

# A Tale of Transformation: Hollywood High School's Launch to a 'Wellness Campus'

D. Ebrahemi, MSW<sup>1</sup>, M.J. Puffer, BSN, MPA<sup>1</sup>

<sup>1</sup> LA Trust for Children's Health

## 2014-2016 • Vision: H.E.A.L. (Healthy Eating, Active Living)

To support healthy behaviors & reduce obesity rates in underserved communities



### BACKGROUND

#### CHILDHOOD OBESITY HAS DOUBLED IN CHILDREN AND QUADRUPLED IN ADOLESCENTS IN THE PAST 30 YEARS<sup>(5)</sup>

##### California

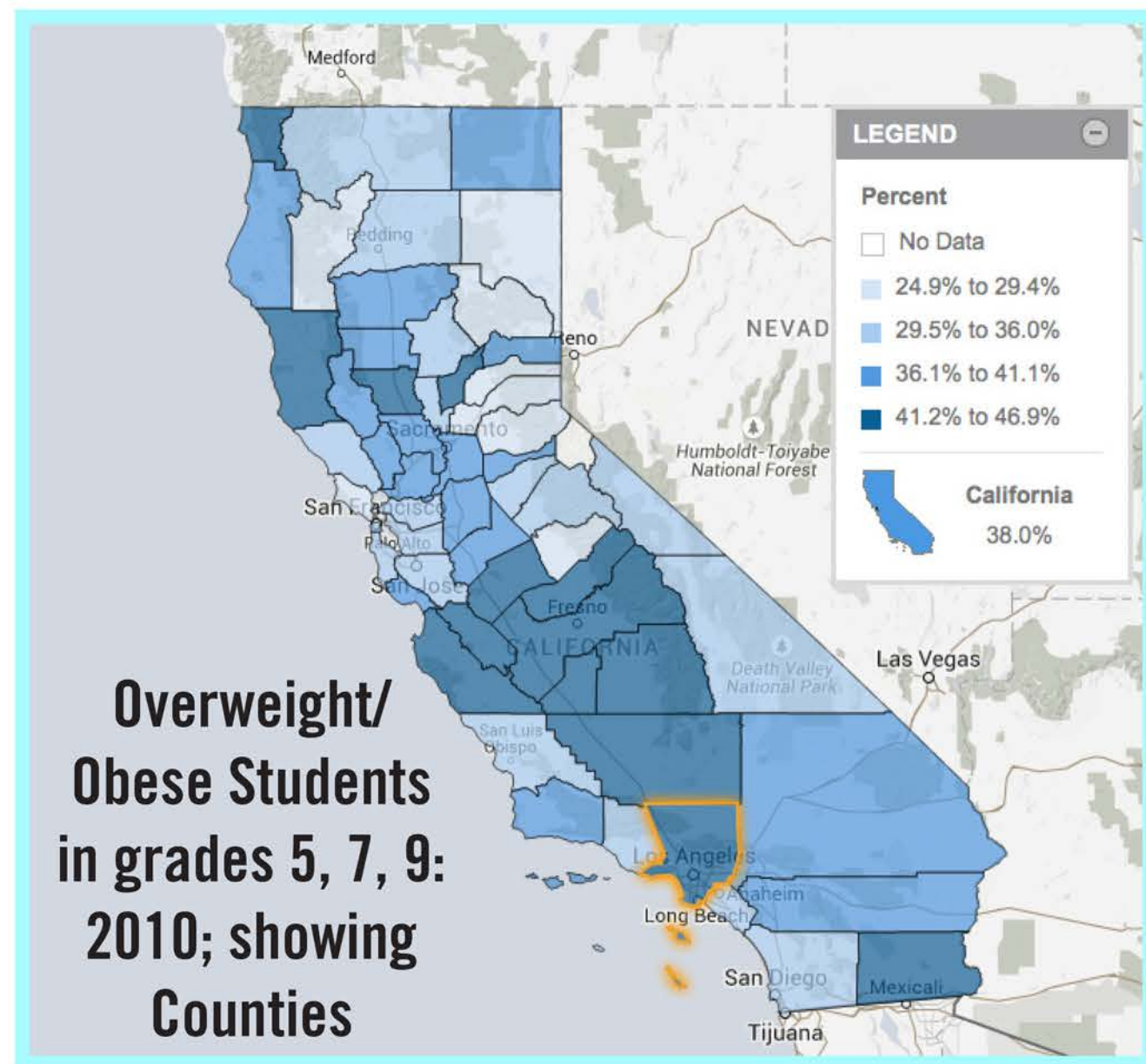
- State Obesity: 24.1%<sup>(4)</sup>
- Californians aged 12-19 year olds: 20.5%<sup>(3)</sup>
- California Physical Fitness Test: 61.9% of 9th grade failed to meet the Healthy Fitness Zone requirements<sup>(1)</sup>

