

Superintendent's Challenge

The Superintendent's Challenge award application will be available in September on the CDE Web site at www.cde.ca.gov and at the Task Force Web site at www.wellnesstaskforce.org.

In order for districts to qualify for The Challenge, the district governing board by November 1, 2003 must have passed district-wide nutrition and/or physical activity policies. Only districts with both policies and implementation plans will be considered. All applications are due on February 16, 2004. Review of applications and on-site visitations will occur in April 2004. The Superintendent's Challenge awards will be announced in May 2004 during California Fitness Month.

The Superintendent's Challenge will select and recognize district policies based on the following eight major criteria that focus on scope and implementation:

- 1) Passage of District Nutrition and/or Physical Activity Policy: In order for districts to qualify for the Challenge, the district governing board by November 1, 2003 must adopt a district-wide nutrition and/or physical activity policy. Only districts with both adopted policies and the ability to demonstrate implementation efforts will be considered.
- 1) Policy Impact on Nutrition and/or Physical Activity: The Challenge will recognize innovation in all areas of school food sales affected by district policy, including, but not limited to, school meals, ala carte food sales, beverages, fundraisers, and vending machine policies. The Challenge will also recognize innovation in all areas of physical education, physical fitness, and physical activity. District policies need only impact one of the above-mentioned areas to qualify, but more points will be awarded for comprehensive policies.
- 2) Breadth of Student Impact: The Challenge will give preference to policies designed to improve the health of all district students. Points will be awarded based on the number of grades and students affected by each portion of the district's nutrition and/or physical activity policy and implementation.
- 3) Breadth of School Community Impact: The Challenge will give preference to districts that have adopted policies that have broad impact on the school and its community, including faculty health and community hunger. Applicants should indicate whether the district policy affects teachers, administration, and/or community members outside the traditional school day and year.
- 4) Policy Impact on Environment: The Challenge will give preference to districts that have adopted policies that address additional components of a healthy school environment, including cultural sensitivity, mealtime length, hunger, marketing of school meal programs, and messages regarding the value of quality physical education. Special consideration will be given to those district policies that provide for the integration of nutrition education and/or garden based learning.
- 5) Student, Parent, and Community Involvement: The Challenge encourages the engagement of students, families, and the community in the creation and implementation of any nutrition and/or physical activity policy.
- 6) Sustainability: The Challenge will give preference to districts that demonstrate efforts to sustain, enforce, and update nutrition and/or physical activity policies.
- 7) Connectivity to State and/or Regional Efforts: To be effective, we in the educational community must work collaboratively with those that share our mission. The application for the Challenge will inquire about districts' efforts to coordinate with state and/or regional programs including, but not limited to local food security initiatives, the Fitnessgram, and

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the California Department of Health Services' Nutrition Network, Project LEAN, 5 a Day Campaign, and Healthy Eating and Childhood Overweight Prevention grants.

A number of resources are currently available for districts interested in developing nutrition and/or physical activity policies:

- Within your Superintendent's Challenge packet, you will find an order form for the California School Board Association's publication: *Healthy Food Policy Resource Guide*. This comprehensive guide can provide your district with a starting block for effective nutrition policy, and the Association will be offering trainings this fall on how to develop a healthy food policy.
- *Fit, Healthy, and Ready to Learn*, a policy resource by the National Association of State Boards of Education (NASBE) is available at <http://www.nasbe.org/healthyschools/fithealthy.mgi>, and includes many resources for policy development.
- The *School Health Index* is a self-assessment and planning tool that will enable schools to identify the strengths and weaknesses of the school's health promotion policies and programs and to involve staff, parents, students, and the community in improving school policies and programs. It is available at <http://www.cdc.gov/nccdphp/dash/SHI/index.htm>
- The *Physical Education Framework for California Public Schools* is available at <http://www.cde.ca.gov/cfir/pe/pefrwk.pdf>
- The *Health Framework for California Public Schools* is available at <http://www.cde.ca.gov/cfir/health/>