Healthy You. Positive Energy.

HYPE
Youth Leadership Guide
2016-2017
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Unless we work together to change the course of this epidemic, today’s kids could be the first in U.S. history to lead shorter lives than their parents.

THE PROBLEM

Childhood obesity has become a national epidemic affecting the health and wellness of youth across the country. Recent studies in Philadelphia show that more than 1 in 3 teens are overweight or obese; only 1 in 5 are eating the daily recommended number of vegetables (at least 3 servings), and only 1 in 5 are active and moving every day.

Why are Philadelphia youth unhealthy?

Food environments
Various food outlets offering low-cost, high-calorie snacks, sugary beverages, and fast food restaurants around the neighborhood

Messages and Advertisements
Promotions of unhealthy options on TV, on your phone or computer and in your neighborhood stores

Not enough physical activity
Philadelphia’s youth are getting too much screen time (TV, moblie, laptop) and not enough safe places to play and walk outside
About HYPE

HYPE (Healthy You. Positive Energy.) is a campaign to inspire YOU, the youth, to tackle the issue of unhealthy eating and inactivity by becoming leaders for positive change and wellness in your schools and communities. HYPE brings hip-hop, rap, dance, social marketing and citywide events to help you lead the charge. *HYPE is not just a campaign. It’s a movement.*

The Guide

We have created this guide to support you, HYPE leaders, in getting HYPE started in your schools so you can start thinking critically about your food environment, develop leadership skills that will last a lifetime, and find fun, engaging ways to get your schools, families and communities to live healthy and get HYPE!

Goals of the Guide:

1. Support you in finding your voice as leaders and advocates for healthy change
2. Give you the tools to assess and change the culture of health in your schools and communities
3. Offer ideas that can help you design and launch a HYPE campaign that serves you, your peers and your neighborhood

Along the way, we want to hear your stories!

Please send pictures, videos or ideas to:

youthleadership@thefoodtrust.org

Follow us on Instagram (@HYPEphilly) and tag us: #getHYPEphilly
Why You? Why Youth?

Whether it’s stopping at the store for a healthy snack, playing basketball after school or choosing to walk to school instead of getting a ride, youth are making their own decisions about what they eat and how active they are every single day. We know that telling someone what to do and what to eat does not usually work, but if we work together and find ways to engage people and inspire healthy actions, we have a much better chance of creating long-lasting change.

You are already leaders in school, among friends and in your families. There are people looking up to you. Think about your siblings or younger cousin or a neighbor: If they see you buying a soda and drinking it on the way home from school, they might pick one up, too, just to be more like you.

We want you to think not only about what you are doing to be HYPE, but also think about how you are a model to everyone around you. HYPE is not just one healthy choice, it’s a culture and lifestyle where eating healthy is cool and getting active is something to be proud of. HYPE is youth-approved because it is youth-led.

“We want you guys to be ambassadors and to talk about healthy eating in your schools and in your communities... because a lot of kids don’t understand that food is fuel in a very fundamental way. And sometimes, they don’t listen to grown-ups, and they don’t listen to the First Lady. But many of them will listen to you because you’re living proof of that reality.” -First Lady Michelle Obama, 2015 Kids’ State Dinner
Now it’s time to get HYPE going at your school. Follow these steps to start a council and create healthy changes in your school!

Step 1: Build your team and distribute surveys to your peers and school staff.
Step 2: Host your first meetings and review survey feedback.
Step 3: Get to know your council and discuss leadership qualities.
Step 4: Create a mission statement, develop goals and get your school HYPE!
Step 5: Attend the HYPE summit and create your HYPE school vision.
STEP 1) Build Your Team

Recruitment

Getting your team on board is the first step. Work with your adviser to pull together a diverse group of six to 12 youth that represent your school or youth program. Choose one of the following strategies to select youth leaders:

- Recruit members from a pre-existing club, like a student council or sport club.
- Send around a sign-up sheet to your peers and ask teachers and staff to nominate youth.
- Have youth show their interest by submitting a poem, rap, photo, drawing or collage.

Hang posters (below) and flyers to attract new members. An example flyer is on the next page! Put your own creative twist on recruiting new members.

Snap pictures of the posters you hang up in your school and tag @HYPEphilly on social media!
Do you have what it takes to be a HYPE leader?
Show the school how you get HYPE and lead the way to creating healthy changes!

By being a HYPE leader, you will:

- Make new friends
- Develop leadership and advocacy skills
- Gain knowledge about health issues
- Peer-to-peer education
- Share your creativity, ideas and talents!

For more information, see _____________________
Assess Your School

Take the Pulse:

*Before you can create change, it is important to understand what is already going on and where there is opportunity for change.*

Using the *Take the Pulse* survey on the next page, investigate all the parts of the school environment around food and fitness. You can break up into smaller teams to focus on different parts of the survey. Interview staff, students and even parents to get feedback on what is already going on and where there is opportunity for change.

Bring it Back Together:

Once you have gathered information and feedback from the school community, put it all together to discuss the results.

- Did you have more checks in the “yes” column or the “no” column? If you answered mostly “yes,” then your school is on track to becoming a healthful environment. If you answered mostly “no,” your school has plenty of opportunities for improvement.
- What is your school doing well?
- Where could your school use some improvement?

Gather & Present Results:

Your survey results will be the starting point for your HYPE work. We want to build awareness about what you have found and share some of the ideas for how you can create change. Create a short summary and one S.M.A.R.T. goal (see page 20) for making your school healthier to present to your principal, other teachers and students.
### Take the Pulse: *How Healthy is the School?*

Share your thoughts with us and let the HYPE team know what healthy changes you want to see this year.

<table>
<thead>
<tr>
<th>Nutrition</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students are served a variety of healthy foods (e.g. fruits, vegetables, non-fried food, whole grains, low-fat milk) for breakfast and lunch.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students are given enough time to eat breakfast and lunch.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are healthy snacks available for purchase in vending machines or the school store.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are drinking fountains throughout my school and I am able to drink water throughout the day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>When we have celebrations or we are rewarded, we receive non-food items or healthy snacks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School fundraisers use healthy foods.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students bring in healthy snacks from home or the corner store.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Physical Activity</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students are getting enough physical activity during gym class.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>We have time for recess during the school day and there is sufficient time for physical activity.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>There is enough athletic equipment and safe locations for playing sports.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classes take movement breaks throughout the day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most students walk or ride their bikes to and from school.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>My school offers sports or fitness clubs before or after school.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>The posters I see in my school and cafeteria promote healthy food choices and physical activity- <em>Look around the hallways and the cafeteria</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There is a garden at my school.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are other healthy programs happening in our school this year (e.g. Fresh Fruit and Vegetable Program, Farm To School, Playworks). <em>Ask your principal.</em></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
STEP 2) Host Your First Meetings

Now that you have formed a HYPE Council, it’s time to figure out when and where to meet. Think about before-school/after-school times and even during lunch. Decide how often you will meet, and set the first meeting date. Make some time to review the feedback from your surveys to help guide your council’s mission for the year.

How to Organize a Successful Meeting:

1. Set an agenda to make sure that all the meeting goals are met and that time is used productively. Write down how many minutes should be dedicated to each agenda item.

2. Choose someone to be the “Meeting Captain” - this person will make sure the group is sticking to the agenda.

3. Choose someone to take notes during the meeting. Have council members sign in!

4. Set objectives for your meeting. Outlining the objectives helps to keep the council focused and use the productively. An example of an objective in your early meetings can be to write a draft of the mission statement for your HYPE Council. This is a big meeting objective, so it’s OK if it is the only objective you set for that meeting. Later, you might schedule a date and time to hang HYPE posters around the school. This is a fairly small objective, so you may have time to discuss other items during that same meeting. Lastly, it is important to make each meeting manageable within the time you have. Select no more than three objectives per meeting.

5. At the end of the meeting, assign tasks for next time - what needs to be done before the next meeting? Who will do it? Who will set the agenda for the next meeting? Outline next steps or action items that members of the council (or the council as a whole) are responsible for before the next meeting. Be sure to clearly assign tasks, and hold each other accountable. The council is only as strong as the dedication of its leaders!

Use the next page as an agenda template that can be used for taking notes...
Take turns identifying a council member to lead each meeting (Meeting Captain) and take notes (Secretary).

Date/Time: __________________  Location:___________________________

Teacher/Adviser: ____________________________

Secretary: _________________________________

Meeting Captain: ___________________________

Council Members Present:___________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

a) Meeting Objective #1:

b) Meeting Objective #2:

c) Meeting Objective #3:

NEXT STEPS:
_______________________________________________________________
_______________________________________________________________
_______________________________________________________________
Step 3) Meet the Team and get your school HYPE!