##### Los Angeles County

- Adolescents living in low-income neighborhoods in L.A. County were 9 times as likely to be overweight as those in well off neighborhoods.<sup>(5)</sup>

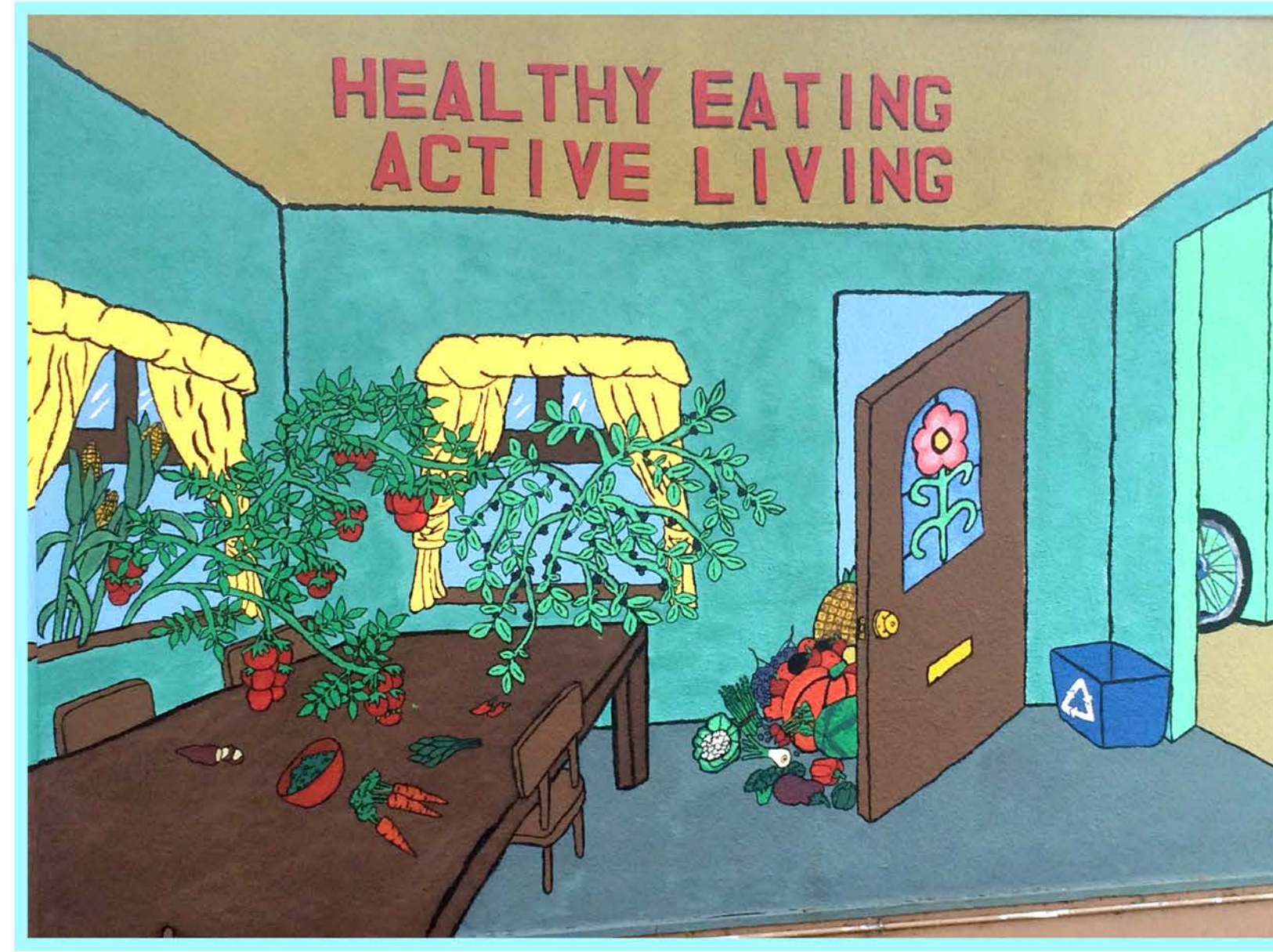
##### LAUSD

- 70.4% failed to meet all 6 fitness standards for the Fitnessgram<sup>(1)</sup>
  - Female: 73.1% ◦ Male: 68.0%<sup>(1)</sup>
- 44.4% of students failed to meet healthy body composition<sup>(1)</sup>
- Almost 50% failed the aerobic fitness testing program<sup>(1)</sup>
