



Link to recording:

<https://myhealthplan.webex.com/myhealthplan/ldr.php?RCID=82065509ec17120bbc07ffa8cd570f56>

AGENDA

- Welcome and Introduction
- Recap of Walk Bike to School Day Events
- News Maker Poll Results – Good News about School Wellness
Katy Schultz, BCBSMN Communication Consultant
- Strategies to Maintain SRTS Momentum during Winter
Discussion Lead by Dave Cowen, SRTS Coordinator
- Announcements
- Open Space

GOODHUE COUNTY



Confidential and proprietary.

3

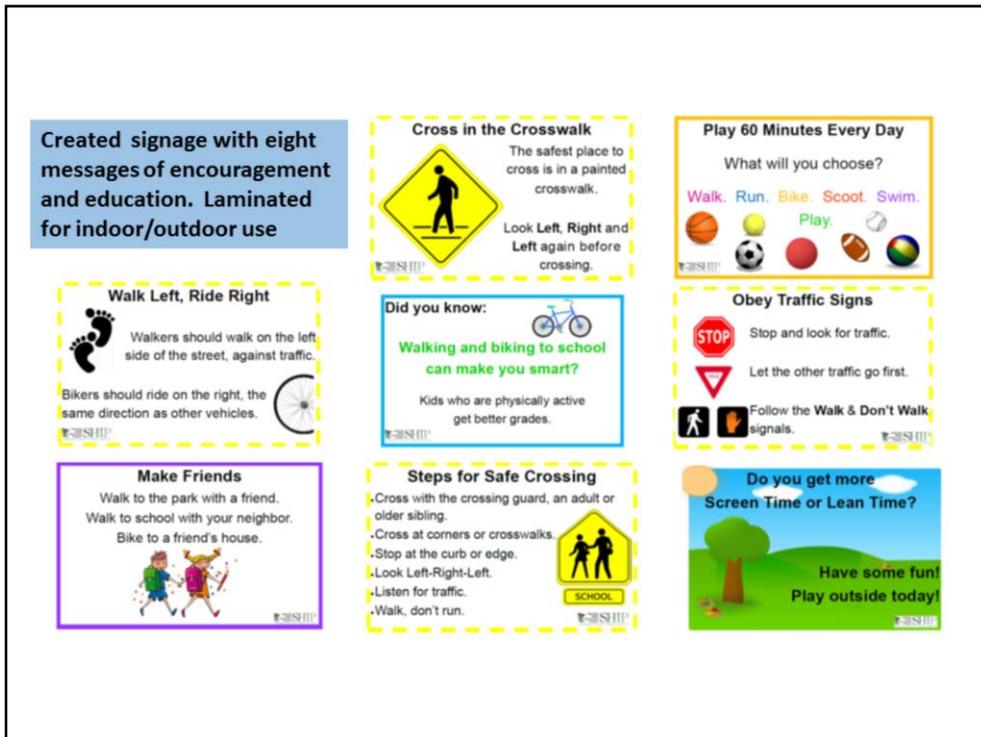
From Jessica Siede: Students who attend school in Zumbrota-Mazeppa and Goodhue participated in National Walk/Bike to School Day! Live Well Goodhue County is currently working with the schools and cities on safer walking conditions and routes to make it easier for everyone to have a safe pedestrian experience.

Thank you for making Walk to School Day 2016 a success! Together we are creating a safe, walkable community for healthy, active kids!



From RochesterOlmsted Co.

Our thank you note which contains a conglomerate of photos from WTSD. Our WTSD highlights included lots of media coverage from several TV stations and newspapers, celebrities included elected officials, mascots from local Baseball, football and hockey teams, Fire Dept, police presence and Miss Minnesota.



From RochesterOlmsted Co.

The eight poster messages we provided to the schools.



Howe Hiawatha Elementary School, Minneapolis (Thanks Dave!)



Howe Hiawatha Elementary School, Minneapolis (Thanks Dave!)

BROOKLYN CENTER



Michelle Auld, Community Navigator
Brooklyn Center Community Schools
[\(763\)561-2120](tel:7635612120)



Moose Lake: #1 – remote bus drop off (about 1 mile away from school – ALL buses drop off and staff walk with students in to school), #2 – Walking School Bus group, #3 – High Schooler and Elementary student walking in to school, #4 – part of the biking school bus led by the Superintendent.

CLOQUET



Confidential and proprietary.

