

Healthy Polk 2020 Priority 2 Process Outcome Summary

November 16, 2011

“Provide youth with more ways to be physically active every day in school so they learn to become active adults”

This document is a summary of the process that a group of volunteer leaders conducted during May-July of 2011. The group agreed on a set of recommendations to address Priority 2 of the Healthy Polk 2020 Plan.

Expert Participants

Meetings were held to identify a set of experts who would have content knowledge about physical activity and youth in our community. Invitations were sent to local experts identified through these early conversations and a total of 12 individuals agreed to participate in the process. The leaders met as a group three times and included:

- Joe Townsell, Curriculum Coordinator, Physical Education Department, Des Moines Public Schools
- Jean Phillips, Supervisor of Health Services, Des Moines Public Schools
- Steve Quirk, Executive Director, Youth Emergency Services and Shelter
- Patrice Petersen-Keys, Environmental Education Coordinator, Polk County Conservation
- Eric Martin, Outreach Director, Character Counts in Iowa
- Vernon Johnson, Director of Youth Programs, Homes of Oakridge
- Patty Sneddon, Program Director, Ellis I Levitt Boys and Girls Club
- Jamel Crawford, Executive Director, John R. Grubb YMCA
- Suzanne Mineck, President, Mid Iowa Health Foundation
- Traci Kepley, Coordinator, Health Initiatives Iowa Sports Foundation
- Martha McCormick, President, Next Step Adventures
- Mark Yontz, Project Manager, PE for Life

What the Experts Say This Priority Means

After a rich and thoughtful discussion, experts agreed that Healthy Polk Priority 2 should focus on youth in Polk County who attend preschool through graduation from high school. All youth should be given opportunities to be physically active every day in school. Physical activity means fun, playful activity designed to get children moving enough to raise their heart rate. Youth should be able to carry these skills into adulthood. Given the priority focus on school, the experts felt the emphasis should be on programming spent before, during and after the school day and directly linked to the schools. The complete Elements of a Definition document can be found on page 5.

Proposed Assets in the Community

Experts were asked to identify assets that were in place in our community. Over 60 assets were identified and assembled in a format that identified whether the asset was public, private, faith-based, culturally focused, and what age group was targeted by the individual asset. A complete list of assets can be found on pages 6-15.

Analyzing the Gaps

Once experts agreed on a common definition and identified the local assets, the process shifted to an analysis of the gaps. Discussion focused on the story behind the current state. Why didn't youth have daily opportunities for physical activity? What barriers were contributing to the conditions present in our schools? Experts noted that school budgets were declining, infrastructure was lacking and policy drivers such as "No Child Left Behind" were influencing some school administrators to reduce physical education in order to preserve academic programming. Most notably, given the reduction in physical activity resources and sedentary classrooms, the experts felt that the current school culture does not identify physical activity as a high priority.

The experts did agree that sufficient data was available to make the case linking the positive impact of physical activity on academic progress. Over two sessions the experts refined the gaps and proposed a set of initiatives to address the gaps. Three gaps were identified and set of recommendations to address each gap was created. A summary of the gaps and strategies follows.

Gap 1: Physical activity is not a high priority in the current school culture and classroom activities are largely sedentary.

Gap 2: School-Community partnerships are not optimized to support daily physical activity

Gap 3: Local champions need to strengthen engagement with school leaders

Proposed Initiatives

Six headline initiatives were identified to address the priority gaps. Under each of the initiatives the experts recommended specific priority activities designed to make progress toward *providing youth with more ways to be physically active every day in school so they learn to become active adults*. The initiatives and priority activities include:

