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School Wellness Policy

[Previous version of this policy has been deleted and the following text inserted to comply with new federal and state law]

One of the goals of Lincoln Public Schools is to encourage a basic understanding and development of good health habits. The District will provide curriculum, instruction, and experiences in a school environment that promotes and instills habits of lifelong learning and health. Therefore, the Board adopts the following School Wellness Policy.

1. District Wellness Committee

Committee Role and Membership
The District will convene a representative LPS Wellness Committee (“LPSWC“) that meets at least two times per year to establish goals for and oversee school health and safety policies and programs, including the development, implementation and periodic review and update of this District wellness policy.

The LPSWC membership will represent all school levels and include (to the extent possible), but not be limited to: parents and caregivers; students; district wellness facilitator, representatives of the school nutrition program; physical education teachers; health education teachers; school health professionals or staff; mental health and social services staff; school administrators; school board members; and the general public. When possible, membership will also include Supplemental Nutrition Assistance Program Education coordinators. To the extent possible, the LPSWC will include representatives from each school building and reflect the diversity of the community.

Leadership
The Superintendent or designee will convene the LPSWC and facilitate development of and update the wellness policy, and will ensure each school’s compliance with the policy.

Each school will designate a school wellness policy coordinator, who will ensure compliance with the policy.
2. Wellness Policy Implementation, Monitoring, Accountability and Community Engagement

A. Implementation Plan
The District will develop and maintain a plan for implementation to manage and coordinate the execution of this wellness policy within the framework of the District’s Wellness, Curriculum and Nutrition Services Departments and in a way that integrates the plan throughout the District and provides opportunities for community engagement. The plan delineates roles, responsibilities, actions and timelines specific to each school; and includes information about who will be responsible to make change, by how much, where and when; as well as specific goals and objectives for nutrition standards for all foods and beverages available on the school campus, food and beverage marketing, nutrition promotion and education, physical activity, physical education and other school-based activities that promote student wellness.

It is recommended that the school use the Healthy Schools Program online tools to complete a school-level assessment based on the Centers for Disease Control and Prevention’s School Health Index, create an action plan that fosters implementation and generate an annual progress report.

This wellness policy and the progress reports can be found at the District’s website.

B. Recordkeeping
The District will retain records to document compliance with the requirements of the wellness policy at the District’s level.

C. Annual Notification of Policy
The District will actively inform families and the public each year of basic information about this policy, including its content, any updates to the policy and implementation status. The District will make this information available via the District website. This will include a summary of the District’s events or activities related to wellness policy implementation. Annually, the District will also publicize
the name and contact information of the District officials leading and coordinating the committee, as well as information on how the public can get involved with the school wellness committee.

D. Triennial Progress Assessments
Under the direction of the Superintendent or designee, beginning in 2017-18 for the development and implementation of this policy then at least once every three years thereafter, the District will evaluate compliance with the wellness policy to assess the implementation of the existing policy and identify necessary revisions.

The District will actively notify households/families of the availability of the triennial progress report.

E. Revisions and Updating the Policy
The LPSWC will update or modify the wellness policy based on the results of the annual and triennial assessments and/or as District priorities change; community needs change; wellness goals are met; new health science, information, and technology emerges; and new Federal or state guidance or standards are issued. The wellness policy will be assessed and updated as indicated at least every three years, following the triennial assessment.

F. Community Involvement, Outreach and Communications
The District is committed to being responsive to community input, which begins with awareness of the wellness policy.

3. Nutrition

A. School Meals
All schools within the District will participate in USDA child nutrition programs, including the National School Lunch Program (NSLP), the School Breakfast Program (SBP), and any additional Federal child nutrition programs as eligible, such as the Fresh Fruit and Vegetable program, the Child and Adult Care Food

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Program and the After School Snack program and will meet the minimum nutritional requirements of such programs.

The District will make drinking water available in all locations where school meals are served during meal times.

