



CCPS

Collier County
Public Schools

Blue Zones Project Pilot

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School Board Work Session
October 20, 2015

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Evidence indicates that physical activity and improved nutrition in schools can:

- Increase focus and attention
- Decrease discipline problems
- Improve attendance
- Boost academic achievement
- Improve the health of students



Reference: <http://thrivingschools.kaiserpermanente.org/make-the-case/>

1995-96 School Health Advisory Committee (SHAC)

- State requirement for The Florida Department of Health and the Department of Education to promote the Coordinated School Health (CSH) approach in all Florida schools

2006-07 Wellness Policy

- Federal requirement for every school district in the country

2009-10 Pathways Program for Employees

- Tiered benefit structure to support importance of preventative screening measures

2012-2013 District Wellness Committee

- District committee to facilitate Wellness Policy status reporting plus support and promote wellness initiatives

2012-13 B-Fit

- Created as an online resource to support student and staff health including suggestions for healthy celebrations, healthy fundraising and healthy rewards
- Be healthy / Be active / Be well

2012-14 Healthier US School Challenge

- Gold Award: Golden Gate Elementary, Golden Terrace Elementary, Mike Davis Elementary, Manatee Middle, Pinecrest Elementary, Shadowlawn Elementary
- Silver Award: Highlands Elementary, Village Oaks Elementary

2014-15 Florida Healthy School District

- CCPS won the Silver Award!
- Demonstrates a high level commitment to meeting the health needs of students and staff



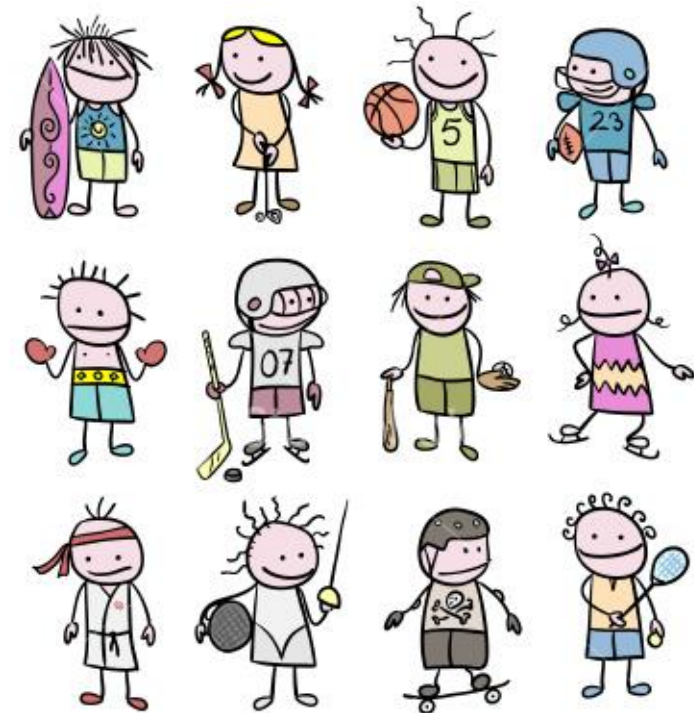
2015-16

- Healthy School Teams, Wellness Champions, District 5K Event, Blue Zones Project School Pilot Program



The School Board has supported and implemented staff and student wellness initiatives for years and has adopted the following School Board Policies to demonstrate the importance of these efforts:

- 2410 Health Services
- 2280 Physical Education
- 3215, 5512 Tobacco Free Environment
- 5830 Student Fundraising
- 8500 Nutrition Services
- 8510 Wellness



School Board Policy 8510 Wellness

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Initially approved and updated since 2006

“The School Board is committed to providing a learning environment to support and promote wellness, nutrition, and an active lifestyle. The Board recognizes the positive relationship between nutrition, physical activity, and the capacity of students to develop and learn.”



“The Board believes that school and District staff members should encourage health and wellness. This policy provides a comprehensive approach to staff and student wellness that is sensitive to individual and community needs.”

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Family, School, and Community Partnerships

“Goal: Strengthen partnerships to improve both the planning and implementation of health promotion projects that encourage a healthy lifestyle.

Long term effective partnerships between families, schools, and local community partners benefit both schools and the local community.

- A. School Advisory Councils (SACs) will have the opportunity to be included as participants in all individual school and District wellness initiatives.**
- B. Community partnerships shall be developed and maintained as resources to be used for individual school and District wellness programs, initiatives, projects, activities, and events.**
- C. Individual schools and the District shall actively support the engagement of students, families, and staff members in community organizations and activities and events that encourage or promote health and wellness.”**

- **Florida Administrative Code (FAC) 5P-1.003 requires a team at every school for the purpose of compliance reporting on fundraisers**
- **HST will also serve to provide feedback and guidance on any new wellness initiatives in the building, including Blue Zones at the four (4) pilot schools**
 - Members of the HST are volunteers and are asked to serve on the HST for at least one year
 - Proportionate representation is recommended where feasible
 - Parents, community members, students, staff and administration
 - Advisory in nature
 - School based Wellness Champion is team facilitator
- **HST will be considered the health and wellness council referenced in the Blue Zones Project School Pledge**

The Blue Zones Project came to Southwest Florida at the invitation of NCH Healthcare System (NCH) and other community leaders.