1. **Create a school culture that supports daily physical activity**
 - a. Conduct focus groups with teachers, administrators, parents, guardians and youth in order to identify the existing barriers to incorporating daily physical activity into the school day.
 - b. Identify existing school district wellness policies and time spent in daily physical activity for all public and private schools in Polk County.
 - c. Identify barriers to physical activity where children live.
 - d. Ensure that the surrounding school ground environment is optimized for supporting daily physical activity when building new schools or rehabbing existing schools.
 - e. Organize a summit for school board members in the County, include superintendants, government, community and corporate leaders. The goal of the summit will be for leaders to understand the current climate throughout the County and commit to implement changes that will lead to increased opportunities for physical activity during the school day.
 - f. Present summit proposal at the County School District Superintendants meeting and gain commitment to participate.
2. **Create a case statement that captures the link between physical activity and academics that references both the local conditions and nationally recognized best practices.**
3. **Explore and create new partnership and discussion opportunities to leverage engaged leaders and build additional support for moving HP 2020 Priority 2 forward.**
 - a. Link HP 2020 to Capitol Crossroads, Governor Brandstad's Healthiest State effort and the Blue Zone initiative. Establish a HP2020 Priority 2 presence within these initiatives to build on the alignment with this priority. HP 2020 should inform the work underway in each of these efforts.
 - b. Work with colleges in Iowa that have K-12 education programs to include new models of integrating physical activity into the curriculum of general education and physical education students.
 - c. Create a HP 2020 Priority 2 Facebook page and encourage teachers and buildings to share their ideas.
4. **Develop a peer-led process to help Polk County schools meet their State of Iowa Department of Education academic expectations for K-12 health literacy related to physical activity.**
 - a. Develop a toolkit that will help Polk County schools understand and meet Iowa's Core Curriculum 21st Century skills specific to the physical activity components of health literacy. As part of the toolkit include an instrument for school building leaders to assess staff

accountability to meeting 21st century skills and assure that schools are including options for daily physical activity.

- b. Sponsor professional development opportunities for classroom and PE teachers to learn alternative ways of integrating movement into the classroom.
- c. Find best classroom and PE examples in the county and showcase through tours targeted to teachers and principals.
- d. Develop incentives and a recognition program for building administrators; teachers and school district leaders to test new models of classroom based physical activity.
- e. Utilize more “outside classrooms” to incorporate additional movement time into the school day.

5. Leverage existing community relationships and efforts that are aligned with Priority 2 to increase opportunities for physical activity when children are in the school building but not in classrooms during the day.

- a. Leverage before and after school programming. Identify the types of programming and the amount of time spent on physical activity in before and after school programs. Provide staff development to the before and after school providers where needed.
- b. Examine the community interface around physical activity with existing schools in order to understand where there are strong school-community partnerships and opportunities to build capacity for implementing new programming.
 - i. Develop model liability agreements for districts to use with external partners.
- c. Connect to PTA and PTO leaders to more fully engage parents in the dialogue around Priority 2.
 - i. Assemble a physical activity resource guide for schools and parents beyond bell time.
 - ii. Create and distribute talking points for parents about the expectations for schools around physical activity.
 - iii. Mobilize kids as champions for increased physical activity.
- d. Reinvigorate the historic business and school partnerships. Engage Meredith, Hy-Vee, Wellmark and others as model partners. Explore opportunities for business partners to support physical activity before, during and after the school day.

6. Opportunities for Individual and Organizational Action

- a. Volunteer to share the case with others
- b. Participate as a teacher or administrator
- c. Create and distribute talking points for parents about the expectations for schools around physical activity
- d. Participate as a Corporate partner
- e. Start a conversation within home school PTA/PTO

Stakeholders decide what happens next

Community gathering

On the morning of November 30, 2011 the stakeholders who were identified during the asset identification process, were invited to a community gathering. This group included some of the individuals who had helped to form the proposed initiatives.

The goals of the gathering were to:

- Allow stakeholders an opportunity to network
- Provide stakeholders with an understanding of what the priority means
- Confirm, prioritize and advance the elements of the agenda proposed by the experts

Priority Setting

Twenty-eight individuals participated in the community gathering, and were seated at tables of between 5 and 6 people. Each table discussed amongst its members, and was charged with the following:

- Is this list of initiatives complete? Is there something not on the list that is essential for the success of the priority?
- Is there a clearly identifiable person/organization that does this kind of work?
- Is there substantial work already going on, or resources devoted to this area (so we can build on it)?
- Would there be clear, immediate gains to beginning this work first?



