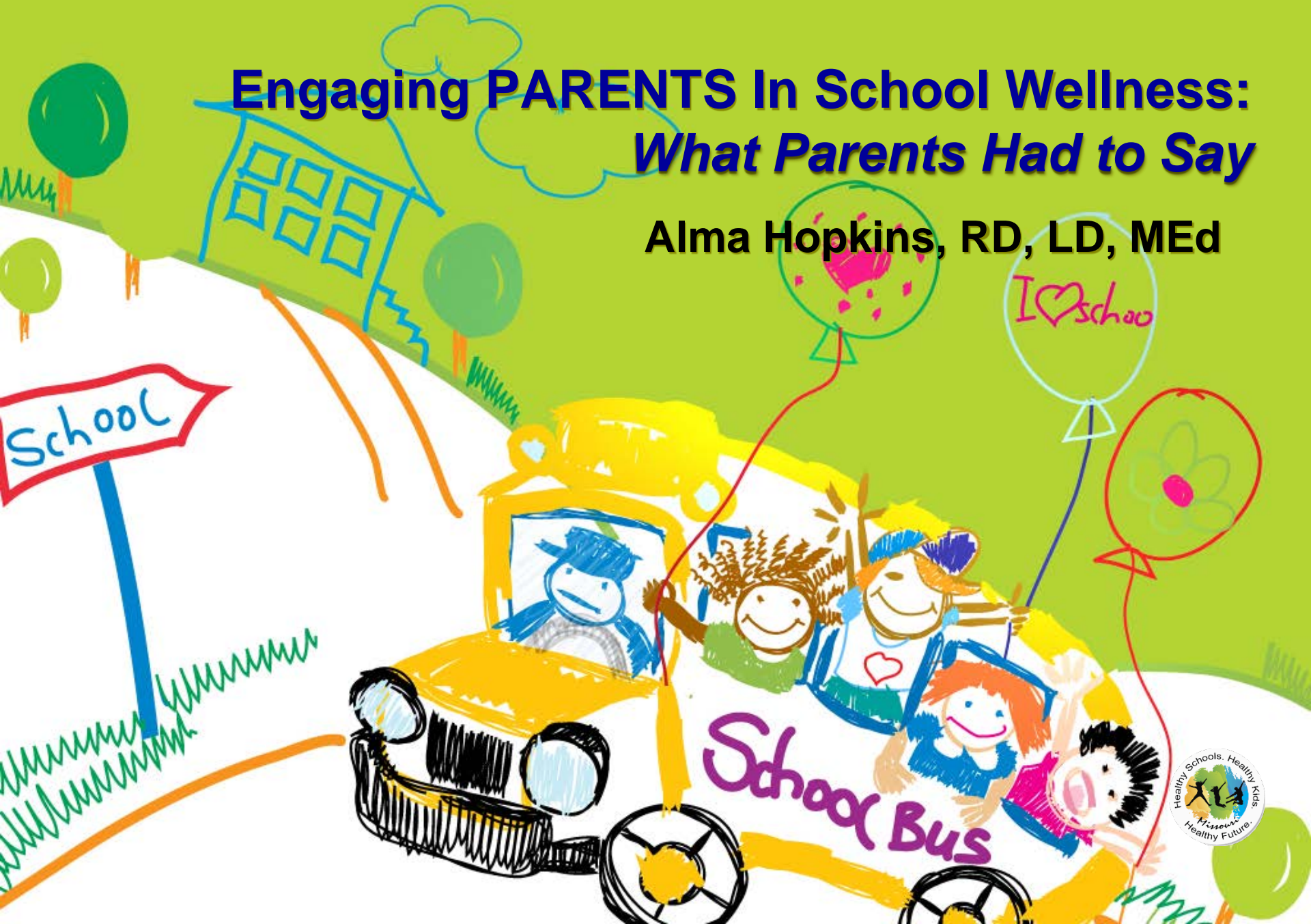
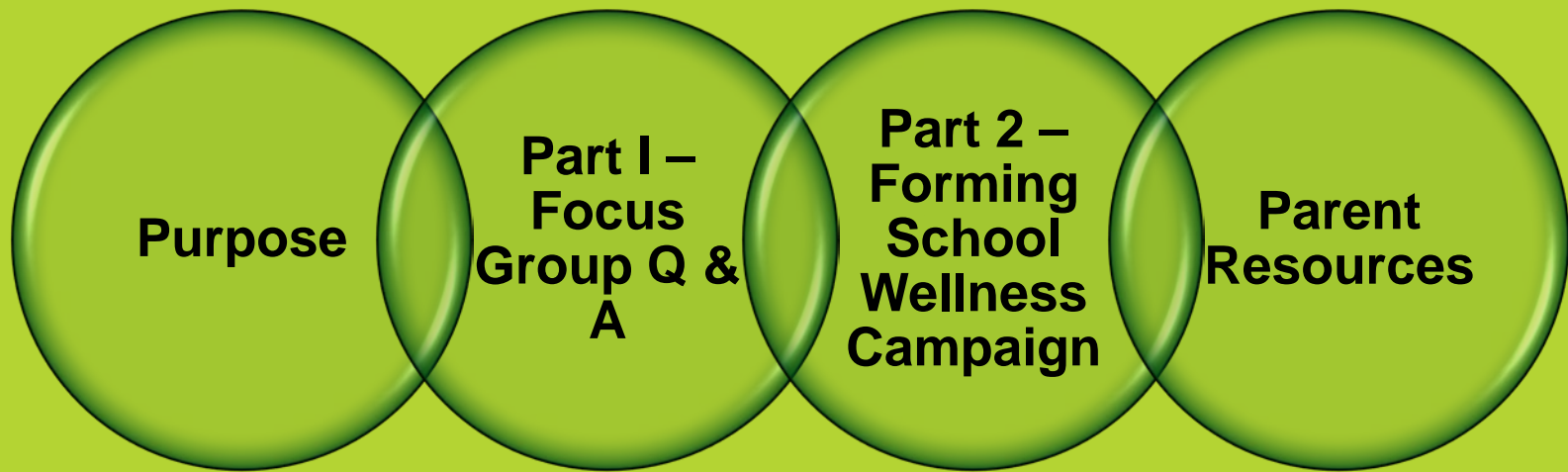