At your first HYPE Council meeting, go around the room and discuss why you want to be a part of the HYPE leadership council and what skills you feel you can bring to the group. Get to know everyone by trying a few ice-breakers and strengthen your team with some team builders!

**Blobs and Lines**

Materials needed: none
Time: 5-10 minutes

The goal of the icebreaker is to help students learn about things they may have in common!

1. Have students line up in an order or break into “blobs” based on something they have in common.
2. Some examples include lining up by birthdays or shoe size. Other examples include blobs by eye color, favorite color, favorite fruit or vegetable, sports or activity played.

**Tossing Names Around**

Materials needed: two or three small balls or soft stuff animals
Time: 10 minutes

1. Have students stand in a circle and introduce themselves to the group.
2. Then, have the first tosser pass to someone in the circle. Tosser- “Here you go (Name of catcher).” Catcher- “Thank you (Name of tosser).” Here you go (next catcher).”
3. As students start to remember most of the names, have them speed up the exchanges and add in another ball after a few minutes.
“Human Knot”
After getting to know each other, this a great team-building game that requires you to work together to untangle your human knot. However, you do need an even number of people playing.
1. Have everyone stand in a circle and hold out their left hand, and grab the hand of someone across the circle from them.
2. Repeat with the other hand, and grab the hand of a different person across the circle. Work together and untangle!

“In the School, Out of the School”
What do YOU want to see in your school? In this interactive and powerful planning activity, each member of your council will contribute one thing they’d like to see either in your school or not in your school that would be a healthy product, activity, or behavior. How do you work together to accomplish your plans?

Materials needed: Big poster paper, markers
1. Have a student draw a big outline of your school
2. Appoint someone the “secretary” who will write down what each student says either within the school or outside.
3. First, go around and have each council member say one thing, then open it up to everyone to participate by choice.
4. Examples of things to go in your school: healthy snack fundraiser, posters, movement breaks, dance parties.
5. Examples of things not to go in your school: smoking, sodas, dirty water fountains
6. Take a look at your school setting. This can help your council determine what to focus your efforts on for the school year.
LEADERSHIP QUALITIES

Discover Leadership

What does it really mean to be a leader? Take a few minutes to identify and discuss the qualities of a leader, the leaders in your own life, and what makes you a leader at home, at school and in your community.

Identifying Qualities of a Leader—take a moment to discuss the following questions:

• What are some qualities or traits of a leader?
• What makes a leader effective and important?
• How would a leader deal with problems or stressful situations?
• What are some responsibilities of a leader?
• Why is communication important if you’re a leader?
• What does it mean to “lead by example”?
• Why is having a vision or plan important for a leadership team?

Identifying the Leaders in Your Life

Use the worksheet on the next page to identify the leaders in your life, what kind of leader you are, and the skills you can use to lead HYPE.

Bring it Back Together

Using the work you did to identify the traits of a leader, leaders in your own life and your own leadership skills, take a few minutes to discuss how you can use these traits to help effectively influence and change your school environment. As a leader, how can you work with other youth leaders in your school? Do you have common leadership traits, or have the same role models in common?

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Who are leaders in your own life?

Leaders come in all shapes and sizes. They are your role models, people you look up to and aspire to be like. They can be a family member, a friend, a teacher, an athlete, a political figure, etc. Take a minute to identify some leaders in your life. Think about the qualities of a leader you identified above and write about some leaders in your life and what qualities they possess.

1. 
2. 
3.

Identify what kind of leader you are?

Main qualities of a leader: How many do you have? (Check all that apply below)

- Empowering
- Loyal
- Supportive
- Responsible
- Open
- Determined
- Communicative
- Confident
- Honest
- Committed
- Positive
- Creative
- Inspired
- Focused
- Other ___________

Now that you have identified some qualities you possess as a leader, take a minute to think and write about a situation in which you acted as a leader. Think about how this might help you as a HYPE leader and what areas you might want to work on.

What kind of communication and creative skills do you have?

- Writing
- Dancing
- Video Editing
- Photography
- Drawing
- Graphic Design
- Teaching
- Public Speaking
- Rapping
- Researching
- Other ___________
Step 4) Create a Mission Statement

By writing a mission statement, you will define what your group is about and what you hope to accomplish this school year. The mission statement gives your group an identity and a common goal to work toward.

What is a mission statement?

Mission statements are used to create a guiding goal for the group or organization. These statements zoom in and focus on 4 questions: What do we do? How do we do it? Who do we do it for? Why (what value are we bringing)?

Write Your HYPE Council’s Mission

Using the Identifying Your Mission worksheet, go through the steps and create your own mission.
Identifying your mission:

Answer the following questions to help identify what your HYPE youth leadership mission statement will be:

1. *What do we do?*

2. *How do we do it?*

3. *Who do we do it for?*

4. *What value are we bringing to our school and community?*

Talk about it and write it out!

Now that you know what a mission statement is, why it is important, and have a sense of your own mission, take a few minutes to discuss it with your youth leadership group and write it out!
Goal Setting:

When working together toward a common mission, one of the most important first steps you can take is to set goals. Setting goals helps you stay focused on what you are trying to accomplish while planning the steps for how to get there. It also makes sure that you are putting your time, energy and efforts into things that really matter to you. When setting goals, it is important that you align them with your mission, make them measurable, and know they are something you can achieve. This type of goal setting is called S.M.A.R.T. goal setting, which stands for:

- **Specific** goals have a much greater chance of being accomplished than a general goal
- **Measurable** goals establish concrete criteria that allow you to track progress
- **Attainable** goals are within reach
- **Relevant** goals are aligned with your mission and interests
- **Timely** goals are achieved within an agreed-upon time frame

To lead HYPE, you must first believe it and be it.

*Take a moment to have every HYPE leader think of 2 personal S.M.A.R.T. goals to work on this year.*

1. **A personal health goal** to make healthier choices or be more active within the next month.
2. **A personal leadership goal** to work on growing specific leadership skills before the end of the year.
Dream Up a HYPE School:

Start by discussing in your council:
- What does it mean to be healthy?
- What factors in your life make it easy to be healthy?
- Do you have healthy food at home?
- Do you live near a park?
- Do you even like healthy food? If so, what’s your favorite healthy food to eat?
- What factors in your life make it hard to be healthy?
- Think about your life. What’s stopping you from being the healthiest you can be?
- Do you always get to decide what you eat, or what you do with your free time?
- Would you consider your family or friends “healthy”?

Finish by dreaming up a healthy, HYPE school.

What does your DREAM HYPE SCHOOL look like?
Step 5) Attend HYPE Youth Leadership Summit

This is what you’ve been preparing for. Come ready to talk to other HYPE leaders, share your ideas and get HYPE! This is a free event for all HYPE councils!

Details

• The summit will run 10 a.m.-1 p.m., and lunch will be provided. Stay tuned for more details!
• To make sure you are eligible, have each HYPE council member fill out and return the permission slip packet as soon as possible. Your HYPE adviser will receive all of the paperwork. Keep an eye out for it!
• The Food Trust is able to offer free bussing to the summit or reimburse token costs for using public transit. This is a free event so your school will not have to cover any costs!

See you there!
“The one unchangeable certainty is that nothing is certain or unchangeable.”

-John F Kennedy, 35th President of the United States
LEAD THE HYPE

Bring the HYPE to your school!

Once your HYPE council is established at your school and you have a vision for the year, get your school excited about HYPE!

Promote HYPE in your school

Let your peers know your council's goals for the school year. Make announcements, hold an informational table about HYPE or post fliers about your council's mission. The more other students know about HYPE, the more they will want to support you and make sure you accomplish your goals to creating healthy change!
Focus Areas

To help guide your council, background information on each topic and example activities are provided and categorized by the following focus areas:

1. Healthy Eating
2. Active Living
3. Water Access and Hydration
4. Food Environment
5. Tobacco Prevention

Use these activities as suggested or tailor them and make them your own! Each council is different and at various levels so we put the focus areas into four groups of change:

Individual Change  School Change
Community Change  Citywide Change

Community partners and programs are listed at the end of each section, including resources or grant opportunities for your council to enhance your projects.
Promote healthier eating in your school

Many students eat breakfast, lunch and snacks during school hours and your HYPE council can encourage students to choose healthier options, whether they purchase at school or bring it from home.

Use the “Fact Sheets” on MyPlate and other nutrition topics to provide your council the background knowledge on the benefits of healthy eating to help you encourage your peers to make healthier choices. The “Fact Sheets” can help provide content for your posters, messages or other events your council plans for the year.
FACT SHEET- “MYPLATE”

Nutrition and Obesity

Obesity rates have TRIPLED among youth over the last two decades, indicating two things: We’re eating too much unhealthy food and not getting enough physical activity every day.