- Over 650,000 students are enrolled in schools throughout LAUSD<sup>(7)</sup> and 70% qualify in the free and reduced lunch program<sup>(8)</sup>



#### WHY SCHOOLS ARE IDEAL FOR WELLNESS PROGRAM IMPLEMENTATION<sup>(6)</sup>

- Captive audience 6-8 hours per day
- Daily meal consumption
- Other health programs already present: nurse, health and physical education programs can be of little to no extra cost for participants

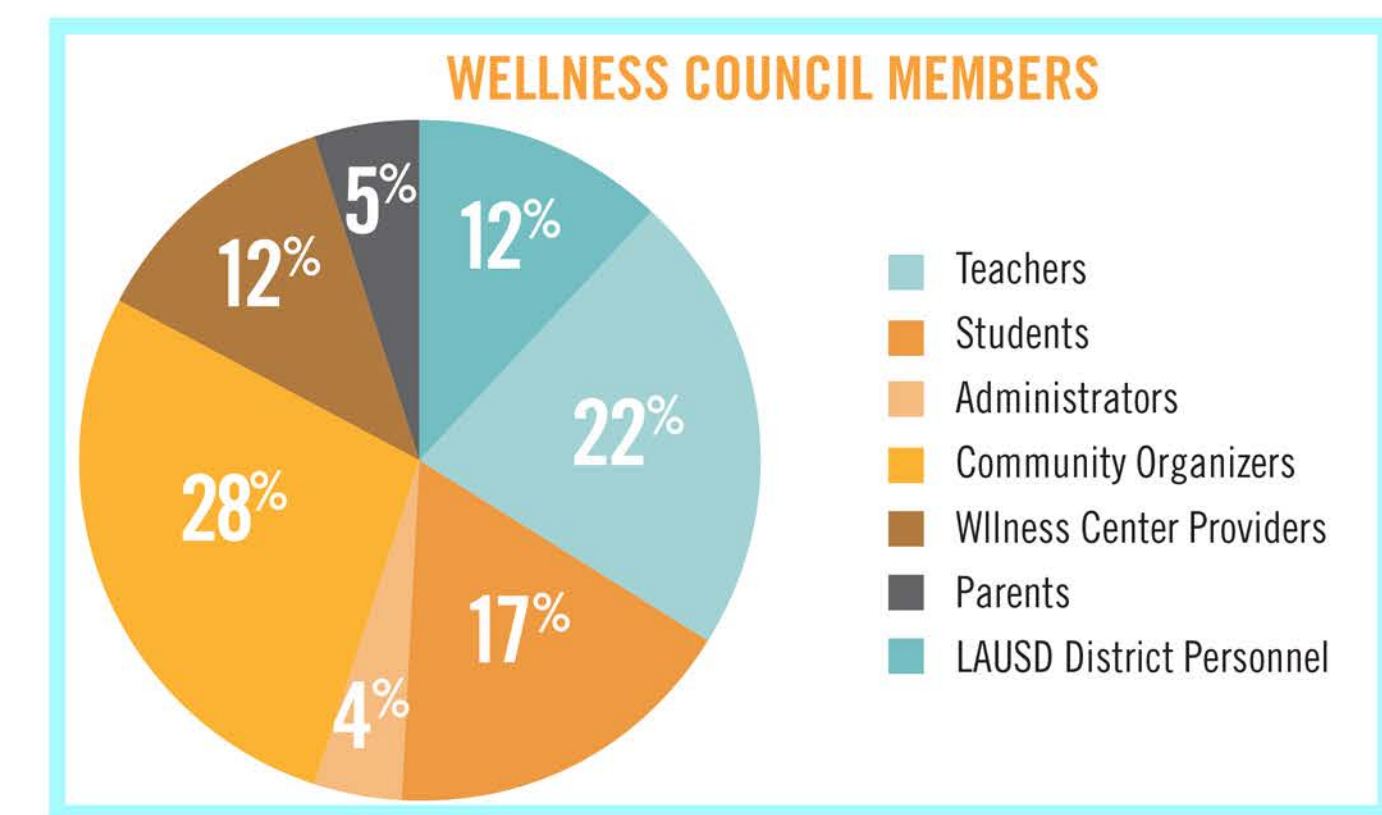
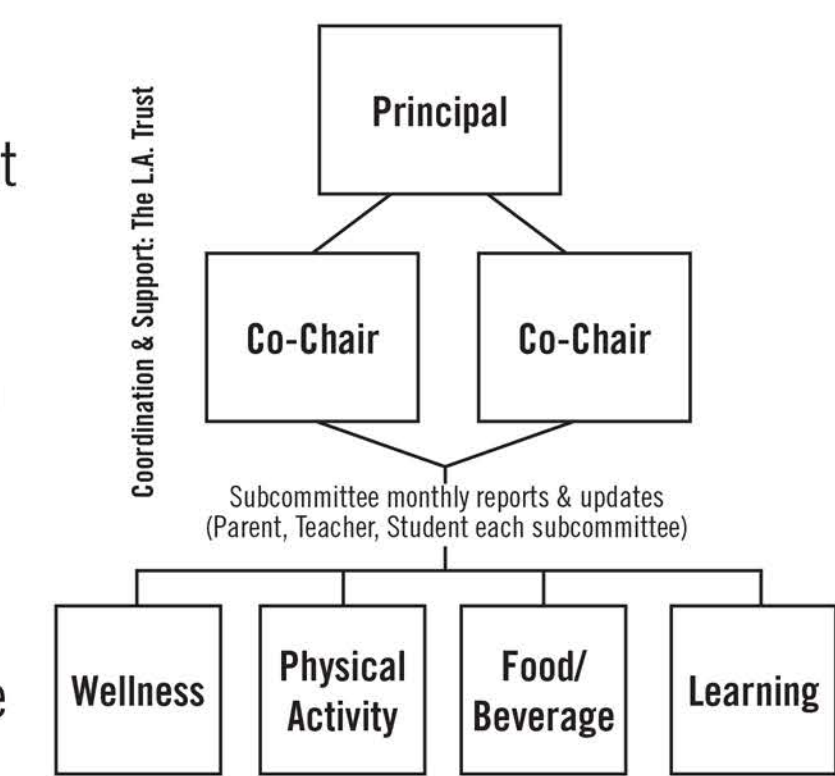


