

# Incorporating *Let's Move!* Active Schools in Your *Let's Move!* Cities, Towns and Counties Efforts

October 28, 2014

# Today's Presenters

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- Shellie Pfohl, Executive Director, President's Council on Fitness, Sports & Nutrition
- Mario Reyna, Coordinator for Health and Physical Education/*Let's Move!* Active Schools, McAllen ISD – Texas Co-chair – *Let's Move!* Active Schools
- Jolee Perez, Benefits Coordinator / *Let's Move!* Cities, Towns and Counties Staff Lead, City of McAllen, Texas



# ***Let's Move!:*** **Moving Youth Towards an Active Future**

**Shellie Y. Pfohl**

*Executive Director, President's Council on Fitness, Sports and Nutrition*

**Mario Reyna,**

*Coordinator for Health and Physical Education/Let's Move! Active Schools,  
McAllen ISD - Texas Co-chair - Let's Move! Active Schools*

**Jolee Perez,**

*Benefits Coordinator/ Let's Move! Cities, Towns and Counties Staff Lead,  
City of McAllen, Texas*

# President's Council on Fitness, Sports & Nutrition

## Co-chairs:

- Drew Brees  
*NFL Quarterback*
- Dominique Dawes  
*Olympic Gymnast*



## Our Vision

All Americans lead active, healthy lives.

## Our Mission

Educate, engage and empower all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition.





A young girl with braided hair, wearing a green V-neck shirt with white stripes on the sleeves, stands in a park. She has her hands on her hips and is looking towards the camera. In the background, there is a playground with yellow and blue equipment, surrounded by lush green trees. The scene is brightly lit, suggesting a sunny day.

**2 out of 3 kids  
today are  
physically  
inactive.**

# Importance of Physical Activity

Children and adolescents need at least **60 minutes** of physical activity per day.

Regular activity helps to :

- Build strong bones and muscles,
- Decrease the likelihood of developing obesity and risk factors for disease,
- Reduce anxiety and depression,
- Improve academic performance,
- Increase concentration and attention, and,
- Improve attendance, discipline, and classroom behavior.