How does obesity affect us?

It greatly increases the risk of many chronic diseases:

- Heart disease
- Diabetes
- High blood pressure
- Cancer

Both obesity and physical activity directly affect students’ performance in school. Kids and teens who eat well and exercise every day do better in school! Eating well and exercising frequently increases energy and self-esteem.

What can we do about it?

Eat healthy! Use MyPlate as a guide to try and practice healthy eating habits.

Exercise! Aim for 60 minutes of physical activity a day.
What is MyPlate?

MyPlate is the most recent USDA food graphic that represents the 2010 Dietary Guidelines for Americans.

There are five food groups on MyPlate:

- Grains
- Fruits
- Vegetables
- Protein
- Dairy

**MyPlate Key Messages**

- Make half of your plate fruits and vegetables

Tips to add more fruits and vegetables:

- Try adding carrots and celery sticks when packing a lunch
- Plan a main dish meal around a vegetable
- Include a green salad with your dinner every night
- Put fruit in pancakes or breakfast cereals
- Pack a fruit salad for lunch

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FACT SHEET- “MYPLATE”

• Make half of your grains whole grains
  - Try brown rice or whole wheat pasta
  - Make sure to eat whole grain breads and cereals
  - Light popcorn is a good source of whole grains

• Eat lean proteins
  - Use lean ground meat, like chicken or turkey
  - Try eating seafood two times a week
  - Vegetarian options include beans, peas and soy products, which can be made into hummus, veggie burgers, chili and more
  - Unsalted nuts are full of good protein

• Switch to low- or nonfat dairy foods
  - Fat-free and low-fat options are always good dairy choices
  - Substitute greek yogurt for mayo when cooking to cut calories and fat!

For Fact Sheets on “Healthy Snacks,” “Breakfast” and other fun snack ideas, see page: _____.
Individual/Council Change

Be a role model and bring in healthy lunches or snacks for yourself! Try a new vegetable or fruit at the lunch line. Take a risk and spark interest from your peers when they see you snacking on something different. At the next HYPE council meeting, host a taste-test party with various seasonal fruits or vegetables!

School-Wide Change

There are numerous ways that you can promote healthy eating to your peers, teachers and school staff. The key is to get the word out so that your messages can reach more people!

Posters and Fliers

Be creative! Use markers, magazines, food packages or other materials to make posters and/or fliers to hang around your school (make sure you obtain permission first) that promote your selected topics.

Students can create slogans or images that represent the health topic that they have selected and use the HYPE posters provided at the beginning of the year to encourage other students to make healthy choices.

This is a great way to spread the word about different HYPE activities and events that are happening around your school.
Taste Tests

Help students make healthier choices by offering a taste test of fruit or vegetable recipes! This is a great way to give other students examples of different ways in which they can combine healthy ingredients to make a delicious snack. Students should work with their HYPE adviser to develop a plan.

With your school’s permission:

- Set up a mobile tasting station in the lobby or a special table in the cafeteria during lunch time
- Run taste tests during other periods of the school day

Ways to invite other students:

- Place signs around the school to invite other students
- Use balloons to bring attention to your event
- Ask servers to wear fruit costumes
- Give away HYPE promotional materials

FOLLOW @HYPEphilly AND TAG YOUR PHOTOS ON INSTAGRAM OR TWITTER! #getHYPEphilly
MAKE A CHANGE

Eat Fresh Here!

_Promote Local Food in your Cafeteria!

Introduce healthy foods by offering tasting opportunities to go along with Harvest of the Month! Full-service kitchens in high schools and select elementary schools are sourcing locally for fruits and vegetables. Help spread the word to your peers about local food!
Things to consider:

1. Obtain necessary permission to serve food, and ensure all individuals receive training on food safety practices. Meet with your cafeteria manager and share how your council wants to help promote Harvest of the Month.

2. Decide what food(s) will be tasted each month.

3. Make a list of the additional food items you will need, set a budget and make a plan for who will buy the needed materials and where they will do the purchasing.

4. Set the date, time and place of the taste test event.

5. Promote the taste test (See Posters and Fliers in “Promotional Ideas”).

6. Define tasks that need to be completed before the taste test and day-of and assign individuals to each task.

7. On the day of the taste test, prepare all fresh food and divide into small samples (safely store in the refrigerator until serving time, if necessary).

8. At the taste test, encourage students and teachers to try the healthy food(s). Talk to them about the importance of your chosen healthy topic and get their feedback on the taste.
Healthy Eating

Cooking Club

Here is another activity that brings together healthy eating and team work! Starting a cooking club is a great way to combine the healthy eating tips that you and your council have created, and sharing it with the rest of your school. Getting students involved in the kitchen is a great way to encourage healthy eating.

Starting a cooking club can help students:

- The importance of a healthy diet
- How to plan and prepare a balanced meal
- Find out what food are in season
- Understanding food nutrition labels
- Food safety skills
- Find out that cooking is fun!
COOKING CLUB

Things to consider:

1. Obtain appropriate permission to prepare food on a regular basis and make sure all individuals receive training on food safety practices (see Appendix, page 34).

2. Set a budget and plan where you will buy the food, and other items that need to be purchased.

3. Promote the club using fliers or posters.

4. Hold a meeting with club members and discuss how often the club will meet and what level of cooking experience members have.

5. Determine which recipe(s) will be used in the cooking club. Consider popular interest, member skills, equipment, space and nutritional value.

6. Gather necessary materials and purchase fresh ingredients within a few days before the meeting. Refrigerate until using.

7. Introduce the recipe at the beginning of the meeting. Demonstrate any new or important skills or techniques that take place in the recipe.

8. Divide participants into teams and assign each team to work on a part of the recipe. Set a time frame for the day’s cooking activity.

9. At serving time, the finished recipes should be presented to the club. Have a member of each station describe their part of the recipe. Discuss the nutrition topic relevant to this recipe.
Healthy Food Fundraiser

Healthy fundraisers are a great way to raise funds to promote healthy activities in your school. Selling fruit, water or other healthy items is a great way to not only raise awareness about different healthy snacks, but also contribute proceeds to other healthy school activities.

Host a fundraiser and sell healthy foods such as fruits (bananas, oranges), vegetables and dip or whole grain snacks!

Things to consider:

1. Obtain necessary permission to run a food fundraiser and to sell food. Partner with your home and school or parent group.

2. Decide what healthy food will be sold at the fundraiser.

3. Gather necessary materials and equipment. Partner with your nutrition educator!

4. Set a budget and plan where you will buy the food and other items that need to be purchased. (Local food is the freshest!)

5. Make sure all individuals who will handle fresh food receive training on food safety practices. Ask your nutrition educator for a special food safety lesson.

6. Set a date and time for the first “Healthy Food Market” and promote it!

8. Take orders in advance to estimate how much food to buy and prepare.

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9. Define tasks that need to be completed before the market and the day of. Determine who will purchase the food, take orders, make deliveries, prepare the food, handle money, etc.

10. Sell your product on a cart that goes class to class or set up at a table in a busy hallway! Make announcements throughout the day so that people know you’re holding a HYPE healthy fundraiser!

**Fun Healthy Food Ideas**

- Smoothies (blend berries, bananas and pineapple)
- Fresh fruit, fruit and cheese kabobs, fruit salad
- Dried fruit or trail mix (raisins, cranberries, apricots, banana chips)
- Cereal mix (whole-grain, low-sugar cereals mixed with dried fruit, pretzels, etc.)
- Veggie trays with low-fat dip, celery and carrots with peanut butter and raisins
- Cheese and Crackers- Whole-grain crackers with cheese cubes or string cheese
- Bagel Slice Bar -Bagel slices with peanut butter or jam, fruit or grain muffin (low-fat)
- Chips and Dip: Low-fat tortilla chips with salsa or bean dip
Peer Education

Be a role model for students younger than you and teach them about the importance of choosing “healthy snacks” and eating a healthy breakfast every day! Practice speaking in front of an audience and watch as the younger students listen to every single word you say!

Materials Needed:
- Large sheets of paper
- Markers
- Small ball or bean bag (for hot potato activity)

Instructions:
1. Work with your HYPE youth advisor and other teachers to obtain permission and set a date and time to teach a lesson in the classroom.
2. Break up into two groups and assign a group to each of the lessons.
3. Practice your lessons in front of your council before presenting to the students.

* The lessons provided in this guide are geared toward K-3rd grade. However, they can be adapted to any age level. Work with your teachers to create age-appropriate lessons. However, we recommend that only K-8 Schools use these activities. Teaching to younger grades within high school can be more difficult, and the lessons will be harder to adapt.

