Growing Healthy Children
Chula Vista Elementary
School District
Wellness Story

Sharon Hillidge
Wellness Resource Teacher
23.9 million children ages 2 to 19 are overweight or obese –
- 33% of boys
- 30.4% of girls

Of these children, 12.7 are obese;
- 18.9% of boys
- 15% of girls

Information from Statistical Fact Sheet 2013 Update 2013 American Heart Association, Inc. All rights reserved.
The percentile tells us what range the BMI score falls in

**Percentile Range**
- < 5th percentile
- 5th ≥ 84th percentile
- 85th ≥ 94th percentile
- > 95th percentile

**Weight Status Category**
- Underweight = 5%
- Normal weight = 80%
- Overweight = 10%
- Obese = 5%

**2010 District Grade Level Category Breakdown**

Weight Status Based on BMI for Age
Chula Vista Elementary School District, 2010

<table>
<thead>
<tr>
<th>Grade</th>
<th>Under-weight</th>
<th>Normal Weight</th>
<th>Overweight</th>
<th>Obese</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kindergarten</td>
<td>3.6%</td>
<td>66.6%</td>
<td>14.3%</td>
<td>15.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>First</td>
<td>3.2%</td>
<td>62.1%</td>
<td>16.2%</td>
<td>18.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Second</td>
<td>2.2%</td>
<td>60.0%</td>
<td>16.4%</td>
<td>21.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Third</td>
<td>1.7%</td>
<td>57.5%</td>
<td>17.5%</td>
<td>23.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Fourth</td>
<td>1.6%</td>
<td>56.2%</td>
<td>17.6%</td>
<td>24.6%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Fifth</td>
<td>1.7%</td>
<td>53.2%</td>
<td>20.0%</td>
<td>25.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Sixth</td>
<td>1.6%</td>
<td>51.5%</td>
<td>20.8%</td>
<td>26.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2.2%</td>
<td>57.9%</td>
<td>17.6%</td>
<td>22.2%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

5th Grade PFT 2013-14 Results

<table>
<thead>
<tr>
<th>State/County</th>
<th>2012-13</th>
<th>2013-14</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>6/6= 25.5%</td>
<td>6/6= 26.6%</td>
<td>+1.1%</td>
</tr>
<tr>
<td></td>
<td>5/6= 48.6%</td>
<td>5/6= 49.9%</td>
<td>+1.3%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>6/6= 27.9%</td>
<td>6/6= 29.3%</td>
<td>+2.6%</td>
</tr>
<tr>
<td></td>
<td>5/6= 52.1%</td>
<td>5/6= 54.2%</td>
<td>+2.1%</td>
</tr>
<tr>
<td>CVESD</td>
<td>6/6= 23.0%</td>
<td>6/6= 26.2%</td>
<td>+3.2%</td>
</tr>
<tr>
<td></td>
<td>5/6= 50.5%</td>
<td>5/6= 55.6%</td>
<td>+5.1%</td>
</tr>
</tbody>
</table>

So We Measured......
We created our own Obesity Maps
To help us tell our story……!
• How do we ensure our families are educated to make healthier choices in what they consume?
• Are we maximizing our resources to better promote physical fitness at our schools?
• Do we really understand the relationship between health and learning?
• If modeling is a powerful teaching strategy, how does our school culture reflect maintaining a healthy lifestyle?
We Surveyed for Need and Understanding.....
CHULA VISTA ELEMENTARY SCHOOL DISTRICT
WELLNESS MAP 2010-2015

**CVESD Wellness Policy Progress**
- Active district level Wellness Committee - 25-30 members
- All resources and policy information available through district brochures, policy postings at each school and wellness website.
- Nutrition education instruction/resources are available through Wellness Website, Child Nutrition Services, Exercise the Dream program, and partnerships with other agencies.
- Standards-based physical education curriculum has been revised, piloted and provided to all district teachers. Curriculum currently on district internal portal - staff training ongoing.
- All Schools have received information/charts/graphs on 2010, 2012, 2014 BMI Height and Weight Project and state physical fitness results.
- Creating healthier learning environments

