

Madison School District

Madison Elementary School planned to promote school meals and market nutrition facts and healthy eating at school. The school wellness group also promoted activity through a jump rope club and the formation of an after school running/walking club. The jump rope club attracted 120 students, and performed for fellow students at an all-school assembly. The walking/running club met twice a week after school to walk/run for two miles on the track. Two area schools collaborated for a family fun run/walk in May that was attended by over 120 families.

Madison Elementary School is 47% free and reduced school meals, so breakfast and lunch at school are great ways to promote healthy eating. The wellness committee implemented the fresh fruit snack cart idea after hearing about it during a WisLine Web session. The school PTO and a local Kwik Trip convenience store assisted with the cart and the fruit purchases, and a 5 week trial provided a free fresh fruit snack daily for each child. This program is under consideration to be continued for all students, and additional financial support is being sought.

Education of school staff was part of the mini-grant priorities. Two wellness committee members attended the Wisconsin Action for Healthy Kids summit and shared information with the committee and staff. The WisLine Webinars helped the wellness committee realize that positive role modeling by adults is significant to create and/or change healthy alternatives for children. The wellness committee made sure both parents and staff were highly visible in wellness activities, and this encouraged increased participation and value of the jump rope club, the walking club and the fruit cart program to students.