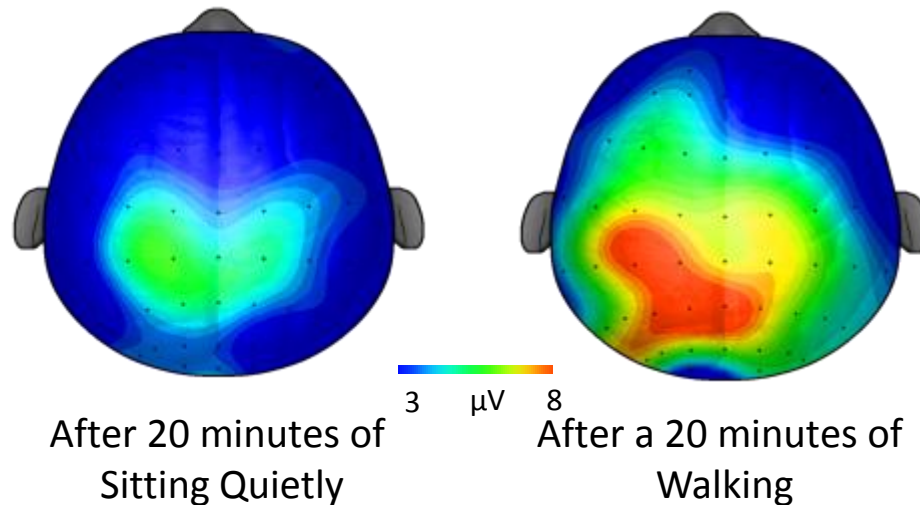
**ACTIVE KIDS DO BETTER!**



# Link between Physical Activity and Cognitive Function, and Academic Performance

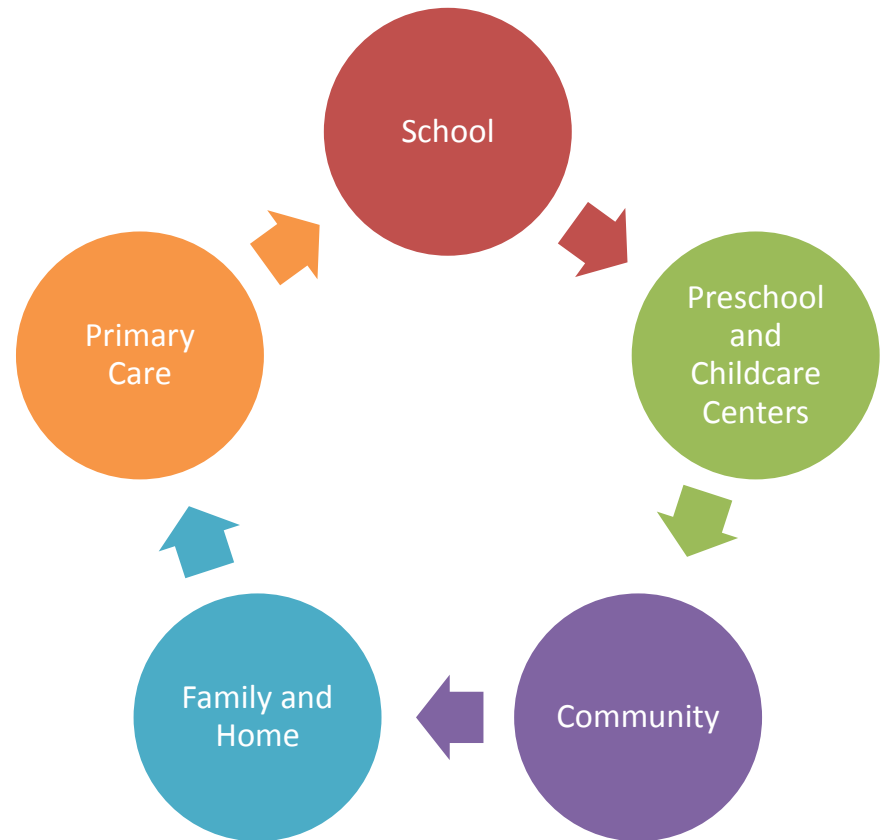
Single sessions and long-term physical activity participation improve cognitive performance and brain health.

- Children who participate in vigorous or moderate-intensity physical activity benefit the most.



# Key Settings to Support “60 Minutes”

- In March 2013, PCFSN and the Office of Disease Prevention and Health Promotion (ODPHP) released the ***Physical Activity Guidelines for Americans Midcourse Report: Strategies to Increase Physical Activity Among Youth.***
- The report identifies interventions that can help increase physical activity in youth ages 3–17 years across a variety of settings.