Teaching Tips

- Be prepared. Practice the lesson first, or write down an outline or bullet point ahead of time.
- Speak in a loud, clear voice.
- Ask questions to get the discussion started. Be patient if someone doesn’t volunteer right away!
- Look around the room at your audience and make eye contact.
- Get creative. Use visual aids like posters or props, songs, dances or movements.
- Move! If the kids look sleepy or fidgety, do a movement break or a bit of exercise.
- Be flexible. If something isn’t working, just move on.
- Be confident! These kids look up to you — now teach them how to get HYPE!
Healthy Snacks
* Adapted from *Show Me Nutrition*: Food Group Stretch

1. Introduce MyPlate (visit choosemyplate.org).
   a. Ask students if they can list the five food groups (fruit, vegetable, grain, protein, dairy).

2. Warm up with the “MyPlate Stretch.”
   a. Ask class to stand up, and stretch to each section of my plate
   Say:  “Everyone reach your hands high and grab an apple from the fruit group!
   Reach down the floor to the veggie group and pull up a carrot!
   Back up to the grains group and snack on some popcorn!
   Down to the protein group and scramble some eggs!
   All the way to the right to the dairy group and drink some milk!”
   b. Ask students to sit down and get settled.

3. Ask questions.
   a. “Picture getting out of school, walking to the corner store – what’s your FAVORITE snack to buy?” (most students will say chips, soda, cookies, etc.)
   b. “Do you think snacks are usually healthy or unhealthy?” (most students will say unhealthy)
   c. “You’re right – a lot of snack foods are unhealthy, because they have too much sugar, fat and salt. These are snack foods we should only have SOMETIMES, not every day.”
   d. “If you eat too many SOMETIMES snacks, you might feel tired, get cavities, gain weight or feel thirsty.”
   e. “Did you know snacks can be healthy too? Healthy snacks are snacks we can have ANYTIME. They give us energy to get through the day and don’t give us too much sugar, fat and salt.”
   f. “If you eat ANYTIME snacks, you’ll have lots of energy and feel great all day long.”
   g. “Let’s make a list of healthy, ANYTIME snacks.” Ideas: apple slices with peanut butter, banana, baby carrots, celery sticks, raisins, whole grain crackers or pretzels, low-salt nuts or sunflower seeds, low fat yogurt, water

4. Play Hot Potato: Ask students to either stay at their desks or sit in a circle on the floor.
   a. Tell students they will pass around the food group beanbag (or ball, or whatever’s available in classroom) while the HYPE leader is turned away from them. When the HYPE leader turns back around and says “STOP!” the student who is holding the beanbag will name a healthy snack. The snack will be listed on the board. Play as many times as desired.
   b. If students have a difficult time coming up with healthy snacks, they may ask other classmates for help. If the students disagree that certain snacks are healthy, discuss what their reasons are.

5. Conclude with the “MyPlate Stretch” again.
Boost Your Brain with Breakfast

1. Put blank lines for each letter of the word B-R-E-A-K-F-A-S-T and have students guess letters!

2. Lead a discussion about why breakfast is important.
   a. Ask students if they ate breakfast today.
   b. Ask students if they’ve ever heard the phrase, “Breakfast is the most important meal of the day.”
   c. Say, “Breakfast is kind of like putting gas in a car. Gas is the fuel that gives the car energy to move – and breakfast is our fuel to give us energy to move.”
   d. Say, “But food allows us to do much more than move. What else does it allow us to do? I’ll act it out and you guess.” Act out: thinking and growing.
   e. Tell students to stand up and repeat after you: “Breakfast .. gives us energy… to MOVE (run in place).. to THINK (act out thinking).. and to GROW (act out growing).” (Repeat, going faster and faster!)
   f. Ask students, “If we didn’t eat breakfast, could we move, think and grow as well as we did before?” Now ask students to move, think and grow in a very tired and slow manner, with no energy.
   g. Tell students, “Eating breakfast gives you energy – and actually makes you a better student! Not only will you be healthier, but people who eat breakfast tend to get better grades and do better in school overall.

3. What should we eat for breakfast?
   a. Ask the class to give ONE example of a breakfast food (e.g. Eggs)
   b. Ask the class which food group that breakfast food [eggs] is in.
   c. Tell students, “This is a good start, but a perfect breakfast would have three food groups in it. What can we add to [eggs] to make sure there are three food groups?” (e.g. Whole wheat toast and a glass of orange juice)
   d. Ask the students to brainstorm another sample breakfast. (Examples: cereal with milk and strawberries, toast with peanut butter and banana, oatmeal with blueberries and one egg)

4. Lead the Breakfast Pledge Activity
   Say, “Everyone needs to figure out a plan to eat breakfast every day. Whether you come to school early or get up a few minutes earlier and eat at home, breakfast should be a part of your morning every day!
   Tell them you are going to ask them to take a Breakfast Pledge. First, read it in its entirety, and then have them repeat it one line at a time.
   
   We the students of room________
   Pledge to eat a healthy breakfast every day!

HYPE Healthy You. Positive Energy.
Community-Wide Change

Make an impact with the community around your school! Influence the health choices in your community by including families and other program partners in your HYPE vision.

Community Night

Hold a family fun night or a open house night at the school. Work with your teachers and administrators to invite families to visit the school after hours and experience different activities/clubs throughout the school. If your school has a back to school night planned, ask for a table!

Things to consider:

1. Meet with your adviser and principal to discuss your council’s plans and obtain permission.

2. Invite students and families to your event. Invite community partners!

3. Plan activities, stations, informational tables for your event. Include a refreshments/taste test table for the attendees.

4. Organize with other school groups to hold informational tables or to lead activities.

5. Create posters to hang around the school!

FOLLOW @HYPEphilly AND TAG YOUR PHOTOS ON INSTAGRAM OR TWITTER! #getHYPEphilly
Community Partners

The following partners work with schools to provide nutrition education, resources or after-school clubs that your HYPE council and/or other students can get involved with throughout the year.

**MyPlate** is the federal government’s tool for illustrating the five food groups that make up a healthy diet. Their website has resources, tips and ideas to help you make choices that will help you and your school grow healthfully, including tips on varying protein, how to eat more vegetables, shopping on a budget, eating healthy around the holidays, and making good snack choices.

Visit [choosemyplate.gov](http://choosemyplate.gov) for reproducible print materials, quizzes, recipes, and more!

**Food Fit Philly** has lots of resources on healthy eating, including what it means, why it’s important and how to do it. Their website has lots of facts on sugar, fat and salt that you can use to educate and inform decision-making for any events involving snacks—whether for your HYPE council or your after-school snack! They also have a map of healthy corner stores in Philadelphia that have at least four healthy options.

Check to see if yours is on their list at [foodfitphilly.org/eat-healthy-near-you/](http://foodfitphilly.org/eat-healthy-near-you/)

Contact Mica Root at mica.root@phila.gov for more information.
COMMUNITY PARTNERS

**Eat. Right. Now.** is the School District of Philadelphia’s Nutrition Education Program. They offer classroom instruction and links to fun nutrition games and activities on their website. Their blog, phillyeatrightnow.blogspot.com, offers nutrition information, pictures and recipes, too!

Visit the blog or Eat.Right.Now website at webgui.phila.k12.pa.us/offices/n/nutrition/whats-new.

**BAM! Body and Mind** has recipe ideas for quick and easy but also healthy and delicious dips, snacks, salads, desserts and more! Use these for a fundraiser, or print out and use for a cookbook. Want even more BAM!? They have a free app for iPads called “Dining Decisions,” which is a game to help you make healthy food choices to stay energized for physical activity.

Check it out at their website: cdc.gov/bam/nutrition/index.html
HEALTHY EATING

Free Library Cooking Classes

Get HYPE Philly! @ the Free Library

Make your favorite foods veggie-ful!

Find out about money, how to eat healthy at the corner store, grow things you can eat, and help the environment!

Call or email Aurora Sanchez @ 215.686.5372 or getHYPEphilly@freelibrary.org for more info!

“You can make guacamole with different fruits and vegetables. They make me happy every time I come and I always learn something new.” – Shadonna, 12 years old

“It’s fun, interesting and teaches you how to make food!” – Lena, 16 years old

“It’s super fun while being informative.” – Nishat, 16 years old

HYPE Healthy You. Positive Energy.
Advocacy/Policy Change

Students can advocate to have no sales of candy, sweets or other less healthy food before, during or after school. You can meet with your principal and administrators and petition to change sales to healthier offerings or non-food options. Gather support from your peers and get students to sign your petition. The more supporters, the stronger your claim!