**Ongoing Action Items**
- Individual school wellness committees
- More consumption of locally grown fruits and veggies
- Monitoring of Wellness Policy-compliant food requirements
- Healthy fundraisers
- Increasing MVPA during PE, recess and after school activities
- Increasing quantity and quality of school gardening programs
- Staff wellness activities

**Food Environment Interventions**
- More local fruits and veggies in school meal program
- Serving only non-flavored milk
- Healthy choices for snacks and celebrations – Healthy Snack & Fundraising Lists
- 30+ School Gardens
- Parent and student nutrition instruction & resources
- Numerous parent education & presentations

**Staff Interventions**
- Staff wellness policy survey
- Non-food incentives for healthy classroom activities
- Staff wellness resources and activities-like healthy snacks in lounge, exercise time with students
- Networking with health providers and resources

**Physical Education/Fitness & Activity Interventions**
- Regular or daily PE instruction - 50% Moderate to Vigorous Physical Activities (MVPA)
- Improved recess activities with lesson plans and rules
- Walking/running clubs
- Safe Routes to School programs
- Brain Breaks
- After school activities

**Other Interventions**
- 2010 Height & Weight Project – K-6th baseline measurements all schools
- District, school & community Data collection, analysis & reporting
- Involvement in community-based committees and activities
- Grant writing and implementation- CTG, Kaiser

**Ongoing……**
- Repeated H&W project- 2012 & 2014 to monitor progress
- Shared resources and information for better planning strategies
- Partnership & Collaborations
- Mentoring other Districts example-BMI Toolkit, PE/PA curriculum, Wellness Policy

*We started by creating a Plan……*
Who Are We?

Wellness Committee Representatives
- 3 parents
- 3 teachers—one is a PE teacher
- 3 principals
- Public Nurse
- CNS Director or Dietician
- Administrator
- Classified Employees Rep.
- American Heart Association(s)
- Dairy Council
- Health & Human Services Rep(s)
- City of Chula Vista Recreation Rep
- South Bay YMCA Rep
- Retired Community Member
- Local Doctor
- Various Guests

STUDENT WELLNESS
The Superintendent or designee shall **encourage** (require) school organizations to use healthy food items or non-food items for fundraising purposes. He/she shall also encourage (require) school staff to avoid the use of non-nutritious foods as a reward for students’ academic performance, accomplishments, or classroom behavior.

(cf. 1230 – Community Booster Organizations)

School staff shall **encourage** (ensure) parents/guardians or other volunteers to support the District’s nutrition education program by considering by providing only nutritious onal quality when selecting any snacks which they may donate for occasional class parties and by limiting foods or beverages that do not meet nutritional standards to no more than one food or beverage per party. Class parties or celebrations should be held after the lunch period when possible.

**We Completely Revised Our Wellness Policy- May 8, 2012**
We Communicated Changes......
What is a Serving? For children use one of the palm of one hand:
For adults: two-

Healthy Snacks – One Serving of:
• Fresh fruits or veggies, dried fruit
• Low-fat or non-fat yogurt or string cheese
• Soft Ice cream or fruit bars
• Low-fat or non-fat frozen yogurt
• Pretzels, light popcorn or goldfish crackers
• Bottled water or low-fat Jugo-Fruit milk

Non-Food Celebrations/Reward Ideas
• Have a cook for a fun game or activity to celebrate a birthday or special event
• Invite an interesting guest to speak to the class
• Donate a book, for pencils, rulers, erasers, markers, stickers, jump-ropes, or other activity equipment

Healthy Fundraisers
• Walk, play jump rope, dance, read & run-athons
• Student/Family-designed calendar, recipe books, stationary or notepads, school bags, etc.
• Event raffles with healthy prizes or family activities

What?
The Wellness Policy sets goals for......

Nutrition Education
Integrating nutrition education into K-6 core academic subjects before, during and after-school programs.
Implementing nutrition guidelines for all foods available on each campus during the school day (one hour before and after school)
available on each campus during the school day (one hour before and after school)
Available on each campus during the school day (one hour before and after school)

Physical Education & Activity
Supplying a standards-based K-6 physical education program emphasizing physical fitness, positive health practices, and skill development, that meets or exceeds the State mandated instructional minutes required.

