

Get Healthy, Get Active, Get Involved



Promoting Jump Up and Go! at your school or organization and then mobilizing the resources you have means making it easy to get involved. The benefits: healthier, happier students whose physical activity and healthy eating habits will last a lifetime.

We've provided you with everything you need to make your school or organization a healthier place to learn: lesson plans, a school environment survey, activities, and a comprehensive resource list.

To make it even easier to Jump Up and Go!, we've created a five-step plan to help you kick off the program throughout your school or youth-serving organization.

1. Survey Your School

Getting started means understanding your environment. First, use the School Policies and Environment Survey (found at the end of the section) to assess the nutrition and physical activity policies in your school or your organization. The survey will help you learn more about how you can create a healthy school that contributes to an effective learning environment.

In addition to the enclosed survey, you can also visit the Centers for Disease Control and Prevention website. They've developed a comprehensive set of measures that make up their School Health Index. You can access this survey through their website at www.cdc.gov/HealthyYouth.

2. Take the Time to Build Your Team

Building an effective team takes time. Once you have one, you'll be able to work with a dedicated group of staff members, administrators, community partners, parents, and students to promote the value of proper nutrition and physical activity. Taking a team approach also helps you disseminate the Jump Up and Go! message and manage your workload more efficiently.

Suggestions for Team-Building

- Involve your administration. Talk to your principal, supervisor, or superintendent. Research indicates that school-based programs are more successful when administrators support them.
- Recruit team members. Though you definitely want to include the physical education and health teachers, the food service director and manager, and the school nurse, remember that there are other teachers and staff members who might be interested. Recent surveys have indicated that teachers are concerned that their students are overweight, eating unhealthy foods, watching too much TV, and not getting enough physical activity.
- Get creative. Work with your art teacher to paint a Jump Up and Go! mural. Plan a Jump Up and Go! field day with your physical education teacher.
- Work with the facilities or maintenance team to find space for a school garden. Produce grown in the school garden can be used for school snacks, classroom recess, and taste-testing. Working in a garden is also a great way to encourage physical activity.
- Schedule regular meetings. This will give the group an opportunity to focus and assess available materials and resources. If wellness programs already exist at your school or organization, you may wish to utilize or expand upon them.



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3. Set Goals for Change

Making your school or organization a healthier place is an ongoing process, and it can be difficult to know where to start. Here are some helpful ideas:

- Make healthier foods available in the cafeteria, in vending machines, and at school parties and events.
- Fundraisers usually include a bake sale or crates of candy bars, but there are many ways to generate revenue without using food-related items. To assist you in developing something more than just another bake sale, we've included a list of creative fundraising ideas at the end of this section.
- Give students access to physical activity facilities like fields and courts after school hours and on weekends.
- Offer water instead of soda in your vending machines.
- Create a nutrition advisory council and implement a nutrition policy.

4. Involve Parents

The first place that children look to learn about health and well-being is at home. If parents focus on healthy food choices and living actively, then their children have a high likelihood of adopting those behaviors. Involving parents will help reinforce these ideas both at home and in school.

- Plan a family fitness/fun night.
- Communicate with parents via school newsletters or the school website.
- Encourage families to be active together.
- Encourage families to limit TV time and to keep TVs out of the bedroom.
- Encourage family mealtimes.
- Offer nutrition education for parents via newsletters, school websites, or evening workshops.
- Have a Jump Up and Go! event and showcase student work.

5. Build Community Relationships

Community-based organizations and businesses have a vested interest in being involved in your program. Community members may be willing to donate time, effort, and materials to your cause, which helps you sustain your program from year to year.

Here are some good places to find helpful community partners:

- Grocery stores, farmer's markets, and restaurants—they can donate food or offer you a discount
- Sporting good stores
- Gyms, YMCAs, and YWCAs
- Martial arts, dance, yoga, Pilates, and gymnastic studios
- Local banks and insurance companies (they usually sponsor little league teams—why not a field day at your school or an after-school program?)

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Creative fundraising ideas: Sales items other than candy or baked goods

- Candles
- Greeting cards
- Gift wrap, boxes, and bags
- Magazine subscription
- Gift items
- Emergency kits for cars
- Batteries
- Monograms
- Cookbooks
- Balloon bouquets
- House decorations
- T-shirts, sweatshirts
- Garage sales
- Bath accessories
- Music and movies (CDs and DVDs)
- Crafts
- Jewelry
- Hats with school logo
- Scarves
- Tupperware
- School spirit gear
- First aid kits
- Mistletoe
- Student directories
- Yearbook graffiti
- Flowers, bulbs, poinsettias
- Pocket calendars
- Raffle donations
- Stuffed animals
- Coffee cups, mugs
- Buttons
- Air fresheners
- Scratch-off cards
- Activity theme bags
- Prepaid phone cards
- Customized stickers
- Megaphones
- Pet treats/toys/accessories
- Plants
- School art drawings
- Yearbook covers
- Coupon books
- Gift certificate
- Newspaper space, ads
- Stationery
- Stadium pillows
- School Frisbees
- Books, calendars
- Foot warmers
- Spirit/seasonal flags
- Bumper stickers
- Souvenir cup
- License plate holders
- Football seats
- Gift baskets

Healthy food items

- Fruit smoothies
- Frozen bananas
- Trail mix
- Fruit & nut baskets
- Lunch box auctions
- Fruit & yogurt parfaits

Items that promote the school

- Cookbook made by school (parents, teachers, kids)
- T-shirt/sweatshirt sales
- Bumper stickers & decals
- School logo air freshener
- Scratch-off cards
- Calendars

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Creative fundraising ideas: Activities and events that involve the community

- Auction
- Gift wrapping
- Fun runs
- Walk-a-thons
- Bike-a-thons
- Jump-rope-a-thons
- Rent-a-kid
(rake leaves, water gardens, mow lawns, wash dog)
- Car wash (pre-sell tickets as gifts)
- Singing telegrams
- Talent shows
- Read-a-thons
- Spelling bee
- Science fair
- Carnivals
- Dances
- Workshop classes
- Craft sale
- Magic show
- Treasure hunt/scavenger hunt
- Tennis/horseshoe competition
- Raffle (movie passes, theme bags)
- Recycling cans/bottles/paper
- Golf tournament
- Bowling night/bowl-a-thon
- Skate night/skate-a-thon
- Auction (teacher does something for kids)
- Raffles (teacher do silly activity)
- Festival

Adapted from the handout developed by Shasta County Public Health Department, California Department of Health Services, California Project LEAN