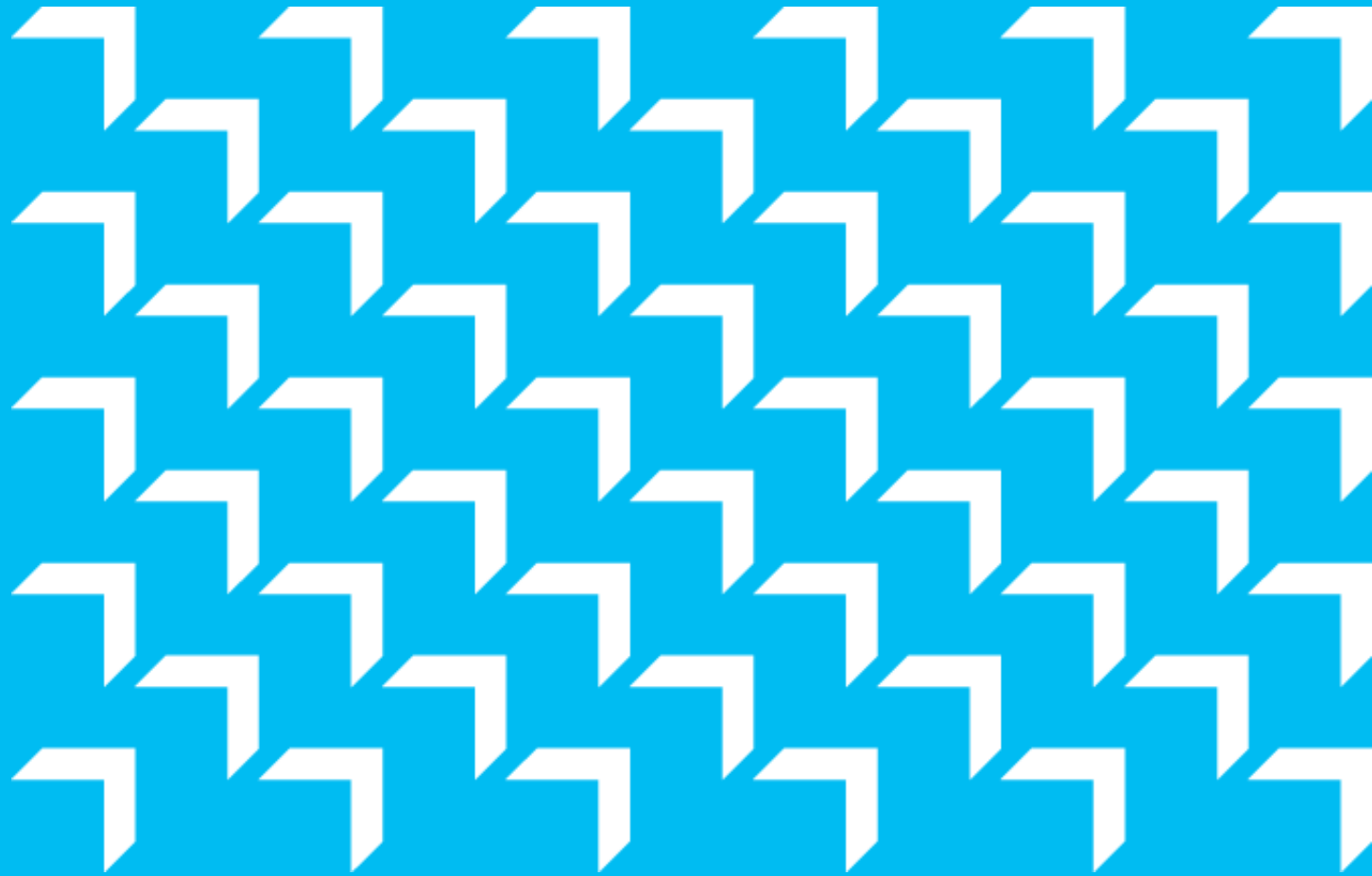


# First Lady Michelle Obama's *Let's Move!* initiative



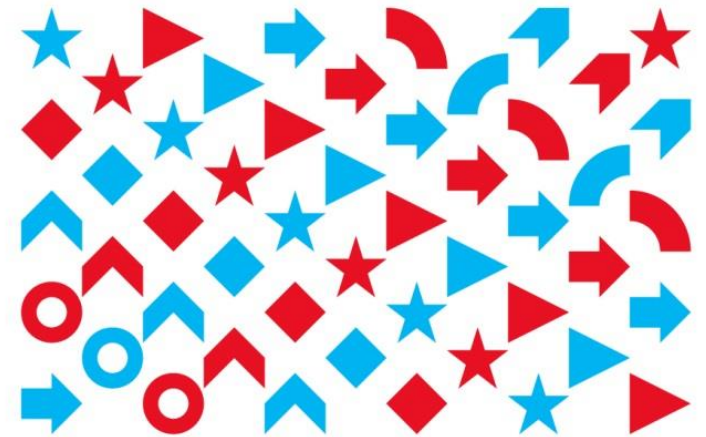
# Let's Move! Sub-initiatives





# School Environment

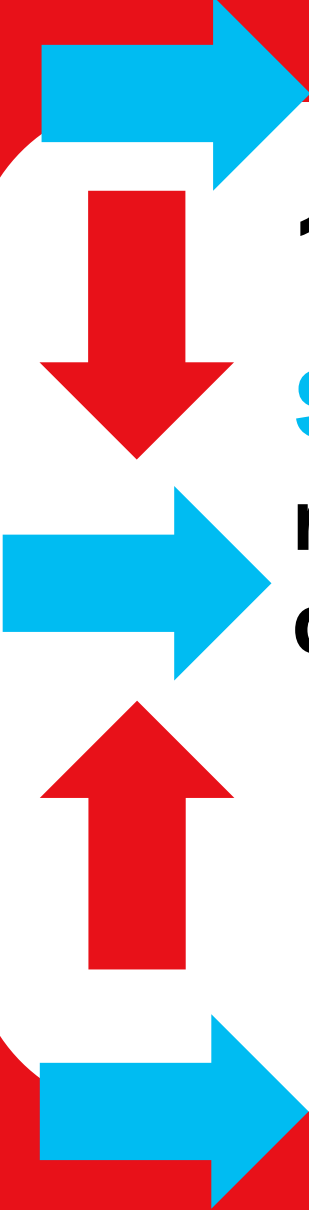
# *Let's Move!* Active Schools



**Let's Move, Active Schools**

A physical activity and physical education solution to ensure **60 minutes** of physical activity is the new norm for schools.