10

Washington Elementary (Cloquet) – all of walking/biking school buses!



On October 5, 2016 as part of International Walk to School Day we cut the ribbon for the Parkers Prairie Highway 29 Complete Streets Project! Mayor Sandra Froemming and Parkers Prairie High School Student Council President Kamryn Arceneau did the honors. Dignitaries present included Senator Bill Ingebrigtsen and Representative Mary Franson. Special thanks to Principal Carey Johnson for hosting the ceremony at the High School, and to the Detroit Lakes Regional Chamber of Commerce for lending us the big scissors! Thank you MnDOT District 4, the Parkers Prairie City Council, and the wonderful people of Parkers Prairie for making this project possible! (Photos by Sheri Booms Holm of West Central Initiative.)

Our event also got into the Alexandria newspaper:

<http://www.echopress.com/news/4134210-parkers-prairie-celebrates-projects-ribbon-cutting-ceremony>



Here are photos from yesterday's International Walk to School Day remote drop off and walk in Perham....including Representative Bud Nornes and his wife Joyce passing out apples to students as they arrived at Heart of the Lakes Elementary School. And Councilwoman Harriet Mattfeld along with Mary Holzer passed out apples to Middle School Students. Mayor Meehl volunteers annually to walk with students.

Coordinated by PE Teacher Jim Kennedy with support from Paul Winterfeldt and Bauck Busing.

800 students walking, 35 volunteers from Perham-Dent Public Schools, St. Henry's and St. Paul's Schools.

Supported by Perham Health, SafeKids and PartnerSHIP 4 Health

DETROIT LAKES



13

Alternate Classroom
Roosevelt Walk Event

FAIRMONT



Confidential and proprietary.

14

From Joe: We operate 5 chaperoned routes taking kids to Fairmont Elementary and SJV Catholic. I have attached 2 pictures of some of 70 plus Tuesday walkers/bikers.

For more images and stories check out the #MNWalks on social media (Instagram, Facebook and Twitter).

AGENDA

- Welcome and Introduction
- Recap of Walk Bike to School Day Events
- News Maker Poll Results – Good News about School Wellness
Katy Schultz, BCBSMN Communication Consultant
- Strategies to Maintain SRTS Momentum during Winter
Discussion Lead by Dave Cowen, SRTS Coordinator
- Announcements
- Open Space

POLL: CONNECTION BETWEEN HEALTH AND LEARNING

Katy Schultz

Senior Communications and
Advocacy Consultant

October 27, 2016



Confidential and proprietary.

Blue Cross[®] and Blue Shield[®] of Minnesota and Blue Plus[®] are nonprofit independent licensees of the Blue Cross and Blue Shield Association.

OVERVIEW



- July/August 2016: commissioned public-opinion online poll
- Poll consisted of 503 Minnesota parents and guardians of children aged 5 to 17

KEY DATA POINTS



93% believe there is a connection between students' health and their ability to learn and succeed in school

68% have been generally supportive of past options, but only **12%** have actively asked their local school to provide healthier options

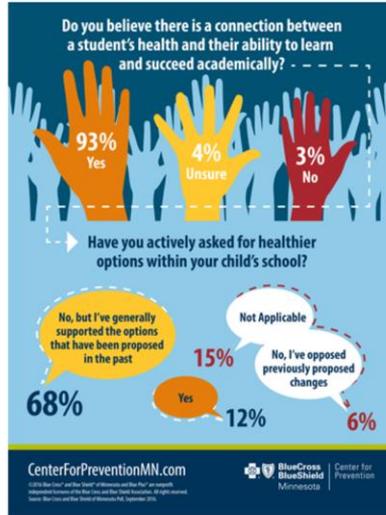
69% do not believe or don't know if all Minnesota children currently have access to healthy food and opportunities for physical activity during the school day

74% think that when it comes to students' ability to succeed in school, it is important or very important to offer additional resources to students who are facing disparities due to their race, income, where they live, or other factors

Confidential and proprietary.

18

SUPPORTING MATERIALS



Confidential and proprietary.

19

SUPPORTING MATERIALS (CONT.)



The Health / Learning Connection

MINNESOTANS AGREE THERE IS A CONNECTION BETWEEN STUDENTS' HEALTH AND ABILITY TO LEARN
 Minnesota parents and guardians are nearly unanimous (93 percent) in their belief that there is a link between students' health and their ability to succeed in school, according to a new poll commissioned by the Center for Prevention at Blue Cross and Blue Shield of Minnesota.