Youth United for Change- Join a group of student advocates working to improve the environment at Philadelphia schools. Issues discussed are water access in schools and healthier school food. Find out more information at youthunitedforchange.org and join the movement in improving education in Philadelphia.
ACTIVE LIVING

Increasing Physical Activity

Did you know that Philadelphia has 63 parks in its network of Fairmount Park? With 10% of Philadelphia made up of park land, there are numerous trails that await hiking, biking or just exploring! An important factor to a healthy lifestyle is incorporating physical activity every day. It’s important to promote the benefits of physical activity as well as opportunities to include more movement daily to your peers. Use the following background information on physical activity as a resource. Let’s get moving!

“...team first. It allows me to succeed, it allows my team to succeed.”
-Lebron James, three-time NBA Champ, four-time NBA MVP
Physical Activity 101

Which is more important, eating healthy or being physically active? They are equally important!

Physical Activity is any body movement that works your muscles and burns more energy (calories) than sitting or resting. Regular physical activity can produce long term health benefit for people of ALL ages, shapes, sizes and abilities. This is especially important for young women, given that middle school girls in Philadelphia are five times less active than boys! The more physical activity you do, the greater the health benefits.

Being physically active can help you:

- Increase your chances of living longer
- Feel better about yourself
- Decrease your chances of becoming depressed
- Sleep well at night
- Move around more easily
- Have stronger muscles and bones
- Stay at or get to a healthy weight

For teens and kids, you should shoot for 60 minutes every day! Time to get moving!
**Individual/Council Change**

Join a school sports team or an after school rec league. Set aside one of your HYPE council meetings as a day for group exercise or as an outdoor day. Do you know a teacher who also teaches yoga or zumba? Ask him/her to introduce their class to your council. Find a room that can accommodate everyone and have fun!

**School Change**

**Movement Breaks**

Movement breaks are a great way for students to express themselves while taking a break from hectic daily activities. Students have reported daily dance breaks, running in place, jumping jacks, and pushups as a few of the activities that help get them moving during the day. Talk to your teacher and principal to see if you can take over a segment of the morning announcements for a school-wide movement break. Work with your PE teacher to create a schedule of movement breaks throughout the day and rotate announcing the movements to the school over the loud speaker. Aim for a movement break in the morning, midday and before school lets out.
Game On

Create your own HYPE council game! Develop games that get students up and moving.

Materials Needed:

• Varies depending on selected game: Hula hoops, balls, bases, jump ropes, etc.

Instructions:

1. Pick your favorite game or create a new game.

2. Gather necessary equipment.

3. Practice teaching the game with your council to make sure the rules are clear.

4. Schedule a time to bring students to the gym or yard and teach them the game.

Additional Ideas

• Add music to your routines
• Plan a special activity for the first day of movement breaks to generate excitement.
• Get everyone involved in activities by making announcements.
• Keep track of how many minutes you are moving and celebrate benchmarks.
ACTIVE LIVING

Walking Fitness Club

Get everyone up, energized and moving by forming a walking club! Organize a group of students and plan short walks around your school to stretch your legs and get the blood flowing. You can use this as a great opportunity to brainstorm new ideas to bring back to your schools. You can get some teachers involved, too! Remember to make fliers or posters to advertise your walks!

Walk to School Day

Walk to School Day is October 5! Organize a day for everyone to walk to school in the morning and take a group photo of all walkers! Post it on Instagram and tag @HYPEphillyphilly and #getHYPEphillyphilly so that other schools can cheer your council on!

Share your HYPE photos with us using @HYPEphillyphilly on social media! #getHYPEphillyphilly
HYPE Wall of Fame

It’s always a great idea to showcase how you and your council members get moving! The HYPE wall of fame is a way for students to encourage others to get moving by showing some of the ways that they get HYPE. Students can showcase activities by posting photos or captions on a wall or bulletin board, and working with the HYPE advisors on different ways to get students together.

How to get your HYPE board started:

1. Take pictures of the different ways that students get HYPE- walking to school, biking to school, movement breaks, playing basketball, etc.

2. Find a bulletin board to use- a busy hallway so more people will see their photos!

3. Brainstorm different ways to design you HYPE board and assign tasks.

4. Print pictures and display them on your HYPE board with captions.
PEER EDUCATION LESSON

Get Movin’

1. Ask students, “What do you think of when you hear ‘physical activity’?” Allow students to brainstorm.

2. Ask students to stand up, and mimic what you do as you …
   a. Jump in place, dance, pretend to shoot a basketball, do jumping jacks.
   b. Tell students, “Everything we just did counts as physical activity! Physical activity is basically any body movement that uses energy. What are some physical activities you like to do?”

3. Ask students, “Did you know that doing all those physical activities you just mentioned is really healthy for you? A good test is: If you can feel your heart beating faster, this means you’re doing a healthy activity. In fact, doing physical activity is good for your…”
   a. Heart, muscles, bones, entire body, mind (lowers stress) and is fun!

4. Ask students, “Do you think we could make our heart beat faster right now?”
   a. Show students how to feel their heart beat (on their chest, neck or wrist).
   b. Feel your heart beat when resting.
   c. Jump in place for 1½ minutes.
   d. Stop the activity and feel for heartbeat again.
   Ask students, “What did you notice about the two different heart rates?”

5. Ask students, “How many minutes every day should we get our hearts pumping and bodies moving?” (60 minutes = 1 hour)

6. Say, “Let’s get some exercise right now and play Simon Says!” Give students instructions either with or without saying “Simon Says…” If student does movement when you DON’T say “Simon Says,” they have to sit down.
   Simon Says …
   a. jump in place  b. do a squat
   c. do jumping jacks  d. do a desk pushup
   e. twist at the waist  f. dance
   g. do “high-knees”  h. march in place

7. Conclude by reminding the class that any movement that gets your heart beating counts as physical activity, and try and get 60 minutes a day!

HYPE Healthy You. Positive Energy.
Community-Wide Change

Get the whole community together for fun group activities. Some examples include:

○ Host a family fitness night at your school.

○ Schedule a group workout at a local park!

○ Organize a block party and open the event up to students, neighbors and community members.

○ Organize a day to clean up local playgrounds. Clean up streets and sidewalks to encourage safe play in the streets.

○ Host educational classes or workshops. Find members in the school or community who could help instruct these topics:
  - Learn to ride a bike day
  - Zumba/Dance day
  - Yoga/Pilates day
  - Jump rope marathon
Community Partners

**Sterlen Barr** - Sterlen Barr is a health educator and motivational rap artist whose dance group, Special EFX performs at many HYPE events and assemblies around Philadelphia. They use facts, humor, dance and rap to provide facts and lessons on smoking and drug prevention, academics, health topics, exercise and nutrition, and more. Visit [nopuffdaddy.com](http://nopuffdaddy.com)

**Students Run Philly Style** helps boys and girls 12-18 be healthy for life, learn to love the sport of running, meet new people, and do well in school! From March to November, you run with a team of students and volunteer mentors and train for races all over Philadelphia. With weekly training runs, summer events, and leadership development, this program has included over 4,000 students from all over Philly since its founding in 2004. See if your school and community has a team at [studentsrunphilly.org/about-us/teams/](http://studentsrunphilly.org/about-us/teams/) or learn how to start a new one! Enrollment Contact: Michael Panna mpanna@nncc.us or 215-825-8298

**Girls on the Run** is a national movement to “inspire girls to take charge of their lives” through empowering lessons and running! The program goes for 12 weeks in the fall and the spring, and operates in over 24 schools and community centers in Philadelphia County. Visit their website to see if your school has a club or how to apply to start one, or how you can volunteer to be a running buddy if you’re 16. Visit [gotphadelphia.org](http://gotphadelphia.org) or contact Colleen Howard colleen.howard@girlsontherun.org to learn more.
Community Partners

The Columbia North YMCA serves North Philly, Fairmount, Kensington, Northern Liberties and Brewerytown. They have programs for swimming, sports teams, fitness, and day camps during the summer. Your council could help organize after school trips to a YMCA and pickup basketball games, swimming and more! Visit their website to see their hours, join a sports team, or learn what activities they have to offer. You can also find other YMCA locations at philaymca.org.

Pop-Up Play helps students of all ages EXPERIENCE, CREATE, AND LEAD. They can potentially help your council have one day leadership events, organize a play festival, and more. Use their website to get ideas for creative play events you can put on, or have your advisor help you contact them to see if the school can hire them to help! popupplay.net

Food Fit Philly has a whole list of organizations in Philadelphia that enable girls and boys to create fun, active lifestyles. While lots of those organizations are included in this guide, check their website for even more sports, playgrounds, programs, and places to go to be active!