**1. Streamlines the selection** of programs, resources, professional development and grants

**2. Delivers customized action plan**



childobesity180  
reverse the trend.



KAISER  
PERMANENTE®



SHAPE  
America  
SOCIETY  
OF HEALTH  
AND PHYSICAL  
EDUCATORS  
health. moves. minds.

PARTNERSHIP FOR A  
HEALTHIER  
AMERICA



Action for Healthy Kids.

Reebok

ALLIANCE FOR A  
HEALTHIER  
GENERATION



SPARK



LET'S  
MOVE



Let's Active  
Move. Schools



**Supporting Schools and Districts**



# Individualized solutions





**Evidence-based strategy**



# Exclusive library of resources, tools and implementation guides







**Funding opportunities**





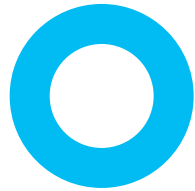
# Professional Development



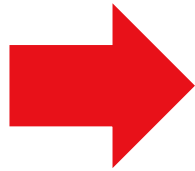


# Becoming an Active School





**EVALUATE**



**ACTIVATE**



**CELEBRATE**



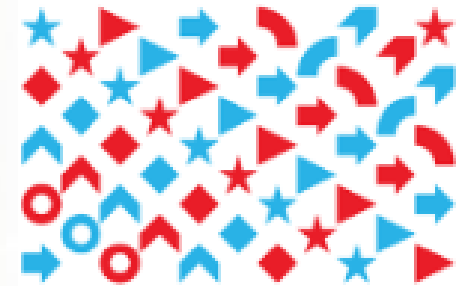
**Change Starts with Champions**



# Local Elected Official's Role



1. Partner with Your Local School District
2. Share the *Let's Move!* Active Schools Superintendent's Toolkit
3. Celebrate your city, town or counties milestones



**Let's Move. Active Schools**

For more information, visit

[www.letsmoveschools.org](http://www.letsmoveschools.org)

or

email [info@letsmoveschools.org](mailto:info@letsmoveschools.org)

LET'S  
MOVE  
MCALLEN











**SANDRA SANCHEZ: Let's all move around -- McAllen ISD launches White House fitness plan**

**SANDRA SANCHEZ** | Opinion Editor | Posted 11 months ago

Inside Lamar Academy in McAllen on Monday, dozens of P.E. teachers were getting schooled in athletics by a White House adviser who travels across the country helping school districts implement first lady Michelle Obama's Let's Move! fitness initiative.

The 45 coaches and gym teachers from throughout McAllen Independent School District learned new ways to try and motivate youth to exercise at peak optimal levels. They also were given tips on how to incorporate physical education in other classes and courses.

At one point the teachers bobbed with heads facing down and legs stretched while counting off math equations. Research shows that moving around increases brain functions. Brain synapses pass information better with movement and so in this roly-poly world we are fast becoming, jumping up and down while dividing sums not only burns calories, but improves arithmetic skills.

And that makes good sense all around.

I applaud McAllen ISD for taking such an aggressive approach. And for being the first school district in the Rio Grande Valley — and one of the first in the nation — to commit all of its campuses to the Let's Move! Active Schools program.

Pam Powers, National Physical Education Physical Activity adviser, told the group they "have Washington's ear." It's no secret that the RGV is ground zero for obesity rates in the United States. About one in four adults in McAllen are obese and so are many of our children. A 2012 Gallup poll ranked McAllen, Edinburg and Mission as one again the most obese metropolises in America with 39.5 percent of citizens overweight.

Many studies link poverty and obesity rates and so it's not surprising that there are so many widening gyms here. But, as McAllen ISD health and physical education coordinator Mario Reyna says, that doesn't have to continue.