Mural created by F.A.M.E. Health Club student for Senior Project

### METHOD

#### FORMATION OF A WELLNESS COUNCIL

Kaiser Permanente (KP) supported the advancement of HEAL at Hollywood HS. Principal Sanchez implemented a Wellness Council with 20 diverse members representing the HHS community to enhance, strategize and advocate for school wellness in accordance with the 4 HEAL goals: Wellness Center, Physical Activity, Food and Beverage, and Learning Opportunities.



### ACCOMPLISHMENTS

	Wellness Center	Physical Activity	Food and Beverage	Learning
<b>Goals:</b>	Improve school-based healthcare services in obesity prevention and management.	Improve and increase access to physical activity opportunities.	Improve and increase access to healthy food and beverages.	Improve learning opportunities about healthy eating and active living.
<b>Strategies:</b>				
<b>Environmental</b>	Wellness Center focused on primary prevention and early intervention <ul style="list-style-type: none"> <li>• Over 2,800 student encounters to date from 2012-2016</li> <li>• Dietician available weekly, 25 students seen Jan – April</li> </ul>	Upgraded school weight room equipment in exchange for increased hours <ul style="list-style-type: none"> <li>• Open 3 days/weekly during lunch, approx. 30 students utilizing facility</li> </ul>	<ul style="list-style-type: none"> <li>• Increased healthy options in: Student Store (“Hash House”), Vending Machines, and “The Stand”</li> <li>• Cafeteria – Smarter Lunchroom Movement</li> <li>• School Garden - 100% managed by Environmental Club</li> </ul>	<ul style="list-style-type: none"> <li>• HEAL Mural: Designed by a student for his senior project promoting HEAL adjacent to the cafeteria.                             <ul style="list-style-type: none"> <li>◦ HEAL Mural Unveiling Ceremony (400 participants)</li> <li>◦ HEAL Mural Expansion (June 2016)</li> </ul> </li> </ul>
<b>Educational</b>	Over 30 events, workshops, & trainings for HHS students, parents and faculty including: <ul style="list-style-type: none"> <li>• Wellness Treasure Hunt</li> <li>• Lunchtime Tabling &amp; Demos</li> <li>• School-Wide Wellness Center Assembly</li> </ul>	Healthy Non-Food Fundraisers <ul style="list-style-type: none"> <li>• Annual “Sheik-a-Thon” hike to the Hollywood Sign                             <ul style="list-style-type: none"> <li>◦ 3 total, 260 participants</li> </ul> </li> <li>• 1 Winter Olympics                             <ul style="list-style-type: none"> <li>◦ 20 participants</li> </ul> </li> <li>• Fitness Classes                             <ul style="list-style-type: none"> <li>◦ Zumba (Parent &amp; Community Members)</li> <li>◦ After School Pro-Fit Club (20 students)</li> <li>◦ A World Fit for Kids (30 participants)</li> </ul> </li> <li>• Activities                             <ul style="list-style-type: none"> <li>◦ Faculty hikes</li> <li>◦ Faculty walking club</li> <li>◦ Day at the Beach</li> <li>◦ Local community runs</li> <li>◦ Instant Recess during classtime</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Campaigns                             <ul style="list-style-type: none"> <li>◦ Don’t Get Caught Red-Handed (220 signed pledges)</li> <li>◦ Traffic Light Eating</li> </ul> </li> <li>• Outreach events and activities                             <ul style="list-style-type: none"> <li>◦ Farmer’s Markets - SEE-LA</li> <li>◦ Rock the Bike</li> <li>◦ Taste testings</li> <li>◦ Healthy Food Carts</li> <li>◦ Lunchtime tabling</li> <li>◦ Nutrition Classes - L.A. Care</li> <li>◦ Healthy potlucks</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Student/parent health convenings and trainings (approx. 70 participants)                             <ul style="list-style-type: none"> <li>◦ Community Partners, KP, The L.A. Trust, Center for Civic Participation, and A World Fit for Kids!</li> </ul> </li> <li>• SOS Mentors curriculum (160 participants)</li> <li>• Culturally appropriate healthy cookbook created by parents</li> <li>• Teen Town Hall meeting (57 participants)</li> <li>• Comorbid integration for trainings – oral health &amp; mental health</li> </ul>