B. Competitive Foods and Beverages-
The foods and beverages sold and served outside of the school meal programs (e.g., “competitive” foods and beverages) will meet the USDA Smart Snacks in School nutrition standards, at a minimum.

To support healthy food choices and improve student health and well-being, all foods and beverages outside the reimbursable school meal programs that are sold to students on the school campus during the school day will meet or exceed the USDA Smart Snacks nutrition standards. These standards will apply in all locations in the building and through all service areas where foods and beverages are sold, which may include, but are not limited to, à la carte options in cafeterias, vending machines, school stores and snack/food carts. Only for the purpose of competitive food and beverages in subsection 3 of this policy, a school day is the time between midnight the night before to 30 minutes after the end of the instructional day.

C. Celebrations and Rewards
Schools are to provide foods and beverages on the school campus that will meet or exceed the USDA Smart Snacks in School nutrition standards. Two celebrations/events per year will be allowed that do not follow the Smart Snacks Standards.

D. Fundraising
Foods and beverages that meet or exceed the USDA Smart Snacks in Schools nutrition standards may be sold through fundraisers on the school campus during the school day.

E. Nutrition Promotion.

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Nutrition promotion will be provided through both classroom and school meal program efforts, which encourage participation in school meal programs and the consumption of nutrient rich foods. Students and staff will receive consistent nutrition messages throughout the school building, classrooms, gymnasiums, and cafeterias.

F. Nutrition Education
The District will teach, model, encourage and support healthy eating by all students.

4. Physical Activity

Students’ physical activity can be provided through a comprehensive school physical activity program (CSPAP).

A. Classroom Physical Activity Breaks

Students will be offered periodic opportunities to be active or to stretch throughout the day on all or most days during a typical school week. The District recommends teachers provide short physical activity breaks to students during and between classroom time at least three days per week. These physical activity breaks will complement, not substitute, for physical education class, recess, and class transition periods.

B. Active Academics

Teachers will incorporate movement and kinesthetic learning approaches into instruction when possible.

Teachers will serve as role models by being physically active alongside the students whenever feasible.
C. Before and After School Activities

The District allows opportunities for students to participate in physical activity either before and/or after the school day through a variety of methods. The District will encourage students to be physically active before and after school by sponsoring or permitting: physical activity clubs and physical activity in aftercare, intramurals or interscholastic sports.

D. Active Transport

The District will support active transport to and from school, such as walking or biking.

5. Other Activities that Promote Student Wellness

The District will integrate wellness activities across the entire school setting, including other initiatives related to physical activity, physical education, nutrition and other wellness components so efforts are complementary and work toward the same set of goals to promote student well-being, optimal development and strong educational outcomes.

A. Community Partnerships

The District will develop, enhance, or continue relationships with parents, families, and community partners in support of this wellness policy implementation. Families, community members, and organizations will be informed and invited to participate in school-sponsored activities and will receive information about health promotion efforts.

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B. Staff Wellness and Health Promotion
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The LPSWC will have a staff wellness subcommittee that focuses on staff wellness issues, identifies and disseminates wellness resources and performs other functions that support staff wellness in coordination with human resources staff.

Schools in the District will implement strategies to support staff in actively promoting and modeling healthy eating and physical activity behaviors. The District promotes staff member participation in health promotion programs and will support programs for staff members specific to identified health risk data and staff interest survey.

C. Professional Learning

When feasible, the District will offer professional learning opportunities and resources for staff to increase knowledge and skills about promoting healthy behaviors in the classroom and school (e.g., increasing the use of kinesthetic teaching approaches or incorporating nutrition lessons into math class).

Glossary

• School Campus: areas that are owned or leased by the school and used at any time for school-related activities, including on the outside of the school building, school buses or other vehicles used to transport students, athletic fields and stadiums (e.g., on scoreboards, coolers, cups, and water bottles), or parking lots.
• School Day: the time between midnight the night before to 30 minutes after the end of the instructional day.
• Triennial - recurring every three years.


