

# Promoting Healthy Eating and Active Living Outside the School Day October 30, 2014 2:00 Eastern

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Generation

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# *Promoting Healthy Eating and Active Living Outside the School Day*



Jeffrey Willett, Ph.D.

Vice President for  
Programs



Kansas Health Foundation

# Existing Program Areas

Every Kansan has the opportunity to attain his or her full health potential (health equity)

Healthy Living

Health Reform

Oral Health

Public Health

Inspire, inform and equip Kansans to improve the health of our state (civic health)

Kansas Health Institute

Kansas Leadership Center

Non-profit Journalism

Increase philanthropic resources in Kansas communities (community philanthropy)

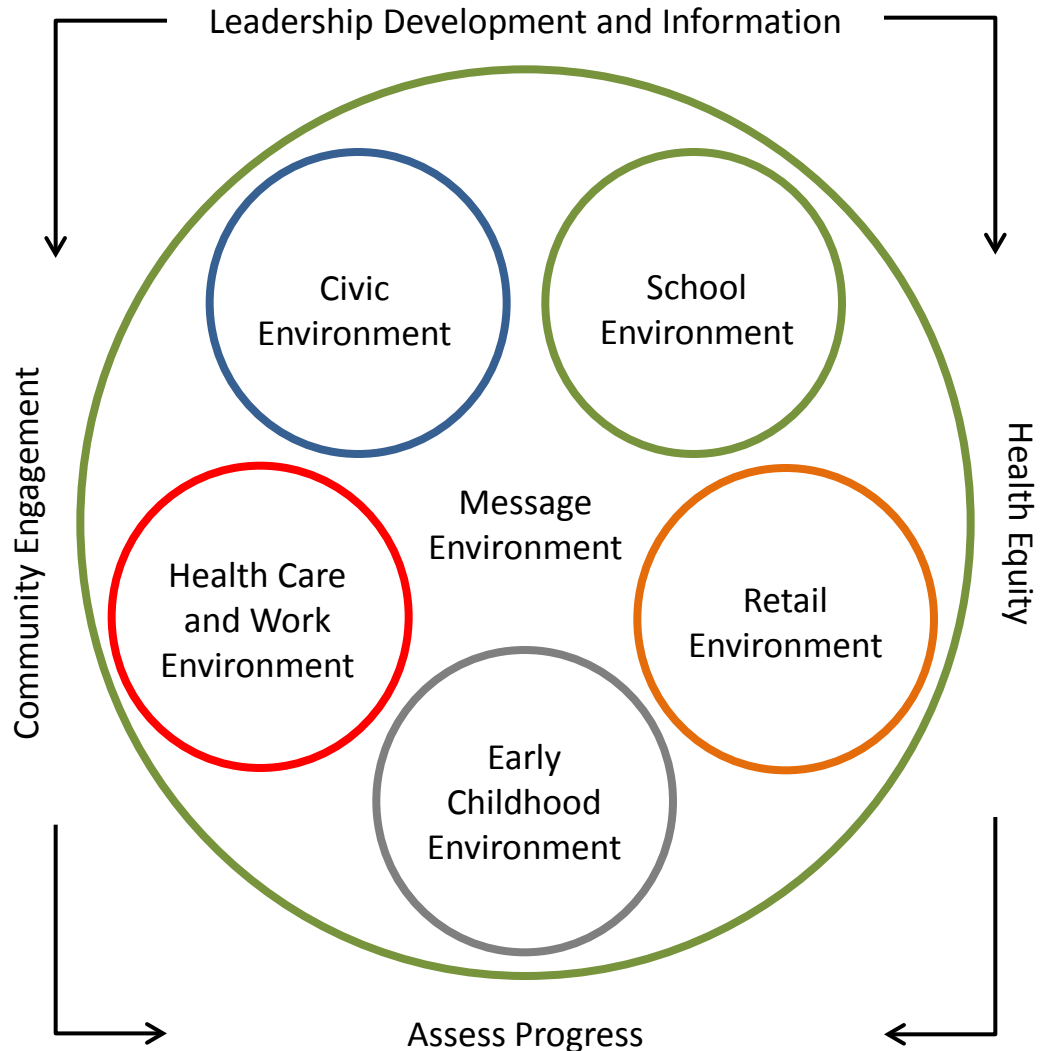
GROW

**We accomplish our mission through grantmaking, policy advocacy, communication and strategic investing.**



The Healthy Living framework recognizes action must occur at all levels – individual, family, community and the broader society – to address the challenges posed by tobacco use, lack of physical activity and poor nutrition.