Engaging PARENTS In School Wellness: *What Parents Had to Say*

Alma Hopkins, RD, LD, MEd



Engaging PARENTS in School Wellness



Purpose #1:
To increase parental awareness of and support school wellness requirements





Purpose #2:

To identify the best methods to engage parents in school wellness activities



Purpose #3:

To understand the best way to convey school wellness related messages to parents





6 Elementary Schools/Focus Groups

45-99% F/R

50 parents total

7-10 parents per group

Consent forms signed

2 trained facilitators

Script & 9 survey questions

\$30 Gift cards



Part I: Focus Group Questionnaire

Motivators to engagement?

Barriers to engagement?

Healthy home habits?

What healthy practices impressed upon by schools?

Best ways to communicate and engage parents?





Part II: Developing MO School Wellness Campaign

Missouri campaign title & logo

Best practices to eye-catching handouts



When the schools offer friendly and a welcoming atmosphere, parents are most receptive. . .

“Make them feel like they are included in their (student’s) education.”

“Catch them at the door.”

“Phone messages . . .and making a direct contact.”



Invisible Parents ≠ unconcerned Parents

“Be patient with parents. I have four kids. It takes more than one notice. I may be at 2nd or 3rd or 4th event . . . trying to get in the groove of it.”

“Just making appearances and being grateful should be accepted”

“My child has a behavior issue and it takes a lot of my time. It’s a time management thing for me. I feel like I am involved - although not in a great.”