For more details, visit foodfitphilly.org/be-active-every-day/girls-and-physical-activity/ or contact Mica Root at mica.root@phila.gov.
**Community Partners**

**Philly Powered** is here to inspire Philadelphians to get up and get active by showcasing free and low-cost ways to exercise that fit their lifestyle. #Mymovesmyway features local residents sharing their methods to daily exercise and keeping active.

Get inspired and checkout their website resources to incorporate more physical activity every day: phillypowered.org or contact Mica Root at mica.root@phila.gov

**Neighborhood Bike Works** promotes cycling as a healthy, low-cost and environmentally friendly form of transportation around the city. Through free after-school programs, you can learn how to repair and refurbish a bike that’s yours to keep through our Earn-A-Bike program or explore the city on two wheels while learning safe riding techniques on urban roads and bike paths in Ride Club. In both programs, students gain the benefits of being healthy and staying active using bikes as their main exercise tool. Students can continue with many more after-school and weekend program opportunities that include joining our cycling team, gaining leadership and advanced mechanic skills, and even jobs with our organization! To sign up for Earn-A-Bike or Ride Club, visit our Youth Programs page on the website to download an application: neighborhoodbikeworks.org.

Contact Info: Barron Johnston Barron@neighborhoodbikeworks.org or 215-386-0316 for more information on youth opportunities.
@HYPEphilly on Social Media

Connect with other schools in the HYPE movement. Using Twitter and Instagram will help expose the HYPE program to thousands of people who are unfamiliar with HYPE. HYPE councils can also connect and share their HYPE events and activities so other HYPE councils can see what’s happening.

Being HYPE is about making healthy choices around all areas of wellness — nutrition (choosing healthy snacks, drinking water, eating fruits and vegetables), physical activity (playing sports, jumping rope, movement breaks in school), being tobacco-free and leading by example and teaching others how to be HYPE!

Post a picture of your council’s HYPE events and activities and tag @HYPEPhilly and #getHYPEphilly.

Use #getHYPEphilly on Instagram and Twitter!

Follow us @HYPEphilly!
Water Promotion and Hydration

Water. The choice is clear. Water in schools and access to clean water nationwide have been hot topics. The School District of Philadelphia has pledged to install three hydration stations in each school by 2018. These hydration stations have a spout like a regular water fountain but also have the added feature of refilling a water bottle, as well. Increasing access to water for students has numerous benefits, and your council can help promote water consumption throughout the day to encourage students to stay hydrated!
FACT SHEET: HYDRATION

What does being hydrated mean?

It is the amount of water a person needs depending on their size, the climate and activity level.

Why is hydration important?

It keeps everything in the body functioning! It helps your heart pump normally and it helps to regulate your body’s temperature.

We often mistake thirst for hunger! If you feel thirsty, you are already dehydrated.

Ways to stay hydrated:

○ Keep a bottle of water on you at all times (reusable bottles are best -- they can be refilled)

○ Remember: If you are physically active or outside in hot weather for a long time, you need to drink MORE water than usual because your body loses water when you sweat

○ Add lemons or fruit to your water if you want more flavor

○ Food can be HYDRATING!

○ Some fruits and veggies are full of water, which can also help to hydrate your body. Examples include cucumbers, celery, peppers, watermelon, Cantaloupe, apples and peaches.
WATER AND HYDRATION

**Individual/Council Change**

Make the switch to water with meals or during snacks. Keep a bottle of water on you so that you’re not tempted to purchase sugary drinks when you’re thirsty. At HYPE council meetings, celebrations or events, offer water instead of sugar-sweetened beverages.

**Schoolwide Change**

**Water Wall of Fame**

One of the goals of HYPE is to change the culture around what it means to be healthy. Drinking water is one of the most important things that you can do to maintain a healthy lifestyle. Starting a “water wall of fame” is a great way to promote the health benefits of drinking water while also highlighting fellow students who are making a healthier choice.

1. Promote drinking water and ask students, teachers and school staff to bring their own water bottle the next day!

   “Tomorrow is HYPE Hydration Day! Bring a water bottle to school and let us take your picture! We will feature photos of students and staff on our Water Wall of Fame!”

2. Find a bulletin board in a busy hallway so that more people will see their photos!

3. Set up your photo station and create your wall of fame backdrop with celebrity photos.

4. Take pictures of students posed with their water bottle or drinking water in front of a wall made of photos of your favorite celebrities caught drinking water.

**HYPE** Healthy You. Positive Energy.
5. Decide on a title for your board and create a design for your wall of fame (assign tasks).

4. Print pictures and display them on your HYPE bulletin board with captions!

FOLLOW @HYPEphilly AND TAG YOUR PHOTOS ON INSTAGRAM OR TWITTER! #getHYPEphilly
WATER PLEDGE

Water Pledges

Get every classroom of your school to commit to drinking more water. Have students sign a pledge and post their water pledges on a bulletin board or on classroom doors.

Room __________ Pledges to

Drink More Water!

HYPE
Healthy You. Positive Energy.
Water Infusion Station

Here’s a chance to put a new spin on water. Fruit is a great snack, but have you ever tried to combine it with your water? Adding fruits, vegetables and herbs to your water can give it a refreshing and unique flavor. Adding strawberries, lemons, cucumbers or mint are just a few of the things that can change the way that you think about your drink!

Infusing water with the essence of fruits, herbs and other botanicals helps you drink plenty of liquids without the downside of excess calories, sugars and artificial flavorings. It’s beneficial hydration in every refreshing sip.

1. Gather materials: cups, cutting boards, knives, bowls, gloves, water (or use water fountain).

2. Wash and cut fruit or veggies: lemons, limes, strawberries, oranges, cucumbers, even mint!

3. Place cut-up infusions into separate bowls and have students add their favorite combinations into their cup of water. Enjoy!
Water Facts

Use these fun facts when you have a table promoting water! Cut out the water drops and put them on top of water bottles.

Did you know? By the time a person feels thirsty, his or her body has lost over 1 percent of its total water amount.

Did you know? 75% of the human brain is water so drink up to focus and concentrate.

Did you know? Water expands by 9% when it freezes. Ice is lighter than water, causing it to float.

Did you know? Much more fresh water is stored under the ground in aquifers than on the earth’s surface.
WATER AND HYDRATION

Community-Wide Change

Water Wall of Fame

Encourage your community to drink more water. Hold a “water wall of fame” table at community events. Take pictures of various members of the community drinking water and have them pose in front of a celebrity water wall. Similar to what you would do at school, you can also replicate at community events.

Corner Stores

Visit your local corner store and ask the owner to move water closer to the front. Ask the owner to offer various sizes of bottles at varying prices. Tell the store owner why hydration is important and that water should be the first choice when you’re thirsty.

#WaterWednesday

On Wednesdays, as you walk through your neighborhood, look for people drinking water! Take a photo and post on Instagram and use the hashtag #WaterWednesday. Don’t forget to tag @HYPEphilly so we can see your photos!

FOLLOW @HYPEphilly AND TAG YOUR PHOTOS ON INSTAGRAM OR TWITTER! #getHYPEphilly
WATER AND HYDRATION

City-Wide Change

As a result of persistent advocacy for hydration stations at schools, all Philadelphia schools will have three hydration stations installed by the end of the school year. The effort does not have to stop at schools; young people can continue the effort to community spots, like libraries and recreation centers.

Advocate for water access at libraries or recreation centers if you notice that the fountains that are old, providing unclean water causing it to go unused.

Take a look at vending machines in your neighborhood. If there is not any water offered, contact the vendor or go into the store or establishment and ask for the owner. State your concerns and advocate for water as a choice in the vending machine.
Education is the most powerful weapon which you can use to change the world.

-Nelson Mandela
Food Access and Availability

Research has shown that you are where you eat, that the neighborhood you live in impacts the food choices you make. Neighborhoods in Philadelphia and across the country deal with issues regarding access to healthy food and availability in food outlet. What’s available at your local corner store or grocery store, or the numerous fast food restaurants, can influence what you eat. There are programs set in place through The Food Trust, the National Farm to School Network, and other city agencies that help to improve Philadelphian’s access to affordable, healthy food in schools and in their communities.