The environments in the framework represent important sectors of society where significant changes can occur to better support health.



# Healthy School Environment

## RESEARCH-BASED EVIDENCE SUPPORTING KANSAS SCHOOL MEALS

A Recipe for  
Academic  
Success



Child Nutrition & Wellness  
[www.kdoe.org](http://www.kdoe.org) [www.kn-east.org](http://www.kn-east.org)

July 2012

## KANSAS SCHOOL MEALS NEW MEAL PATTERN STANDARDS

What parents  
can expect  
from school  
meals and  
ideas for  
home



Child Nutrition & Wellness  
[www.kdoe.org](http://www.kdoe.org) [www.kn-east.org](http://www.kn-east.org)

July 2012

# Team Up for Kansas Kids





# Healthy Early Childcare Environment



# Partnering to Create Healthier Out of School Environment

- Maximizes our investments in healthy schools.
- Reaches more children from lower socioeconomic backgrounds.
- Leverages expertise, relationships and resources across the partners.





Kansas Health Foundation





ALLIANCE FOR A  
HEALTHIER  
GENERATION



FOUNDED BY:



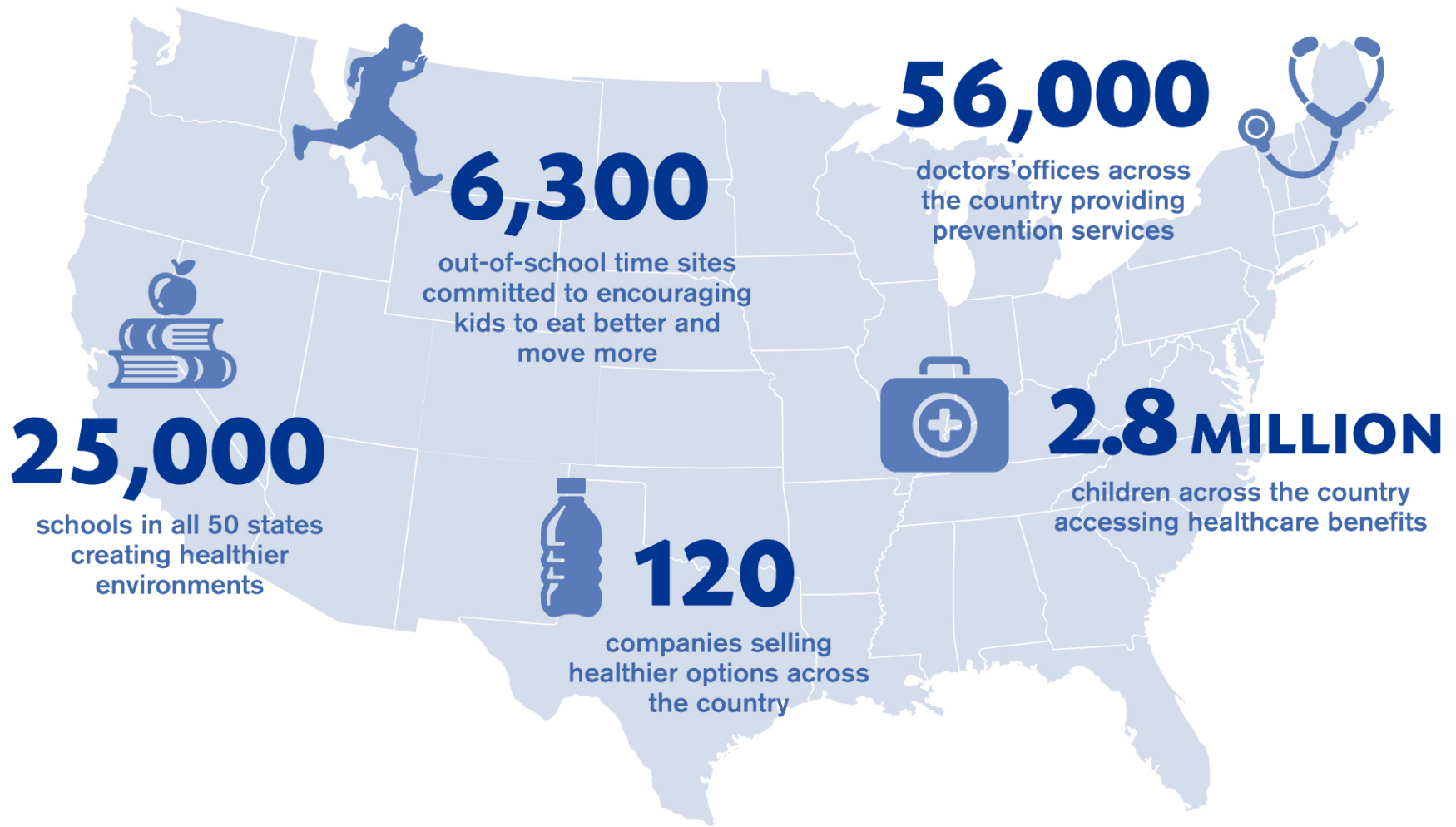




## **Our Mission:**

To reduce the prevalence of childhood obesity and to empower kids nationwide to make healthy lifestyle choices.