After twenty-five minutes of discussion, the tables came together as a whole to share any initiatives that they felt needed to be added. Three were proposed:

1. Build emphasis on parental relevance in child physical activity
2. Add nutrition component to priority
3. Include sexual health in definition



Each individual was then allowed to place his or her timeline of priorities on a large wall chart making it possible to see the collective sense from all of the stakeholders. The reason for discussion at the table level and voting at the individual level was to allow for the exchange of ideas and to have an open dialogue among the stakeholders, while still allowing everyone to have equal say and investment in the final prioritization.

Two projects launched

The pattern that emerged on the wall chart pointed to two proposals that were important to begin immediately:

- Create a case statement that captures the link between physical activity and academics that references both the local conditions and nationally recognized best practices.
- Create a school culture that supports daily physical activity

Many stakeholders identified people whom they would be willing to contact to move forward with the development of a case statement. There was considerable discussion about how to begin work on creating a supportive school culture, but few commitments were made to this work. The entire group of attendees, plus all additional stakeholders related to this priority, will gather again on February 29, 2012 to assess progress and determine next steps.

Elements of a Definition

Youth	More Ways	Physically Active	In School	Learn	Active Adults
Preschool to Age 18	<p>Before and after school</p> <p>Think beyond just school time</p> <p>Opportunity</p> <p>Variety</p> <p>Creative new ideas</p> <p>Out of comfort zone</p> <p>Try it!</p> <p>Engage community with programs they are involved in</p> <p>Experience other activities</p> <p>Flexibility to let kids individualize their own agenda</p> <p>Parent involvement</p>	<p>Movement over time</p> <p>Effort</p> <p>Increased heart rate</p> <p><i>(Careful consideration to delivery of this message)</i></p>	<p>“Around the school”</p> <p>Bell to bell time devoted to instruction</p> <p>School setting</p> <p>Getting kids up and around, incorporating movement into the topic within the classroom</p> <p>“In class recess”</p> <p>Private solutions</p> <p>Not just around teachers and gym</p> <p>Before and after school and during breaks in school calendar</p> <p>School as hub of the community</p>	<p>Knowledge</p> <p>Playing</p> <p>New Experience</p> <p>Participation</p> <p>Exposure and interest in new activities for daily life</p> <p>Connect exercise and obesity</p> <p>Importance of heart rate and motion</p> <p>Create habits</p> <p>Experience the ‘feel good’ feeling both physical and emotional</p> <p>Learn how to play</p> <p>Fun, naturally active</p>	<p>Start day with a clear mind</p> <p>Habit</p> <p>Introducing more programs</p> <p>Active involvement with kids</p> <p>Relative, motion, time stretching</p> <p>Small simple ways to change lifestyle</p> <p>Low cost, convenient</p> <p>Show what it is not</p> <p>Knowledge on healthy choices</p> <p>Cultural barriers</p> <p>Get information out</p>

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
Character Counts Character Building Toolbox									Eric Martin, Outreach Director, 515-271-1995 Eric.martin@drake.edu
Switch Program school-based "Do, Chew, View" http://www.letsmove.gov/learn-facts/epidemic-childhood-obesity	X					x	x	x	Lyn Jenkins Nutrition Educator Lyn.jenkins@dmps.k12.ia.us 242-8320
Polk County Conservation	X								Patrice Petersen-Keys Patrice.Petersen- Keys@polkcountyiowa.gov 515-323-5359.
DM Parks and Rec Hip to Be Fit First Tee Golf Fishing	X								Tim Smith tasmith@dmgov.org George Davis gtdavis@dmgov.org 3711 Easton Blvd, Des Moines, IA 50317 (515) 248-6310
DMPD	X								Chief Bradshaw Policechief@dmgov.org Chief of Police & Administrative Offices Police - Station 25 E 1st Street, Des Moines, IA