Date of Adoption: June 30, 2017
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School Wellness

A. Recordkeeping
Wellness documentation maintained by the District will include but will not be limited to:

- The written wellness policy;
- Documentation demonstrating that the policy has been made available to the public;
- Documentation of efforts to review and update the Local Schools Wellness Policy; including an indication of who is involved in the update and methods the district uses to include diverse stakeholders and make the public aware of their ability to participate on the LPSWC;
- Documentation to demonstrate compliance with the annual public notification requirements;
- The most recent assessment on the implementation of the local school wellness policy;
- Documentation demonstrating the most recent assessment on the implementation of the LPS Wellness Policy has been made available to the public.

B. Progress Assessment
At least once every three years, the District will evaluate compliance with the wellness policy to assess the implementation of the policy and include:

- The extent to which the District’s schools are in compliance with the wellness policy;
- The extent to which the District’s wellness policy compares to the Nebraska State model wellness policy; and
- A description of the progress made in attaining the goals of the District’s wellness policy.
- The LPSWC, in collaboration with individual schools, will monitor schools’ compliance with this wellness policy.
- The District will actively notify households/families of the availability of the triennial progress report.
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School Wellness (Continued)

Community Involvement, Outreach and Communications
In order to fulfill its commitment to being responsive to community input, which begins with awareness of the wellness policy, the District:

• Actively communicate ways in which representatives of DWC and others can participate in the development, implementation and periodic review and update of the wellness policy through a variety of means appropriate for that district.
• Ensure parent involvement in the development and revision of the wellness policy.
• All improvements that are made to school meals are in compliance with school meal standards, the availability of child nutrition programs and how to apply, and a description of and compliance with Smart Snacks in School nutrition standards.
• Will use electronic mechanisms, such as email or displaying notices on the District’s website, as well as non-electronic mechanisms, such as newsletters, presentations to parents, or sending information home to parents, to ensure that all families are actively notified of the content of, implementation of, and updates to the wellness policy, as well as how to get involved and support the policy.
• Ensure that communications are culturally and linguistically appropriate to the community, and accomplished through means similar to other ways that the District and individual schools are communicating important school information with parents.
• Actively notify the public about the content of or any updates to the wellness policy annually, at a minimum. The District will also use these mechanisms to inform the community about the availability of the annual and triennial reports.

Fundraising, Celebrations and Rewards
To aid schools in providing food and beverages when it is appropriate to do so and in a manner to meet or exceed the USDA Smart Snacks in School nutrition standards, the District will recommend:

• A list of healthy party ideas to parents and teachers, including non-food celebration ideas and make available to parents a list of foods and beverages that meet Smart Snacks nutrition standards.
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School Wellness (Continued)

- Teachers and other relevant school staff will be provided a list of alternative ways to reward children or other comparable resources. Foods and beverages are not recommended as rewards and will not be withheld as punishment for any reason, such as for performance or behavior.
- The District will make available to parents and teachers a list of healthy fundraising ideas or comparable resources.

**Nutrition Promotion and Food and Beverage Marketing in Schools**

The District is committed to providing a school environment that ensures opportunities for all students to practice healthy eating and physical activity behaviors throughout the school day while minimizing commercial distractions:

- Any foods and beverages marketed or promoted to students on the school campus during the school day will meet or exceed the USDA Smart Snacks in School nutrition standards or, if stronger, state nutrition standards, such that only those foods that comply with or exceed those nutrition standards are permitted to be marketed or promoted to students.
- As the District/Nutrition Services Department/Athletics Department/PTA/PTO reviews existing contracts and considers new contracts, equipment and product purchasing (and replacement), purchasing decisions should reflect the SMART Snack marketing guidelines and promoted in the District wellness policy.
- Food and beverage marketing is defined as advertising in schools and is covered by LPS Policy 1112.