# Reach and Impact







## Healthy Out-of-School Time

We provide out-of-school time programs across the country with evidence-based professional development and the processes, tools, and resources needed to increase children's access to healthier foods and physical activity.

## Out-of-School Time

providers are ideally positioned to engage kids about healthy lifestyles.



## A Local Approach

9 communities receiving **direct support** from a local staff member housed at a convening organization

**CA (2), KS, OK, DC, PA, FL, AR, LA**



# Empowering Networks

## Mott Network Alliances and National AfterSchool Association Affiliates



# Impactful Collaborations

Recent agreements with the  
**Boys and Girls Clubs of America** and  
**National Recreation and Park Association**

-

**Healthy Out-of-School Time Coalition**



Healthy  
Initiation

What we provide:

**A Process**

**Evidence Based Resources**

**National Experts**

**User-friendly Guidance**





Resources to Share:  
host.  
[healthiergeneration.org](http://healthiergeneration.org)

Healthy OST Blog





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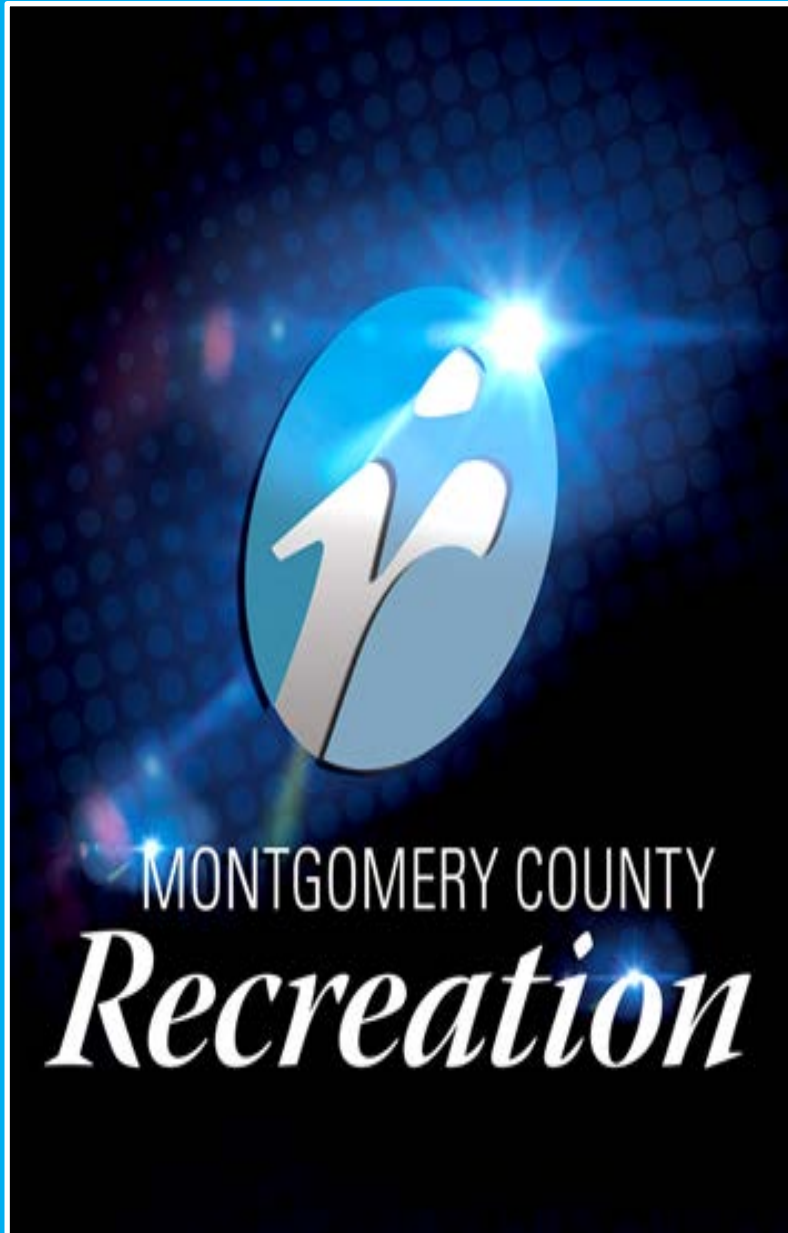
ALLIANCE FOR A  
**HEALTHIER  
GENERATION**



