

Cochrane-Fountain City School District Wellness Plan

This Wellness Plan outlines the Cochrane-Fountain City School District's approach to ensuring appropriate environments and purposeful opportunities for students to learn about and practice healthy eating and to engage in physical activity. The Plan seeks to provide opportunities for all interested members of the school and local community to become engaged in and contribute to this important work.

I. Designated In-District Wellness Plan Leadership

The individuals who hold the following administrative or supervisory position(s) within the District have primary responsibility for the District-wide implementation and oversight of the District's Wellness Plan:

- District Superintendent

The individuals who hold the following position(s) serve as designated school-level wellness coordinators:

1. School Nurse
2. Food Service Supervisor

The designation of the above-identified official(s) as local wellness policy leaders is done with the goal and intent of ensuring, to the extent applicable, each school's compliance with the Wellness Plan (IEC 3).

II. Locally-Selected Wellness Plan Goals

To promote the health and well-being of District students, the District has adopted the following school wellness goals:

- Physical Activity Goals. The district's comprehensive, state standards-based physical education curriculum identifies the progression of skill development in grades K-12. Physical Education curriculum revision will follow the district's curriculum review cycle (PEPA1,2). The physical activity goals within this Wellness Plan are intended to help students develop their knowledge, experience, and interest in specific physical activities and to obtain and appreciate the short-term and long-term benefits of personal fitness (PEPA 3). The goals listed below, which focus on students directly engaging in physical movement and exercise, will support and supplement the District's comprehensive physical education curriculum (PEPA 1).
 - Classroom Setting: All students K-6 will participate in physical activity/education for 30 minutes daily. Students will spend at least 50 percent of physical education class time participating in moderate to vigorous physical activity. Physical education will also be encouraged within other educational topics. Punishments involving physical activity in any educational setting are prohibited (WPM4). Additionally, staff are encouraged to find alternatives to withholding recess or physical activities as a punishment (WPM 5).
 - Daily Recess: All students K-6 will have the opportunity to participate in at least 20 minutes of supervised recess periods daily, preferably outdoors, where students will be encouraged to participate in moderate to vigorous physical activity (PEPA 13). All students grades 7-12 will be allowed at least 10 minute break period daily, where students will be encouraged to participate in physical activity through the provision of space and equipment (PEPA 14).
 - Before and After School: A range of extracurricular and physical activity clubs/programs will be offered to meet the needs and interests of all students with varying abilities. Students will be encouraged to participate in such activities (PEPA 12).
 - Facility Use Outside of School Hours: School spaces and facilities should be available to students, staff, and community members outside of the school hours, on weekends, and during academic vacations or holidays (WPM 1). School physical activity equipment will be available for use by staff before or after school to support employee wellness (WPM 2). School spaces and facilities also should be available to community agencies and organizations offering physical activity and nutritional programs (PEPA 11,12). For community or group use, the district's Recreational Agreement – Use of School Facilities form should be completed https://www.cfc.k12.wi.us/cms_files/resources/Application%20of%20Use%20of%20School%20Facilities%2021.pdf (PEPA 15). School policies concerning safety will be applicable at all times.
 - Physical Education: Students will have the opportunity to participate in physical education three times weekly for students in grades K – 6, except for days on which special activities occur (Wisconsin Administrative Code Chapter PI 8.01, School district standards, (2) (j) and (k)). The physical education class should reflect a typical class period, which for most elementary classes is about 30 minutes. Instruction must be provided weekly throughout the school year (Wisconsin Administrative Code Chapter PI 8.01, (2) (L)) (PEPA 4). Students in grade 5 in a middle school format must have physical education three times a week throughout the school year and

students in grades 6 may be scheduled the same as students in grades 7 – 12 (Wisconsin Administrative Code Chapter PI 8.01, (2) (j)) (PEPA 5,6).