PARENTS ARE UNSURE IF ALL CHILDREN HAVE ACCESS TO HEALTHY FOOD AND OPPORTUNITIES FOR PHYSICAL ACTIVITY DURING SCHOOL

51% say they do not believe all Minnesota children currently have access.

18% say they don't know.

PARENTS SUPPORT HEALTHIER OPTIONS, BUT FEW HAVE ASKED

68% say they support healthy options that have not actively asked for options within their child's school.

12% say they have actively asked.

THERE IS STRONG SUPPORT FOR ADDRESSING DISPARITIES TO ADDRESS GAPS IN LEARNING

85% of urban parents say they agree with the importance of offering additional resources.

74% of suburban parents say they agree.

65% of rural parents say they agree.

HOW CAN SCHOOLS ENSURE STUDENTS EAT AND LEARN ABOUT HEALTHY FOODS?

95% say the majority of food options are not their most.

90% say they reduce school lunches.

79% say they increase the amount of healthy food available during the school day.

78% say they reduce students' access to fast-food items.

HOW CAN SCHOOLS HELP STUDENTS BE MORE ACTIVE?

92% say provide extra-curricular activities that encourage physical activity.

87% say increase time students are active during physical education classes.

83% say provide organized active games during recess or other breaks during the school day.

81% say provide opportunities to safety walk or bike to school.

WHAT ELSE IS IMPORTANT?

92% say tobacco-free grounds policies for school campuses.

92% say education for students on the dangers of tobacco, including electronic cigarettes.

Confidential and proprietary.

20

SUPPORTING MATERIALS (CONT.)



COMMUNITY COMMITMENT TO HEALTHY KIDS



Across Minnesota, there are numerous examples of schools and communities working together to ensure that all students have the opportunity to eat healthy and be physically active – this increasing their ability to succeed in school.

WILLMAR

Many people, including Willmar Middle School teachers, believe that gym class shouldn't be kids' only opportunity to move their bodies during the school day. They've implemented active classrooms, where physical activity is incorporated into the curriculum of classes like science or math. The result? One math teacher has seen more than 50% of his students increase testing scores within one school year.



MINNEAPOLIS

The philosophy that all kids should have access to healthy food led to the installation of 44 salad bars throughout Minneapolis public schools – even in schools that lacked infrastructure like kitchens and sinks. Despite challenges, the schools remained focused on increasing all children's access to healthy food and encouraging the adoption of healthy, lifelong habits.



BROOKLYN CENTER

Gym class can be a prime opportunity for physical activity, but what happens when students don't actually spend that time being active? At Brooklyn Center Secondary, they continue to improve the quality of physical education classes by providing students with fitness trackers, which help them ensure they are taking full advantage of the opportunity to be active.



MINNEAPOLIS

When Sanford Middle School saw students' breakfast participation in the universal breakfast program, staff wanted to make a change that would encourage kids to get later in this important meal. The school implemented "grab and go" breakfast carts throughout the school, and soon saw a 40% increase in students eating breakfast.



NEW ULM

When a recent study found that only 7% of New Ulm children walk to school and 4% ride their bikes, the Minneapolis Heart Institute wanted to inspire change. To encourage walking and biking – and help the community imagine safer areas around the schools – it implemented a weeklong demonstration that included shorter crosswalks, enhanced crosswalk markings and distinct arrival and departure zones.



CASS LAKE-BENA

Sometimes as students get older, time at recess is spent talking with friends rather than being physically active. To encourage activity, the Cass Lake-Bena schools established active recess options, including everyday games such as basketball and football, along with a special "game of the day" through this initiative and a student walking club. 90% of middle schoolers are active during recess.



HOPKINS

Fresh and local are healthier than prepackaged meals, but overhauling a school meal program takes dedication and resources. The Hopkins school district did just that, including recent equipment upgrades thanks to the Farm to School program, a statewide initiative that equips schools to serve more local fresh foods. The result? Healthier food, stronger agriculture and positive systems change.



BlueCross and BlueShield of Minnesota are not affiliated with any specific health care provider or health plan.

WHERE TO FIND RESOURCES



Center for
Prevention

Search Contact Us | Subscribe | Connect: Email Twitter Facebook LinkedIn RSS

Who We Are | What We Do | Our Approach | Take Action | **Newsroom** | Connect With Us

New Poll

Despite awareness of the connection between health and learning, a recent poll reveals that only 12% of Minnesota parents have asked for healthier options at their children's school.