"We already know there's a problem and everyone keeps reporting on the problem. We're beyond that. We're about what's the solution?" Reyna said. "We're putting that kind of pressure on ourselves that we can do a lot."

That can-do attitude, I believe, will get us far. Reyna confided to me, however, that this initiative — which includes putting a lot of pressure on parents to eat healthy and exercise at least 60 minutes a day — might rub some people the wrong way. That makes me respect his attitude all the more because he and other district officials are more concerned about saving lives and making students and families fitter and healthier — not about winning a popularity contest. That's admirable; that's leadership; and that's what this area needs to lower obesity rates here.

The McAllen ISD school board on Monday issued a proclamation committing the entire district to the Let's Move! Active Schools program. I applaud the board and we applaud it as well. It's exciting being one of the first school districts in the RGV to do this. (To read the proclamation, click on the link they're district leaders.)

ut we also must heed McAllen ISD Superintendent James ...

one so then it ever has in the past."

2 images

**We Recommend**

- If Only He Had Been Carrying a Gun, Oh, Wait. (Blue Nation)
- Suspect in grisly Edinburg murder pleads guilty
- UT-RGV mascot selection on track
- Starbucks denies pregnant woman use of bathroom (Fox News)

Big News Highlights Photo & Video Library

**President's Council on Fitness, Sports & Nutrition**

BE ACTIVE | EAT HEALTHY | ABOUT PCF SN | MEET OUR TEAM | RESOURCE CENTER | PARTICIPATE IN PROGRAMS

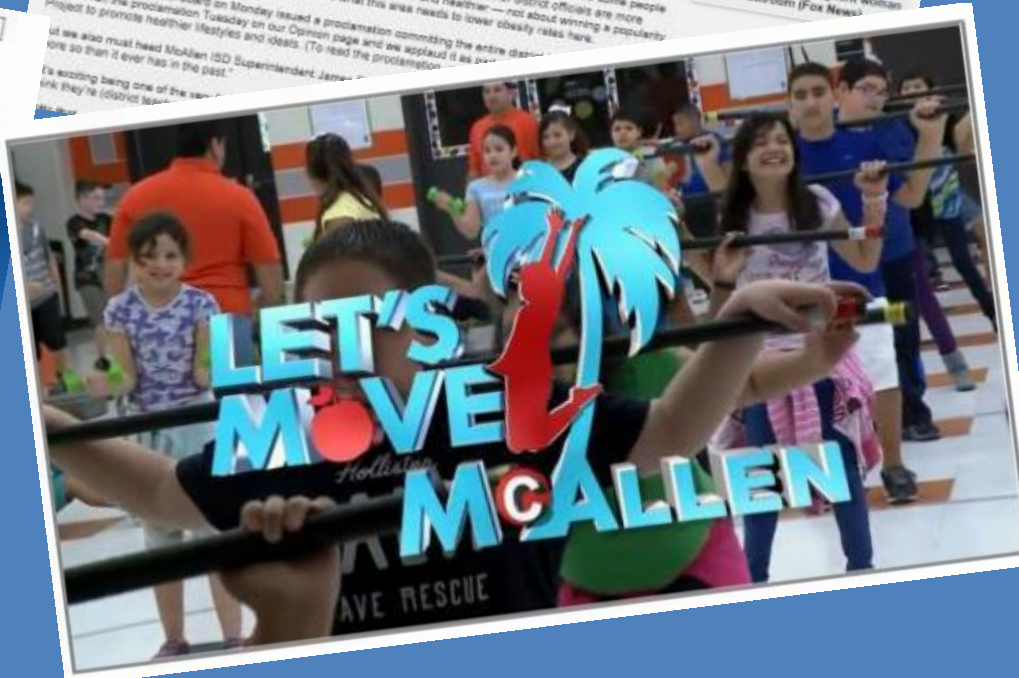
**McAllen (TX) School District Signs On To Let's Move! Active Schools**

News Highlights | News Articles

On Monday, November 12<sup>th</sup>, the McAllen Independent School District, from Texas, will be presenting a "Let's Move! Proclamation" at the Board of Trustees meeting beginning at 6:00 p.m. (Central Time). About 10-20 minutes after Proclamation, the District will also provide a "Physical Education" update. If you would like to observe the event in action — you can watch real live "streaming" of the "Let's Move! Proclamation" at the following link: [www.mcallenisd.org](http://www.mcallenisd.org). Scroll down to find the "Live Streaming" link for the Board Meeting.

