



Promoting healthy eating and increased physical activity **Movin' and Munchin' Schools**

A program of the Wisconsin Department of Public Instruction

Featuring Wisconsin Olympians Suzy Favor Hamilton and Casey FitzRandolph

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It's time to get movin'

The Movin' and Munchin' Schools program is starting its ninth year, coming off a record-setting performance of 174 enrolled schools last year. Congratulations to all of those participating schools and award winners.

With the continuing problem of childhood obesity—and growing evidence of the health problems that follow it—Movin' and Munchin' Schools is a great tool to help address obesity problems. It's also a great tool to get school staff involved in wellness activities and bring students and staff closer together.



Playing the Movin' and Munchin' relay game at an event in Amery.

If you are not sure what Movin' and Munchin' Schools is all about, it's a program that takes an innovative approach to the problem of poor nutrition choices and lack of physical activity among school children. The program encourages schools to develop creative strategies to promote healthy eating and increased physical activity among students and their families. Individuals earn "Movin' and Munchin' Miles" for various physical activities and wise nutrition choices.

All schools that participate will be considered for awards of up to \$500 to use for improving their nutrition and physical education programs.

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OLYMPIAN CORNER



*with Suzy Favor Hamilton and
Casey FitzRandolph*

Time to tackle the obesity crisis

During some of my reading this summer, I came across a couple of articles that made me believe more strongly than ever in the value of the Movin' and Munchin' Schools program, both for children and adults.

The first article was titled: "Nation's Obesity Epidemic Carries Hefty Price Tag." The article, citing a Centers for Disease Control and Prevention (CDC) study in the journal *Health Affairs*, estimated that U.S. health care costs attributable to obesity were \$147 billion in 2008.

The study found that an obese person has \$1,429 per

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Olympians tour state to promote program

It was a busy spring for the Movin' and Munchin' Schools program. While 174 schools were participating and earning miles, honorary co-chairs Suzy Favor Hamilton and Casey FitzRandolph were traveling the state to build excitement.

The two Olympians attended rally events in Kewaskum, Fond du Lac, Dodgeville, La Crosse and Amery this spring.

“The Trust’s efforts have allowed us to reach thousands of Wisconsin kids with positive and healthy messages,” says Suzy, a three-time Olympic runner, seven-time U.S. national champion, and mother of a young daughter.



“Exercise and healthy eating every day makes for a winning combination for kids, their families, and the staff in Wisconsin’s great schools,” Suzy told the audience in Amery. “I encourage kids and adults to find an exercise they can enjoy together and get moving.”

Being able to meet staff and students during the school visits is Casey’s favorite part of his involvement in Movin' and Munchin'.

“I have heard an incredible amount of positive feedback on the program—even from people outside of schools.” Casey says. “We’re truly creating some awareness out there, and with the growth in participation we’ve seen, I’m pretty fired up about it!”

You can see photos and articles on the Olympians’ trips to schools around the state at movinandmunchin.com.

To have your school considered for hosting a Movin' and Munchin' event, send an e-mail to events@movinandmunchin.com.



Movin' and Munchin' on Facebook

With more schools joining Movin' and Munchin' Schools every year, a great way to show others what you are doing and create an interactive forum is through a social networking Web site. That’s why we created a Movin' and Munchin' Schools Facebook page.

In this page, you can tell other schools about your past successes, or seek out ideas for a new program this year. You can also post photos of students and staff participating in activities and use this to honor their achievements and encourage others. We will also be posting videos, photos, news articles, and other up-to-date Movin' and Munchin' information.

To join the Movin' and Munchin' Schools Facebook page, just type [Movin' and Munchin' Schools](#) in the Facebook search engine and click to become a fan. It’s that easy.



Movin' and Munchin' is a program of the Wisconsin Department of Public Instruction, and sponsored by the WEA Trust, a not-for-profit insurance organization created by public school employees, for school employees.



OLYMPIAN CORNER

with Suzy Favor Hamilton and Casey FitzRandolph

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year more medical costs, or about 42% more than someone of normal weight.

