



# Welcome to Wisconsin's *Movin' and Munchin' Schools*

This resource kit is your road map to an exciting program that will help Wisconsin's young people develop lifetime skills and habits of physical activity and healthy nutritional choices. *Movin' and Munchin' Schools* is an initiative by the Wisconsin Department of Public Instruction (DPI); it is funded by the Centers for Disease Control and Prevention (CDC) and sponsored by the WEA Trust.

In this folder, you will also find information on how to receive an additional benefit if at least 50% of your district employees have coverage under a Trust health plan and 50% or more of your school building staff participates in the *Movin' and Munchin'* program.

New to the kit this school year is a **simplified, one-page Program Summary Form**. The form makes reporting your program's success easy, and DPI will be able to evaluate whether you are eligible for award money.

This kit includes guidelines that will introduce you to *Movin' and Munchin' Schools* and provide ideas and examples to help your school succeed. Inside this folder, you will find the following materials outlined for you with easy-to-follow directions and suggestions:

**Tab A:** Please Register Now. You must register your program by February 15, 2010, with the Department of Public Instruction office to be eligible for an award at the end of the school year.

**Tab B:** *Becoming a Movin' and Munchin' School*. General instructions and program description.

**Tab C:** Get Movin' and Eatin' Healthy. Examples of possible strategies and activities.

**Tab D:** Now that You're Movin' and Eatin' Healthy. Records and documentation of your program.

**Tab E:** Share Your Movin' and Healthy Eatin' Experience. Recognizing and reporting your experience.

**Tab F:** *Movin' and Munchin'* Awards. Awards and recognition for innovative programs.

**Important Due Dates:**

|                   |                                    |
|-------------------|------------------------------------|
| February 15, 2010 | Program registration due to DPI    |
| June 15, 2010     | Program summary results due to DPI |

**This kit is not intended to limit your creativity or initiatives.** Your ideas and local modifications are an important part of *Movin' and Munchin' Schools*.

Questions may be referred to Jon Hisgen at the DPI Office by calling (608) 267-9234 or e-mail [jon.hisgen@dpi.wi.gov](mailto:jon.hisgen@dpi.wi.gov).

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# TAB A: Please Register Now



1. To be eligible for an award you must register your program with DPI by **February 15, 2010**.
2. Register now by completing the included Registration Form.
3. Call Jon Hisgen at (608) 267-9234 or e-mail [jon.hisgen@dpi.wi.gov](mailto:jon.hisgen@dpi.wi.gov) with registration information.

Or send the Registration Form to:

Jon Hisgen  
State of Wis. Dept. of Public Instruction  
P.O. Box 7841  
Madison, WI 53707-7841  
Fax: (608) 266-3643

4. To learn about what other schools have done and other available resources, call Jon Hisgen at (608) 267-9234 or e-mail [jon.hisgen@dpi.wi.gov](mailto:jon.hisgen@dpi.wi.gov).

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# TAB B: Becoming a *Movin' and Munchin'* School



## General Instructions and Program Description

*Movin' and Munchin' Schools* is an innovative approach to the growing problem of obesity, poor nutrition choices, and lack of physical activity among our school children. Although focused on school children, your program can also include school staff, friends, and family members of all ages.

## Introductory Steps

1. Develop a philosophy statement that can also involve family members and school staff and serve as the cornerstone for your program; make it unique to your school. Creativity and local modifications are encouraged. You may want to create a steering committee that includes students, parents, teachers, and administrators.
2. The basic unit of measurement in *Movin' and Munchin' Schools* is the "Movin' and Munchin' Mile." Your school's progress will be measured in accumulated miles with a destination of your

choice as a goal. For example, your school is in Madison and you select Milwaukee as a destination. Participants will achieve this goal (destination) by accumulating 60 *Movin' and Munchin'* Miles. Two conversion charts that will give several examples of *Movin' and Munchin'* Mile equivalents are included in Tab D.