Physical Education should be taught by a licensed teacher. Elementary (K-6) physical education must be taught by or under the direction of a certified physical educator (Wisconsin Administrative Code Chapter PI 8.01, School district standards, (2) (j) and (k)). This permits school districts to provide some elementary physical education lessons by a classroom teacher (PEPA 7). Staff involved in physical education should be provided with opportunities for professional development (PEPA 8).

Exemptions and substitutions for physical education are governed by Board policy 345. 64
<https://go.boarddocs.com/wi/cfcsd/Board.nsf/public?open&id=policies#> (PEPA 9,10).

- **Nutrition Education Goals.** The nutrition education goals established within this Wellness Plan are intended to support and supplement state-mandated curricular elements that relate to health and nutrition, for the purpose of providing students with the knowledge and skills necessary to appreciate the benefits of and make sound decisions related to eating habits and nutrition (NE 1).
 - Nutrition education will be offered in grades K-12 to provide students with the knowledge and skills necessary to promote and protect their health (NE 3,4,5). Incorporation of nutrition and wellness topics will be encouraged in all classroom settings (NE 6).
 - Education will emphasize caloric balance between food intake and energy expenditure (physical activity/exercise), promoting consumption of low-fat proteins, fruits, vegetables, and whole-grain products and other healthy nutrition practices (NE 2).
 - The nutrition education program teaches media literacy with an emphasis on food marketing techniques (NE 2). It will include training for teachers and other staff.
- **Nutrition Promotion Goals.** By establishing nutrition promotion goals, the District intends to provide encouragement, resources, and opportunities for students, staff, and others that will help students to recognize, develop, and practice healthy eating habits within the school environment, at home, and/or in other community settings (WPM 1).
 - CFC will send home nutrition information, post nutrition tips on school websites, and provide nutrient analyses of school menus. CFC will encourage parents to pack healthy lunches and snacks and to refrain from including beverages and foods that do not meet USDA recommendations.
 - CFC will provide information about physical education and other school-based physical activities occurring before, during, and after the school day. Parents will be provided with information through the CFC website, newsletter, or other materials.
- **Goals for Other School-Based Activities that Promote Student Wellness.** By establishing goals for other school-based activities that promote student wellness within this Wellness Plan, the District attempts to recognize that wellness initiatives can be integrated across a variety of school-related settings and can extend beyond the school food service venues and the facilities that are specifically intended for engaging in physical activity (NE 7). Students will have the opportunity to visit local farms/orchards where food is produced (NE 8). In addition, it is possible to promote student wellness through programs that facilitate parent/family engagement or that involve partnerships or coordination with other public and private entities (PEPA 15).
 - CFC will support relationships with outside agencies that provide health-related screenings and services: vision, hearing, dental, flu-shot clinics, physical examination clinics, and the like.
 - CFC will support relationships with outside agencies that promote student activity and exercise.

III. Standards and Nutrition Guidelines for Foods and Beverages Available to Students

- **Foods Sold to Students at School.** The following nutrition standards and guidelines apply to foods and beverages offered for sale to students on school premises before the start of the school day, during the official school day, and within 30 minutes after the official school day (NS 3, 6).
 - Reimbursable meals offered in any federally subsidized school meal program shall meet the USDA statutory and regulatory nutrition standards established for such meals <https://www.fns.usda.gov/cn/nutrition-standards-school-meals> (SM 1). The district will provide breakfast through the USDA School Breakfast Program <https://www.fns.usda.gov/sbp/school-breakfast-program> (SM 2). Meals served through the district's food service program shall comply with the National School Lunch and/or Breakfast standards for Meal patterns, nutrient levels, and calorie requirements for the ages/grade levels served, as specified in 7 CR 210.10 or 220.8 as applicable <https://www.fns.usda.gov/nslp> (SM 1). Food service operations are encouraged to source fresh

fruits and vegetables from local farmers where practical (SM 10). All food service personnel will have adequate training in food service operations (SM 9).