At the core of parent engagement . . .
Parents make a + connection with the classroom
teacher

“Getting to know the teachers, children’s friends, principals . . . you need to know who is involved with my child’s education.”

“I share feedback between my son’s doctors and teacher.”

“We get to know teacher’s cell phone numbers.”

“We have teachers over for supper.”



Barriers to engagement exist . . .

Setting priorities something has to give . . .

“Some parents are studying for a degree themselves.”

“So many things going on in our families. I have three kids and I am spread thin.”

“Its about setting priorities – finding family time and finding balance.”



Barriers to engagement exist . . .

Lack of resources such as time, finances or transportation exist . . .

“Time . . .lack of it if the parent has multiple jobs.”

“Transportation – a lack of it or it’s inadequate.”

“No phone or hard to reach.”



Barriers to engagement exist . . .

- Life's circumstances that can't be helped
 - **Divorce or separation**
 - **Being a single parent**
 - **Behavior or medical issues. . .**

“Single parents don't have time.”



Barriers to engagement exist . . .

. . . (it's) just not a priority

“Frankly speaking, some parents are lazy or just don’t care.”

*“Its not a part of their up-bringing . .
Not a part of their parenting.”*

*“Some parents don’t think education is
that important.”*



Schools are empowered to offer a variety of and multiple family opportunities . . .

“Affordable events that are kid-friendly.”

“Offer childcare.”

“Family friendly events – involve hands-on activities with their child; it’s a positive interaction.”

“Lots of variety . . . Include niche groups like father-daughter events.”



... and reaching out includes parent to parent interactions

“Parents encouraging each other.”

“Some parents are scared – they are intimidated or feel left behind.”

“Feeling intimidated . . . PTA moms have their own group . . . (I feel) like the new kid on the block.”

“Some parents are shy.”



Healthy food choices at home

“We eat at the table together.”

“Making vegetables available for dinner, make foods look fun and desirable to eat.”

“Make meals at home and avoid fast food.”

“From the beginning vegetables and fruits are normal in my home.”

“Reinventing our meals to healthier recipes.”

“Seeing that I just started a diet, I try to eat healthy . . .no fried foods.”



Physical activity at home

“No electronics until chores are done and homework is done.”

“Our garage is converted into an activity room that we use to allow our children to have an adventure.”

“We have pet responsibilities . . .we walk the dog(s).”

“I get my kids to go outside and play. . .get that football or basketball and make it a routine.”



Healthy Schools

“Drinking reduced-fat milk from school lunch.”

“Fruit and vegetable taste tests.”

“After school program teaches my daughter how to make some foods healthier or try new recipes.”

“Salad bar is being offered. My kids are being introduced to it. . . they may not like it yet but it is available to them.”



Healthy Schools

“After school running club.”

“Girls on the Run.”

“Read, Write and Run.”

“Different games from physical education that can be done at home in the drive-way . . . like calisthenics – how to and having friendly challenges”



Communication methods from school to parents

Your School Week
A brighter future begins here.



MONDAY	Rainbow Days
TUESDAY	School Play
WEDNESDAY	Physical Activity Challenge
THURSDAY	Grandparent's Breakfast
FRIDAY	Parent/Teacher Conferences



www.yourschool.com

Word of mouth

Parent/teacher conferences

Teacher webpages and school website

Hot-line numbers

Teacher postcards

School newsletters

Announcements during after-school events

Phone calls/messages

School's Facebook/social media

Mass emails

Parent-to-parent communication



School Wellness Campaign & Resource Center



Other voting titles:

Healthy Kids = Better Learning

The School Day Just Got Healthier



Engaging parents in school wellness resource webpage

School Wellness - Parents

Home » Healthy Living » Wellness & Prevention » Nutrition » School Wellness

Parents

Schools

Parents and guardians who stay involved in their children's lives help to improve their children's attitudes toward school and learning. A good connection between the home and school can also help develop healthy behaviors in children, such as being more physically active and choosing more healthy foods at school. *Parents want what's best for their children and are generally willing to support their child in any way possible. The bottom line is: families want to be involved.* Missouri Team Nutrition wants to help by providing resources on school wellness for parents and guardians of school age children and youth.


