



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# LEADING SUCCESS

HEPA PARTNERSHIPS & POLICIES  
DIALOGUE FOR HEALTH WEBINAR

January 29<sup>th</sup>, 2015



# HEALTHY OUT-OF-SCHOOL TIME (HOST) COALITION

In January 2009, NIOST, UMB and Y-USA founded the Healthy Out-of-School Time Coalition (HOST Coalition) with funding from RWJF

**First Charge:** create *evidence-based*, healthy eating and physical activity (HEPA) standards that foster the best possible nutrition and physical activity outcomes for children in grades K-12 attending OST programs

## Since Then:

- Developed the national standards to strengthen out-of-school time in the areas of health and well-being
- Adopted by the **National AfterSchool Association, the YMCA of the USA, the Council on Accreditation, National Recreation and Park Association, Boys and Girls Clubs of America, and the Alliance for a Healthier Generation**
- Disseminated to tens of thousands out-of-school time professionals and supporters



# COALITION VISION & GOALS

## Vision

To foster health and well-being practices in out-of-school time programs nationwide, using science-based standards for healthy eating, physical activity, screen time, and social supports for these behaviors including staff, family and youth engagement

## Goals

- Raise awareness of the NAA HEPA Standards
- Promote sharing of resources, tools, training and technical assistance
- Engage in research that guides ongoing implementation of best practices



# HOST ACCOMPLISHMENTS

## Since November 2012.....

- Reconvened & refocused
- **27** new members
- Council on Accreditation (COA), NRPA & BGCA adoption
- Disseminated standards to tens of thousands out-of-school time professionals and supporters
- Created asset map exercise to determine collective resources/impact
- Produced HEPA Standards overview webinar that is available to the public
- Formed working groups to address areas of focus identified by the Coalition
- Shared various publications authored by Coalition members



# HOST COALITION MEMBERS

HOST Coalition members and supporters are from the following organizations:

- ACTIVE Life
- Action for Healthy Kids
- Active Living Research
- Afterschool Alliance
- AfterSchool AllStars
- Alliance for a Healthier Generation (AFHG)
- American Camp Association
- American Heart Association
- Association of State and Territorial Health Officials (ASTHO)
- A World Fit for Kids
- Boys and Girls Club of America
- Bridging the Gap
- CANFIT
- Center for Collaborative Solutions
- Centers for Disease Control
- EasterSeals
- Food Research Action Center (FRAC)
- Forum for Youth Investment
- Healthy Kids Out of School
- Mission Readiness
- National Afterschool Association
- National Center on Healthy, Physical Activity, and Disability (NCHPAD)
- National Council on Youth Sports
- National Farm to School Network
- National Human Services Assembly
- National Institute on Out-of-School Time (NIOST)
- National League of Cities (NLC)
- National Recreation and Park Association (NRPA)
- National Summer Learning Association
- Nemours
- Out-of-School Time Resource Center at The University of Pennsylvania
- Partnership for a Healthier America
- Playworks
- Policy to Practice in Youth Programs
- Robert Wood Johnson Foundation (RWJF)
- Safe Routes to School National Partnership
- Salud America!
- Save the Children
- Share Our Strength
- United States Department of Agriculture (USDA)
- United States Department of Defense (DOD)
- United Way
- Up2Us
- YMCA of the USA (Y-USA)

