

Sodexo, Inc.
***A Fun Approach to
Childhood Wellness***

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Overview

Problem

- **Increase children's interest in wellness and learning.**

Solution

- **Provide an age appropriate, fun approach to learning about wellness.**
- **Provide consistent messaging to students, parents, teachers, and administrators reinforced by meal offerings.**

Background

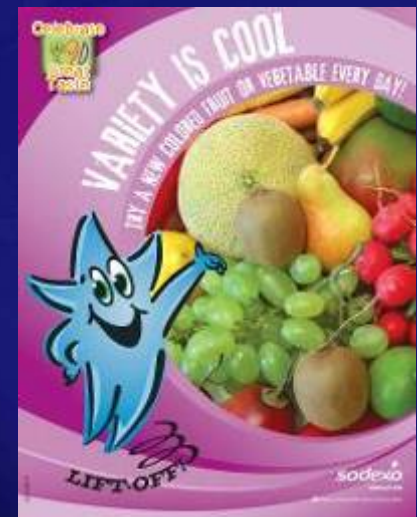
- **Sodexo provides food for 3820 schools & over 1,000 colleges**
 - **Children K-12 - over 1,200,000 opportunities of teachable moments per year**
 - **College students – over 9,000,000 opportunities of teachable moments per year**

Strategies

- **Develop age appropriate programs for elementary, middle, high schools, and college**
- **Provide nutrition and fitness information to students, parents, teachers, and administrators in monthly newsletters, posters, brochures, and menus**

Strategies

- Elementary schools
 - Children learn from “Lift-Off” our wellness champion
 - Interactive Web site called Lift-Off’s Playground



Strategies

- Middle & high schools have similar programs based on age.

5 Fun Ways to get Physical



Who says you have to play sports to have fun and to fit? There are lots of great ways to get more action in your life. Doing activities helps you build strong bones and muscles. It also helps you look and feel your best. And it helps give you more energy to do all the things you want to do.

This and choose some of these fun ways to get fit. Or think of your own ways to get moving. Your body will thank you!

- 1 Use your feet.** Your feet were made for walking, so use them every chance you get. Walk to a friend's house, to the store, around the mall or wherever it's safe to walk. While you're at it, walk your dog. Or offer to walk your neighbor's dog.
- 2 Move to the beat.** Turn on the music and dance or dance with your friends or on your own. And when you can't do those things at once? Dance while you talk on the phone. Dance while you watch TV. You can even dance while you clean your room!
- 3 Roll around town.** Make your muscles do the work on your bike, skateboard or scooter as you enjoy the cool breeze. Don't forget to wear the gear, a helmet, and knee, wrist and elbow pads for skating.
- 4 Get your friends involved.** Gather a few friends for street hoops, kick around a soccer ball, play street hockey or have an indoor football or basketball. You don't have to be on a team to enjoy sports. Check out the rec center in your neighborhood for open gym time and other fun activities like tennis, swimming or dance classes.
- 5 Be a buddy.** Snack babysitting or playing with younger brothers or sisters? Make it play time. Having kids love games like hopscotch, tag, hide-and-seek, skits, hopscotch, jump rope, soccer, T-ball, kickball or flag football—especially when they're doing it with a "cool" older friend like you.



Is Your Body in Balance?

No! We're not asking whether you can stand on one hand! We're asking whether you "balance" the amount of food you take in with the amount you burn off.

Why some people's bodies are too big and other people's bodies are too thin? One reason a person could be big is because they eat a lot and don't get enough exercise. One reason a person could be thin is because they eat less food than their body needs.

Neither person is doing a good job of "balancing" the amount of food they eat with the amount they burn off.

When you eat the right amount of food for your body to work right and you move around, your body will be a healthy size and you'll look and feel good. If you eat too much and you don't move around enough, your body can get too big and you might not feel good. If you don't eat enough, your body can get too thin and you might not have enough energy.

Here's some stuff you can do to keep your body in balance:

Don't skip meals. Some people ignore being hungry and go very long between meals. That's not good because your body needs regular meals and snacks to keep you going a day.

Don't get stuffed. Eating a lot at one time means you over-filled your body with food.

Do you eat when you're not hungry? If you eat because you're watching TV or because you're bored you could end up eating too much food. Your body gets hungry as a sign that it needs fuel. That's

Strategies

- College level students
 - holistic approach
 - healthy dining options
 - provides energizing and interesting ways to incorporate fitness
 - promotes self-care through creativity and self-reflection



Challenges/Barriers

- 1. Support from school administration to take program to the next level**
- 2. Extending the program into the classroom**
- 3. Engaging parents to provide active support**

Findings

- 1. K-12 reported increase consumption of fruits and vegetables**
- 2. Colleges reported increased interest in Sodexo's wellness website information and consumption of wellness items in the cafeteria and vending**