with the winners to be unveiled at a press conference during bike to school month.

Make a presentation to school officials recommending that they incorporate healthier food options in the student vending machines and snack bar into existing (K-12 school programs and wellness curriculum.

Produce and distribute a video dramatizing most common unhealthy foods consumed on campus (including the school meals) and things youth can do to eat healthier on campus.

Propose (and work to pass) a statewide law (legislation) requiring additional regulations requiring schools to improve the quality of school meals along with preventing the sale of unhealthy foods on campus.

Develop and distribute a multi-lingual brochure with information about healthy eating and active living and contact information for ways for youth and their families to get involved to increase access.

Organize and train youth educators to lead workshops and educational forums for their peer and parents in your area about healthy eating, healthy cooking and ways to get active in your community.

Create a rewards program (including city council resolutions) honoring businesses who transform their store front to prioritize their sales and marketing to include fresh, healthy and affordable foods.

Form coalition of individuals and organizations to work for improving the quality of foods on school campuses and the accessibility to physical activities in the community.
QUESTIONS:

Which idea would?

Have the greatest impact on solving the overall unhealthy eating habits and lack of physical activity in young people?  Have the greatest impact on reducing the high rate of unhealthy eating on your school campus?

Take the most time and money to organize?  Be most likely to attract other youth as volunteers and participants?

Be most likely to attract support from adults in the community?  Is the most misguided idea?

Would face the most obstacles or opposition?  Most likely to attract media attention?