NCH is fully funding the Blue Zones Project, which includes the provision of a Blue Zone Project Schools Coordinator dedicated to supporting participating schools through the implementation and validation process.

Four schools have been selected to pilot the program. These schools were selected because they fell within the first Naples zip code phase of the project. The schools are:

- Lake Park Elementary (LPE)
- Sea Gate Elementary (SGE)
- Gulfview Middle (GVM)
- Naples High (NHS)

Blue Zones Project Blueprint for Southwest Florida

- Letter of Understanding between District and Blue Zones Project
 - District participation in Blue Zones Project is non-binding and voluntary in nature
- Provides an overview of the eight (8) community-wide areas of focus for the Naples area
 1. Built Environment
 2. Tobacco
 3. Food Environment
 4. **Schools**
 5. Restaurants
 6. Grocery Stores
 7. Worksites
 8. Engagement
- Schools is just one part of this larger community-wide initiative

Blue Zones Project School Pledge

- The term “policy” in the school pledge document is defined as a school-based procedure or practice; it is not a reference to school board policy
- Letter of Understanding clearly states District participation is non-binding and voluntary
- Provides the list of pledge actions that schools may choose to pursue in an effort to become Blue Zones Project Approved
- Also provides the validation requirements for each of the pledge actions
- Blue Zones Project team is available to assist schools with pledge actions
- Primary resource is the **Blue Zones Project Schools Coordinator**
 - Employed by the Blue Zones Project
 - Individual to work directly with schools and provide support with pledge actions, validation process, and securing grant funding as needed

Estimated School Pledge Actions Achieved

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Estimate of Blue Zones Project Pilot Schools' Pledge Action Points Achieved				
Pledge Policy Actions	LPE	SGE	GVM	NHS
1. Establish a health-and-wellness council that meets regularly at the school.	3	3	3	3
2. Enforce a policy that bans all tobacco products on school property.	3	3	3	3
3. Discontinue using unhealthy foods for fundraisers.	3	3	3	3
4. Ensure foods and beverages served outside of school hours meet the USDA Smart Snack nutrition standards, including after-school fundraisers, concession stands at sporting events, etc.	3	3	3	3
5. Prohibit the sale and consumption of soda and other sugar-sweetened beverages on campus, including those brought from home. (DISTRICT IS NOT PURSUING)	3 N/A	3 N/A	3 N/A	3 N/A

KEY: **BLUE HIGHLIGHT** = Estimated pledge action points already achieved per principal review

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Estimated School Pledge Actions Achieved

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Pledge Policy Actions	LPE	SGE	GVM	NHS
6. Enhance your lunchroom environment to encourage students to choose healthier foods, such as food placement, posters, and suggestions by cafeteria personnel.	3	3	3	3
7. Discontinue using food as rewards.	3	3	3	3
8. Prohibit unhealthy food and beverage (sodas, sweets, etc.) advertisements and sponsorship on school property	3	3	3	3
9. Update cafeteria equipment to support provision of healthier foods.	3	3	3	3
10. Integrate physical activity into daily lesson plans outside of physical education class to help students stay focused and energized.	3	3	3	3

KEY: BLUE HIGHLIGHT = Estimated pledge action points already achieved per principal review

Estimated School Pledge Actions Achieved

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Pledge Policy Actions	LPE	SGE	GVM	NHS
11. Integrate nutrition education into daily lesson plans outside of health class at every grade level.	3	3	3	3
12. Require that students are physically active during the majority of time in physical-education class.	3	3	3	3
13. Incorporate "lifestyle-focused" activities into your school's physical-education curriculum.	3	3	3	3
14. Require 150 minutes per week (elementary schools) and 225 minutes per week (middle and high schools) of physical activity for all students.	3	3	3	3
15. Limit vending-machine access during the school day to foods that meet USDA Smart Snacks in School nutrition standards.	2	2	2	2

KEY: BLUE HIGHLIGHT = Estimated pledge action points already achieved per principal review

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Estimated School Pledge Actions Achieved