<b>Promotional</b>	Over 40 integration efforts between school and Wellness Center <ul style="list-style-type: none"> <li>• Classroom Presentations</li> <li>• Wellness Center Tours for students &amp; faculty</li> <li>• Parent &amp; Faculty Meeting Presentations</li> <li>• Open House, Back to School Night Tabling</li> <li>• Student Advisory Board (SAB) promotion: poster campaigns, presentations, lunchtime tabling and PA announcements</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media: Instagram, Twitter, Facebook</li> <li>• Print Media: Newspaper, posters, etc. around school</li> <li>• Healthy PA announcements and tips weekly</li> <li>• Healthy tips on school marquee</li> <li>• Deborah Ebrahemi, HEAL Program Manager, was recognized by American Heart Association and Robert Wood Johnson Foundation.</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media: Instagram, Twitter, Facebook</li> <li>• Print Media: Newspaper, posters, etc. around school</li> <li>• Healthy PA announcements and tips weekly</li> <li>• Healthy tips on school marquee</li> <li>• Deborah Ebrahemi, HEAL Program Manager, was recognized by American Heart Association and Robert Wood Johnson Foundation.</li> </ul>	<ul style="list-style-type: none"> <li>• F.A.M.E. and Healthy Athletes Committee lunchtime tabling</li> <li>• Social media: Instagram, Twitter, Facebook</li> <li>• Presentations at faculty and parent meetings</li> <li>• Principal Sanchez and F.A.M.E. Health Club President honored with HEAL Leader Awards from Kaiser Permanente and a Certificate of Recognition from LAUSD Board Member Zimmer.</li> </ul>
<b>Policy</b>	<ul style="list-style-type: none"> <li>• Wellness Rx and Resource Guide used for all student visits</li> <li>• 2 Peer Advocate groups created to increase awareness and student utilization of Wellness Center</li> <li>• Standardized school wellness calendar of events</li> </ul>	Fitnessgram <ul style="list-style-type: none"> <li>• LAUSD integration efforts &amp; policy revisions in progress</li> <li>• F.A.M.E (Fit, Active, Motivated &amp; Empowered) Health Club</li> <li>• 16 members</li> </ul>	<ul style="list-style-type: none"> <li>• Wrote and implemented 2 school specific policies:                             <ul style="list-style-type: none"> <li>◦ Healthy Fundraiser Policy</li> <li>◦ Healthy Snack Policy</li> </ul> </li> <li>• Trainings with Healthy School Food Coalition and CA Food Policy Advocates</li> </ul>	<ul style="list-style-type: none"> <li>• 8 student and parent policy advocacy trainings                             <ul style="list-style-type: none"> <li>◦ CA Center for Civic Participation, School Food Policy Advocates, Healthy School Food Coalition</li> </ul> </li> <li>• F.A.M.E. Health Club President Wendy Siguenza participated in a Legislative Hearing on behalf of AB-292 - Time to Eat Bill.</li> <li>• Student presentations to LAUSD School board re: Hydration Stations</li> <li>• Student advocacy re AB 2782: Sugar-Sweetened Beverage Tax with local Assemblymembers</li> <li>• Developed an Obesity Prevention Toolkit for Schools with HEAL best practices</li> </ul>

