



[Insert school name] is Designated a Successful School

For Release: Immediate

[Insert Date]

Contact: [Insert Contact Name and Phone Number]

[Insert school principal/school board official/SHAC member] announced [insert date] that [insert school name] has been awarded a Successful Students School for in regards to local school wellness policies. This designation is part of a new program, Successful Students Eat Smart and Move More, a partnership effort between the NC Division of Public Health, the NC Department of Public Instruction, and Action for Health Kids. The Successful Students School designation is given to schools that are making strides in implementing their Local Wellness Policy.

Federal law requires that every school district have a Local Wellness Policy addressing nutrition education, foods available at school, physical activity, and other wellness activities during the school day. The regulations in these Policies are important considering children spend much of their waking hours in school.

Almost one third of North Carolina children are now considered overweight or obese and few meet the recommended amount of physical activity or fruit and vegetable consumption. This can lead to negative health consequences as well as lower self-esteem, negative body image, and social ostracism. However, regular physical activity and good nutrition can have a very positive affect.

“Children who eat smart and move more have improved behavior, increased attention, and better test scores,” said [insert name of principal]. “An important link exists between health and academic achievement; it benefits everyone.”

To address eating and physical activity in the schools, [insert school system]’s policy stipulates that [insert example from wellness policy of what is addressed - concessions, school celebrations, classroom rewards, etc.].

“Students are really receptive to these changes, and parents have been great,” [insert school official]. “What helps the most is everyone in the school community working together.”

“We hope that all schools in our district become Successful Students Schools,” [Principal] says. “It is important that schools are places where children are treated as whole people and we nurture their bodies as well as their minds.”

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