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
									50309(T) (515) 283 - 4824(F) (515) 237 -1665
Health Clubs in MS (Merrill)	X						X		Susan Casher (Still trying to find this one)
Health and PE curriculum, physical activity daily	x					x	x	x	Joe Townsell joey.townsell@dmps.k12.ia.us 515-242-8504
Iowa School Nurse Consortium	X								Jean Phillips jean.phillips@dmps.k12.ia.us 515-242-7618
DMPS afterschool sports	X						X	X	Mike Zelenovich michael.zelenovich@dmps.k12. ia.ua 515-242.7781 (May know about other districts)
DMPS Adult and Community Ed Metro Volleyball Program	X								John Nelson Community Ed Metro Sports Program 515-242-825
Polk County Health Dept Education and Prevention	X								Chris Frantsvog Chris.Frantsvog@polkcountyio wa.gov
Freedom for Youth			X				X	X	Mark Nelson 2301 Hickman Road, Des Moines, IA 50310 (515) 282-4822 mnelson@freedomforyouth.org

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
Neighborhood Associations	X	X							Des Moines Neighbors DesMoinesNeighbors1@Gmail.com
FCA Urban Baseball league		X	X						Dave Turnball Area Director dturnball@fca.org 515-208-1205 cell Dave Applegate, Des Moines Metro Rep dapplegate@fca.org Des Moines Metro FCA2600 Grand Ave., Ste. 114Des Moines, IA 50312
Private Sports leagues AAU, USSSA, GRA		X							Governor - Iowa AAU Teresa Parmenter Phone (w): 515.255.4058 TeresaP@auiowa.org Central Iowa Area Director USSSA Bob Egr (800) 880-2714 Ext 1 Email: bob@iowaussa.com
Issirettes		X				X	X	X	Joan Hill or Pam Williams 515-288-2181 614 E 6TH ST Des Moines, Iowa 50309

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
									USA
Blank Children's Hospital Catch Program		X							Jana Hiatt 241-3262 hiattj2@ihs.org
Play and Learn		X			X				Maureen Tiffany 515-246-6500 mtiffany@unitedwaydm.org 1111 9 th Street Suite 100 Des Moines, IA 50314
Mental Health Providers		X							Dave Stout dstout@orchardplace.org 808 5th Avenue Des Moines, IA 50309-1307 (515) 244-2267
Chrysalis after-school		X					X	X	Terry Hernandez thernandez@chrysalisfdn.org 300 E Locust St # 150 Des Moines, IA 50309-1814 (515) 255-1853
YMCA									Kim Stewart District Executive Director YMCA Healthy Living Center 12493 University Ave Clive, IA 50325 Phone: (515) 645-3344 Email: Kim.Stewart@DMYMCA.org

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
Trim Kids		X				X	X	X	Melissa Foley Melissa.Foley@dmymca.org
Sports leagues		X			X	X	X		Sunni Zak Senior Program Director John R. Grubb YMCA 515-868-0527 sunni.zak@dmymca.org
After school Programs									Vernon Delpesce vernon.delpesce@dmymca.org
Kids Strong		X				X	X	X	Cindy Elsbernd Executive Director 515-771-1140 659 46 th Street Des Moines, IA 50312 cindy@iowakidstrong.com
American Heart Assn. "Go Healthy" online curriculum		X			X	X	X	X	Brooke Denhartog Brooke.denhartog@heart.org 1111 Ninth Street Suite 280 Des Moines, IA 50314 phone: (515) 244-3278
BCGI		X				X	X		Patty Sneddon psneddon@bgcci.org
Catch Curriculum									705 E University Ave. Des Moines, IA 50316 Phone: 515-280-5397
Earth Heroes									
Triple Play									

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
Smart Girls									
Bike Club									
Tri Club									
Planned Parenthood Education outreach for girls		X				X	X	X	Sharon Miller Director of Education and Outreach Services Sharon.Miller@ppheartland.org 515-280-7000
PE for Life		X				X	X	X	Mark Yontz Project Manager 515-834-0745 myontz@pe4life.org
DMU Healthy Lifestyles Volunteer 2 nd year students		X				X			Stacy Goedtel Stacee.L.Goedtel@dmu.org
Children and Family Urban Ministries Before and After School programs		X				X	X		Carmen Lampe Zietler Carmen@cfum.org 1548 8th Street Des Moines, IA 50314-2811 (515) 282-3242
ICUD		X				X	X		Darryl Roland (515) 779-7891 1268 Stewart Street Des Moines, IA 50316-2634