3. Promotion and publicity is highly encouraged. You may want to include civic organizations, school board members, and local radio and TV personalities as you kick-off your *Movin' and Munchin' Schools* program. Sharing your experience is addressed in Tab E, Share Your Movin' and Munchin' Experience.
4. All schools that register, implement and participate in a program, and submit a Program Summary to DPI will receive a plaque to recognize their program. All schools that submit a report will be considered for competitive awards up to \$500. The award criteria and process are described in Tab F, *Movin' and Munchin'* Awards.

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# TAB C: Get Movin' and Eatin' Healthy



## Examples of possible strategies and activities

1. You can build your strategies utilizing the framework questions of who, what, when, where, and why. The examples listed below are intended to encourage creativity on your part. The final design of your program should be a reflection of your school.
2. Start by identifying a planning team to brainstorm your school's approach to becoming a *Movin' and Munchin'* school. Invite community leaders to join in your efforts to promote your program and provide incentives. You can participate as a single group working together, a classroom, or a grade level. You may also extend challenges between students and school staff or between classes.
3. Decide on a goal or goals. Get creative; make this your own program. The following examples are offered to assist in your planning:
  - Take a road trip around Wisconsin, and mark your location after each week.
  - Travel to a specific destination such as Disney World, and chart your progress on a map of the United States.
  - Visit as many state capitals as you can.
  - Climb Mt. Everest and convert feet as opposed to miles.
  - Travel around the world.
4. Involve others. **There are bonus miles for including adults, community leaders, and family members. There are also bonus miles for performing community service surrounding an activity.** This program is intended to be fun while establishing habits that will last a lifetime.
5. You may decide to integrate other curricular subjects such as history and geography into your *Movin' and Munchin'* Schools program. Community service and citizenship can also be integral parts of this adventure. In Tab D, you will notice double points for helping neighbors or getting your entire family involved.
6. This example is offered. *Ms. Johnson's 4th grade class selected Washington, DC, as a destination for the month of February. All 25 of her 4th graders agreed to increase their level of physical activity by walking, swimming, and bike riding after school and increasing water consumption. Each student agreed to accumulate 40 miles to cover the 1,000 miles between Verona, Wisconsin, and Washington, DC. By including friends and family members, Ms. Johnson's class achieved their goal after just two weeks and decided on a more challenging destination. Ms. Johnson's class then challenged the faculty and other classes to a "race" to California and marked*

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*their progress on a map of the United States. Other classes in the school decided to accept this challenge. Each Monday morning, the principal announced the progress of each team.*

7. Another example involving the faculty.  
*Mr. Lowendorf, the principal of Washington Elementary School, challenged the 4th graders to accumulate more miles in February and March than the faculty and staff. Mr. Lowendorf said he would shave his head if the 4th graders won the contest.*

*On March 31, the faculty and staff had accumulated 6,350 miles compared to the 4th graders 5,800 miles. The 4th graders were proud of the various ways they accumulated Movin' and Munchin' Miles, and Mr. Lowendorf kept his hair. Mr. Lowendorf then chronicled the school's collective efforts and submitted his report to the Movin' and Munchin' Schools awards committee.*

**Your program will be limited only by your own creativity and imagination.**

**Safety must be stressed in all activities.**





# TAB D: Now That You're Movin' and Eatin' Healthy



## Records and Documentation

1. This section includes a conversion table that you can use to earn miles. It also includes sample forms that may be used to record and document the physical activity and healthy eating habits of individuals, classes, and schools. Your school's final report should include the signature of a school contact person or principal to validate the results.