- Applications for free/reduced lunch priced meals are sent home to all families at the beginning of the school year. The application is also available on the district website (SM 5). The District takes steps to protect the privacy of students who qualify for free or reduced-price meals. The cafeteria is cashless – all students, regardless of the type of payment they make for school meals or the food being purchased (meal or a la carte) are given a code to enter at the cash register (SM 3). Unpaid meal balances are handled according to Board Rule 763. This information is also available on the nutrition services webpage <https://www.cfc.k12.wi.us/families-students/meal-account-policy.cfm> (SM 4)
- All full-day students will have a daily lunch period of not less than 20 minutes (SM 7). The district will encourage participation in the school meal program through strategies such as “Grab and Go”, Breakfast in the Classroom, and discouraging consumption of competitive foods in place of school meals by limiting food choices during mealtimes in the cafeteria (SM 6). Free water will be available in the cafeteria during mealtimes (SM 8).
- Foods and beverages sold to students outside of the school meal programs shall meet at least the USDA’s minimum nutrition standards for such items (also called the “smart snacks” or “competitive food” standards), including all permissible exemptions and exceptions that are identified in the regulations or otherwise expressly allowed by the USDA <https://www.fns.usda.gov/tn/guide-smart-snacks-school> (NS 1,2). These standards apply, for example, to a la carte options in cafeterias, vending machines that are accessible to students, items sold in school stores or on snack carts, before/after care, clubs, and after school programming (NS 4, 11). While the 2014 USDA Smart Snack standards prohibit the sale of food and beverages containing caffeine in elementary and middle schools, limiting the sale of beverages with caffeine to high school students is recommended (NS 8).
- Both the federal standards and this Wellness Plan allow a building principal, or another administrative-level designee, to approve (to the extent authorized by the Department of Public Instruction) a limited number of exempt student organization fundraisers involving the sale of food or beverage items that do not meet any minimum nutrition standards. DPI currently allows up to two (2) approved exempt fundraisers per student organization per school year, with each such fundraiser lasting no longer than two (2) weeks (NS 7). However, an approved exempt fundraiser may not take place in the food service area during any school meal period. In addition, an authorized exempt fundraiser must adhere to all other District policies and procedures related to fundraisers.
- Foods that, with appropriate District approval, are ordered and delivered at school or through a school-related activity, but that are not intended to be (and that due to packaging, preparation requirements, etc., cannot reasonably be) consumed on school premises (such as a frozen pizza fundraiser) are not subject to any specific nutrition standards or time or location restrictions regarding orders or deliveries under this local Wellness Plan.
- **Foods Provided or Distributed, but Not Sold, to Students.** The following standards and guidelines apply to foods and beverages that are provided or distributed (but not sold) to students on school premises before the start of the school day, during the official school day, and within 30 minutes after the official school day:
 - **Beverages** – Any beverages that are not on the approved list of beverages to be sold on the school campus during the school day should not be served or distributed to students during the school day without first receiving written permission from the building principal. Free drinking water will be available for students through out the day (SM 8). Students are allowed to carry water bottles (NS 13).
 - **Classroom Celebrations, Receptions for Special Events, and Similar Special Occasions.** Teachers and students are encouraged to offer or distribute healthy snacks and treats for student birthday celebrations, classroom parties, and other similar events. A healthy snack list that is based on sound nutrition facts and principles will be developed and maintained under the coordination of the building principal and made available to staff and parents. This list may include, but is not limited to, items such as the following:

Fresh fruit or fruit cups	Trail/cereal mixes (no candy included)
Fresh vegetables and low-fat dip	Yogurt
Dried fruits	Pretzels
String cheese/cheese cubes	Popcorn
Whole grain crackers	Low-fat muffins
Other low-fat crackers	

