



HKHS GOALS

Identifying opportunities and designing initiatives and pilot programs that further sound nutrition and physical education and physical activity.

Increasing awareness about health and wellness.

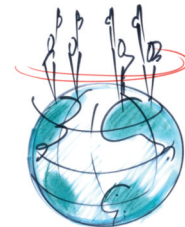
Improving access to kid-appealing dairy, fruits, vegetables, and whole grains.

Stimulating the growth of physical activity and physical fitness opportunities for all students in and out of school.



Healthy Kids, Healthy Schools: Key Facts

Initiative. *Healthy Kids, Healthy Schools* is a Houston-based initiative that's changing the face of wellness in a large urban school district. It represents a new and collaborative approach to the serious hurdles posed by the epidemic of overweight and obesity among children today. This public-private partnership is focused on improving the nutrition and physical activity of students in the Houston Independent School District (HISD). Launched in February 2009 with the support and leadership of National Dairy Council and Dairy MAX, in full partnership with HISD, *Healthy Kids, Healthy Schools* (HKHS) is supported by over 80 local and national organizations, including the Houston Texans and the City of Houston.



Approach. *Healthy Kids, Healthy Schools* is based on a change methodology known as *Appreciative Inquiry* (AI), which seeks to create a collective vision for the future and to forge solutions that build on what works, rather than on what doesn't. It's about working to identify positive changes by concentrating on strengths rather than deficits – what's *best*, not what's *bad*. Used successfully in business and government settings, this is the first time AI has been applied to the issue of school wellness.

Players. A wide array of constituencies is taking part in *Healthy Kids, Healthy Schools*. They include educators and school administrators; health and nutrition professionals; business, government and community leaders; food retailers; dairy processors and farmers; parents and, importantly, students themselves. At the 2009 *HKHS Summit* in Houston, for example, representatives from more than 80 different organizations actively participated.

What wellness looks like now. As a result of *Healthy Kids, Healthy Schools*, an unprecedented, comprehensive *campaign for wellness* is underway in the Houston Independent School District – seeking to create a new “culture of wellness” through a range of coordinated communications, programs and activities that encourage making better food choices and becoming more physically active. As a guiding principle, the AI process has fostered ongoing collaboration across sectors – leading toward the ultimate goal of healthy, high-achieving students.



How we're getting there. *HKHS* is cultivating leadership for school wellness among educators, school administrators, the health field, business and industry, community organizations, government, parents and others. It's intensively fostering student engagement and motivation. It's getting better and more healthy foods into schools and increasing physical activity opportunities. It's dramatically increasing awareness of school wellness both within and beyond HISD. It's committed to forming productive high-level partnerships and networks. And along the way it's serving as a national model of change.

Tools and programs. A range of concrete tools and programs has already been collaboratively envisioned, piloted and rolled out – from the *HKHS Making Wellness Happen Guide for School Leaders* and the *HKHS Planner* to identifying Health Coaches to help make change happen and monitor progress at the school building level. The student-led “Change the Game” social marketing campaign is underway. Direct student involvement in school meals is ramping up, thanks to the “Have a Say” effort. Involvement in *Fuel Up To Play 60* is expanding leadership and action for healthy schools. And “Step It Up,” a student-designed pedometer contest, is increasing physical activity among both students and educators.



Student involvement. Kids themselves are vital players in *Healthy Kids, Healthy Schools*. Their opinions are actively sought on what needs to be changed in their schools to increase opportunities for the 200,000+ HISD students to eat more healthful diets and become more physically active. From designing and implementing a social-marketing campaign to helping a Student School Health Advisory Council, student voices and insights are integral to this unique initiative.

www.healthykidshealthyschools.org