

# GETTING INTO SHAPE

## The Evolution of School Wellness Campaigns

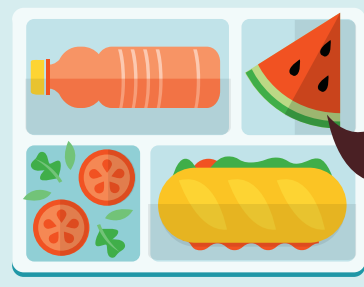
Over the years, various presidential administrations and private institutions have focused on the nutritional needs and physical health of students in public schools. Let's take a look at a brief history of wellness campaigns in the U.S.

### 1946

TRUMAN ADMINISTRATION

### NATIONAL SCHOOL LUNCH ACT

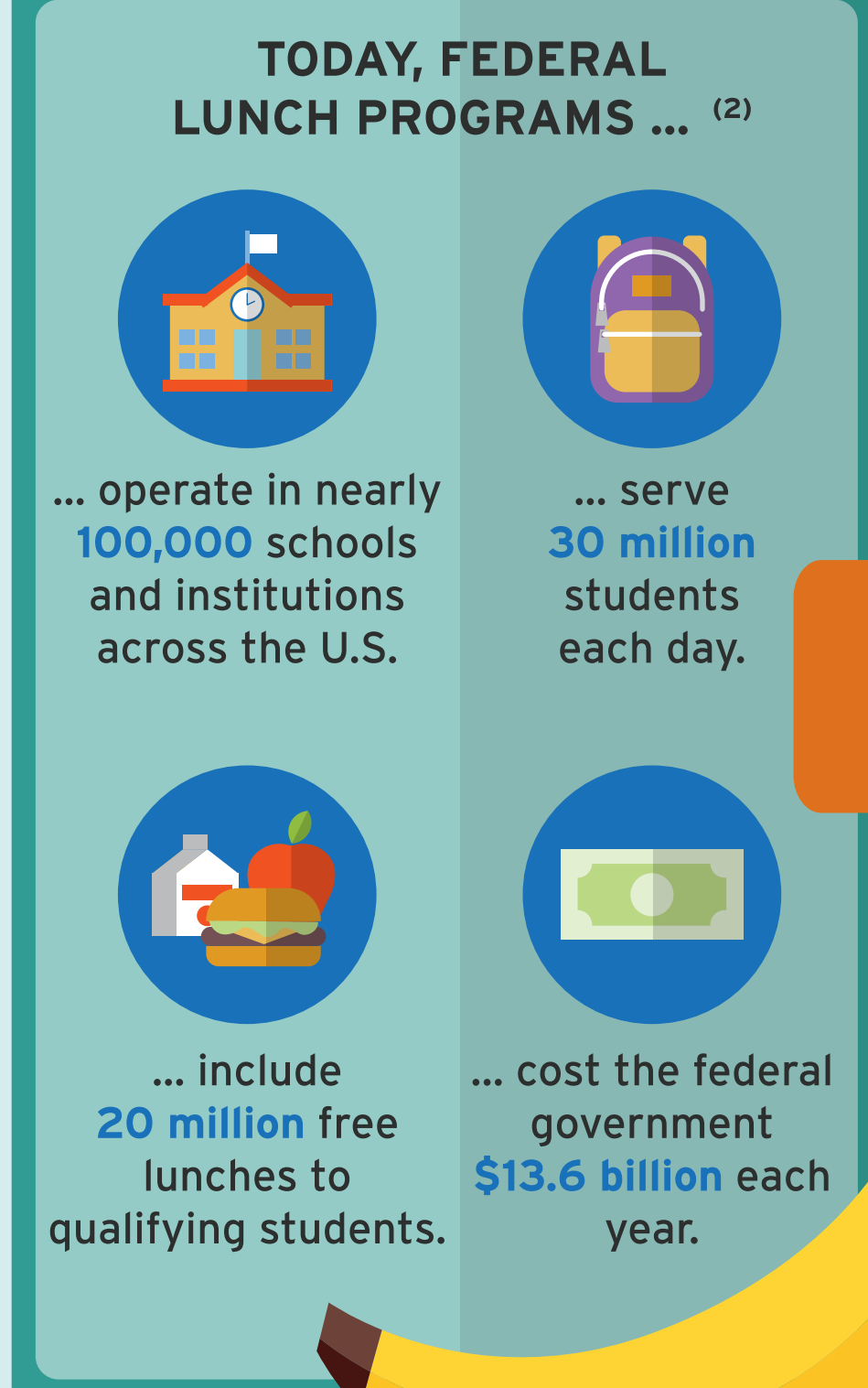
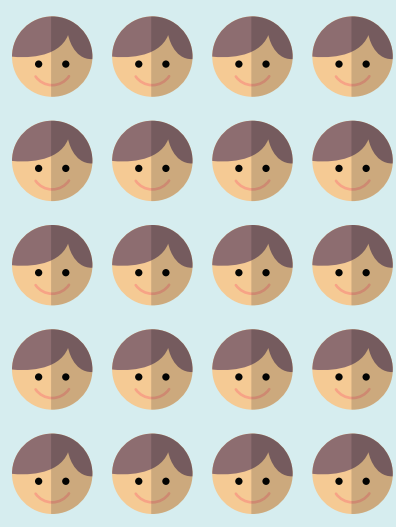
Due to nutritional deficiencies in children, the federal government ordered that any surplus agricultural commodities would be sent to public schools to help provide hot lunches to students.