For specific information on the steps McAllen Independent School District took to ensure that students engage in movement throughout the school day, see "Let's Move! Proclamation," or paste this into your browser: <http://p4pgrnt.mcallenisd.schoolfusion.us>

Let's Move! Active Schools is a comprehensive program that empowers school champions (P.E. teachers, classroom teachers, principals, administrators, and parents) to create active environments that enable all students to get moving and reach their full potential. To learn more, visit <http://www.letsmoveschools.org>.



**RESOLUTION**  
**McAllen ISD School Health Advisory Council (SHAC)**  
**Recommendations on foods & beverages offered**  
**during the school day and used as part of fundraising**  
**[03/20/2014 SHAC Meeting]**

**WHEREAS**, § 28.004 of the Texas Education Code requires school districts to consider the recommendations of the local school health advisory council before changing the district's health education curriculum or instruction; and

**WHEREAS**, § 28.004 of the Texas Education Code also requires the local school health advisory council to recommend to administration the development of nutrition guidelines that are as restrictive or more restrictive as Federal regulations;

**WHEREAS**, there is national, state, and community concern about the increase in obesity, diabetes, and other medical conditions among school-age youth; and

**WHEREAS**, research by Let's Move and Alliance for a Healthier Generation indicates that schools greatly reduced food waste and reduced behavior interventions in elementary aged students during lunch by having recess before lunch;

**WHEREAS**, the local school health advisory council has considered that local community values are reflected in any recommendation made by the council;

**WHEREAS**, the Healthy Hungry Free Kids Act of 2010 provides mandatory guidelines (USDA Smart Snacks) on foods and beverages offered or sold to students during the school day;

**WHEREAS**, the following definitions are agreed upon:

**School day:** Defined by Federal USDA smart snacks legislation as midnight to 30 minutes after the end of the instructional day.

**Instructional day:** Defined as the time of instruction at the schools. Bell schedule is used to determine beginning and end of instructional day.

**Competitive Foods:** Foods and beverages sold or made available to students that compete with the school's operation of reimbursable meals and snacks. This definition includes, but is not limited to, food and beverages sold or provided in vending machines, in school stores or as part of school fundraisers.

**School fundraisers:** Competitive foods and beverages sold through direct or indirect sales by school administrators or staff (principals, coaches, teachers, etc.), students or student groups, parents or parent groups, or any other person, company or organization.

**A la Carte:** Individually priced food items provided by the school food authority during meal time. These items may or may not be part of the reimbursable school meal. Examples include baked apples vs. apples.

**School Food Authority:** McAllen ISD Food & Nutrition Services Department that provides meal reimbursed under the National School Lunch Program, which includes the Seamless Summer Option and After School Care Program, School Breakfast Program, and Child and Adult Care Food Program.

**NOW, THEREFORE**, based on this information, **BE IT RESOLVED** that the McAllen Independent School District School Health Advisory Council recommends that:

- a) All elementary campuses ensure scheduling so students have recess first and then a designated lunch period of at least 30 minutes (law requires 20 minutes to eat after service)
- b) No competitive food or beverage items may be offered or sold to students during the instructional day. This does not restrict a parent or guardian from bring in food for their own child(ren) consumption. These food items may not be shared with other students.
- c) All food and beverage items offered to students the last 30 minutes of the school day must be procured from the School Food Authority.
- d) All competitive foods and beverages sold or offered to students after the school day must meet USDA Smart Snacks Guidelines and must also not be sodas or energy drinks. Campuses will be allowed a one-time exemption for a school carnival with date submitted to school food authority one month in advance.
- e) It is recommended that fundraisers focus on non-food or beverage related sales. However, if fundraisers do include food and beverages they must comply with USDA guidelines.
- f) Foods and beverages sales at UIL Sponsored Activities (example concession stands) and field trips are excluded from the above provisions.
- g) All a la carte foods and beverages offered to students must meet USDA Guidelines and also not include sodas or energy drinks. Additionally, elementary campuses are limited to only beverages as allowed in the USDA guidelines.

