Community Schools National Forum
Implementing a Wellness Program Across a District

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Compared to a White child in the affluent Oakland Hills, an African American born in West Oakland is...  

- **1.5 times** more likely to be born premature or low birth weight  
- **2.5 times** more likely to be behind in vaccinations  
- **5 times** more likely to be hospitalized for diabetes  
- **7 times** more likely to be born into poverty  
- **4 times** less likely to read at grade level  
- **2 times** more likely to die of heart disease

**Cumulative impact:**  
15 year difference in life expectancy
Access to Healthful Food: An Unjust Limit on Individual Choice
Access to Healthful Food: One Example of Injustice
OUUSD School Wellness

Coordinated School Health Model

- Family & Community Involvement
- Comprehensive School Health Education
- Physical Education
- School-site Health Promotion for Staff
- Healthy School Environment
- School Health Services
- Counseling, Psychological & Social Services
- Nutrition Services
OUSD School Wellness Policy

- **Nutrition**
- **Physical Education and Physical Activity**
- **Health Education**
- **Healthy and Safe School Environment**
- **Student Wellness**
- **Staff Wellness**
2011-2012 Programs/Resources/Opportunities

• School Wellness Council
• Nutrition Education
• Produce Markets
• Salad Bars
• Breakfast
• Physical Education Professional Development
• Physical Education Leadership Team
• After School Wellness Learning Community
2011-2012 Programs/Resources/Opportunities (continued)

- Health and Wellness Inventory
- Water Workgroup/ School Water Legislation
- Staff Health Fair- Wellness Zone
- Nutrition TSA
- Physical Education TSA
- Garden TSA
- Site Wellness Champions
- SBHC Wellness Champions
OUSD Wellness Champion Program

What is a Site Wellness Champion?

A school site staff member committed to promoting healthy eating, physical education/physical activity, staff health and other health-related messages/activities to students, staff and families.
OUSD School Wellness

OUSD Wellness Champion Program

- 24 Site Wellness Champion Sites (18 Elementary, 5 Middle, 1 High)

- 5 School-Based Health Center Sites (2 Middle, 3 High)

- Total = 29 sites
OUSD Wellness Champion Program

• Original funding from The California Endowment (part of Healthy Eating Active Communities Grant)

• Current funding from S.D. Bechtel, Jr Foundation and Kaiser Permanente
OUSD School Wellness

OUSD Wellness Champion Program

Site Wellness Champion Program

1. Application Process

2. Expectations:
   - Attend quarterly trainings
   - Facilitate site visit (s)
   - Coordinate site wellness council
   - Attend and promote District Wellness PD’s and Events
   - Coordinate 1 site-level PD around nutrition, physical education, health education, gardening, etc
OUSD School Wellness

OUSD Wellness Champion Program

Site Wellness Champion Program

2. Expectations (cont’d):

– Coordinate 1 school-wide wellness event (e.g., health fair)
– Distribute and market District wellness materials
– Support and promote site’s Oakland fresh Produce Market (if site has one)
– Conduct site-based health & wellness inventory

3. Payment
OUSD Wellness Champion Program

SBHC Wellness Champion Program

1. Application- 5 years of funding (in our 3rd year)

2. Expectations:
   - Attend quarterly trainings
   - Facilitate site visit(s)
   - Coordinate site wellness council
   - Create a youth development & leadership program (around nutrition & physical activity)
OUUSD Wellness Champion Program

SBHC Wellness Champion Program

2. Expectations (cont’d):

- Plan Activities to Support Food Policy and Environmental Change
- Plan Activities to Support Physical Education/Physical Activity Policy and Environmental Change
- Conduct Evaluation Activities (vary year to year)
- Conduct Health & Wellness Inventory
OUSD Wellness Champion Program
Sample Outcomes

1. Input and organization process to develop successful school-wide Breakfast in the Classroom and Grab n Go Breakfast (increased breakfast participation)
2. Creation of school garden program
3. Increased participation in Oakland fresh Produce Market
4. Development of healthy fundraising program implemented by Student Leadership
OUSD Wellness Champion Program
Sample Outcomes (cont’d)
5. Implementation of Recess Before Lunch
6. Increased water consumption through water fountain marketing program
7. Health fairs with high attendance, yielding high connection to school and community resources
8. Parent Nutrition and Physical Education Program
OUSD School Wellness