Benefits Observed when Families are Involved in Schools

- Higher grades and test scores
- Easier adaptation to school
- More classes passed
- Increased likelihood of high school graduation
- Better attendance
- Increased likelihood of going to college
- Better social skills and improved behavior at home and at school



Engaging parents in school wellness sub-grant opportunity



- **MO Parents Taking Action for School Wellness** *New*
- **Sub-grant Applications Available** 



- Applications due Monday, December 21, 2015 at 4:00 p.m. Please download application for information in full.

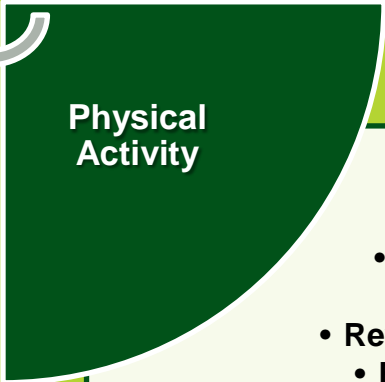


MO Parents Action 4 School Wellness Sub-grant Opportunity

- Small classroom garden kits or garden towers
- Taste testing challenge
- Preparing and testing snacks
- Media literacy
- Professional development 4 school nutrition staff

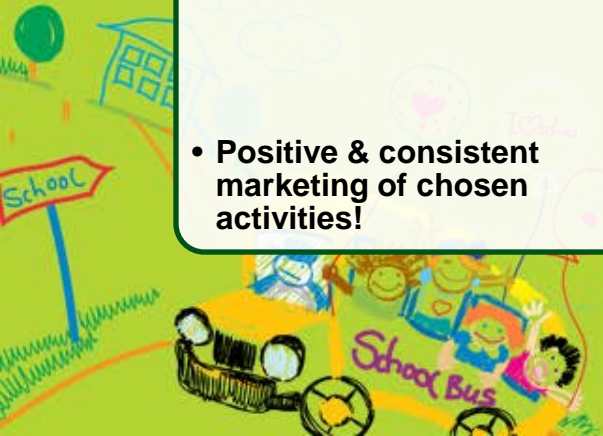


- Fundraisers
- Celebrations
- Classroom rewards
 - Vending
- School stores or concession stands
 - Professional development 4 physical education staff



- Positive & consistent marketing of chosen activities!

- Recess before lunch
 - Active recess
- Revitalized playgrounds
- Before or after school program



Culinary Skills Institute



Team Nutrition - Missouri Culinary Skills Institute

Home > Healthy Living > Healthy Families > School Health

The nearly 94 million school lunches served yearly in Missouri schools today present 94 million opportunities to build healthy lifelong eating habits and support our students' well-being. Healthy students learn better and achieve more and Missouri school meal programs are a part of that process.

The Missouri Culinary Skills Institute's mission is to support nutrition environments in schools by advancing the culinary skills and abilities of food service staff. It sponsors the Healthy Cuisine for Kids Program offering hands-on culinary lab experiences, practicing healthy cooking methods and preparing healthy kid-tested recipes. The institute is a partnership between the Department of Health and Senior Services, Department of Elementary and Secondary Education and the Missouri Chapter of School Nutrition Association.



Application

Culinary Skills Institute Event – August 2014 Information past trainees have found MOST useful:

"Healthy eating with whole grains doesn't have to be a challenge, you can eat healthy and it can taste awesome, also I gained more knowledge cooking with fresh products." -Site-level manager

Note: This would be a rotating box with several quotes from trainees.