Aforementioned Resolution was initially discussed at the January 16, 2014 SHAC Meeting. A Food and Nutrition Sub-committee was established. Input from the Sub-committee was discussed at the February 20, 2014 and March 20, 2014 School Health Advisory Council meetings. Final recommendations were finalized at the March 20<sup>th</sup> meeting. A vote of members present at the SHAC meeting was taken. For members not in attendance, they will have an opportunity to approve/not approve Resolution via email vote by March 28, 2014. If resolution is approved, it will be submitted by April 1, 2014 to Superintendent of Schools. Superintendent will inform SHAC within a reasonable time (suggested - April 15, 2014) to the status of resolution.

Members of the 2013-14 McAllen ISD SHAC voted as follows:

Approved:

Not Approve:

Abstain:

No Response (as of 3/28/14)

Results of proposed resolution:





**AGENDA**  
**CITY COMMISSION REGULAR MEETING**  
**MONDAY, JUNE 23, 2014 – 5:00 PM**  
**CITY COMMISSION CHAMBERS; 3<sup>RD</sup> FLOOR**

- CALL TO ORDER** - Mayor Jim Darling
- PLEDGE OF ALLEGIANCE** - Mayor Jim Darling
- INVOCATION** - Commissioner Veronica Vela Whitacre
- PROCLAMATION** - McAllen Symphonic Town Band 40th Anniversary
- Let's Move McAllen! Campaign**
- PRESENTATION** - 2014 APWA Awards



# A healthier Valley region

There's a synergy happening in our region with a movement toward wellness and better health overall. And it's sure to have long-term benefits for us all. Nonprofits, school districts and city governments are joining forces like never before to promote health, fitness and nutrition in our Valley.

Multiple organizations and committees appear to be converging and meeting at once to find ways for us all to live healthier and better and we couldn't be happier.

Wednesday morning, a group of area early childhood care providers and officials from private schools attended a meeting at McAllen's City Hall to learn about how they can plug into the Let's Move! campaign, which the city of McAllen is part of. A kickoff event is being planned for Sept. 6 at McAllen High School's track to launch the first McAllen Kids Marathon, and McAllen's new Run, Ride, Share campaign for safer roadways and hike and bike trails is on the verge of being picked up as a statewide campaign — to name just a few examples of the many initiatives we have going on here now.

Indeed, the IGV seems poised to go from No. 1 in a nationwide Gallup poll for the highest obesity rates, to No. 1 in innovative efforts to slim down, educate and make healthier our communities.

McAllen City Commissioner Veronica Vela Whitacre told educators Wednesday that it's all about changing the culture and "starting a conversation" toward healthier and safer living.

Whitacre has been a tremendous advocate for making roadways safer, not only for runners and bicyclists, but also for drivers. She is president of the Run, Ride, Share campaign committee, which soon is posting



10 area signs with the Run, Ride, Share logo along the Second Street and Bicentennial Boulevard hike and bike trails urging cars, pedestrians and cyclists to be cautious, courteous and watchful of each another.

The Texas Department of Transportation is considering taking the campaign statewide, Whitacre said. If so, however, they might change the logo's colors to white and blue from green. But that doesn't bother Whitacre, or any on her volunteer committee, and she has even openly joked that they can make the signs pink if it helps to raise road safety here and elsewhere in Texas.

Agreed. And how exciting to think that a campaign started here might soon benefit folks throughout our state.

A campaign such as this will make streets safer for all, including our youth. That's beneficial as we plan a Dec. 13 Kids Marathon here. The Monitor is grateful to be a co-sponsor of the event — along with the city of McAllen, McAllen ISD and McAllen Boys & Girls Club. We invite area children, ages 5 to 13, to participate. Kids will run 1.2 miles during the Sept. 6 kickoff and then they'll log 25 miles incrementally — at school or on their own — and run their last mile altogether Dec. 13 as part of the McAllen Tansale Fest. Those who complete the program will receive a special medal and lifelong marathon bragging rights.

Moreover, this younger generation is developing a culture of health and fitness that will stay with them throughout their (hopefully long) lives.

For more information on the Kids Marathon, go to [mcallenmarathon.com](http://mcallenmarathon.com). For information on Let's Move! go to [www.mcallen.net/letsmove](http://www.mcallen.net/letsmove).