OUSD Wellness Champion Program

Challenges:

1. Difficult to change school culture.
2. Administration/Staff Buy-In may be a barrier.
3. Site Wellness Champion Program only has funding for staff time.
4. Wellness Champions are busy and deal with competing priorities.
5. Only reaching approximately 1/3 of schools in District.
For more information:

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OUUSD Meal Program

Overview

Operates 90 cafeterias (one cafeteria can provide service to 2-4 schools)

70% of OUSD students qualify for free/reduced meals

We offer:

– Lunch at all schools
– Universal Free Breakfast is served at 95 schools (54 Elementary, 20 Middle, and 19 High School)
– After school snack is served at 75 schools (47 Elementary, 15 Middle, and 13 High School)
– After school supper is served at 9 schools (6 Elementary, 2 Middle, and 2 High School)

Daily we serve at K-12 schools:

– 7,300 breakfasts
– 21,300 lunches
– 8,400 snacks
OUSD Meal Program Overview

• Harvest of the Month education program at 37 schools
• Salad Bar Program at 67 schools (40 Elementary, 14 Middle, and 13 High School) or at 55 cafeterias.
• Produce Markets at 22 schools (21 Elementary, 1 K-8, and 1 High School)
• Fresh Fruit & Vegetable Program at 22 Elementary Schools
• Provision II Breakfast and Lunch at 46 schools (32 Elementary, 11 Middle, and 3 High School)
• Guided by Federal National School Lunch Regulations, State Laws, and Wellness Policy Nutrition Administrative Regulations
• Nutrition Services has approximately 250 employees (AFSCME, UAOS, SEIU, and Confidential)
Strategic Community Partnership: East Bay Asian Youth Center (EBAYC)

• Community-building organization founded in 1976, now based in Oakland, to “inspire young people to be life-long builders of a just and compassionate multi-cultural society.

• Record of success in providing effective youth counseling, support and academic services and building local leadership of youth and parents in partnership with key public institutions, including public schools

• Current and past programs:
  – School-based Health Clinics/Wellness Centers
  – Sports League
  – After-School Programs at 7 neighborhood public schools
  – Counseling, case management and job training for youth on probation
  – Jobs/internships for youth
  – Parent Leadership programs
  – Community Organizing campaigns: Kids First initiative, Oak-to-9th affordable housing, Safe Streets
  – Iu-Mien Village Farms
  – Oakland Fresh School Produce Markets
Origins of

- Healthy Eating Active Communities (HEAC) Collaborative (CA Endowment)

- Community Food Assessment

- Findings
  - Over 2/3 of stores were liquor stores, convenience/corner stores, or gas stations.
  - ½ people surveyed reported leaving neighborhood to find healthy foods.
  - ½ people surveyed had household members with diet related diseases.
Pilot Project: Full Circle Farms
Expansion Through Partnerships

- **Infrastructure**
  - OUSD Nutrition Services

- **Resources**
  - Alameda County Nutrition Services
  - UC Cooperative Extension
  - Alameda County Community Food Bank
  - Pacific Coast Farmer’s Market Association
  - OUSD Schools

- **Visibility/Attention**

- **Sustainability and Institutionalization**
Site Selection

- Free/Reduced Percentages
- Info Session, Market Visit, Written Application and Marketing Survey screened for committed schools
- Schools selected were located in 7 different low-income neighborhoods of Oakland
- School size ranges from 200-800 students
School Partnerships & Staffing Structure

- MOU’s signed with all school sites.
- One Parent Market Manager, one School Site Liaison, and a small group of parent volunteers per site.
- This new staffing structure fostered greater ownership of and active involvement in the produce markets by school staff and administration.
How it Works

• Weekly markets open during after school hours
• Open to parents, school staff, students, and neighborhood residents to shop
• 20-60 varieties of fresh fruits, vegetables, nuts, eggs and honey sold at each market
• Affordable prices with low mark-up from wholesale prices
• 90-100% Pesticide-Free or Certified Organic produce, 80-95% Locally Grown Produce (Northern/Central CA) depending on the season
• Inventory included culturally familiar foods & introduces new items
• EBT food stamp cards are accepted
Our Farmers
Our Infrastructure
Student Buyer Cards

Healthy rewards and incentives for students!