In 2004, Congress passed a law requiring every school district that uses federal dollars for school breakfast or lunch to create a local wellness policy by the start of the school year (CVESD BP 3900 is the Board’s Wellness Policy).

District Perspective......
In an unprecedented Height & Weight Surveillance Project, CVESS measured the Body Mass Index (BMI) of over 23,000 students in the district. The District found that of the K-6 grade students measured, 40% were at an unhealthy weight – overweight or obese. Furthermore, as the grades progressed, the obesity rate increased.

Since the 2004 study, the District has substantially revised the Wellness Policy and schools have made many changes to their food and physical activity policies and environments. The District plans to repeat the measurements in 2012 to identify trends and/or see if changes have taken place.

The District believes it plays a critical role in curbing the epidemic of childhood health issues like obesity, heart disease, and diabetes which are directly associated with poor nutrition and inactivity.

Health Tip
Calories In = Calories Out
Energy is measured as calorie. Energy expended during physical activity
Equil’s Formula for Good Health

Outlining Key Areas of Change and Why......

• Improving school lunches
• Involving parents and the community in the change process
• Reducing access to unhealthy foods on school sites and...
• Increasing physical activity
Schools Implemented
Growing Healthy Children:
A Chula Vista Elementary School District Update

Parent & Community Presentations

KPBS Video & Audio Stories

Chula Vista Schools Plan To Combat Obesity

Friday, July 15, 2011
By Kyla Calvert

Amid the nation’s childhood-obesity epidemic, schools are now part of SARC!

CVESD 2012 Public Health Champion

District Strategy - Plan for Change & Share How We Did It......
“What good is all the money and effort we put into education if we don’t have health?”

“health is connected to learning”

Liam Galleher
CVLCC – 6th grade

Jordan Waller
Arroyo Vista 5th grade

“One decadent cupcake could have up to 585 calories, if you multiply that by 31 students you consumed approximately 18,000 extra calories – that equals 5 extra pounds in just one year from birthday celebrations.”

“Health tickets given for making healthy food choices and for physical activity.”

(like respect tickets)

“To build a healthier community what actions do we need to take? We will demand livable wages, affordable housing, quality health care, free sport and recreation activities for children, and zero people hungry.”

Jennifer Mederos
Mueller Charter
Middle School

Sophia Estrada
Casillas – 4th grade

“My solution... Let’s get moving, people!”
“To increase the quantity and improve the quality of physical activity in Chula Vista Elementary Schools.”
## Healthy Fundraising Resource List

**Healthy Fundraising**  
Local Success Stories from Schools & School Districts in San Diego County

Healthy fundraising for the sake of this document is defined as school students, staff or parents selling and/or promoting nutritious foods that meet or exceed the USDA’s Smart Snacks in School Rule. Non-food fundraisers are strongly suggested, but fundraisers involving the sale of healthy food choices are acceptable.