## EDITORIAL: McAllen is moving as part of Let's Move! Cities campaign

Posted: Friday, June 13, 2014 2:15 am

At Monday's McAllen City Commission meeting request for McAllen to participate in the Let's Move!

### McAllen awarded four gold medals by national league

Story Comments

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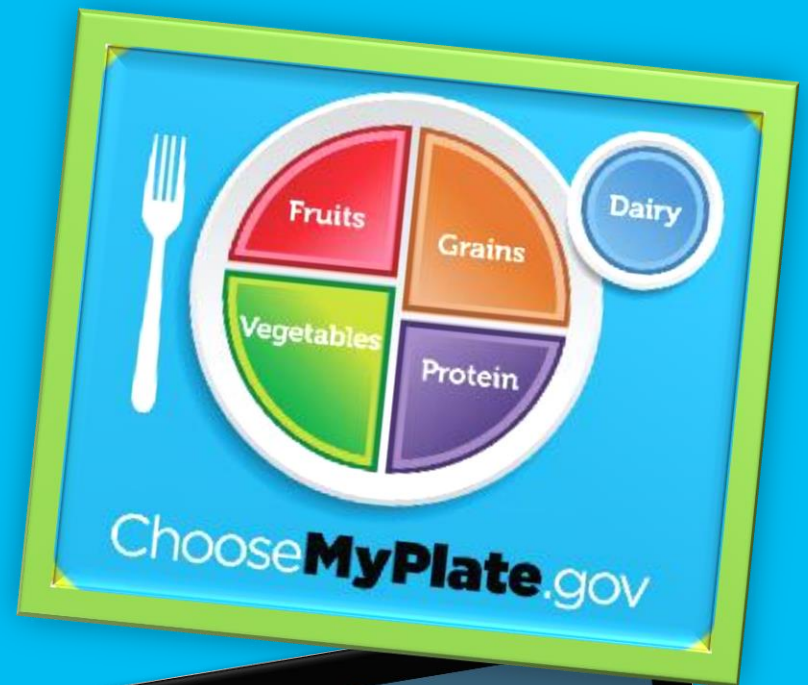
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Posted: Wednesday, August 27, 2014 4:59 pm

The City & School started building strong partnerships with respect to activities for the *Let's Move!* initiative, thereby forming the *Let's Move!* McAllen Steering Committee.

We brought the local newspaper (The Monitor) into the group as well as the Boys & Girls Club. Then we reached out to the early childcare providers by hosting a *Let's Move!* Childcare kick off meeting. As a result, not only are they joining in the committee but we're helping those ECE Providers commit to the *Let's Move!* Childcare initiative.

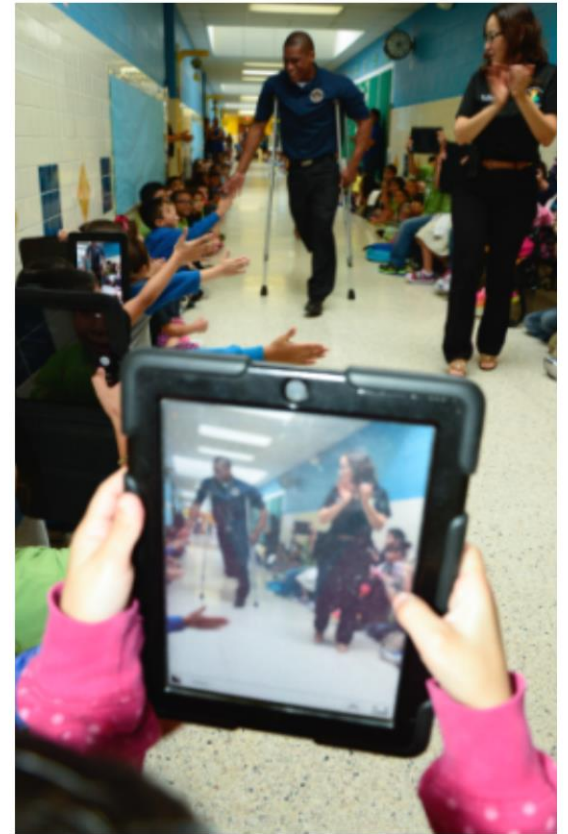
Together, all of these community organizations can share resources, ideas and overall successes!























<http://www.mcallenisd.org/letsmovemcallen/>

*Thank you  
for your  
participation!*