**Nutrition Education**

To further nutrition education the District encourages nutrition education and nutrition promotion that:

- Is designed to provide students with the knowledge and skills necessary to promote and protect their health.
- Includes enjoyable, developmentally-appropriate, culturally-relevant and participatory activities, such as cooking demonstrations or lessons, promotions, taste-testing, farm visits and school gardens.
- Promotes fruits, vegetables, whole-grain products, low-fat and fat-free dairy products and healthy food preparation methods.
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School Wellness (Continued)

• Emphasizes caloric balance between food intake and energy expenditure (promotes physical activity/exercise);
• Links with school meal programs, cafeteria nutrition promotion activities, school gardens, Farm to School programs, other school foods and nutrition-related community services; and
• Teaches media literacy with an emphasis on food and beverage marketing.

Comprehensive School Physical Activity Program (CSPAP)
A CSPAP reflects strong coordination and synergy across all of these components:
• quality physical education as the foundation;
• physical activity opportunites before, during and after school; and
• staff involvement and family and community engagement.
Schools will ensure that these varied physical activity opportunities are in addition to, and not as a substitute for, physical education.

To coordinate with CSPAP, the following guidelines will assist elementary principals in providing recess experiences to students when appropriate conditions, staffing, and facility make it possible:
• At least 15 minutes of active recess per day, every day that school in session. Recess will complement, not substitute, physical education
• If recess is offered before lunch, schools will have appropriate and required hand-washing facilities and/or hand-sanitizing mechanisms located just inside/outside the cafeteria to ensure proper hygiene prior to eating.
• Hand-washing time, as well as time to put away coats/hats/gloves, will be built in to the recess period/timeframe before students enter the cafeteria.
• Outdoor recess will be offered when weather and other conditions make it feasible for outdoor play. In the event that recess must be held indoors, teachers and staff will follow indoor recess guidelines that provide physical activity for students.
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School Wellness (Continued)

Active Transport

The District will support active transport to and from school, such as walking or biking. The District will encouraging the following, understanding that availability may be affected by student age and ability, traffic flow in and around the school, and the building site:

- Designate safe or preferred routes to school
- Promote activities such as participation in International Walk to School Week, National Walk and Bike to School Week
- Instruction on walking/bicycling safety provided to students
- Promote safe routes program to students, staff, and parents via print and electronic media
- Establish safe or preferred methods for using crosswalks on streets leading to schools
- Use walking school buses.
- Distribute maps of school environment (e.g., sidewalks, crosswalks, roads, pathways, bike racks, etc.)

Other Activities that Promote Student Wellness

The District will integrate wellness activities across the entire school setting, not just in the cafeteria, food/beverage venues or physical activity facilities by encouraging departments and schools to:

- coordinate and integrate other initiatives related to physical activity, physical education, nutrition and other wellness components so all efforts are complementary and work towards the same set of goals to promote student well-being, optimal development and strong educational outcomes.
- coordinate content across curricular areas that promote student health as natural connections exist in the curriculum.
COMMUNITY RELATIONS

Advertising

The following administrative procedures have been established for carrying out the Lincoln Board of Education’s policy on advertising in the schools:

1. The Board designates the Superintendent, designee and/or the Director of Communications as responsible for administering this regulation and seeking Board approval when appropriate.

2. Instructional materials which contain or display mention of the sponsoring or producing firm and/or the symbol or “logo” of that firm along with reasonable underwriting language may be approved by the Board or the Associate Superintendent for Instruction or a designee.

3. Informational materials from community agencies, organizations or firms containing or displaying mention of the sponsoring or producing firm and/or the symbol or “logo” of that firm along with reasonable underwriting language may be approved for distribution by the Board or its designee.

4. When materials intended for use by or distribution to students contains advertising or promotional messages beyond the name of the producing or sponsoring firm or the “logo” of such firm and/or underwriting language, that material must be submitted to and approved by the Board or its designee.