Resources



Upcoming Trainings 2015

March 16-18, 2015
[Northland Career Center](#)
[Platte City, MO](#)

August 3-5, 2015
[Columbia Career Center](#)
[Columbia, MO](#)



- Who should attend?
 - **Staff responsible for hands on training within the district**
 - Food Service Directors, Managers, Head Cooks
 - “Young at Heart!” a must
 - **Up to 20 attendees**
 - One for Nutrition Project Specialist of DESE, FNS
 - **16 CEU’s – Culinary Skills & General Food Safety!**
 - **Scholarships courtesy of Missouri School Nutrition Association (MSNA)**

Culinary Skills Institute



Upcoming Trainings 2016

March 22-24, 2016

Park Hill South High School
Riverside, MO

July 25-27, 2016

Columbia Career Center
Columbia, MO



- Applies Healthy Cuisine for Kids Curricula
 - **Working as a team**
 - **Culinary basics**
 - Knife skills
 - Mise en place
 - **Preparing, taste testing & evaluating recipes**
 - Fruits and vegetables
 - Whole grain-rich foods
 - Meat and meat alternates
 - **Developing new techniques for presenting and garnishing**

Culinary Skills Institute



Upcoming Trainings 2016

March 22-24, 2016

Park Hill South High School
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Columbia Career Center
Columbia, MO



Culinary Skills Institute



Missouri Culinary Skills Institute



Hands-on Immersion

• https://www.youtube.com/watch?v=ZTF-41w_YKY



Team Nutrition for Schools

www.health.mo.gov/teamnutrition

Missouri Team Nutrition

Home » Healthy Living » Wellness & Prevention » Nutrition » Missouri Team Nutrition

- **Katy Trail Challenge**
(formerly Extreme Health Challenge)
- **Enroll in Team Nutrition**
- **Cooking Matters NEW!**
- **Rainbow Day Projects**
- **School Wellness NEW!**
- **Culinary Skills Institute NEW!**
- **FreshLIFE NEW!**
- **Related Links**

Missouri Team Nutrition implements programs that assist Missouri pre-school and school-age children in making healthy, nutritious choices that result in improved health status.

The goals of Team Nutrition programs in Missouri are:

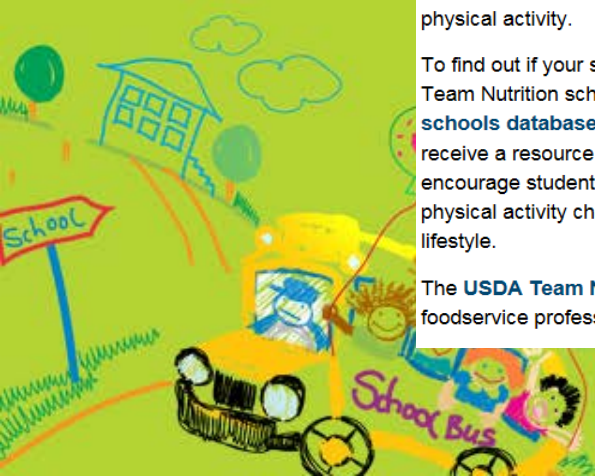
Goal 1: Promote healthy nutrition and physical activity among Missouri children through opportunities for training and technical assistance.

Goal 2: Equip Missouri children with the knowledge and skills to make healthy eating and activity choices through nutrition education that reinforces Team Nutrition (TN) messages.

Goal 3: Enable schools and child care facilities to implement policies that promote healthy eating and increased physical activity.

To find out if your school is enrolled as a Team Nutrition school, check the [USDA schools database](#). **Enroll today** to receive a resource kit that will help you encourage students to make food and physical activity choices for a healthy lifestyle.

The [USDA Team Nutrition](#) website provides more information on Team Nutrition including [resources](#) for foodservice professionals, educators, parents, childcare providers, and Spanish resources.



**For information about funding opportunities
on School Health Index and other related
wellness programs**



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