During occasional celebrations (birthday observances, classroom parties, etc.) items of minimal nutritional value that do not meet the federal nutrition standards for “competitive food” sold to students and that also would not qualify as a healthy snack option as defined by District standards may, in moderation, be served or

distributed to students unless otherwise restricted by a directive of the building principal. However, unless the building principal or his/her administrative designee approves an exception, whenever school staff are involved in organizing such an occasional celebration (for a class or club party, a brief reception following an intra-day performance, etc.), staff shall ensure that one or more healthy alternatives are offered in conjunction with any items of minimal nutritional value that may be offered. Whenever a student's parent or guardian is primarily responsible for initiating such an occasional celebration, the schools shall encourage parents and guardians to provide a healthy snack item to be offered in conjunction with any offering of minimal nutritional value (NS 9). Staff members are strongly encouraged to schedule occasional celebrations and other events where food is served or distributed to occur after the students' scheduled lunch period.

As needed and while maintaining an appropriate degree of confidentiality, staff will also make parents, guardians and students aware of restricted foods to be avoided as a means of accommodating any identified food allergies or similar dietary restriction within the relevant class or other student group.

- Teacher-Initiated Rewards or Learning Incentives – Staff's use of foods of minimal nutritional value as student rewards or learning incentives should be kept to a minimum (e.g., not regularly and using minimal serving sizes). Healthy food choices or non-food items are preferred. Using physical activity as a reward is encouraged (WPM 3). Should teachers or other staff members feel compelled to utilize food items as an incentive, they are strongly encouraged to select an option from the District's list of healthy snack options for foods served or distributed during the school day, as outlined above (NS 12).
- Other Meetings and Events – At any other school-sponsored meeting/event that occurs before, during, or up to 30 minutes after a school day, that involves student participation, and that has not otherwise been addressed in this section of the Wellness Plan, any food or beverage that is provided by the District and served to the attendees shall either (1) adhere to the District's nutrition guidelines for food and beverages sold on school campus during the school day, as identified above; or (2) adhere to the District's list of healthy snack options for items served or distributed to students during the school day, as mentioned above (NS 10). The building principal or his/her administrative-level designee may, at his/her discretion, approve an exception to this restriction if requested and approved in advance of the event.
- Food an Individual Student Brings from Home – Nothing in this Wellness Plan attempts to create or modify any District or school rules for the foods and beverages that a student brings to school for his/her own consumption.

IV. Marketing of Food and Beverages.

No District official, employee, or agent shall prospectively authorize or allow the marketing of any foods or beverages on a school campus during the school day (including before school and 30 minutes after the close of the instructional day for students) that do not meet the minimum federal nutritional standards for foods and beverages that are sold to students outside of the school meal programs (WPM 7). Marketing strategies to promote health food and beverages is encouraged (WPM 6). "School campus" means any area of District property that is accessible to students during the school day. "Marketing" means advertising and other promotions, and can include oral, written, or graphic statements/materials that are presented with the purpose of encouraging the sale or consumption of a particular product. Examples of items on which marketing may sometimes be proposed include the exterior of vending machines, trash cans, cups, tray liners, posters, etc. (WPM 10,11). The prohibition on the marketing of certain foods and beverages established in the previous paragraph is clarified and limited as follows (WPM 8):

1. The limitations on food and beverage marketing do not apply to events or activities that occur on non-school days or more than 30 minutes after the end of the official school day for students.
2. The limitations do not apply to materials used for educational purposes in the classroom.
3. Attempts will be made to limit the advertising of unhealthy food and beverages in school publications, media, and educational materials. Efforts will be made to select materials free of brand names/logos and illustration of unhealthy foods (WPM 9,11).
4. The prospective aspect of the limitations means, for example, that any stock-on-hand of non-compliant materials may be exhausted and that any non-compliant durable equipment (such as a menu board or a scoreboard in a gymnasium) can continue to be used until it is replaced.
5. The limitations do not categorically prohibit the display or presentation of marketing materials that identify a general brand that is widely associated with specific products that are considered healthy and other specific products that would be considered unhealthy (i.e., that would not meet the minimum federal standards for "competitive food" sold in schools). However, the degree to which a general brand may be more strongly