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Pledge Policy Actions	LPE	SGE	GVM	NHS
16. Require students to pay for unhealthy foods in the cafeteria with cash.	2	2	2	2
17. Prohibit consumption of foods and beverages, other than water, in classrooms and hallways.	2	2	2	2
18. Do not use or withhold physical activity as punishment.	2	2	2	2
19. Celebrate birthdays and other events involving food no more than once a month.	2	2	2	2
20. Require twenty minutes of recess daily for students (elementary only).	3	3	N/A	N/A
21. Offer recess before lunch (elementary school only).	3	3	N/A	N/A

KEY: **BLUE HIGHLIGHT** = Estimated pledge action points already achieved per principal review

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Estimated School Pledge Actions Achieved

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Pledge Program Actions	LPE	SGE	GVM	NHS
1. Implement a program to teach mindfulness skills to students (example: MindUP or Mindful Schools, Momentus Institute).	3	3	3	3
2. Implement a Walking School Bus and/or bus-to-walk program.	3	3	3	3
3. Create and implement a Farm-to-School Program.	3	3	3	3
4. Plant and maintain a school garden.	3	3	3	3
5. Install a salad or fruit-and-vegetable bar in the cafeteria.	3	3	3	3
6. Establish an in-class breakfast program.	3	3	3	3
7. Establish a healthy snack or cooking cart program.	3	3	3	3

KEY: BLUE HIGHLIGHT = Estimated pledge action points already achieved per principal review

Estimated School Pledge Actions Achieved

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Pledge Program Actions	LPE	SGE	GVM	NHS
8. Offer a purpose workshop for juniors or seniors in high school (high school only).	N/A	N/A	2	2
9. Establish a program to help students to interact with and research older adults (Such as the Legacy Project, found at http://www.bluezones.com/live-longer/education/legacy-project/). This pledge item is applicable for students in 4th through 8th grade only and schools may use it for one, some, or all of these grades as is relevant for each school.	2	2	2	N/A

KEY: **BLUE HIGHLIGHT** = Estimated pledge action points already achieved per principal review

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Estimated School Pledge Actions Achieved

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Pledge Program Actions	LPE	SGE	GVM	NHS
10. Use Blue Zones Challenge curriculum found at http://www.bluezones.com/challenge . Aggregate and report classroom outcomes to the Blue Zones Project team. This pledge item is applicable for students in 4th through 8th grade only and schools may apply it to one, some, or all of these grades as is relevant for each school.	2	2	2	N/A
11. Create a Blue Zones Project Youth Leadership group for middle school and high school students to identify and implement creative ways to improve student well-being.	N/A	N/A	3	3

KEY: **BLUE HIGHLIGHT** = Estimated pledge action points already achieved per principal review

Estimated School Pledge Actions Achieved

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Pledge Program Actions	LPE	SGE	GVM	NHS
12. Train staff including food service cooks on whole foods vs. processed foods and healthy meal preparation.	3	3	3	3
13. Host a family well-being event.	2	2	2	2
14. Establish a volunteer program that partners with local organizations that focuses on supporting children to move naturally.	4	4	4	4
15. Bonus points: Create and implement a scratch cooking program.	4	4	4	4
16. New pledge action	2	2	2	2
17. New pledge action	2	2	2	2
18. New pledge action	2	2	2	2

KEY: BLUE HIGHLIGHT = Estimated pledge action points already achieved per principal review

Estimated School Pledge Action Points Achieved **DRAFT**

PLEDGE ACTION POINTS	Lake Park Elementary (LPE)	Sea Gate Elementary (SGE)	Gulfview Middle (GVM)	Naples High (NHS)
Total Points Required to be Blue Zones Project Approved	63 of 95	63 of 95	61 of 92	58 of 88
Total Estimated Points to Date	45	46	42	39
Percentage of Estimated Points	71%	73%	69%	67%

- **Communication plan was developed after the September 8th Board Meeting**

STAFF

- **9/23 – Staff at pilot schools watched an introductory video on early release day**

STUDENTS

- **10/16 – Students watched an introductory video during morning news**
 - One video for elementary and one for secondary students

PARENTS

- **Parents watched same video as staff during parent meetings**

Blue Zones Pilot Schools' Communication

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PARENT COMMUNICATION METHOD	Lake Park Elementary	Sea Gate Elementary	Gulfview Middle	Naples High
Parent Letter (all parent meeting dates included)	9/23	9/24	9/24	9/24
Parent Teacher Organization/Association (PTO/A) Meeting	10/13	10/8	10/14	N/A
School Advisory Council (SAC) Meeting	10/13	10/13	10/14	10/26
General Informational Parent Meeting	During above meetings	During above meetings	During above meetings	10/12

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- Principals will hold follow-up meetings with students, parents, and staff to solicit input on action items
- Once feedback is compiled, principals will meet with the Healthy School Team to review recommendations and create and implement a plan to pursue completion of selected Blue Zones Project School Pledge actions
- Principal will share the plan showing the Blue Zones Project School Pledge actions that will be pursued with all stakeholders
- Principals will continue to communicate throughout the year with Healthy School Team regarding progress and will keep parents, students, and staff updated

How will the District determine if it should proceed with the Blue Zones Project and/or expand to other schools?