# Y-USA COMMITMENT TO HEALTHY OST

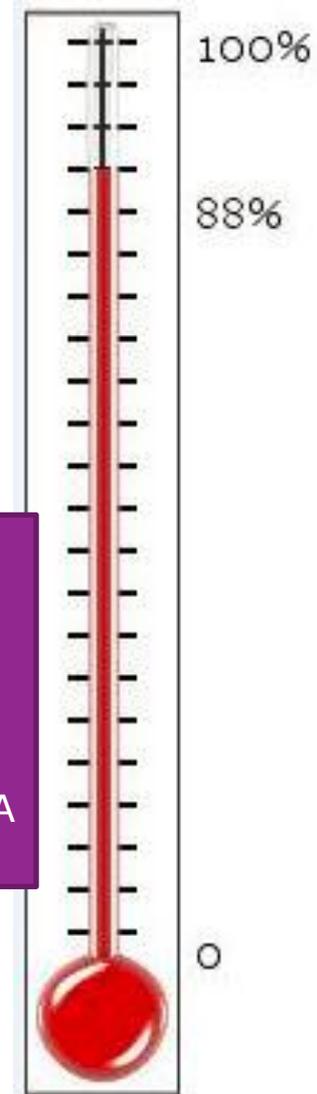
Y-USA strengthened their commitment to healthier OST with their commitment to PHA who brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity

## Y ASSOCIATION GOAL:

85% of Y Associations with early childhood and/or afterschool programs will meet ALL standards by 2015.



**Current:**  
**88%**  
Percent of Ys committed to implementing ALL of the HEPA Standards





# PHYSICAL ACTIVITY BARRIERS

- Lack of indoor space to allow for physical activity
- Outdoor play areas on school grounds not accessible to Y programs
- Inclement weather (e.g. no sun protection, cold)
  - Safety concerns in public space (i.e. broken glass, needles, lack of fencing)
  - Funds for curriculum/equipment
  - Lack of adequate staff training