<table>
<thead>
<tr>
<th>(Name of School/School District) &amp; Student Population</th>
<th>Successful Fundraiser Who/ What/When/Where/How? (Brief description)</th>
<th>Monies Raised (Choose Letter)</th>
<th>Profit to school (% or Portion)</th>
<th>Resources Available (Website, PDF Docs, etc.)</th>
<th>Main Lead Contact (Phone &amp; Email) (To share more about the event)</th>
<th>Time Commitment (Limited, Moderate or Significant)</th>
<th>Purpose of the fundraiser?</th>
</tr>
</thead>
</table>
| Tiffany, Burton C. Elementary School (CVESD)        | The PTA put on a fun run in Oct. 2013 on the playground. Money was raised through students getting sponsors. They gave out lanyards with little tennis shoes for any sponsors they were able to get. Apex came into the classroom every day to teach the kids leadership lessons. They also gave them new fun ways to get pledges each day. | (E)                          |                              | For information about APEX visit following link: https://www.apexfunrun.com/what-is-apex-fun-run | Courtney Harker (Liaison) to Kathleen Yetter  
Courtney: 858-410-3821  
Office | Moderate | ```
Wellness Committee Projects 2015 and beyond......
```
### Chula Vista Elementary School District

#### Healthy and Compliant Elementary School Snacks List

<table>
<thead>
<tr>
<th>DAIRY PRODUCTS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TARGET</strong> GoGurt Yoplait</td>
<td>$4.79/ per 8</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Dannon Danimals smoothie (strawberry explosion)</td>
<td>$6.99 (36 drinks)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Dannon Danimals smoothie (strawberry kiwi explosion)</td>
<td>$6.99 (36 drinks)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Dannon Light Fit Greek (strawberry)</td>
<td>$13.99 (18 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Dannon Light Fit Greek (blueberry)</td>
<td>$13.99 (18 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Dannon Light Fit Greek (peach)</td>
<td>$13.99 (18 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Yoplait Light (harvest peach, blueberry patch, strawberry)</td>
<td>$9.99 (24 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Fage Total 0% non fat yogurt (strawberry-goji)</td>
<td>$11.99 (12 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Fage Total 0% non fat yogurt (blueberry-acai)</td>
<td>$11.99 (12 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> Fage Total 0% non fat yogurt (mango-guanabana)</td>
<td>$11.99 (12 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> CHOBANI Greek Yogurt (5 peach)</td>
<td>$13.99 (15 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> CHOBANI Greek Yogurt (5 blueberry)</td>
<td>$13.99 (15 cups)</td>
</tr>
<tr>
<td><strong>COSTCO</strong> CHOBANI Greek Yogurt (5 strawberry)</td>
<td>$13.99 (15 cups)</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> Danimals smoothies (strawberry explosion)</td>
<td>$5.99/ per 12</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> Danimals smoothies (strawberry kiwi explosion)</td>
<td>$5.99/ per 12</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> CHOBANI Greek yogurt kids (strawberry)</td>
<td>$3.49/ per 8</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> CHOBANI Greek yogurt (peach on the bottom)</td>
<td>$5.49/ per 4</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> CHOBANI Greek yogurt (blueberry at the bottom)</td>
<td>$5.49/ per 4</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> CHOBANI Greek yogurt Kids (chocolate dust)</td>
<td>$5.49/ per 4 non-compliant</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> CHOBANI Greek yogurt (key lime blend)</td>
<td>$5.49/ per 4 non-compliant</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> Yoplait GoGurt (strawberry, banana burst, blue raspberry ice) strawberry banana burst</td>
<td>$5.99/ per 16</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> Yoplait GoGurt (blue raspberry ice)</td>
<td>$5.99/ per 16</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> Yoplait GoGurt (strawberry watermelon, punch) - Strawberry watermelon</td>
<td>$5.99/ per 16</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> Yoplait GoGurt (punch)</td>
<td>$5.99/ per 16</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> Yoplait GoGurt (strawberry splash, cool cotton candy) - Strawberry splash</td>
<td>$5.99/ per 16</td>
</tr>
<tr>
<td><strong>ALBERTSONS</strong> Yoplait GoGurt (cool cotton candy)</td>
<td>$5.99/ per 16</td>
</tr>
</tbody>
</table>

**String cheese (One Serving)**

**Exempt food item**

| **TARGET** Kraft reduced fat mozzarella string cheese | $3.99/ per 12 |
| **TARGET** Market Pantry (low moisture part-skim) Mozzarella | $6.14 (24 pack), $3.79 (12 pack) |
| **ALBERTSONS** Cheese heads light string | $7.99/ big pack |