### 2 MILLION

Number of kids being served lunch at school by 1941, before the act was passed <sup>(1)</sup>

= 100,000



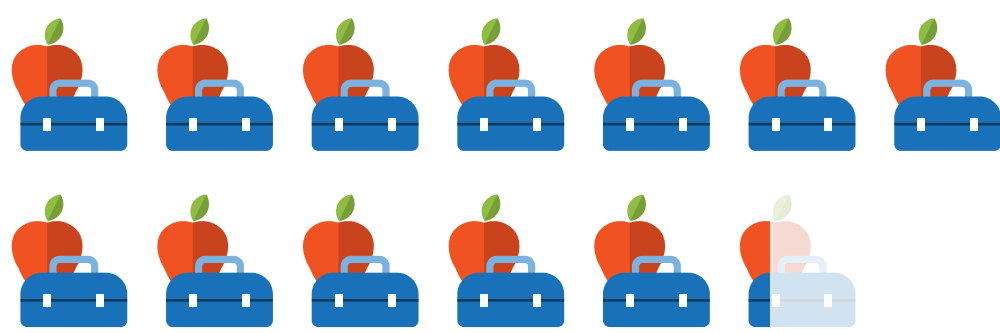
### 80,000

Children who were served breakfast in schools across the U.S. during the first year of the program <sup>(3)</sup>

= 1 million

### 12.2 MILLION

Number of low-income children who eat breakfast at school on a typical day today <sup>(4)</sup>

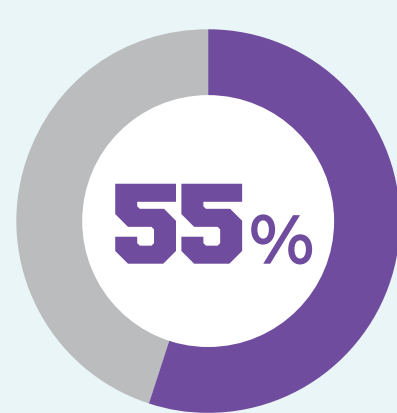


### 1982

THE COOPER INSTITUTE

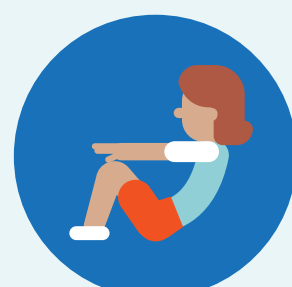
### FITNESSGRAM

This program, still administered today in many public schools as the Presidential Fitness Test, uses a series of physical trials to score students.



