Summary
Through PICH, a School Wellness Coordinator (SWC) was hired at the Rock Island County Regional Office of Education (RIROE) to support 11 school districts (54 schools) in enhancing access to healthy foods. This work opened a new opportunity for community collaboration. The Community Foundation of the Great River Bend (CFGRB) partnered with RIROE to provide funding for the purchase of nutrition curriculum materials through a process facilitated by the SWC. This collaboration provided new educational materials to thousands of students.

Challenge
Creating access to healthy foods includes educating students and staff on the topic of healthy foods. While the SWC researched opportunities for free materials and provided information toward obtaining them, there was an identified need observed at the Grade K – 4 levels for good, comprehensive, up-to-date Nutrition Curriculum Resource materials in the classrooms and cafeterias. The primary challenge was deciding upon nutrition curriculum materials that would meet the specific needs of each individual school district, school building and hundreds of school teachers! Every school already had a full schedule of curriculum and needed to carefully consider how to add nutritional information to the school day. A secondary challenge was administering the process of purchasing and distributing new materials to hundreds of classrooms.

Solution
To select the curriculum, the SWC formed a Nutrition Curriculum Committee. Superintendents were asked for volunteers to serve on the committee. The committee surveyed teachers, nurses, and principals to find out what types of materials would be useful. Staff preferred materials that could supplement their present curriculum (e.g., visual aids, bulletin boards, and games) since these items could be more readily integrated into a day of lesson plans. To simplify the ordering process, the committee decided that all of the items would be purchased from one vendor. A standard request form was created and the SWC assisted each district representative with their request.

Your Involvement Is Key
This work was made possible with funding from the Centers for Disease Control and Prevention in support of Be Healthy QC. Administered by the Quad City Health Initiative, the Be Healthy QC project seeks to increase access to healthy food and beverage options and physical activity opportunities through the implementation of policy, systems and environmental change across the community. Follow our progress at behealthyqc.org and on Facebook by searching for Quad City Health Initiative.
Results

Each school district was able to select materials tailored to the needs of their school and was able to create their own process for material selection. Since all of the materials requests were standardized across the schools, the SWC was able to streamline the ordering process; products were available with a 10 day or less turnaround from PO to shipment. During Year Three and through the work of the SWC and the Nutrition Curriculum Committee, over $12,000 worth of nutrition curriculum materials were purchased and placed in 54 fourth grade classrooms reaching over 1,800 students.

"Thank you for providing us the opportunity to purchase the materials to support a healthy lifestyle for our students. It is refreshing to see an organization who realizes that health & nutrition plays such an important role in a student’s education."

- Tim Green (Carbon Cliff-Barstow School District)

Sustaining Success

Integrating new curriculum with the school day is one of the most sustainable paths for providing nutrition education. These educational items will be available for many years and continue to benefit new students. Aligning local funding for the nutrition curriculum with CDC funding for the staff time to organize the process was instrumental to success. All schools were asked to complete a questionnaire seeking their input as to their satisfaction with their items, how they were using their items, and how they planned to use their items in the future. The Nutrition Curriculum Committee also has plans to administer a follow-up Survey Monkey similar to the original questionnaire at a date later in the school year.

Contact

Be Healthy QC
Quad City Health Initiative
Central Park Medical Pavilion 2, Ste 3100
1227 East Rusholme Street
Davenport, IA 52803
563-421-2826 phone
http://www.behealthyqc.org

Success Stories

http://nccd.cdc.gov/nccdsuccessstories/