- associated with unhealthy products should be considered in evaluating any specific marketing-related proposal.
6. If it is recommended that the school avoid participation in fund raising or corporate incentive programs that promote a message inconsistent with our goals for a healthy school community (WPM 12).
 7. Because the minimum federal nutritional standards for foods and beverages that are sold to students at school and outside of the school meal programs include a provision allowing a limited number of approved, exempt fundraisers, the marketing limitations do not apply to materials that relate to such fundraisers.
 8. Although students and staff remain subject to any other applicable District rules, the marketing limitations in this Wellness Plan are not intended to be enforced with respect to personal items, such as clothing worn by a student, a lunch bag, a water bottle or thermos, or the packaging on items that are brought from home for personal consumption.

V. Stakeholder Involvement

School districts are required to provide opportunities for school administrators, teachers (including physical education and health education teachers), school food service staff, school health professionals (e.g., a registered nurse serving the schools), students, parents and guardians, School Board members, and other interested members of the community to participate in the development, implementation, and periodic review and updating of the District's Wellness Plan (IEC 2). The manner in which such opportunities will be provided will include, but are not necessarily limited to the following:

- Wellness Steering Committee.

The Wellness Steering Committee is a formal committee that shall consist of not more than 13 members and that shall be chaired by the District Superintendent. The committee's primary charge is to be involved in the periodic assessment, review, and updating of this Wellness Plan, with a particular emphasis on recommending steps to improve District-wide knowledge of and compliance with the Plan and on recommending possible changes to the Plan (e.g., new or revised goals) (IEC 1). The chairperson:

 - Shall have the power to identify and recommend individuals to be appointed as formal members of the committee, including filling vacancies, while giving due attention to representation among the specific stakeholder groups identified in applicable federal regulations. However, not every stakeholder group must be represented at all times—particularly when there is a lack of interest. The appointment of any District employee to the committee shall be subject to the approval of the employee's supervisor, the appointment of any School Board member to the committee shall be made directly by the Board, and all other recommendations for committee membership shall be approved by the District Administrator. Any student appointee(s) shall be at least in 7th grade. An appointment may be for a defined term, or if no specific term is designated at the time of appointment, then the appointment shall be considered ongoing until the committee member is removed (including being replaced to accommodate additional interest in serving) or resigns. Employees serving on the committee in their official District-related capacity may resign their committee membership only with supervisory approval.
 - Shall maintain a list of current and historical committee members for at least the period required by the Wisconsin public records law.
 - May recommend the removal of any currently-serving committee member to the District Administrator, who shall either approve or reject the recommendation. However, only the School Board may approve the removal of a Board representative when the Board member in question is still actively serving on the Board.
 - Shall convene the committee as needed on dates established by the committee or chosen by the chair (IEC 1).
 - Shall ensure that the meetings of the Wellness Steering Committee are noticed in compliance with the Open Meetings Law.
 - May determine the extent to which minority positions or multiple options may be presented to District officials for further consideration in situations where there is a disagreement or lack of sufficient consensus among the committee members in regard to particular issues.
- Meetings Designed as Stakeholder Awareness and Input Sessions.

The District Superintendent will periodically hold, attend, and/or help organize meetings for the purpose of gathering input related to this Wellness Plan and its implementation (IEC 3).
- Goal-Driven Events and Activities.

In formulating and implementing action steps related to the goals identified in this Wellness Plan, District-level and school-level personnel will attempt to identify specific opportunities for stakeholder input and participation.

