



**2020 HEAL Narrative for
Blue Cross Blue Shield Be Healthy School Grants**
*Please cut and paste these responses into the
appropriate fields on the grant application*

SECTION 7 of Grant Application

EXERCISE

What is your program goal?*

Our mission is to measurably improve children’s health and consequently improve the culture of health for entire communities. We accomplish this through implementing the HEAL, Healthy Eating Active Living[®] curriculum-based fitness, nutrition, and disease prevention education program for elementary school-age children with extended program support for family and community engagement. Our ultimate goal is to reverse the rising childhood health epidemic of chronic diseases such as obesity, diabetes, hypertension and early signs of heart disease. By introducing healthy habits at this young age and reinforcing them through parent and community involvement, we are empowering students to take control of their own fitness and nutrition—now and in the future.

Describe your program and its implementation.*

HEAL, Healthy Eating Active Living[®] is delivered during the physical education (PE) class time, thus ensuring that children receive quality education and practice on a regular basis for a set duration of time, thereby establishing healthy behaviors intended to last a lifetime. HEAL works collaboratively with our PE teachers and school administrators to provide teacher training and support, student performance assessments, curriculum and supplies, family education, and a motivational component called “HEAL HERO.” The HEAL Hero motivational component recognizes and incentivizes students for extraordinary efforts in embracing healthy lifestyle habits as well as helping family friends and classmates to live the HEAL way too.

HEAL increases knowledge and practice of healthy lifestyle behaviors by emphasizing physical fitness, nutrition as related to disease prevention, and adequate sleep. HEAL reinforces social and emotional wellbeing by emphasizing self-esteem and respect for the health of others. HEAL encourages students’ family engagement by providing enjoyable meal planning and exercise tips that promote good health while saving time and money. Research shows quality family time eating healthy meals at the dinner table, strongly contributes to mental, emotional, and physical health.

HEAL also provides program materials to engage staff and faculty members of the school outside of the PE program. In this way, HEAL provides health education and support to the entire school faculty, staff, student body and student family population.

HEAL is also fun! Students are given the opportunity to exercise with science-based heart rate technology, which is worn on the wrist. Rather than being held to a single pre-established standard, based on weight or BMI, students get to exercise with a personal heart rate monitor in the “healthy heart rate zone” (the aerobic heart rate zone and the most beneficial intensity for disease prevention and health management). In this way, we remove the intimidation and discouragement students feel by being compared or measured against peers who may be at higher or lower fitness levels. The heart rate approach allows students to exercise safely and independently, while effectively improving their health. Students at the lowest fitness levels can see marked week-to-week improvement with the heart rate instruments used in the HEAL program. This approach ensures success for students at ALL fitness levels, while reducing anxiety for those most at risk for poor health and fitness. All students, including students with special needs and disabilities, respond very positively to these types of measurements and see HEAL activities as a fun challenge, rather than a chore.

How will you measure results?*

HEAL staff work with our PE teachers to administer the Alabama Physical Fitness Assessment PACER test, knowledge tests, and behavior surveys. PACER measures cardiovascular/aerobic performance by gauging the number of paced laps a student can complete during a measured time. Knowledge tests determine the amount of knowledge attained as a result of our program. Physical fitness and nutrition behavior surveys are distributed to determine self-reported behaviors such as the amount of fruits and vegetables consumed each day, frequency of breakfast consumption and minutes of physical activity each day. As a result of the HEAL curriculum, students are expected to:

- Demonstrate increased nutritional and physical activity knowledge.
- Demonstrate improved physical and cardiovascular fitness.
- Demonstrate a more positive attitude regarding healthy eating and exercise.
- Report more positive behavior regarding healthy nutritional intake and physical activity.

Outside evaluators annually evaluate data generated from students enrolled in the HEAL program. Reports consistently show that the HEAL program is associated with improvements in cardiovascular fitness scores and student knowledge. Our latest report stated that. “[HEAL’s data outcomes] suggest that HEAL is significantly impacting school children in a positive way. Improvements in cardiovascular fitness in children are linked to improved cognitive function and decreased risk for disease.”

Budget*

HEAL will be reimbursed \$8,000 for providing teacher training, curriculum, supplies and services to our school. The \$8,000.00 reimbursement covers:

- Two comprehensive teacher-training workshops and personal support throughout the year. HEAL training is endorsed by the Alabama State Department of Education and qualifies as professional development.
- Personal Heart rate monitors for students and faculty to utilize
- Monthly multi-color calendars for each student to share with the family

- HEAL Hero goal setting and motivational supplies
- HEAL game system: Includes games that teach nutrition while students are active. Each game set includes multiple game boards and cards with images of food, drinks and snacks.
- High impact posters and banners displaying healthy messaging around the school campus.
- Workbooks for each student containing information and activities.
- Program assessment materials supplies and data collection support
- Program resources such as HEAL at Home
- Grant writing/ reporting assistance

\$2,000 will apply to the following equipment or supplies that compliment the HEAL Program:

Individual schools can fill this out

NUTRITION

What is your program goal?*

Please see above under Exercise.