- **Program will be reviewed in May 2016 to allow for decision to be made prior to end of the 2015-16 school year given potential implication for 2016-17 school year**
 - Review of School Pledge action points achieved
 - Review of feedback from principals, parents, students, and staff regarding the quality of the project and whether it was beneficial to the school
 - Review of Blue Zones Project outcome measure data available
 - Finalize decision on whether to proceed

INCREASE IN ACTIVE STUDENT TRANSPORTATION (WALK, BIKE) VIA TRAVEL TALLY (SAFE ROUTES TO SCHOOL)

Safe Routes to School Program has been offered to schools for over three years in CCPS

- **Participating schools include:**
 - Everglades City, Mike Davis Elementary, Shadowlawn Elementary, Corkscrew Elementary, Highlands Elementary, Lake Trafford Elementary, Oakridge Middle, Gulfview Middle, Golden Gate Middle
- **Program Provided in partnership with Jodi Walborn, Community Educator, All Children's Hospital, Department of Community Education & Advocacy**

INCREASE IN ACTIVE STUDENT TRANSPORTATION (WALK, BIKE) VIA TRAVEL TALLY (SAFE ROUTES TO SCHOOL)

Blue Zones Project Blueprint Strategy is to expand and implement Safe Routes to School program and increase walkability at 25 percent of participating elementary schools.

Sea Gate Elementary:

- **Walkability Study September 21st**
- **International Walk to School Day October 7th**
- **Baseline data captured last week of October**
- **After School Program/Bike Rodeos**

INCREASE IN CONSUMPTION OF HEALTHY FOOD AND BEVERAGES

- **Focus on opportunities to increase access to breakfast and increase water consumption. Ideas suggested by Principals are:**
 - Water filling stations
 - Satellite breakfast areas
 - Expand Grab and Go breakfast concept
- **Breakfast participation rates are monitored by Nutrition Services Department**



IMPROVEMENT IN COUNTY PUBLIC HEALTH DATA (FLORIDA DEPARTMENT OF HEALTH – COLLIER COUNTY)

- **Body Mass Index (BMI) is currently captured by the Health Department**
 - Collier County Health Department conducts annual mandated (FL Statute) height and weight measurements and BMI calculations in grades 1, 3 and 6
 - 2015-16 school year data will serve as baseline (collected annually during the months of September and October)
 - Will review annually to identify improvements

IMPROVED STUDENT PERFORMANCE

School Board Policy 8510 Wellness

“The School Board is committed to providing a learning environment to support and promote wellness, nutrition, and an active lifestyle. The Board recognizes the positive relationship between nutrition, physical activity, and the capacity of students to develop and learn.”

- Understand that many factors affect student performance
- Current state accountability scores will be used to measure performance
 - No additional assessments will be administered to students for this measure
- 2015/16 Florida Standards Assessment data will be used as baseline data

- **Program will be reviewed in May 2016 to allow for decision to be made prior to end of the 2015-16 school year given potential implication for 2016-17 school year**
 - Review of School Pledge action points achieved with updates on the progress of validating the schools from the Blue Zones Project Schools Coordinator (quantitative)
 - Review with principals the feedback from parents (SAC and/or PTA/PTO), students, and staff on a monthly basis through iCast discussions (qualitative)
 - Review of Blue Zones Project outcome measure data available
 - Finalize a decision on whether to proceed

- **Wellness initiatives have been a priority in the district for many years as evidenced by School Board Policies already in place**
- **Wellness initiatives around nutrition and physical activity support student achievement**
- **Continue to work with all stakeholders, including the community, on enhanced wellness initiatives**



- **What is the definition of policy as used in the Blue Zones Project?**
 - Policy is defined as a school-based procedure or practice, not a board policy
- **What is a health and wellness council as used in the Blue Zones Project?**
 - Group of stakeholders that meets regularly to discuss wellness initiatives in the school
 - Existing Healthy School Team (HST) will serve as the health and wellness council
- **If the District does not participate in the Blue Zones Project, will Southwest Florida be eligible to receive the Blue Zones designation?**
 - No

- **What are the costs of the pilot program?**
 - Based on review of pledge actions, there appear to be no anticipated direct costs to the operating budget
 - Many current wellness programs are grant-funded through Nutrition Services or through funding provided by PTO/PTA or SAC
 - District 5K serves as fundraiser to provide funds back to schools for wellness initiatives
 - Blue Zones Project Schools Coordinator will assist in securing grant funding
 - NCH Healthcare is funding the Blue Zones Project for SWFL
- **When will the pilot schools be reviewed?**
 - Ongoing through May 2016



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