**JOIN THE MOVEMENT! [HealthierGeneration.org](http://HealthierGeneration.org)**

 /HealthierGeneration

 /HealthierGen



# Positive Youth Development

# Montgomery County at a glance . . .

Montgomery County is now a "majority-minority" county in the United States. As of 2010, Non-Hispanic Whites make up 49.3 percent of the County's population, down from 59.5 percent in 2000. Hispanics are now the County's second largest population group (17.0 percent) followed by Blacks (16.6 percent), Asian and Pacific Islanders (13.9 percent) and Other (3.2 percent).

Montgomery County's population reached 971,777 in 2010, an increase of nearly 100,000 people (11.3 percent) from 2000, and is now over 1M residents.

## Child Population

	2000		2010	
	Montgomery	Maryland	Montgomery	Maryland
0-3 years	35,779	209,218	37,926	217,560
3-4 years	24,394	144,175	25,806	146,928
5 years	12,246	74,546	12,766	72,700
6-9 years	51,057	316,772	51,534	294,168
10-11 years	26,248	162,481	25,567	151,023
<b>Total</b>	<b>149,724</b>	<b>907,192</b>	<b>153,599</b>	<b>882,379</b>

Source: U.S. Bureau of the Census, 2000, 2010.

## Average Weekly Cost of Full-time Child Care

Montgomery County		
	Family Child Care Programs	Child Care Centers
0-23 months	\$ 233.16	\$ 319.32
2-4 years	\$ 202.17	\$ 252.11
5 years <sup>1</sup>	\$ 185.35	\$ 241.14
School Age Full <sup>2</sup>	\$ 175.86	\$ 222.90
School Age B/A <sup>3</sup>	\$ 121.06	\$ 135.98

Source: MFN/LOCATE: Child Care, 7/12.

<sup>1</sup>Average cost of full time care for a 5 year old. Defined as child being in full time child care or being in kindergarten and out-of-school child care, i.e., holidays, school closures and summers. <sup>2</sup>Average cost of full time care for a 6+ school age child (out-of-school child care, i.e., holidays, school closures and summers).

<sup>3</sup>Average cost of before and after school child care.

## Children and Poverty

	2000	%	2010	%	%Change
<b>Total Related Children</b>					
Under 18	205,941	100%	212,397	100%	3.1%(+)
<b>Total Children Under 18 Below Poverty Level</b>					
	13,516	6.6%	20,602	9.7%	52.4%(+)
<b>Total Children Under 5 Below Poverty Level</b>					
	3,698	6.8%	N/A*	8.4%	N/A*
<b>Total Children 5-17 Below Poverty Level</b>					
	9,818	6.5%	N/A*	10.2%	N/A*

Source: U.S. Bureau of the Census, 2000, 2010. Prepared by MDP.