Philadelphia’s Healthy Corner Store Initiative

In communities that lack supermarkets, corner stores are the closest food outlets for shoppers to purchase groceries. In 2004, The Food Trust piloted the Healthy Corner Store Initiative to motivate youth and adults to purchase healthier items through classroom education and direct marketing in the corner stores.
The Healthy Corner Store Initiative works to increase the availability and awareness of healthy foods in corner stores by:

• Helping store owners learn what to stock as healthy items: low-fat dairy, whole grains, fruits, vegetables and low-sodium canned goods

• Teaching store owners and community members that “all forms count.” This means that canned, dried, frozen and fresh fruits and vegetables count as healthy choices

• Increasing store capacity (refrigeration, shelving, etc) to sell and market healthy items in order to improve healthy options in communities

• Training store owners with skills to make healthy changes profitable

• Marketing healthy messages to youth and adults to encourage healthy food

• Hosting in-store community nutrition education lessons

• Educating youth in schools near targeted corner stores to reinforce healthy messages

**Individual/Council Change**

Choose the healthiest option more often when buying snacks at a corner store or a meal at fast food stops. Try to limit foods with added fat, salt and sugar and choose whole fruits and vegetables, whole grains, lean proteins and low-fat dairy options. (Refer to healthy snacks fact sheet for more information.)
School-Wide Change

Spread the news about how students can make healthier choices at the local corner store. Visit a store near your school and see if it’s a part of the “Philadelphia Healthy Corner Store Network”. Look for the logos on the previous page on the store door. Look for these promotional marketing materials around the store as well. Use these as a guide to make posters, teach mini-lessons, or make announcements over the loud speaker to share with students tools and resources available to guide them to healthier choices at the corner store.

Remember: Go- Slow- Whoa! Look for these signs around the corner store to help you make healthier choices.

Go: Green Foods       Slow: Yellow Foods       Whoa!: Red Foods

HYPE Healthy You. Positive Energy.
Remember GO- Slow- Whoa!

Go: Green Foods
These foods are good to eat almost anytime. They are the healthiest ones with lots of beneficial nutrients. Examples: fresh fruit and vegetables, low-fat or fat-free dairy products and whole grains

Slow: Yellow Foods
These are sometimes foods. They are not off limits, but they shouldn’t be eaten every day. At most, eat them a few times a week. Examples: baked chips, cheddar popcorn, flavored whole milk

Whoa!: Red Foods
Red foods are the least healthy and the most likely to cause health problems, especially if a person eats them all of the time. These products have extra added sugar, fat or salt in them. These are high-calorie foods with little to no nutrients. Eat these foods sparingly. Examples: french fries, pastries, sugary-sweetened beverages (soda, iced tea, fruit punch)
Community-Wide Change

Corner stores are a key food outlet in the community. Most students go to a corner store one to two times a day, and the unhealthy options in the stores outnumber the healthy ones. Your youth council can work to create change by partnering with local corner stores to promote healthier offerings and healthy choices to your peers.

Action Steps:

1. Visit your nearest corner store and find out what food and beverages are available:

   (Circle all that you see in the store)

   • Water  • 100% Fruit juice  • Soda  • Sugar-sweetened drinks  • Sports drink  • Fresh fruit
   • Fresh vegetables  • Cookies  • Chips  • Yogurt  • Granola bars  • Candy

2. Reflect on the items you see. What do you usually buy? What do you notice about the snacks and beverages that are available at the corner store. Sort the options on two lists: healthy and less healthy.

3. Focusing on the healthier items available at the corner store, make a plan to promote the healthier choices at the corner store back at school.
COMMUNITY CORNER STORE PLAN

School Name ____________________ Local Corner Store ______________________
Date of First Visit _________________

What will your council do to get your school HYPE at the corner store?

Choose one method to promote healthy options:

<table>
<thead>
<tr>
<th>Street Campaign</th>
<th>Inform your peers</th>
</tr>
</thead>
<tbody>
<tr>
<td>- promote healthy items in corner stores by handing out fliers to your peers and school staff.</td>
<td>- set up a table and hand out information to your community on why it’s important to choose healthy foods.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Caught “Snackin” HYPE</th>
<th>Snack Advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>- take pictures outside of the store of people choosing healthy snacks and beverages and post on a bulletin board in school.</td>
<td>- write a letter to corner store owners about what healthy snacks you and your peers would like to buy at their stores. Get as many peers to sign as possible.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community and School Ads</th>
<th>Make your own HYPE activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>- create posters and ads about what healthy snacks to choose in corner stores and post them inside and around school.</td>
<td>- spread the message to your community to eat healthy and feel positive by creating your own community activity!</td>
</tr>
</tbody>
</table>

Where/When will your activity take place?

Think about time (before/during/after school) and place (classroom, hallway, culinary arts room, etc).

How will you get the word out?

List ways you will promote your plan and encourage your peers to participate (posters, fliers, announcements, etc).
Action Steps (continued):

4. Work with your youth adviser to come up with a plan for talking to corner store owners. To prepare, think about *when you will go, who will go and what you will say.*

*Use the following talking points as a guide:*

- Ask for the store owner.
- Introduce yourself and give some background information on the HYPE program.

> “Hello, my name is _____ and I go to _____ school. We are a part of the HYPE youth council and we want to promote students buying healthy options from your store. Do you have time to talk to me?”

- Ask if they will partner with you to promote healthy products in their store.
- Pitch your council’s method to promote healthy options at the corner store.
- Thank them for their time!

> “We hope this will help increase your sales of healthy snacks.”

With the additional healthy options available at the local corner store, get the word out to your peers, neighbors and other members of the community! The more purchases of healthy food, the more frequently the corner store owner will restock healthy options.

*FOLLOW @HYPEphilly AND TAG YOUR PHOTOS ON INSTAGRAM OR TWITTER!* #getHYPEphilly
School Gardens and Local Food

Farm to school is a movement. It is about understanding where the food you eat comes from: where it was grown, how it was grown, what time of year it’s harvested and who grows the food. Farm to school is about supporting local farmers and our communities through learning about local foods and connecting activities such as school gardening.

Importance of Farm to School and local produce:

- Fresh fruits and vegetables retain more nutrients
- They are harvested closer to home
- They taste better/look better so you’re more likely to try/eat fruits and vegetables!

What does Farm to School look like?

Farm to school practices can take many forms:

- Farm to cafeteria: Locally grown foods from nearby farms are purchased and served on the cafeteria line for school meals, taste tests or special events.
- School gardens: Schools plant and care for gardens in which students can learn how fruits and vegetables grow, and about native foods, science, history and nutrition.
- Learning opportunities: Farmer visits, farm tours, trips to see how and where food grows, how it is shipped and how it is served.
Individually/Council-Wide Change

Here are some discussion questions to get you started:

1. Why should you care about locally grown foods, especially fruits and vegetables?
2. What do you know about finding locally grown food or farm to school programs in your community?
   • Does your school serve local food? How can you find out?
   • Does your community host a farmers market during the harvest months (May-Oct)? How can you find out?
   • Does your school have a school garden? Who uses it? Who takes care of it? Why do you think the garden was built?
3. What do you think farms in our region grow? List some foods—and be sure to think through all of the food groups.
4. Have you ever visited a nearby farm? What do you remember about the experience?

After you discuss the benefits of local food, share with your peers and school! And don’t forget to:

Eat lunch!
   • Enjoy the fresh fruits and vegetables
   • Talk with your peers about how local, healthy foods relate to HYPE

Spread the word about choosing school meals with locally grown foods.

School-Wide Change

Make announcements about farm to school activities in your school.
   • What you’re plans are
   • What’s new
   • What help you need
   • How can others get involved?
School-Wide Change

Hold a poster contest to promote farm to school to support your projects.
• The winning poster can be featured front and center in a high-traffic area of the hallway, cafeteria or gym.

Participate/help organize a local food taste test.
• Apples in the fall, strawberries in the spring, lettuce any time
• Build excitement and knowledge around local food and why it matters
• Taste test vegetables or fruit that are grown in your school garden

Form a school garden committee.
• Recruit fellow youth leaders interested in planting a garden
• Begin to make a plan to get a garden started
• Find an interested teacher (science teacher, health teacher, HYPE adviser)
• Sell the produce you grow and organize a student farm stand!

Resources to Support Your School Garden

Pennsylvania Horticultural Society offers programs, activities and workshops for gardeners of all ages and experiences. Visit phsonline.org for more information.

Philadelphia Orchard Projects looks to support community orchards across Philadelphia. For more information, visit phillyorchards.org.

Whole Foods Market awards grants to schools to support edible school gardens. The grants are open to schools every fall and more details can be found at wholekidsfoundation.org.

Kids Gardening offers resources for available grants and highlights successful school gardens and stories. There are toolkits to support lesson plans, activities and how-tos for any questions. Visit kidsgardening.org for more information.
Community-Wide Change

Support Local Farmers!

Spread the word to your community about local farmers markets that offer fresh fruits and vegetables.

Eat a variety of local fruits and vegetables! MyPlate suggests making half of your plate full of fruits and veggies.

