

LIVING HEALTHY

http://web.wnlsd.ca/student_health/

Bill Allan, School Health Promotion Consultant, bill.allan@wnlsd.ca

709-637-4021



NOVEMBER, 2009

WESTERN SCHOOL DISTRICT

SMOKE FREE RADIO AD CONTEST - \$1000 IN CASH PRIZES

One principal recently stated, “**We need to do more to discourage student smoking than simply ban smoking from school grounds.**” The Western School District would like to help discourage tobacco use by having youth create effective messages for their peers, messages that encourage healthy choices. With this in mind, we are asking students to create 30-second radio ads that tell the deadly truth about tobacco and why so many young people are choosing to live tobacco-free lives. The ad should be related to the theme, “Life Is Even Better Smoke Free!”

To help students and teachers get started, we have posted on our web site at http://web.wnlsd.ca/student_health/ the Contest Invitation with suggestions for getting started, the top five Radio Ads in last year's contest, and Television Ads on NTV. We also have available 3 *Life Is Even Better Smoke Free* Resource Kits that teachers can borrow, each with an attractive display, lesson plans, and sample newspaper ads for students to discuss.

In January, we will choose five radio ads to represent the Western School District. Each of these ads will have a chance to have their message broadcast on CBC Radio (and possibly other media outlets) and posted on the Alliance for the Control of Tobacco (ACT) website. Each of the five classes involved with the writing of these ads shall receive a \$200 cash prize for the school from ACT; a pool, skating, or bowling party (depending on location) for the class; and some T-shirts and hats from ACT.

This project provides an excellent opportunity for teachers to involve students in a critical literacy activity, one in which they actually take an action that may lead to social change. The in-class work for this contest will certainly cross all three strands of the English Language arts curriculum: speaking and listening, reading and viewing, and writing and other ways of representing activities. Having some of the projects aired on CBC lends to the authenticity of the project. In the past, program specialists have encouraged teachers to get involved with this project.

OLYMPIC LIVING HEALTHY COMMOTION

To coincide with Nfld. & Labrador Day at the 2010 Vancouver Olympics, an even bigger Living Healthy Commotion will be held on Friday, February 26. **One school from the Western School District will be selected to have their Commotion event filmed and highlighted as part of the medal ceremonies in Vancouver.** These activities could also be profiled on Canada AM. This is your opportunity to show your school's Olympic spirit on an international stage.

Additional funding will be provided to support your Olympic-sized plans (about 1.5 times what each school usually gets.) This Commotion will focus on the values of the Games – friendship, fair play, and the pursuit of excellence and the three Pillars: sport, culture, and sustainability. Activities like sporting challenges (i.e. *Olympic Torch Relay Challenge* and *Wonder + Fitness Challenge*), fun cultural activities, story and song writing, visual art challenges, dance, or developing a school flag can be part of the school's festivities.

I would suggest that school principals pass this information to the Living Healthy School Team or to the person in the school designated for healthy living events. This team can use the Teacher's Resource Package at http://web.wnlsd.ca/student_health/ to generate creative ideas for the Olympic Commotion in February. For this event, **registration must be done online (at this same web site) by Friday, Nov. 20.** A review of each school's activities will be done in December and an announcement made in January as to which school will be chosen to represent the Western School District and participate in the live broadcast.

Please distribute to the teachers responsible. Previous Commotions have had 100% of our schools participate. Thank you for your commitment to these healthy living events and we look forward to your continued support.

PARALYMPIC SCHOOL WEEK

One of the goals as a contributing province of the 2010 Olympic and Paralympic Winter Games in Vancouver is to embrace the spirit of the Olympics and bring the Winter Games back to Newfoundlanders and Labradorians. The Minister of Education, Darin King, has declared November 2 – 6 as Paralympic School Week. Students and educators are encouraged to build awareness of the Paralympic movement and acquire an appreciation of the challenges encountered by persons with disabilities. On our web site at http://web.wnlsd.ca/student_health/ (follow link to Resources), you will find tools and ideas to help plan activities that might build awareness and appreciation of these Games.

ACTIVE LEARNING LESSON PLANS FOR TEACHERS

Using physical activity to teach learning outcomes is a great way to help students with different learning styles achieve these outcomes and also increase physical activity levels of our youth. At http://web.wnlsd.ca/student_health/ we have posted a variety of lesson plans to encourage activity in primary and elementary classrooms. This is also available on First Class (follow link to Student Health.)

PROMOTING SMOKE FREE SCHOOLS

The Alliance for the Control of Tobacco remains committed to supporting your efforts to promote smoke-free living with your school community. If you need more information or materials to help promote this, please feel free to contact Kevin Coady at ACT at 709-753-0079. If they cannot get to your school, they can provide powerpoint presentations which you can share with students/ parents. Their website www.actnl.com includes student activity sheets and class presentations which are ready for your use. If you check out the Act Grants Program, you will see that they are prepared to support financially any small tobacco free project that you may wish to initiate.

BRAND NAME FOOD LIST

The Brand Name Food List places many foods commonly sold in supermarkets into Serve Most, Serve Moderately, or Not Included categories. If you are not sure about which foods can be served in schools or are just looking for healthy food choices, check here. This list is posted on our web site at http://web.wnlsd.ca/student_health/.

STEPPING OUT

In last month's newsletter, we asked schools to consider registering for the Olympic Torch Relay Challenge. Students and teachers can find their Olympic spirit by walking/ running this same route, starting in October or November and finishing by February 12, the date of the Olympics Opening Ceremonies. To register your school, go to www.recreationnl.com/smallstepsbigresults. This challenge will serve as the Stepping Out activity for October and November.

WELLNESS FUNDING FOR HEALTHY SCHOOL INITIATIVES

Western District schools can apply for a Healthy Schools Grant with their Regional Wellness Coalition to support initiatives that promote health and wellness in the school, i.e. active playgrounds, wellness days, improved nutrition. Deadlines are Oct. 31 for the Northern Coalition and Nov. 15 for Western.

Application forms are available at http://web.wnlsd.ca/student_health/Funding/grants.htm

SCHOOL NEWSLETTER HEALTH TIPS

On our web page at http://web.wnlsd.ca/student_health/ we have posted a link for some tips for school newsletters (follow link to Resources). These suggestions can assist schools with health content for their monthly newsletters. Feel free to cut and paste selected tips on Nutrition, Physical Activity, Tobacco Prevention, and more.