“The medical costs attributable to obesity are almost entirely a result of costs generated from treating the diseases that obesity promotes,” said Dr. Eric Finkelstein, the study’s author. “Thus, obesity will continue to impose a significant burden on the health care system as long as the prevalence of obesity remains high.”



The study found U.S. obesity rates rose 37% between 1998 and 2006, driving an 86%

increase in spending on treatments for obesity-related diseases such as diabetes, heart disease, and arthritis.

“Obesity, and with it, diabetes are the only major health problems that are getting worse in this country, and they are getting worse rapidly,” says CDC Director Dr. Thomas Friedman. “Beyond the economic costs are the disability, the suffering, and the early deaths caused by obesity.”

The headline on the other article was “Health Issues in Childhood Often Show Up in Adulthood.” According to the article in *Health-Day News*, “Physical and mental health problems in childhood have lifelong consequences, which means it’s important to start health promotion and disease prevention early in life.”

The article was based on a report in the June 3 issue of the *Journal of the American Medical Association*. More evidence is emerging that, even though there may be a lag of many years, early health experiences can affect adult health in the form of illness and disease.

While I didn’t mean to overwhelm you with data, the numbers were too powerful not to share. And here’s one more statistic: While genetics, environment, and medical care play a role in your health, 70% of your health status is based on the lifestyle choices you make. That means we have a great deal of control of our health, and the health of our children.

What we eat and how much we exercise really does matter. That’s all the more reason to get involved in programs like Movin’ and Munchin’ Schools!

It’s time to get movin’ ... continued from page 1

If your district has a WEA Trust health plan, you are eligible for an additional award.

The deadline for enrolling in the program is February 15, 2010, but you can start enrolling now. It’s free and easy—and when you are done, all you need to do is submit a one-page program completion form to the Department of Public Instruction (DPI). DPI evaluates the summary forms and determines if you are eligible for award money.

To become a Movin’ and Munchin’ School, contact Jon Hisgen of Wisconsin’s DPI at (608) 267-9234 or e-mail him at jon.hisgen@dpi.state.wi.us. More information and forms are available on our Web site at www.movinandmunchin.com/movin-n-munchin.html



Ideas to get you going

If you or your staff are looking for some ideas to tie into your Movin' and Munchin' program or to keep you active at various times of the year, the National Wellness Institute calendar is a great source. (http://www.nationalwellness.org/pdf_files/2009HOC.pdf)

Here are a few highlights that might come in handy the months ahead, along with links to Web sites where provided.

September

- America on the Move—Month of Action (www.americaonthemove.org)
- Fruit and Veggie Month (<http://www.fruitsandveggiesmatter.gov> AND <http://www.movingtothefuture.org>)
- National Food Safety Education Month (<http://www.servsafe.com/nfsem/>)
- National Yoga Month (<http://www.yogamonth.org/>)
- Whole Grains Month (<http://www.wholegrainscouncil.org/get-involved/celebrate-whole-grains-month-in-september>)
- Sept. 26: Family Health and Fitness Day USA (<http://www.fitnessday.com/>)
- Sept. 30: National Women's Health & Fitness Day (<http://www.fitnessday.com/>)
- Sept. 20-26: National Adult Immunization Awareness Week (<http://www.cdc.gov/vaccines/events/naiaw/default.htm>) * *If you have a WEA Trust health plan, see the Flu Information Center for updates on seasonal flu shots and the swine flu.*



October

- Children's Health Month (<http://yosemite.epa.gov/ochnpweb.nsf/content/chm.htm>)
- Vegetarian Awareness Month (<http://www.worldvegetarianday.org/>)
- Oct. 5: Child Health Day (<http://mchb.hrsa.gov/>)



- Oct. 7: International Walk-to-school Day (<http://www.walktoschool.org/>)
- Oct. 12-16: National School Lunch Week (<http://www.schoolnutrition.org/>)
- Oct. 19-25: National Health Education Week (<http://www.nche.org/>)

View the e-newsletter online for clickable links.