Pennsylvania farmers grow a lot of:

**Dark green vegetables** - spinach, collards, broccoli, kale

**Red and orange vegetables** - sweet potatoes, squash, carrots, tomatoes

**Fruits** - Apples, peaches, melons, pears, cherries, strawberries, blueberries

There are numerous farmers markets in Philadelphia!

**The Food Trust** operates over 20 farmers markets across Philadelphia, focusing on areas with limited access to fresh fruits and vegetables. For a map of the closest farmers market in your neighborhood as well as the schedules of each market, check out [thefoodtrustmarkets.org](http://thefoodtrustmarkets.org). Two markets that are open year-round on Saturdays are Clark Park (43rd Street and Baltimore Avenue) and Fitler Square (23rd and Pine streets).

**Farm to City Farmers Markets** can be found across the Philadelphia region. For market locations and hours, visit [farmtocity.org/farmersmarkets.asp](http://farmtocity.org/farmersmarkets.asp).

**Fair Food Farm Stand** at Reading Terminal Market is open during regular market hours. They carry a variety of produce, fresh eggs, dairy products and other goods sourced from over 90 farmers across the region. For more information, visit [fairfoodphilly.org](http://fairfoodphilly.org).

HYPE Healthy You. Positive Energy.
Philly Food Bucks Program

Philly Food Bucks is a program launched to encourage SNAP recipients to purchase fresh, local produce at participating farmers markets across Philadelphia. For every $5 spent using SNAP benefits at participating farmers markets, customers receive a $2 Philly Food Buck Coupon for fresh fruits and vegetables, increasing the purchasing power of lower-income shoppers by 40 percent! The more people who know about this added benefit, the more fruits and vegetables that can be purchased!

Visit thefoodtrust.org/philly-food-bucks for more information and for a list of participating markets.
FOOD ENVIRONMENT

City-Wide Change

Want a farmers market to open up in your neighborhood? Advocate for one so that you can support access to fresh fruits and vegetables in your community.

Make a list of reasons why a new market should be opened up in your neighborhood and gather support from members of the community. Share the benefits of a farmers market or even a farm stand with a local community garden. Farm to City or The Food Trust can share resources and can take your location into consideration when planning for the next farmers market season.

Visit thefoodtrust.org or farmtocity.org.
Young people, when informed and empowered, when they realize that what they do truly makes a difference, can indeed change the world.

Jane Goodall
Youth are important to tobacco companies, but not for good reasons! Tobacco companies use strong marketing tactics to appeal to youth, and consider them to be replacement smokers.

Studies show that the younger you are when you start, the more likely you are to become a heavier, dependent smoker in the future. This critical time period of growth and change can also be a very stressful time where many youth are susceptible to engaging in risky behaviors.

Remember the 3 E’s to help prevent more people from smoking and encouraging other to quit.

3 E’s—Educate, Encourage, Engage!

• **Educate** yourselves and your peers about the harmful short-term and long-term effects of smoking, the cancer-causing chemicals in tobacco products, and how tobacco companies market to youth.

• **Encourage** youth leadership and express confidence in your peers’ ability to make the decision not to smoke or their ability to quit smoking.

• **Engage** your school community in the fight against tobacco.
Tobacco 101

Today, 600,000 middle schoolers and 3 million high schoolers across America report smoking cigarettes. In addition to nicotine addiction, the earlier young people start smoking, the more prone they are to develop:

- Early cardiovascular damage (affecting the heart)
- Reduced lung function and slower lung growth and development: Teens who smoke at a younger age are not only short of breath now, but may end up as adults with lungs that won’t grow to full capacity. This can lead to chronic obstructive pulmonary disease later in life.
- Youth are sensitive to nicotine, and the addiction can lead to nicotine dependency into adulthood.

Youth are also vulnerable to social and environmental factors that can lead to tobacco use.

- Pressure to fit in with social groups
- Advertisements portraying tobacco use as “cool” among younger populations
- Smoking is portrayed in movies and shows
- Advertisements are placed at corner stores, convenience stores or on the internet.

Tobacco companies spend more than $1 million an hour to market their products so consumers are flooded with brand exposure. However, the buying power can be in the hands of young people. Help others make the choice to not start smoking or to stop.

The tobacco industry has stated that its marketing only promotes brand choices among adult smokers. Regardless of intent, its marketing tactics have encouraged underage youth to smoke. Nearly nine out of 10 smokers start smoking by age 18, and more than 80% of underage smokers choose brands from among the top three most heavily advertised.
Individual/Council-Wide Change

There are many factors that can cause someone to start smoking cigarettes, but with continued efforts, the number of tobacco-free youth will get higher. Start off by educating yourself and your council with the effects of smoking and understanding the importance of preventing others from smoking in the first place. Take a pledge to be smoke-free and encourage your council members to do the same!

Analyze various tobacco ads as a HYPE council and discuss how tobacco companies target youth through marketing. Where do you see tobacco products advertised (stores, magazines, social media, music videos, etc.)? Analyze the marketing strategies/tactics tobacco companies use to target youth.

Materials Needed:

- Print-outs of tobacco company advertisements and pictures of celebrities smoking

Instructions:

1. Print several tobacco advertisements.
2. Discuss the impact of marketing and strategies companies use to get people to buy their products.
3. Dissect the advertisements and talk about the tactics that tobacco companies are using to target them.
4. Discuss the reasons that it is important to refrain from smoking.

FOLLOW @HYPEphilly AND TAG YOUR PHOTOS ON INSTAGRAM OR TWITTER! #getHYPEphilly
School-Wide Change

Start a poster campaign or a poster contest with different classrooms. Work with the school nurse or your health teacher to see if you can get incentives for the winning posters.

Proud to be Tobacco Free Campaign

Organize a multi-day event to encourage tobacco prevention. Highlight the reasons you and your peers should be tobacco-free. Set up a table and have students write their reasons for being tobacco-free and take their photo to put on display.

Materials Needed:

- Wall/Bulletin Board
- White Paper
- Markers
- Camera

Instructions:

1. Seek approval from your teacher or principal to hang pictures on a wall or bulletin board.
2. Have your peers write their reason for being tobacco-free with a marker on white paper (Examples: “Tobacco causes cancer” or “Smoking makes your breath stink!”).
3. Photograph your peers holding their sign.
4. Print and hang photos on your wall or bulletin board.
TOBACCO PREVENTION

Smoke-Free Pledge

Start a “Pledge to be Smoke Free” bulletin board or hang the pledges around the school. Use the pledge below as a template!

I pledge to be SMOKE-FREE!

Follow @HYPEphilly and tag your photos on Instagram or Twitter! #getHYPEphilly
Community-Wide Change

The Healthy Corner Store Initiative helps to reduce marketing, advertising and access to tobacco products. Retailers must meet and maintain specific tobacco youth sale violations criterion for participation.

In Philadelphia-
• There are more tobacco retailers per capita than any large U.S. city except Washington, D.C.
  • 75% of stores are within two blocks of a school
  • There is more tobacco advertising and marketing than other large cities
    - Outdoor / Exterior: more than three tobacco ads on average
    - Indoor / Interior: nine tobacco ads on average
• Exposure to advertisements and promotions in stores creates a pathway for kids to move from never-smoker to established-smoker
• The more tobacco retailers in school neighborhoods, the more likely it is that kids will smoke
  • Tobacco advertising is more prevalent in lower-income communities

Smoke Free Philly is a program available to Philadelphia residents to want to quit smoking and stay tobacco free. Visit smokefreephilly.org for more resources.
TOBACCO PREVENTION

Break the Cycle Campaign

The first campaign of its kind, Break the Cycle aims to empower community members the tools to reveal the tobacco industry’s powerful role in continuing the tobacco epidemic in Philadelphia and combat their efforts. Visit smokefreephillyphilly.org for their community toolkit and stop the cycle.
City-Wide Change

**TRU Tobacco Resistance Unit** is an anti-tobacco organization that is looking for young people to fight back against big tobacco. Youth are the target for tobacco industries, and to avoid becoming a life-long customer, join the movement today and help others learn the TRU-th about tobacco.

- Educate your peers about the dangers of tobacco and nicotine addiction and expose the lies of Big Tobacco
- Help youth who smoke QUIT
- Save lives
- Make your voice heard on public policy issues regarding tobacco and nicotine

Visit truinpa.org for more information on how you can get involved!

**The Advocacy Institute** is also looking for young people to get involved and get their voices heard regarding tobacco prevention. They offer a 12-week training program that builds empowerment and educates youth on how they can advocate and affect policy change. #RealTalkTobacco classes help to prepare young people as “Youth Ambassadors” and “Brand Ambassadors” for the #Philly1st campaign.

For more information, contact Amanda Irizarry at airizarry@phmc.org or visit hpcpa.org/programs/advocacy-institute.