Asset	Public	Private	Faith	Culturally-based approach	Pre-K	ES	MS	HS	Contact
Kingdom Hoops		X	X				X	X	Jake Sullivan 515-291-1542 jake@kingdomhoops.com 3305 SE Delaware Ankeny, IA 50021
Young Women's Resource Center After School program		X						X	Tiffany Bandow tbandow@ywrc.org 818 5th Ave Des Moines, IA 50309 (515) 244-4901
Des Moines Bike Collective		X							Carl Voss, Chairman 617 Grand Avenue, Des Moines, IA 50309 Phone (515) 288-8022 carlvoss@mac.com
Ankeny Schools									Dr. Susie Meade Assist. Superint. of Curriculum & Instruction 211 SW Walnut Street Ankeny, Iowa 50023 Ph: 515-289-8976 susie.meade@ankenyschools.org
Des Moines Public Schools									Holly Crandell holly.crandell@dmps.k12.ia.us 515-242-7568 901 Walnut Street; Des Moines, IA 50309

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
Johnston Public Schools									<p>Bruce Amendt, Ed.D., Executive Director Johnston Community School District P.O. Box 10 5608 Merle Hay Road Johnston, Iowa 50131 Phone: 515-278-0470 bamendt@johnston.k12.ia.us</p> <p>Brian Lutter, MS, CSCS Director of Strength & Conditioning Physical Education Department Johnston High School 515-278-0449 blutter@johnston.k12.ia.us</p>
North Polk Schools									<p>Kevin Vidergar Director of School Improvement kevin@northpolk.org 515-251-2513</p>
Saydel Schools									<p>Laura Wunsch Director of Curriculum/Student Services 5740 NE 14th StreetDes Moines, IA 50313 Telephone: 515-264-0866</p>

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
SouthEast Polk Schools									JoEllen Latham, Director of Curriculum and Instruction joellen.latham@southeastpolk.org 515-967-1007 8379 NE University Ave. Pleasant Hill, IA 50327
Urbandale Schools									Director of Curriculum and Assessment mclainl@urbandale.k12.ia.us Lou Ann McClain (515) 457-5001 11152 Aurora Avenue Urbandale, IA 50322
Waukee Schools									Curriculum Facilitators Stephanie Wilson swilson@waukee.k12.ia.us 515-987-4543 560 Southeast University Avenue, Waukee, Iowa 50263 Michelle Hurlburt mhurlburt@waukee.k12.ia.us 515-987-2003 560 Southeast University Avenue, Waukee, Iowa 50263
West Des Moines Schools									Directors of Curriculum/Instruction Shane Scott (515) 633-5056

Asset	Public	Private	Faith	Culturally -based approach	Pre- K	ES	MS	HS	Contact
									scotts@wdmcs.org Learning Resource Center 3550 Mills Civic Parkway West Des Moines, IA 50265
IDPH Pick a Better Snack Teen Nutrition									Doris Montgomery, MS, RD LD Iowa Nutrition Network, Coordinator Iowa Department of Public Health Bureau of Nutrition and Health Promotion Lucas State Office Building 321 East 12th Street Des Moines, Iowa 503091 -800- 532-1579 Patti Delenger
Food Bank food awareness		X	X						Carey Miller Ex. Director Food Bank of Iowa 2220 East 17th Street, Des Moines, IA 50316 Phone (515)564-0330
Iowa State University									Greg Welk gwelk@iastate.edu 515-294-3583
Live Healthy Iowa Kids 100 Governor's Challenge Fall Fitness Challenge Go the Distance Day						X	X	X	Traci Kepley Health Initiatives Coordinator 1-888-777-8881 ext. 111 traci@livehealthyiowa.org