| **ALBERTSONS** Weight Watchers/ Smoked flavor string cheese | $4.29/ per 12 |

This document was created by Carolina Arias-Ramirez, Social Work Student at San Diego State University in collaboration with Sharon Hillidge, Wellness Resource Teacher, the Chula Vista Elementary School District Wellness Committee and the Scripps Family Medicine Residency Program Internship Project. 12/2014. 3.18.15
**FREE Family Friendly Event**

"It Takes Heart to be a Hero!"

**For more information, please contact:**

Kristi McClure, Director of Recreation, at (619) 409-5979
kmcclure@chulavistaca.gov

Jennie Brane, AHA, at (858) 210-8249 or jennie.brane@heart.org

The Chula Vista Recreation Department and The American Heart Association are proud to present the Chula Vista Jumps event to benefit the Jump Rope for Heart campaign of the Chula Vista Elementary School District.

**What:** A fun jumping event to build healthier lives free of cardiovascular disease and stroke.

**When:** Saturday, November 1st, 2014 From 9:00 a.m. – 12:00 p.m.

**Where:** Salt Creek Recreation Center
2710 Otay Lakes Road
Chula Vista, CA

**How:** Join us in our efforts to build healthier lives free from cardiovascular disease and stroke! Lace up those sneakers, jump rope and enjoy event day entertainment. Donations can also be made at the event to the American Heart Association to benefit the campaign efforts.

With special guests, the USA Jump Stars!

Join us for a fun day filled with jumping rope, special guest performances by the USA Jump Stars, mini competitions and a health and wellness fair.

Benefits of the Jump Rope For Heart Campaign to the Schools are:

- Heart healthy curriculum and fun activity
- US Games Certificates for PE Equipment
- Jump Ropes

**Collaborative Timeline**

To support healthy, safe and thriving communities in San Diego County

**Funded in part by San Diego County’s Coast2Coast Rx discount prescription card program**

Coast2CoastRx

Developed by the Chula Vista Elementary School District
The District’s Vision......

- Healthy and physically active, high-achieving, innovative thinkers
- Families, staff, and community as full partners working collaboratively for the benefit of each child's health and education
- The entire educational community accepts the challenge of change toward a healthier learning experience
- A community dedicated to instilling hope and promoting healthy lifestyle behaviors so that today's children will grow-up healthier and share their vision with future generations
2013 Obesity Trends in Adults
United States

2014 Obesity Trends in the Chula Vista Vista Elementary School District

Legend
% Obese
10.00 - 14.99
15.00 - 19.99
20.00 - 24.99
25.00 - 29.99
30 +

Sustainability is about Challenges and Opportunities ......

What Legacy Will We Leave Our Children?
Healthy Lifestyles:
Are We Living the American Dream?

Obesity Trends* Among U.S. Adults
BRFSS, 2013
(*BMI ≥30, or about 30 lbs. overweight for 5’4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Links to Information and some Resources provided in *Growing Healthy Children* presentation
Chula Vista Elementary School District
Presenter: Sharon Hillidge, Wellness Resource Teacher
email: hillidge@cox.net

Chula Vista Elementary School District home page
•  [http://www.cvesd.org/Pages/home.aspx](http://www.cvesd.org/Pages/home.aspx)

Recent BMI Results, Media Event

Chula Vista Elementary School District Wellness Website
•  [http://www.cvesd.org/COMMUNITY/Pages/Wellness.aspx](http://www.cvesd.org/COMMUNITY/Pages/Wellness.aspx)

Wellness Policy-5030, Wellness Brochure-English/Spanish, Wellness Policy Summary 1 page Eng/Spanish
•  [http://www.cvesd.org/COMMUNITY/Pages/wellness_policy.aspx](http://www.cvesd.org/COMMUNITY/Pages/wellness_policy.aspx)

Wellness Policy 5030 Summary-Mini-Posters 1-18 pages pdf

*Healthy Lifestyles: Are We Living the American Dream?* 1-33 pages-pdf.

KPBS Chula Vista Schools Plan to Combat Obesity (5 video & radio stories over 4 years)


BMI Toolkit and Tools for Schools Kit – partnership with Live Well San Diego
•  [http://www.livewellsd.org/content/livewell/home/partners/best-practices-for-schools.html](http://www.livewellsd.org/content/livewell/home/partners/best-practices-for-schools.html)
•  [http://www.livewellsd.org/content/dam/livewell/Partners/PartnerPDFs/Schools/Wellness-Policy-Best-Practices-and-Data-Screening-Chula-Vista-ESD-2.pdf](http://www.livewellsd.org/content/dam/livewell/Partners/PartnerPDFs/Schools/Wellness-Policy-Best-Practices-and-Data-Screening-Chula-Vista-ESD-2.pdf)

HHSA South Region Honors Sharon Hillidge with Live Well San Diego Champions Award – June 9, 2015
•  [http://www.livewellsd.org/content/livewell/home/news.html](http://www.livewellsd.org/content/livewell/home/news.html)

San Diego County News Center (video stories) – search Chula Vista Elementary School District