### Activity

### Movin' and Munchin' Miles Earned Per 15 Minutes of Activity

|   |                   |
|---|-------------------|
| Walk  | 1                 |
| Walk with a family member                                 | 2 for each person |
| Mall walk with an older adult                             | 2 for each person |
| Bike  | 1                 |
| Play tennis   | 2                 |
| Swim laps   | 2                 |
| Rollerblade   | 1                 |
| Mow your lawn   | 1                 |
| Mow a neighbor's lawn (without pay)                       | 2                 |
| Play soccer   | 1.5               |
| Dance   | 1                 |
| Jump rope   | 3                 |
| Play basketball   | 2                 |
| Play volleyball   | 2                 |
| Shovel your driveway                                      | 1.5               |
| One week without TV                                       | 10                |
| Shovel a neighbor's driveway (without pay)                | 3                 |
| Night games such as kick the can                          | 1                 |
| Participate in "Jump Rope for Heart" or "Hoops for Heart" | 5                 |
| Other moderate activity approved by your teacher          | 1                 |
| Other vigorous activity approved by your teacher          | 1.5               |

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**Nutrition Chart**

**Movin' and Munchin' Miles Earned**

|   |            |
|---|------------|
| Has breakfast that includes a fruit or vegetable  | 1 each day |
| Eats a fruit and vegetable portion at every meal<br>(If parents do this as well, double the points) | 2 each day |
| Chooses a fruit or vegetable snack  | 1 each day |
| Does not drink any soda in one day  | 2 per day  |
| Goes one week without soda  | 15         |
| Drinks at least 5 glasses of water<br>(including low-fat milk each day)                             | 1 per day  |
| Helps parents plan and prepare a healthy meal   | 2 per meal |
| Eats at least one meal together as an entire family without TV                                      | 2 per meal |
| Goes to a fast food restaurant no more than once a week<br>(Double the score if do not go at all)   | 5          |
| Tries a new healthy food  | 1          |
| Gets at least 3 servings of low-fat dairy or non-dairy substitute in one day                        | 1          |

Note: **Encourage your students to include friends of family members in these activities.** Your students can multiply the miles earned by the number of people participating. When your students do something vigorous for someone else, their miles double. Families that eat fruits and vegetables at every meal double their miles. Score sheets are provided for your convenience. Individual forms should be collected and recorded weekly. You may choose to modify these forms to meet your needs.

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# TAB E: Share Your Movin' and Healthy Eatin' Experience



1. *Movin' and Munchin' Schools* is a chance to promote physical activity and healthy nutrition and recognize the benefits of exercise and healthy eating. This is also an opportunity to publicize your school's achievements.
  2. **Consider contacting local media with an invitation to participate in or observe your school's program.** Local school boards, civic organizations, and elected officials may also help recognize the accomplishments of your school.
  3. We would like you to share your school's activities and experiences in a written report or complete the Program Summary Form enclosed in this folder.
  4. *Movin' and Munchin' Schools* would greatly appreciate any photos of activities that you are willing to share for future promotions.
  5. Submit the Program Summary Form or your report to Jon Hisgen at DPI, PO Box 7841, Madison, WI 53707-7841 or fax to (608) 266-3643, by June 15, 2010. Award winners will be selected to receive up to \$500 to enhance physical activity in their school. Award criteria are addressed in Tab F. After you submit your final report, your school will receive a plaque that recognizes your participation, and your school will become eligible to receive one of the awards. Awards are given out in September of the following school year.
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# TAB F: *Movin' and Munchin' Awards*



1. Although the number of miles accumulated is an important part of your school's goal, the award process will be more subjective in nature. The award committee will consider your school's program based on your final written report with the following weighted criteria:

|   |     |
|---|-----|
| Creativity .....                            | 25% |
| Number of students who participate .....    | 15% |
| Number of students who involve family ..... | 15% |
| Integration of curriculum .....             | 15% |
| Community involvement .....                 | 15% |
| Faculty and staff participation .....       | 10% |
| Record keeping .....                        | 5%  |

2. Schools will be selected to receive up to \$500 in awards to enhance physical activity and nutrition in their schools.

3. Safety must be stressed in all activities.