### Future Efforts

- Develop a system to ensure consistency with data collection
- Implement Wellness Rx & Resource Guide across Wellness Center sites
- Continue integration of co-morbid conditions ie: oral health & mental health
- Create HEAL Support Package for all Wellness Centers
- Advance LAUSD's Blueprint for Wellness Policy
- Create accountability and referral protocol for students who fail Fitnessgram

### ACKNOWLEDGEMENTS

We would like to thank HHS Wellness Council Co-Chairs and members, HHS Administrators, Faculty, Parent Center, School Nurse, Cafeteria and Student Store Managers, After-School Provider, The L.A. Trust staff, L.A.U.S.D., Planned Parenthood, Aviva Family and Children Family Services, Center for Community Health and Evaluation, Former Councilmember Tom LaBonge, Councilmember Mitch O’Farrell, LAUSD Board President Steve Zimmer, and all other community partners; and Kaiser Permanente Community Benefits for funding this work.

The mission of the Los Angeles Trust for Children's Health is to improve student health and readiness to learn through access, advocacy and programs

To learn more, visit

[www.latrustforchildrenshealth.org](http://www.latrustforchildrenshealth.org)

### REFERENCES:

<sup>1</sup> California Physical Fitness Report. (2013-14). Retrieved June 2015, from California Department of Education: <http://data1.cde.ca.gov/dataquest/PhysFitness/PFTDN/Summary2011.aspx?r=0&t=3&y=2013-14&c=19000000000000&n=0000>  
<sup>2</sup> Children's Weight in California. (2014). Retrieved June 2015, from kidsdata.org: <http://www.kidsdata.org/export/pdf?ind=562&cookieKey=871270>  
<sup>3</sup> Overweight and Obesity. (2014, September). Retrieved June 2015, from Centers for Disease Control and Prevention: <http://www.cdc.gov/obesity/data/childhood.html>  
<sup>4</sup> California Department of Public Health: Nutrition Education and Obesity Prevention Branch. (2014). Obesity in California: The Weight of the State, 2000-2012.  
<sup>5</sup> Children's Defense Fund. (2012). Children's Health. Retrieved 2015, from <http://www.childrensdefense.org/policy/health/>  
<sup>6</sup> Kaiser Permanente. (2011). Request for Proposal- Healthy School Partnership.  
<sup>7</sup> Los Angeles Unified School District. (2011-2012). Fingertip Facts. Retrieved June 2015, from [http://notebook.lausd.net/pls/ptU/docs/PAGE/CA\\_LAUSD/LAUSDNET/OFFICES/COMMUNICATIONS/COMMUNICATIONS\\_FACTS/11-12FINGERTIPFACTSREVISED.PDF](http://notebook.lausd.net/pls/ptU/docs/PAGE/CA_LAUSD/LAUSDNET/OFFICES/COMMUNICATIONS/COMMUNICATIONS_FACTS/11-12FINGERTIPFACTSREVISED.PDF)  
<sup>8</sup> Los Angeles Unified School District: Board of Education. (2009). Proposed Strategic Plan for the Establishment of School Health Centers in High Priority Geographic Areas