



*Successful Students Eat Smart and Move More*

A social marketing intervention intended to create a buzz around school wellness policies, so that policies are implemented, monitored, evaluated, discussed regularly and modified as needed to meet the changing needs of schools, staff and students. This intervention is being modeled after California Project LEAN's Successful Students project.

The desired outcomes of the intervention are:

**School Board Members:**

- Increase frequency of discussions of nutrition and physical activity related school wellness policy issues during school board meetings.
- Schools implement school wellness policies that support healthy eating, healthy beverage choices, and physical activity successfully.
- Schools monitor and evaluate their school wellness policies to ensure that the goals of the policy are met, and modify the policies as needed if they are found to be ineffective.

**PTA members and SHAC chairs:**

- Raise awareness throughout the school and larger community
- Voice issues to school board and principals
- Support and welcome the policy and its purpose throughout its implementation

The intervention has a multi-agency, multi-disciplinary Advisory Committee, which meets quarterly to guide the intervention's planning, implementation and evaluation. Two Work Groups are creating the intervention's tools and resources, designed to promote the concept that healthy kids are academically successful in each of the target audiences.

Members of the Advisory Committee and Work Groups conducted initial focus groups and interviews with selected members of the audience to identify needs for school wellness policy implementation.

The Policy Implementation Team is working on an advocacy toolkit, a media relations toolkit and other tools for schools to use to successfully implement wellness policy.

The Website Team is developing a web assessment tool for schools to use to track their progress in implementing wellness policies. There will be a school designation program for schools that enter their data using the web tool, with a banner and other promotional materials for the school to promote their positive environmental changes to their communities.

Successful Student Advisory and Work Groups are composed of members of the following organizations:

UNC-CH

- School of Public Health
- Center for Health Promotion, Disease Prevention

NC Division of Public Health

- Nutrition Services Branch
- Physical Activity and Nutrition Branch
- School Health Unit, Women's and Children's Health Branch
- Social Marketing Matrix Team (Division-wide)

NC Department of Public Instruction

- Healthy Schools
- Child Nutrition
- Healthful Living

ECU Brody School of Medicine

Blue Cross, Blue Shield Foundation

Rex Hospital

NC Health and Wellness Trust Fund Commission

NC Alliance for Athletics, Health, Physical Education, Recreation and Dance

NC School Boards Association

Durham County School Board

NC PTA

Wake County Public Schools

- Child Nutrition Services

NC Action for Healthy Kids