[Learn More](#)

centerforpreventionmn.com

Confidential and proprietary.

22

PUBLIC RESPONSE

“I read the article in the Star Tribune Sunday about school meals and how many people are concerned about them but not speaking up for change. I too am concerned and I plan to try to change it...is there anyway I can get involved through your organization on this topic?”



Becky Hanson How can parents get involved in taking steps to improve school nutrition? Both at a district level and at a state level. I am very interested in getting involved.

Like · Reply ·  5 · September 21 at 9:21am

Confidential and proprietary.

23

Our goal was to create a conversation starter for those working to create healthier schools.

Network is interested in learning more about examples of parent lead initiatives and opportunities to leverage people who are retired.

QUESTIONS?

Confidential and proprietary.

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association. 24

AGENDA

- Welcome and Introduction
- Recap of Walk Bike to School Day Events
- News Maker Poll Results – Good News about School Wellness
Katy Schultz, BCBSMN Communication Consultant
- Strategies to Maintain SRTS Momentum during Winter
Discussion Lead by Dave Cowen, SRTS Coordinator
- Announcements
- Open Space



QUICK SURVEY

**DO YOU PERSONALLY WALK AND
BIKE FOR TRANSPORTATION OR
EXERCISE DURING THE WINTER
MONTHS?**



QUICK SURVEY PT. 2

**DO YOU CONTINUE TO
ADVANCE SRTS
PROGRAMMING DURING THE
COLD/DARK MONTHS?**





MENU **FC** TECHNOLOGY | LEADERSHIP | MAGAZINE | MOST INNOVATIVE COMPANIES | MOST CREATIVE PEOPLE | VIDEO | NEWS

3 MINUTE READ | HOW TO BE A SUCCESS AT EVERYTHING

The Norwegian Secret To Enjoying A Long Winter

Residents of Norway view their long dark winters as something to celebrate. How it's possible to be cheerful for the next four months.



[Photo: gustavmelin0 via Pixabay]

Four small circular icons are visible at the bottom of the article preview.

<https://www.fastcompany.com/3052970/how-to-be-a-success-at-everything/the-norwegian-secret-to-enjoying-a-long-winter>

"One of the things we do a lot of in the States is we bond by complaining about the winter," says Leibowitz. "It's hard to have a positive wintertime mindset when we make small talk by being negative about the winter."



BARRIERS

- DARK
- COLD
- SLIPPERY
- BLOCKED SIDEWALKS
- SNOW DRIFTS
- PARENT PERCEPTION OF WEATHER



Plus usual barriers



Could an info graph supporting winter activity be created? Or is there one currently available.



Implementation support

Funding

Capacity of rdcs

Evaluation

Completeness of an application (asks the most important questions)

Most planning work or largest # of students reached



SRTS National Partnership Blog on Winter Months:

<http://saferoutespartnership.org/blog/let-it-snow-ways-help-walking-winter-months>

Canadian Winter Walk Day Ideas

<http://www.saferoutestoschool.ca/winter-walk-day-ideas>

Walk Arlington Winter Walking InfoGraphic

http://www.godcgo.com/Portals/0/Content%20Images/WalkWinterGuide_web.pdf

Making the Cold Cool - National Center Webinar

<http://www.saferoutesinfo.org/training/srts-webinars/making-cold-cool-keeping-your-srts-program-going-during-winter>

ANNOUNCEMENTS

- 2016 Survey will be sent November 1 and remain open until Wednesday November 23 (Day before Thanksgiving)
- 2017 National Walk Summit, St Paul, MN September 13 – 15, 2017

Next Call: **November 17; 10:00 – 11:00AM**

Results of the SRTS Plan Scan

2016 MEETINGS

2016 Meeting Dates:

~~January 21~~

~~February 18~~

~~March 17~~ **Changed to March 24**

~~April 21~~

~~May 19~~

~~June 16~~

~~July 21~~

~~August 18 (Wed Aug 17, 11:30 – 12:30)~~

~~September 15~~ **rescheduled to 22**

~~October 27 (Confirm MEA)~~

~~November 17~~

~~December 15~~

Call Time: 10:00 – 11:00AM



THANK YOU.

Confidential and proprietary.

Blue Cross[®] and Blue Shield[®] of Minnesota and Blue Plus[®] are nonprofit independent licensees of the Blue Cross and Blue Shield Association.