

## Fitness for Balanced Healthy Lifestyles

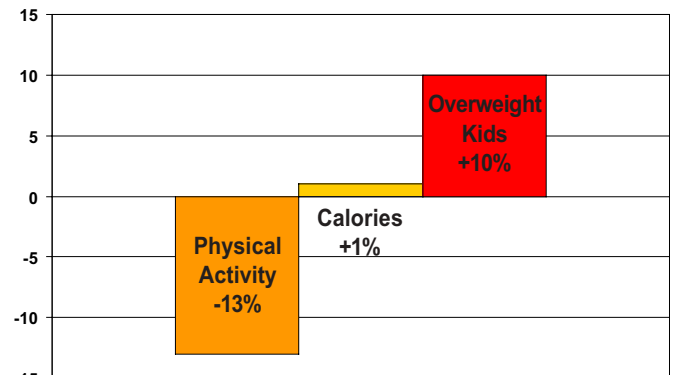
### Did You Know . . .

- **High schools are only required to offer health and physical education as an elective.** For Kindergarten through Eighth grade, school districts should provide instruction so that students are able to meet the requirement at high school.  
– Minnesota Department of Education
- U.S. Centers for Disease Control and Prevention (CDC): 5.3 million children and adolescents between the ages of 6 and 17 are overweight or obese. **The major cause of obesity is lack of physical activity.**
- A recent study by the California Department of Education (2002) showed **a direct relationship between physical fitness levels and academic achievement** between fifth, seventh and ninth graders.
- A study by the National Bureau of Economic Research found that up to 60% of the increase in **obesity probably is related to labor-saving technology** at home and at work. (2002)
- **The mix of products being vended in high schools is generally 65% non-carbonated beverages to 35% carbonated beverages including diet products.**



- 81% of parents want their children to receive mandatory daily physical education.
- 91% of adults believe physical education class doesn't interfere with children's academic needs.
- 73% of parents believe that physical education class will support learning in other academic areas.
- 76% of adults feel more physical education could help control or prevent childhood obesity.
- 95% of parents support physical education for students in grades K-12
- 95% of students say they like physical education
- 92% of teens feel they should receive quality daily physical education at school
- 71% of students believe that physical education supports learning in other academic areas

### Health Trends for U.S. Kids Over Past 20 Years



Data Sources:

Physical Activity: Youth Behavior Surveillance System (YRBSS), CDC, NCCDPHP  
Calorie Intake: National Health and Nutrition Examination Survey (NHANES II and III)  
Weight: NHANES II and III

**On average, Americans watch four hours of television a day. For many children, video games and internet surfing add significantly to the amount of leisure time spent in low energy activities.**

**Parents, principals, teachers and school administrators can make the best decisions for their schools. Yes, students should have a choice of bottled water, milk, juice, sports drinks and other beverages, but that choice should be decided by parents and schools, not the government. It's that simple.**

Opinion Research Corporation International of Princeton, NJ for the National Association for Sports and Physical Education (NASPE) Surveys conducted between 2000 and 2003. Highlights of the surveys include:

# Partnerships Provide Funding

## Arlington High School, St. Paul



**Get Active Stay Active** is a **PEPSICO** sponsored program that teachers can use to turn their students on to healthy lifestyles. Students keep electronic fitness journals and participate in the President's Challenge. It is a great free program promoting fitness.

Find out more about the program and to register go to [www.getactivestayactive.com](http://www.getactivestayactive.com).

**PEPSICO's Get Out There and Play** provides kids the opportunity to practice basic sports skills, to compete against other kids the same age and the highest scores move on to the next level. The "Get Out There and Play" sports skill-building program leverages Pepsi's relationships with Major League Soccer, Major League Baseball and the National Football League.

### Business-school partnerships pay for:

- Arts and theater programs
- Foreign language classes
- Computers and other technology
- Sports and physical education equipment
- Book purchases
- Band and music equipment
- General budget shortfalls
- Scholarships
- Student athlete programs
- Uniform purchases
- Electronic scoreboards
- Field house construction
- Improvements to playing fields and courts
- School signs
- Student handbooks
- Camp programs for educational programs & athletics
- Educational tours and field trips



*Sue Sajevic, Physical Education Instructor receives Get Active Pedometer Program from Guy Borglund, The Pepsi Bottling Group, Burnsville*

The St. Paul School District has a joint vending contract with The **Pepsi Bottling Group**, Burnsville and the **Midwest Coca-Cola Bottling Co.**, Eagan. The contract establishes the mix of products, times offered, fronts of machines and pricing incentives for certain beverages. **As a part of that contract the Pepsi Bottling Group has contributed 100 pedometers to each of the seven high schools along with walking logs and posters.** This program allows each school to set up its own program encouraging walking and fitness.

**Each middle school in the St. Paul School District will be receiving a "recycled products education kit" from the Pepsi Bottling Group.** This is a self-instructing kit containing around 30 mainly Minnesota products packaged or made out of recycled materials. This kit stresses the importance of recycling while visually demonstrating the end results of recycling efforts.