VI. Assessing the Wellness Plan and Its Implementation

The primary means of measuring the implementation of and schools' compliance with this Wellness Plan is through a formal assessment that will occur at least once every three (3) years (IEC 5). Such assessments shall be completed under the direction of District Superintendent and shall be in line with federal requirements and any applicable requirements of the Department of Public Instruction (DPI). For purposes of carrying out triennial assessment requirements, the District shall do all of the following:

- Complete the **Wellness School Assessment Tool (WellSAT)** to evaluate how the District Wellness Plan compares to model policy language and best practices for school wellness (IEC 6).
- Complete the DPI-required **Local Wellness Policy Report Card**, which addresses:
 - The extent to which the District and District schools are in compliance with the District Wellness Plan
 - The progress made in attaining the goals of the Wellness Plan; and,
 - The extent to which the District Wellness Plan compares to model policy language and best practices for school wellness (IEC 6).

The Local Wellness Policy Report Card shall be reviewed and considered when developing any recommended changes to the District Wellness Plan or determining that no specific changes need to be made. Any recommended changes to the District Wellness Plan shall be forwarded for formal District-level consideration and possible District-level approval. The recommended changes may be forwarded by school officials who have school wellness leadership responsibilities and/or on behalf of the Wellness Steering Committee.

The District's completed Local Wellness Policy Report Card, along with any recommended changes to the District Wellness Plan, shall be presented to the School Board prior to being communicated to the public as outlined in Section VII below (IEC 7).

Notwithstanding the formal triennial assessment and reporting process, recommendations to update or modify this Wellness Plan (e.g., to replace a goal that has been achieved) may be brought forward for District-level consideration and possible action (i.e., approval, rejection, or modification) at any time.

As a further means of evaluating the implementation of this Wellness Plan, including school compliance, the District Superintendent will:

- Identify the data and other records that will be required to reasonably document and evaluate the progress that is being made with the specific goals, nutritional standards, and other requirements outlined in this Wellness Plan. Particularly with respect to the Wellness Plan goals and related action steps that have specific near-term target dates or that are otherwise short-term in nature, progress should be monitored and informally evaluated on an interim basis between the years of the formal evaluations described above. Ultimately, information from and the results of any such interim assessments will inform and can be incorporated into the next triennial assessment.
- Communicate expectations to school-based personnel related to tracking school-level data and preparing and organizing other school-level records that will be needed for assessment purposes, emphasizing when such documentation should occur.
- Periodically meet with school-based personnel to serve as a support resource regarding Wellness Plan implementation and to review and discuss the school's compliance and progress to date (IEC 8).

VII. Reports and Other Communications Related to the District Wellness Plan

The primary means that the District will use to inform the public of the content of this Wellness Plan, the status of implementation efforts, and the outcome of formal assessments will be through a prominent, wellness-themed web page or microsite that is part of the District's official website. Minimally, the following information will be prominently displayed or clearly linked on a continuous basis and without requiring any login or similar restriction on access (IEC 4):

- The names, positions, and contact information of the District-level and/or school-level officials who have been designated as local wellness program leaders.
- A complete copy of this Wellness Plan.
- An executive-level summary of current Wellness Plan goals.
- An executive-level summary of the most recent updates or modifications to the Wellness Plan, if applicable.
- A complete copy of at least the two most recent triennial assessment reports (once available).
- Information regarding how interested stakeholders can become involved in the development, implementation, review, and updating of the Wellness Plan.

When electronically posting the above-identified information, the District will give due attention to using accessible formats and to the possible need to provide information in languages in addition to English.

In addition to electronic posting, at least once annually, the District will actively notify staff and school households of the Wellness Plan and how it can be accessed, and a similar active notice shall be given of the availability of each formal (triennial) assessment report at the time each such report is completed.

Additional steps may be taken to draw attention to the web-based resources identified above, including (1) featuring prominent links to the resources on the home pages of school-specific websites or web pages; (2) further promoting the availability of the information through school newsletters, District-approved social media accounts, or other District or school communications, and (3) mentioning the resources in connection with health and wellness-related presentations to parents and other community groups.

USDA Nondiscrimination Statement and Complaint Information:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

Fax: (202) 690-7442; or

Email: program.intake@usda.gov.

This institution is an equal opportunity provider.

Approved by the Board: 5/19/2021