Lincoln Public Schools is the sole determiner of whether language and messaging fits within these underwriting regulations. Underwriting language used in Lincoln Public Schools electronic or print media, including but not limited to, audio, video and web publications will adhere to the following general guidelines:

a. Underwriting messages may include the name and logo of the commercial entity proceeded or followed by a brief phrase similar to “… has provide the support for this school project” or “Support for this school project comes from …”

b. Underwriting messages may identify the company or organization through use of the following:
   - Established slogans that identify but do not promote services
   - Contact information
   - Value-neutral description of the commercial entity
   - Identifying tradename, products or services
COMMUNITY RELATIONS

Advertising (Continued)

c. Underwriting messages may not include the following or any other similar messaging:
   - Superlatives (“X company is best, biggest, newest”)
   - Calls to action (direct or implied)
   - Inducements to buy, rent or lease
   - Qualitative or comparative language (“Our service is faster than …”)

d. Underwriting language must fit the space, time and scope that is agreed upon as part of the partnership with Lincoln Public Schools.

5. Advertising or promotional materials in or on District facilities or grounds shall be limited to public performance facilities, non-instructional print material and the District’s electronic media (website), which permitted activity shall be defined, regulated and approved by the Board or its designee.

   a. Because instruction is the primary purpose of schools, and recognizing that students are required to be in attendance in classrooms during regular school hours, no advertising or promotional materials shall be allowed in classrooms except as may be permitted herein.

      The advertising locations are hereby designated as non-public forums, which are being opened for a limited purpose. The purposes are limited to those authorized by the Board, which include advertising goods and services consistent with the District’s educational mission and school purposes. The Board shall be the sole and final decision maker on such permitted and non-permitted activity, and the specific terms and conditions upon which permitted activity may occur.

   b. Non-permitted advertising or activity would be anything of a nature or intent that is obscene, profane, vulgar, prurient, defamatory, abusive, impolite, controversial or which contains sexual content or sexual overtones or is otherwise not suitable for children or which is discriminatory, or which promotes services not suitable for minors, or other messages which are otherwise not legally permissible or of poor production quality, as such shall be determined within the sole discretion of the Board or its designee. The types of goods and services, which are generally considered non-permissible for advertisement, and for which the non-public forums are not opened for limited and controlled advertising purposes, include, without limitation, the following:
COMMUNITY RELATIONS

Advertising (Continued)

- Tobacco (Tobacco means any tobacco product (including, but not limited to, cigarettes, cigars and chewing tobacco), vapor products (such as e-cigarettes), alternative nicotine products, tobacco product lookalikes and products intended to replicate tobacco products either by appearance or effect)
- Liquor and other alcoholic beverages and products
- Firearms and all other forms of weaponry
- Condoms, prophylactics and other birth control devices, products and programs
- Pornographic and other adult publications
- Pornographic and other adult video, audio and computer content
- Illegal drugs and drug paraphernalia
- Since permitted advertising is limited to goods and services, it is not intended to open the District or its facilities or grounds to advertising outside the scope of goods and services, such as political advertising or advertisements promoting particular personal or religious beliefs, or to controversial topics or positions.

6. **Food and beverage marketing is defined as advertising and other promotions in schools.**
   This term includes, but is not limited to the following:
   a. **Brand names, trademarks, logos or tags, except when placed on a physically present food or beverage product or its container.**
   b. **Displays, such as on vending machine exteriors**
   c. **Corporate brand, logo, name or trademark on school equipment, such as marquees, message boards, scoreboards or backboards (Note: immediate replacement of these items are not required; however, districts will replace or update scoreboards or other durable equipment when existing contracts are up for renewal or to the extent that it is financially possible over time so that items are in compliance with the marketing policy.)**
   d. **Corporate brand, logo, name or trademark on cups used for beverage dispensing, menu boards, coolers, trash cans and other food service equipment; as well as on posters, book covers, pupil assignment books or school supplies displayed, distributed, offered or sold by the District.**
   e. **Advertisements in school publications or school mailings.**
   f. **Free product samples, taste tests or coupons of a product, or free samples displaying advertising of a product.**
COMMUNITY RELATIONS

Advertising (Continued)

Date of Last Revision: 2-15-2017
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Related Policies and Regulations: 
Legal Reference: Neb. Rev. Stat. § 71-5716 to 5734
(Nebraska Clean Air Act)