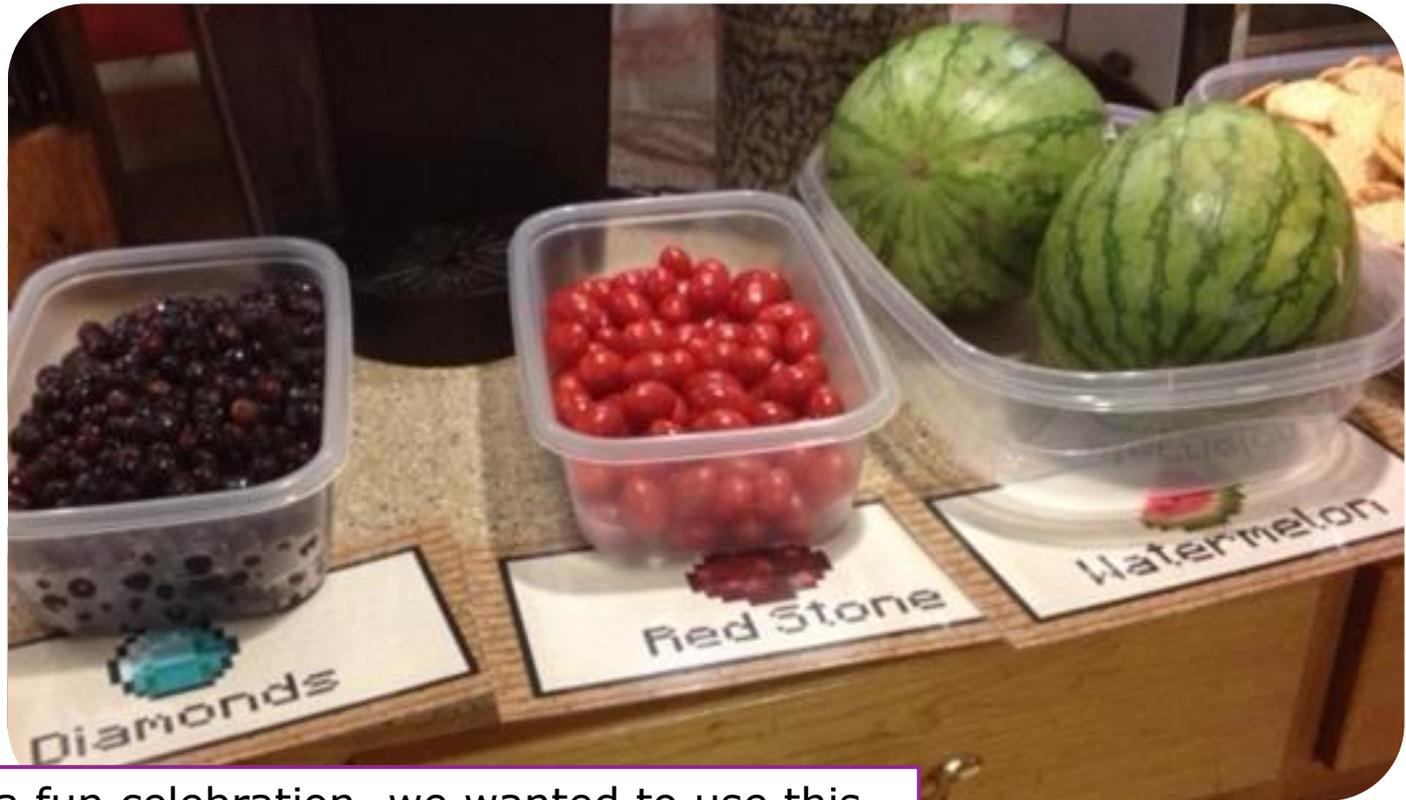


# LA CROSSE AREA FAMILY YMCA



"We have seen so many kids try new fruits and veggies while in our program. It is great to hear from parents that they love that their children receive an extra serving each day and that the kids are asking for more of these foods at home. With the family style service, it is great to hear kids remembering and having another opportunity to remember their manners." – Steven Torres, School Age Director

# YMCA OF CENTRAL VIRGINIA



“Besides creating a fun celebration, we wanted to use this event to convey the message to kids and parents that they can have foods they enjoy, healthily. Judging by the huge hugs and thank yous I received from the afterschool participants, the theme was a BIG hit!” – Tina Thompson

# VOICES FOR HEALTHY KIDS: ACTIVE KIDS OUT OF SCHOOL

- The **Voices for Healthy Kids: Active Kids Out of School** is a concerted effort to connect providers of afterschool care to the Healthy Eating and Physical Activity (HEPA) Standards
- Y-USA received funding from the Robert Wood Johnson Foundation in December 2012 to support this effort
- Any national, state, regional, local organization or individual can help support the Y's effort to catalyze healthy out-of-school time environments

## Two Areas of Focus:

- Organizational Change – large national service providers
- State Public Policy Change – regulation and legislation



# MAKING THE COMMITMENT

## Boys & Girls Clubs of America, National Recreation and Park Association and the Alliance for a Healthier Generation

- BGCA - 3,400 clubs, reaching an estimated 3.5 million kids
- NRPA - 2,000 sites, reaching an estimated 1.5 million kids
- The Alliance for a Healthier Generation is providing the technical assistance and support to BGCA and NRPA to implement the new healthy guidelines
- NRPA: grant \$ available to park and recreation out-of-school time programs to increase the number of healthy meals received by children in low-income communities, increase health literacy, and implement standards



# PUBLIC POLICY STRATEGIES

## Innovating Change:

- A *model draft bill* that authorizes funding for state health and education departments to support training, technical assistance, policy change strategies and innovation in child care and afterschool

## Policy Example:

- Creating *organizational* policy change and working with other organizations to do the same
  - Healthy procurement policies, vending options, meeting snacks/meals

## Systems Example:

- Quality Rating and Improvement Systems (QRIS)
- Recognition Programs
- Licensing

## Environment Example:

- Partnering with local organizations to create and enter into shared use agreements
  - Outdoor space, kitchen space, recreation facilities



# Y STATE ALLIANCES

## Selected States Have ...

- Proven track record of state level policy change State level advocacy experience and impact
- Strong connections to state level policymakers
- Buy-in, support & engagement from Ys across the state
- Promoted the HEPA standards across their state



