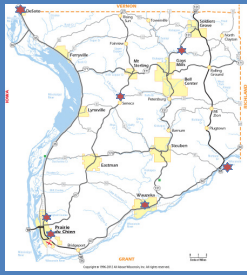





Crawford County, Wisconsin
Kathleen Hein, Healthy Roots Coalition



Crawford County



- Population: ~ 16,300 (only 29 people/sq. mi.)
- 12.3% of household incomes are below the poverty level
- All public elementary schools have over 60% free and reduced lunch eligibility rate
- All schools within the county have strong farm-to-school programs

 Schools



- A broad cross section of community members working to create a culture of wellness in Crawford County.
- Focused on community level changes to help make the "healthy choice, the easy choice"
- tinyurl.com/healthyroots

Active School Mini Grants



Seven school districts were offered \$500, support and resources if they establish a team and action plan to help make their school more active

Why school mini grants?

- Could reach almost all children in the county through the schools
- Know that even short amounts of physical activity throughout the day improve school performance
- Felt it was important to establish teams at each school so they were empowered from within
- Wanted to create a structure in which schools could share ideas and learn from each other




How?

- Each school team was assigned a volunteer "connector" from Healthy Roots
- Connector met with the team and gave a short presentation on the importance of physical activity and potential strategies for increasing physical activity throughout the school day
- Teams designed their action plans and submitted list of item to be purchased
- Healthy Roots connector worked with school to roll out purchases and did a follow-up evaluation




- Indoor recess kits
- Outdoor recess equipment (balls, Frisbees, jump ropes, etc.)
- Small playground basketball hoops for little kids
- Brain breaks resources (GoNoodle, JAM- "Just a Minute" School Program, etc.)
- Active hallway dots and signage



Examples

Connections – Working together & Sharing



- Within the schools
 - Classrooms not initially involved began using brain breaks
 - Schools made change such as closing the library during recess so students had to go outside to play
 - School culture is changing
- Between the schools
 - Each school will receive a report describing the projects at all the schools
 - Have plans to connect the schools through regular phone conferences (requested by teams)

Recess Before Lunch



- CONNECTIONS
 - Our food service directors meet monthly for coffee
 - A parent at one of the schools asked the principal to consider lunch after recess after attending a Healthy Roots sponsored Healthy Snacks for Healthy Kids family night
- One of the 5 schools has had success before lunch
- Two more schools tried it this year – had difficulty at first with scheduling but overall a success (kids ate more and there were less behavior issues)
- Two other schools are considering it for next year



Healthy Roots
CRAWFORD COUNTY

Keys to success:

- Working together and connecting groups doing similar things
- Empowering leaders in individual communities and schools

tinyurl.com/healthyroots