The Pepsi Bottling Group has partnerships with over 100 schools providing **pedometers, recycling kits, recycling bins, fundraiser beverages, scholarship funds, or athletic activity funds.** The annual overall student support and funding is over \$1,000,000.00.

## Washington Middle School, St. Paul



*Assistant Principal Ms. Jensen receives recycled product kit from The Pepsi Bottling Group*

# g for Healthy, Active Students



*U.S. Senator Norm Coleman jumps rope while helping launch the Coalition for a Healthy and Active America in Minnesota. The grassroots coalition is focused on developing community-based solutions to childhood obesity by promoting fitness and nutrition education. Local members of the coalition include the American Diabetes Association, the National Institute on Media and the Family, the Minnesota Thunder and Midwest Coca-Cola.*

The **Midwest Coca-Cola Bottling Company** has established strong historical partnerships with schools throughout Minnesota to offer resources for students and communities. From Minneapolis Public Schools, to the Lake Conference and throughout Mankato, Rochester, Duluth and Moorhead, Midwest Coca-Cola has provided: **scoreboards, scholarships, athletic equipment and fitness and recreational programs to encourage healthy and active lifestyles.**

Coca-Cola Enterprises has launched "Your Power to Choose," a program partnering Coca-Cola employees with educational and community organizations **to provide the widest range of refreshing beverages including**; water, juices, sport drinks and teas, while promoting fitness health and fun.



Midwest Coca-Cola introduced Step With It! in the Fall of 2002 in the St. Paul Public Schools and in the Spring of 2003 in Minneapolis public schools, **giving away over 10,000 Step-O-Meters to kids in middle schools.**

In the St. Paul and Minneapolis Public Schools, Midwest Coca-Cola is a major sponsor of the Black History Month Essay contest, the Johnston Legacy and the Coca-Cola First Generation Scholarship program, which **provides aid to students who are first in their family to attend college.**

With the support of **U.S. Secretary of Health and Human Services Tommy Thompson**, Coca-Cola also led the way in introducing **Model Beverage Guidelines** to set standards for choice in school vending machines.



**Step With It! is a program to encourage middle school students, ages 10 to 14, to be physically active.** The program, developed by the Coca-Cola Company in partnership with the National Association for Sport and Physical Education (NASPE) and The President's Challenge Physical Activity and Fitness Awards Program, encourages students to take 10,000 steps a day to build enthusiasm for fitness and maintain good health.

**Students are provided with "stepometers," small pedometers, to track the number of steps they take each day.** The program incorporates exciting activities and incentives to encourage students to meet their fitness goals. Teachers and school administrators also are encouraged to track their daily steps and participate in the activities with students. Nationally, the Step With It! program was given to **250 schools during the 2003 school year.** Go to [www.stepchallenge.com](http://www.stepchallenge.com) for more information.



**Viking Coca-Cola Bottling Company** has had a long-standing relationship with over 100 schools within it's market area. In addition to the revenue generated from the sale of beverages, Viking has supported fitness by providing Powerade's **"On the Field Kits" which gives the schools water containers, coolers, squeeze bottles, towels and coupons for free Powerade.**

The **Step With It! program has been recently activated in the McGregor School District.** Along with Viking's support, approximately 250 students are participating. Internal competition among students and staff has created **awareness centered around health and wellness.**

## Our Industry Pledge to Parents & Schools

Each soft drink company has developed their own school policies/guidelines and pledges. The industry has **voluntarily** adopted policies with schools and parents. The key common components of these policies/pledges/guidelines include:

- **All bottlers will strictly operate in compliance with all local, state and federal laws** and regulations;
- **Beverage choice** – the industry offers a balanced portfolio of beverage choices to the schools including milk, waters, juice, teas, sports drinks and low calorie and caffeine-free refreshments;
- **Elementary schools:** carbonated beverages are only available in the staff lounges and in vending machines designated for community use after school hours;
- **The industry respects the rights of parents, teachers and school officials to choose** beverage selections for their schools;
- **Schools and school districts should continue to have the ability to make decisions;**
- **Timers will be made available to school partners to place time constraints** on specific vending machines to meet their local needs;
- **The industry is committed to helping fund valuable projects** including fitness programs, wellness and health education programs, academic achievement and other valuable activities;
- **Vending machines in schools will feature graphics that show non-carbonated beverage options** and graphics that promote educational activities, physical fitness and healthy lifestyles.

## An Industry that Funds Recycling Programs...



**All the Refreshment MN bottlers support and fund recycling programs and recycling education in Minnesota Schools. Here are some of the programs and activities:**

- Over 100 school grants starting at \$500 each for recycling projects;
- Over 400 recycled product kits have been donated to MN Schools;
- “Get Caught Recycling” conducted in hundreds of schools and neighborhoods;
- Student body presentations;
- Thousands of recycling bins, posters and t-shirts have been donated;
- Recycling dumpsters have been provided for fundraising events;
- Special event recycling programs set up by bottlers throughout the state – events as small as a science classroom project to a pilot project at the Metrodome – recycling over 1 million plastic bottles
- Cash and in-kind contributions to recycling programs in 2003 exceeded a half million dollars!!!!

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