[Image of a girl holding an orange and a card]

[Image of students at a market]

[Logo: Oakland fresh]
• Every week the students would swarm the market, would be on their best behavior to get coupons and would spend the little extra money they had on some sweet fresh thing. This was a pleasure to witness.

- Anne Louise Burdett, School Site Liaison 2009, Bridges School

The children run to me whenever they see me and ask "is it market day?"

... We are all healthy, wealthy and wise in our market.

- Kathy White, School Site Liaison 2009, Parker School
More Marketing

Beets are sweet medicine to detoxify the liver, fight cancer and improve digestion. They are rich in antioxidants, magnesium, iron, potassium, folic acid, fiber and vitamins A, C and B6.

Los betabeles son la medicina dulce para desintoxicar el hígado, luchar al cáncer y mejorar la digestión.

Cữ cải đường là ngot thuốc giải độc gan, chống ung thu và cải thiện tiêu hóa.

甜菜是甜醫藥肝臟排毒, 對抗癌症, 並改善消化。
October's *fresh* Deal

Oakland *fresh* School Produce Markets
at Garfield Elementary School
COME SHOP every TUESDAY 2:00-5:45pm
At the front entrance at 1640 - 22nd Ave. @ Foothill Blvd.

Buy Grapes or Winter Squash *(Pumpkins!)* and...

... get $1 off your purchase of $5 or more!
While supplies last. Coupon expires 10/31/11. Offer valid with coupon only.

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November's *fresh* Deal

Oakland *fresh* School Produce Markets
at Franklin Elementary School
COME SHOP every TUESDAY, 1:30-6:00pm
915 Foothill Blvd. @ 10th Ave.

Buy Pears or Beets and...

... get $1 off your purchase of $5 or more!
While supplies last. Coupon expires 11/04/11. Offer valid with coupon only.
Health and Learning Success Go Hand-In-Hand
School-based nutrition education promoting healthful eating and physical activity can improve academic performance. Harvest of the Month connects with core curricula to give students the chance to explore, taste, and learn about the importance of eating fruits and vegetables. It links the classroom, cafeteria, home, and community to motivate and support students to make healthy food choices and be physically active every day.

Exploring California Pears: Taste Testing
What You Will Need:
- Variety of red, yellow, green, and brown pears, whole and quartered* (refer to Home Grown Facts on page 3 for varieties)
- One pear variety per every four students
- Whiteboard or chalkboard
- Dry erase markers or chalk
*To reduce browning (oxidation), cut pears immediately before tasting.

Activity:
- Divide students into four groups (red, yellow, green, and brown pears).
- Make four columns on the whiteboard: red, yellow, green, and brown.
- Each group observes, smells, feels, and tastes their assigned pear.
- Note the different features in the columns on the whiteboard.
- Use descriptive sensory words like sweet, fragrant, yellow, grainy, crunchy, etc.
- Discuss the similarities and differences in the four groups.
- Sample the other colors.

For more ideas, ask your school nutrition staff or ask to borrow:

Cooking in Class: Party Pear Frisbee
Makes 36 tastes at 2 rice cakes with yogurt each
Ingredients:
- 1 (29-ounce) can pear chunks in light syrup, drained
- 4 (8-ounce) containers lowfat vanilla yogurt
- 3/4 ounces mini rice cakes
1. Spoon yogurt into a large bowl.
2. Add pears and gently stir until just wended.
3. Place 1 teaspoon of yogurt and 2 pear chunks on top of each rice cake.
4. Place 2 rice cakes in a paper tray.
5. Serve immediately.