# EARLY SUCCESS

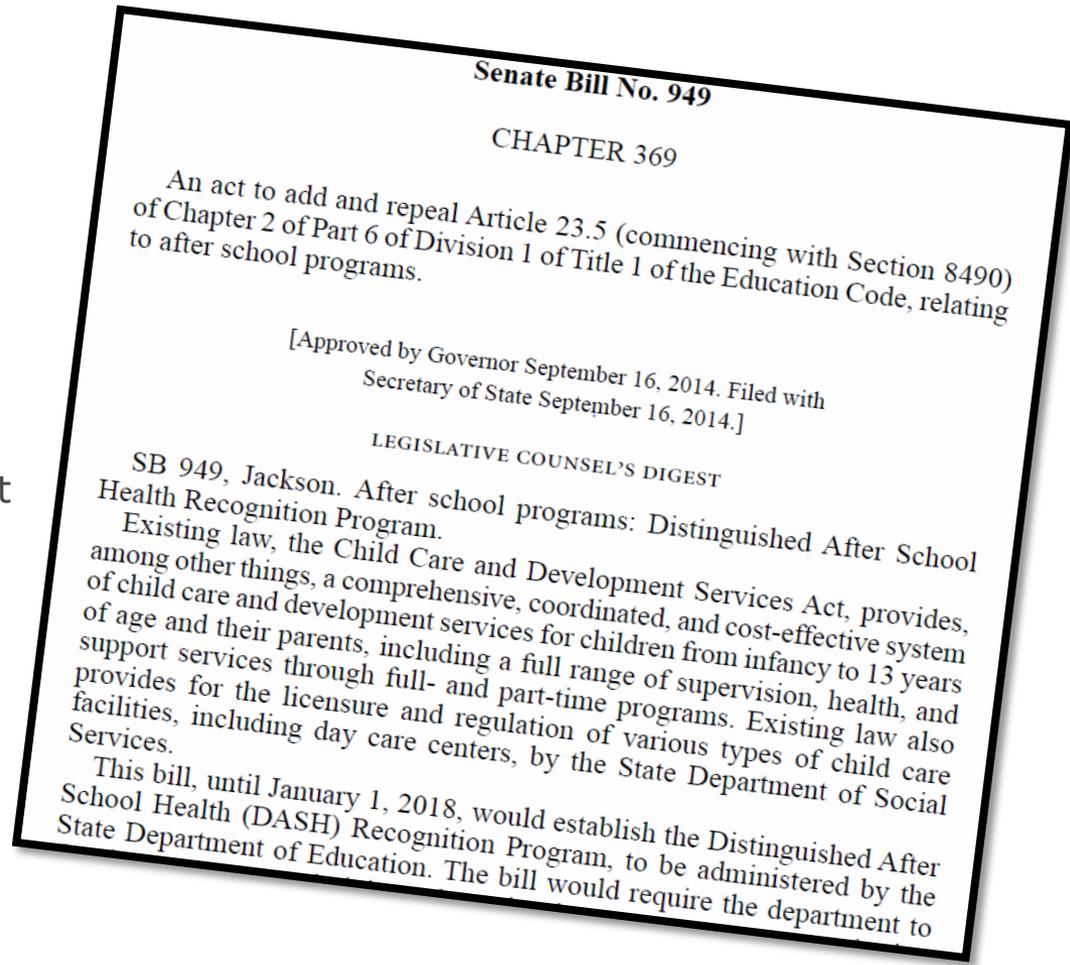
## CALIFORNIA

**SB 949 (Jackson), the Distinguished After School Health (DASH) Program.** This measure encourages after-school programs to provide healthy foods, snacks and beverages, physical activity, limited screen time, healthy living standards and educational programs to improve the health and well-being

SB 949 recognizes and distinguishes those after-school providers who meet or exceed the standards by rewarding them with a certificate issued by the State Department of Education indicating that they are committed to keeping California's children healthy and fit.

**Potential for high impact on childhood obesity in CA:**

1,500,000 CA children in out of school programs





**THANK YOU!**