Percentage of today's high schoolers who do not meet the recommended physical activity level <sup>(5)</sup>

THE PRESIDENTIAL FITNESS TEST INCLUDES: <sup>(6)</sup>



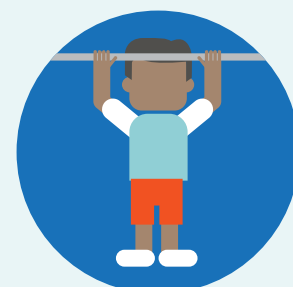
Curl-ups



Sit and reach



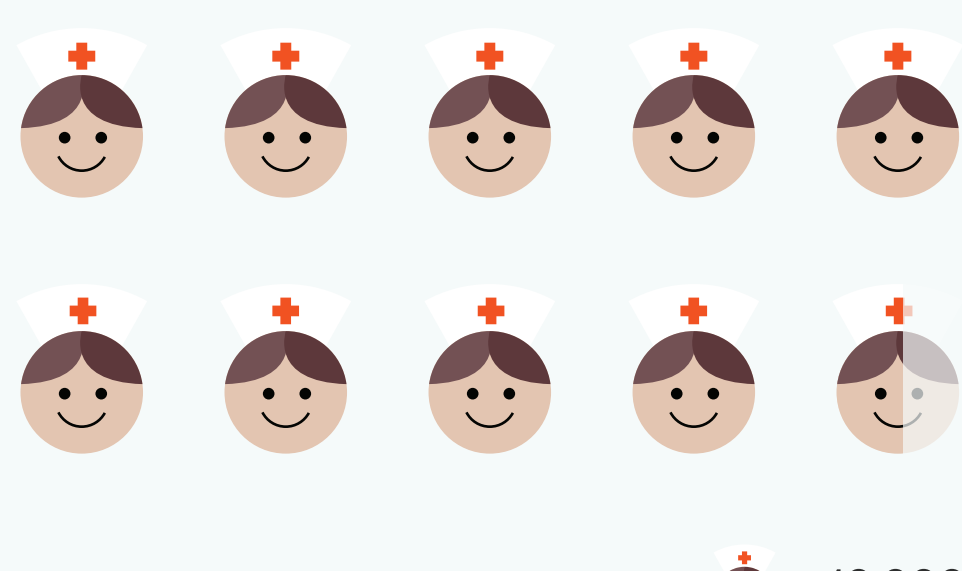
Shuttle run



Pull-ups



One-mile run



= 10,000

### 95,776

Number of full-time school nurses in the U.S. <sup>(7)</sup>

### 1986

ROBERT WOOD JOHNSON FOUNDATION

### SCHOOL-BASED ADOLESCENT HEALTH CARE PROGRAM

This program brought clinics to many public schools, supporting the hiring and use of nurses to treat students during school hours.