Reasons to Eat Pears
- A 1/4 cup of sliced pears contains fiber and vitamin C.
- The edible skin* of pears is an additional source of fiber**.
- Pears offer a natural, quick source of energy, due largely to high amounts of two kinds of monosaccharides (fructose and glucose) and leucone.
*Always wash fruits and vegetables before serving.
**Learn more about fiber on page 2.

Champion Sources of Fiber*:
- Beans
- Berries
- Dates
- Peas
- Pumpkins
- Whole wheat cereals and breads

Adapted from: Tasting Trio Team, Network for a Healthy California, 2010.
For more ideas, reference:
Kids Cook Farm-Fresh Food, CDE, 2002.

Nutrition Facts
Serving Size: 1/4 cup pears, sliced (70g)
Calories 41
Calories from Fat 0
% Daily Value
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 1mg 0%
Total Carbohydrate 11g 4%
Dietary Fiber 2g 9%
Sugar 7g
Protein 0g
Vitamin A 1% Calcium 1%
Vitamin C 5% Iron 1%
Cooking Demonstrations

Oakland fresh
SCHOOL PRODUCE MARKETS
Challenges

- Central Distribution Capacity (includes time of coordinator, inconsistency of transportation infrastructure, and labor to manage such a large variety of inventory)

- Under-resourced school district and recent funding cuts

- Competing priorities of test scores and teaching with market operations/outreach

- Staffing structure imbalances: unpaid liaisons, varying skill sets of managers, dependence on volunteer labor
Successes
The Numbers!

In its first two school years (2009-11) Oakland Fresh School Produce Markets has:

- Supported 8 Family Farms with direct bulk purchasing
- Distributed 140,000 pounds of produce in neighborhoods surrounding 12 schools in East and West Oakland.
- Sold over $200,000 worth of produce
- Conducted over 100 cooking demonstrations serving about 8,000 people with healthy food samples and nutrition information.
- Gained the tireless and invaluable support of more than 200 community residents as Volunteers!
- Hired 23 community residents as Market Managers
Positive Peer Pressure = Healthy Eating at School AND at Home

The difference between our markets and the store is that you get to try it before you buy it. And when the kids see the other kids eating fruits and vegetables at the school market, they want to try it too, then suddenly you have the kids asking their parents to buy vegetables.

- Rosa Ramos, Market Manager, RISE Academy
Increased Access to Fresh, Affordable, Pesticide-free Produce

“I think the best fruits and vegetables are here.”

Yesenia Garcia, parent at Melrose Leadership Academy
Guess How Much???
Safe Community Spaces

• One of the problems in our community is that as a result of so much violence often times we do not socialize at all. Having the market open to the community I have been able to meet neighbors that have lived only a few doors down from me for the past 4 years. Without the market we most likely would not have forged these new relationships.

- Mandisa Wood, Market Manager, Hoover School
Community Pride/Ownership and Parent Leadership

As an Oakland Native myself, it has been a true honor to have been part of something so positive and beautiful in our community. Our school's Farmer's Market has truly been a ray of sunshine for our community!

- Claudia Padilla, Market Manager, East Oakland PRIDE School

“I look forward to market day just like the kids do. I like the fact that I have an important job to do here, and that I’m responsible for something that is actually helping our students and families. I’ve become more of a leader and communicator at our school because of my role at the market. And, I think our produce tastes better than what I buy at the store.”

- Haydee Jimenez, Market Manager and Parent at Manzanita Community School
School-wide and District-wide Support and Reputation

"In order to realize our goal of a Full-Service Community School District where all children thrive and receive the support needed to reach their potential, it is not enough to simply provide high-quality instruction. We must first establish the conditions required for high levels of learning to occur. This means we must be creative in addressing the deficits which exist in many parts of our city such as access to proper food and nutrition. Helping children lead better lives is a moral responsibility, but it's also a pragmatic step if we want to build a stronger society. Hosting a network of 25 produce markets throughout Oakland gives thousands of youth exposure to fresh fruits and vegetables and valuable knowledge about how to live healthy lives. I am thrilled with the development of this program and look forward to its continued growth."

- Tony Smith, Superintendent
Oakland Unified School District
Why would a school district take this on?

- Full Service Community Schools
- Food Justice
- Healthy kids and academic success.
Questions???

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