\*Comparable data not available from 2010 Census.

Over 20,000 kids under 18 are living in poverty, this doesn't include the thousands struggling just above the poverty line, and young people 18-24 trying to make it.



# Repositioning Recreation

**M**ontgomery County Recreation's Youth Development Team is generating an enhanced and vibrant approach to service delivery that reaches out to all young people. We use recreation to ensure young people are productive, healthy, and connected during out-of-school time. We aim to ensure the Recreation Department is a place where young people:

- Make friends and maintain relationships
- Gain a sense of Independence and rely less on adults
- Build teamwork skills and become more effective in groups
- Foster attributes important to being a members of family & community
- Perceive competence and believe they can be successful
- Acquire an interest in exploration and are eager to learn new things
- Develop a sense of responsibility and learn to be accountable
- Enhance their affinity for nature and attraction toward the outdoors
- Grow confidence and try to solve problems on their own
- Establish a connection and feel safe & welcomed in their environment
- Boost physical activity and develop healthy eating habits



# Repositioning Recreation

- A Lens
- A Tool
- A Reminder
- An Affirmation
- Credibility



# Community Impact

Summer 2014

Sites	June		July		August	
	Breakfast	Lunch	Breakfast	Lunch	Breakfast	Lunch
Argyle Middle School	44	148	1,439	2,954	-	-
Bauer Drive Community Center	153	257	1,861	1,624	18	103
Broad Acres Elementary School	-	-	3,564	3,843	195	200
Clemente Middle School	20	69	736	1,188	-	-
East County Community Center	241	424	667	1,749	53	95
Fox Chapel Elementary School	-	383	-	1,996	-	286
Glenallan Elementary School	264	277	4,970	3,530	216	171
Good Hope Community Center	227	112	1,022	548	34	39
Kennedy High School	-	917	-	1,963	-	634
Key Middle School	10	133	1,140	2,389	-	-
Loiederman Middle School	206	304	1,357	2,215	48	56
Long Branch Community Center	94	305	199	1,114	10	49
Marilyn Praisner Community Center	122	260	375	779	29	51
Maryvale Elementary School	360	458	658	1,676	21	446
Mid County Community Center	203	241	742	887	40	49
Montgomery Village Middle School	412	425	2,171	3,520	45	91
Newport Mill Middle School	201	396	1,013	2,877	20	47
Plum Gar Community Center	219	290	557	1,117	19	45
Upper County Community Center	162	290	499	958	50	100
White Oak Community Center	498	681	690	1,955	30	90
<b>Total Meals</b>	<b>3,436</b>	<b>6,370</b>	<b>23,660</b>	<b>38,882</b>	<b>828</b>	<b>2,552</b>

# Calculating the value of community impact . . .

75,728 meals X \$3.50 reimbursement  
= \$265, 048 impact on families in the  
summer alone. Over \$1M per year invested  
in the community to improve health and  
reduce food insecurity

Excel Beyond the Bell, an after-school  
middle school program has a childcare value  
of \$4,062 per participant.

(Based on the average cost of childcare in Montgomery County for before and after-school, \$135.40\* per week. This can be compared to the costs of a Kids After Hours, a leading private provider at \$365.00 per week— which would increase the value of Recreation programs to \$10,950 per school year) \*Childcare Demographics 2013 provided by MD Dept. of HHS



# Outreach to over 31 schools



Youth Development

# Fun, Food, and Fitness: A Montgomery County Recreation Positive Youth Development Program

<http://www.youtube.com/watch?v=xGicMcmPwk0>

Thank You!

Adriane Clutter, Youth Development Manager

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Montgomery County Recreation

Montgomery County, Maryland



#MoCoRec



- More webinars on this topic?
- New topics you want to tackle or learn more about?
- Innovative work that you want to share?
- A question you want to pose to your colleagues?

Contact us at [HEAL@gih.org](mailto:HEAL@gih.org)