Describe your program and its implementation.*

Elementary students fulfill pretest assessments and begin the H component of HEAL. H: covers the basics of what it means to be Healthy. This is followed by a couple weeks in E: Healthy Eating, students learn food groups, how to discern the difference between healthy and unhealthy foods and why. We then deliver A: which stands for Active and covers cardiovascular fitness as related to disease prevention and finally L: Living -- How to make HEAL an enjoyable lifestyle that lasts a lifetime. These subjects span across the 9 month academic year. Teachers receive additional training in November at the statewide fall conference. The HEAL Hero motivational component kicks into overdrive in the spring. Post assessment tests are given and the HEAL Heroes are crowned at the end of the school year in May.

Approximately 40% of the HEAL curriculum is devoted to nutrition education, including what eating healthy means, why it is important, and how to make good, practical choices. Teachers receive a comprehensive curriculum that includes a teacher's manual which provides health-related content to be taught to students in the form of brief messages called "class clues." Students receive workbooks containing multiple handouts (65% nutrition) and "home plays" (45% nutrition) with friendly take-home messages and activities designed to engage family support and to reinforce the health related "class clues" (lessons). High-Impact laminated posters (45% nutrition) contain colorful messages featuring age-appropriate health related content designed for display in the gymnasium, cafeteria or other high traffic areas in the school. Multi-colored, monthly calendars featuring nutrition tips and healthy recipes are provided each month for students to take home.

The middle school curriculum promotes and rewards the social support of classmates and their classroom performance. HEAL promotes the practice of behaviors such as diet and exercise, which improve self-esteem and support mental emotional balance, reduces stress, and support academic performance. Students learn about 1) Chronic diseases and contributing factors as well as methods for prevention, 2) The science behind heart rate conditioning and the most effective exercises for the prevention of diseases and maintenance of health, 3) The meaning of nutrient density and relationship of food groups and body benefits, 4) Inclusion of all students offering modifications for students with disabilities, 5) Reinforcement for anti-bully environments 6) Reading labels, planning and prepping meals and 7) Balancing nutrition and exercise into daily life.

How will you measure results?*

Please see above under Exercise.

Budget*

Please see above under Exercise.

PARENTAL INVOLVEMENT

What is your program goal?*

Please see above under Exercise.

Describe your program and its implementation.*

The HEAL curriculum includes components to support and engage the family and Community by teaching Healthy Eating Active Living concepts at home. Because we know students who have support at home achieve maximum health benefits, "HEAL at HOME" is designed to promote healthy lifestyle behaviors outside of school and encourage support from family members. HEAL materials and resources educate, motivate and engage families so they can enjoy healthy living together. Monthly color calendars with family friendly physical activities, meal planning tips, and seasonal healthy recipes: Recipes are designed to save time and money so single or struggling parents can succeed. The HEAL Meal Minute and HEAL Fitness Minute featured on Alabama Public Television and on the HEAL website provide students and families creative and affordable ways to eat and be active together.

How will you measure results?* Please see above under Exercise.

Budget* Please see above under Exercise.

Total Dollars requested:

\$10,000

OTHER NOTES:

Since its formal launch in 2006, HEAL Alabama has been the only program in the country that provides comprehensive, daily program curriculum, resources and on-going service/support. The Alabama State Department of Education has endorsed our curriculum and credits HEAL for empowering schools to satisfy seven out of ten components of the CDC's Whole School, Whole Community, Whole Child (WSCC) model, which combines and builds on elements of the traditional coordinated school health approach and the whole child framework. In addition to "Health Education," "Physical Education & Physical Activity," "Nutrition Environment & Services," "Family Engagement, and Community Involvement" (all detailed above), HEAL also satisfies the components for "Social & Emotional Climate," and "Employee Wellness."

Employee Wellness is supported in several ways. All faculty and staff have an opportunity to earn professional development hours, endorsed by the Alabama State Department of Education, as they learn how to exercise and eat for disease prevention and take on the HEAL lifestyle commitment. Personal heart rate zones are calculated and personal heart rate monitors can be made available for

check out. Faculty and staff are encouraged to get sustained minutes of physical activity in their target heart zones at times that are convenient to them. HEAL branded commitment wristbands are offered to faculty and staff who want to declare their commitment to a HEAL lifestyle. Ongoing support and resources, such as monthly calendars including healthy recipes and physical activities, are provided to further support enjoyable healthy lifestyle behaviors

HEAL is currently providing program services to 170 Alabama schools (K-12), impacting approximately 34,000 students and 300 professional educators. The HEAL footprint represents 55 school systems across 33 Alabama counties. Additionally, HEAL education materials and services extend to support school faculty and staff, as well as students' families, impacting the health behaviors of over 90,000 household members across Alabama. Many schools remain on a waiting list for HEAL, pending funding. Every grant award allows HEAL to include more schools and reverse the trend of poor health among Alabama's children. Thank you for helping our school HEAL Alabama.