### 2010

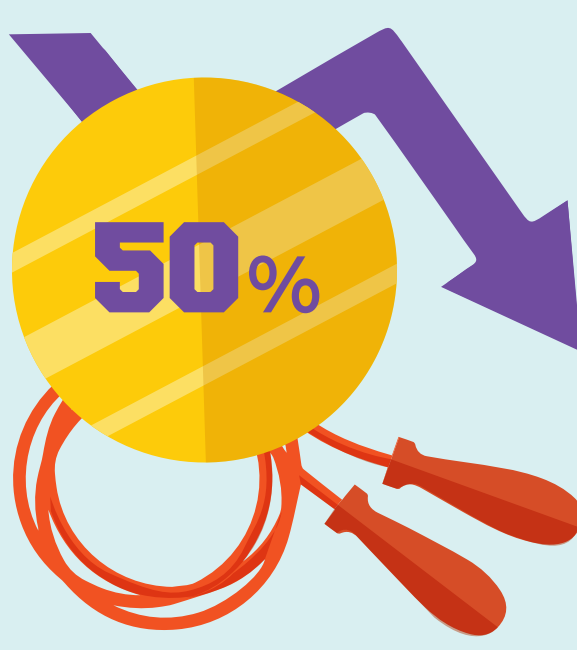
OBAMA ADMINISTRATION

### HEALTHY, HUNGER-FREE KIDS ACT

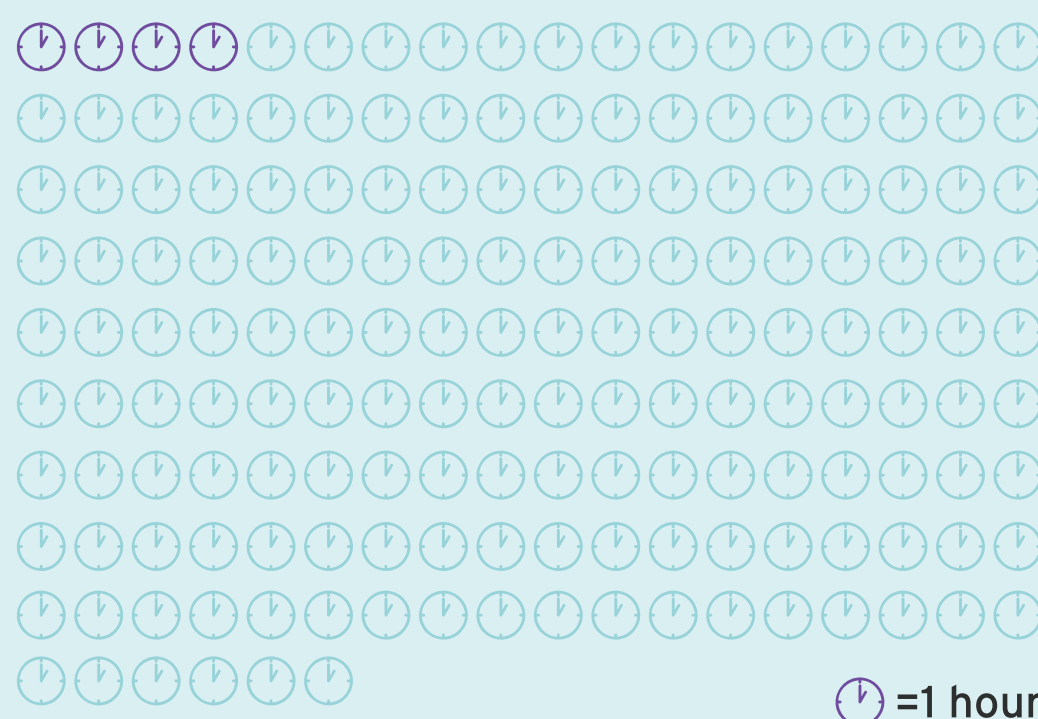
This act focused on nutrition and physical fitness education for students in public schools. It emphasized balanced meals and daily physical activity.



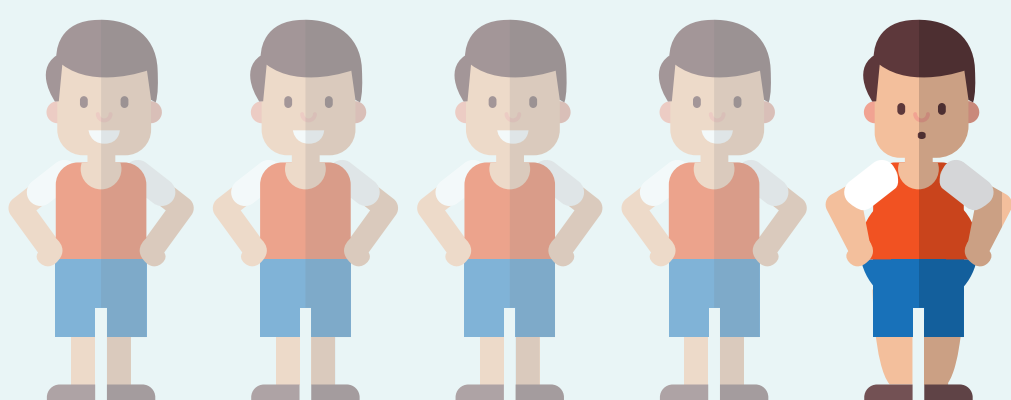
Estimated amount of time a child spends in front of a screen each day <sup>(8)</sup>



Today, children spend **just four hours** per week playing outdoors. Unfortunately, this is a **50%** decrease from the previous generation. <sup>(9)</sup>



= 1 hour



**1 IN 5** Number of school-age children considered obese <sup>(10)</sup>

### 2010

FIRST LADY MICHELLE OBAMA

### "LET'S MOVE!" INITIATIVE

Michelle Obama started the program alongside the Healthy, Hunger-Free Kids Act to cut rates of childhood obesity by encouraging students to make healthier food choices and get outdoors.

#### SOURCES

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