




nutrition education activity training

## APPLICATION PACKET

Be among the **FIRST** to earn the ***N.e.a.t. Approved Recognition!***

Key program components include role modeling and policies for nutrition and physical activity.

All applications received by March 15 will be registered to **win a healthy snack celebration** for up to 50 people at your site.

 Materials attached in this packet. Plan now for the **March 15 deadline to apply.**



Approved applications will receive **\$200** towards a family centered event to promote healthy eating and physical activity.



For questions about



Cheryl Hill at 865.215.5062 or [cheryl.hill@knoxcounty.org](mailto:cheryl.hill@knoxcounty.org).



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## Application and Training Agreement

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ (mm/dd/yyyy)

Facility Name: \_\_\_\_\_

Facility Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Facility Phone Number: (\_\_\_\_) \_\_\_\_\_

Facility Fax Number: (\_\_\_\_) \_\_\_\_\_

Facility Email: \_\_\_\_\_

N.E.A.T Facility Coordinator: \_\_\_\_\_

Director, if different from coordinator: \_\_\_\_\_

Number of children enrolled at facility: \_\_\_\_\_

Please complete required information. Return completed, signed original application with supporting documentation to:

Cheryl Hill  
Knox County Health Dept.  
Community Development  
and Planning  
140 Dameron Avenue  
Knoxville, TN 37917

### I am committed to the implementation of the N.E.A.T. program at my facility.

\_\_\_ My center and staff will model healthy behaviors that exemplify N.E.A.T. approved standards.

\_\_\_ I acknowledge that my site is subject to an annual environmental assessment, completed by the Knox County Health Department. (Site Evaluation, see example on pages 10-12.)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_

*Thank you for your support of the N.E.A.T. program and dedication to positively impacting the health of the children at your site and their families!*



Cheryl Hill at 865.215.5062 or cheryl.hill@knoxcounty.org.



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## Application Details

### The following documentation is required for N.E.A.T. Application Submission:

Once received, all application materials and documents will be reviewed. If more information is needed from your site, you will be contacted by Knox County Health Department staff.

1. Completed copy of pages two and three (N.E.A.T. Application and Training Agreement)
2. Attach a copy of the facility's policies and/or rules which include N.E.A.T. policies (if available – if not, explain when it will be available).
3. A *short* response to the question: **Why do you think it is beneficial for your center to be N.E.A.T. approved?** (in 100 words or less)

### What's In It For You?

Once your application to become a N.E.A.T. approved site has been reviewed and approved, you will receive:

- A certificate of achievement
- N.E.A.T. facility incentive
- Two N.E.A.T. decals which may be placed on facility entrance(s)
- Access to an electronic N.E.A.T. Approved logo which can be used on materials or web sites
- Continuing education (CEUs) opportunities will be offered to all staff
- Recognition on the Knox County Health Department website
- Access to a Registered Dietitian and Physical Activity Specialist



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# Nutritional Education Activity Training (N.E.A.T.) Program Policies

## Goals:

- a. To educate and engage elementary and middle school aged children attending N.E.A.T. after-school programs in healthy eating habits and physical activity
- b. To improve healthy eating and physical activity outcomes in elementary and middle school aged children attending N.E.A.T. Approved after-school programs
- c. To recognize health focused, after-school programs implementing the N.E.A.T. Program with a "N.E.A.T. Approved" recognition

## 1. General Program Policies

### a. Definitions

Program Site: After-school program enrolled in the N.E.A.T. Program

N.E.A.T. Educators: Trained volunteers who sign a volunteer agreement to teach at a Program Site

Participants: Elementary and middle school aged children attending a N.E.A.T. Program Site

Program Site Leader: Designated leader located at Program Site

Program Site Staff: All staff present at Program Site

Program Administrators/Administration: Knox County Health Department (KCHD)

### b. Eligibility

#### i. After-school programs

1. Any after-school program in Knox County that signs a contract with the KCHD to partner and implement the N.E.A.T. Program, becoming a Program Site

#### ii. Participants

1. All elementary and middle school aged children attending a Program Site in Knox County

### c. Communication

- i. Contact person for issues related to N.E.A.T. Program administration and implementation is Cheryl Hill at KCHD, phone 215-5062, email [cheryl.hill@knoxcounty.org](mailto:cheryl.hill@knoxcounty.org)





## N.E.A.T. Program Policies - *continued*

### 2. Goal 1: Education and Engagement

- a. Training provided by KCHD
  - i. N.E.A.T. Educators: must attend training in the fall and spring
  - ii. Participants: must attend weekly N.E.A.T. education sessions
  - iii. Site Leaders: must obtain 2 hours of continuing education training approved by KCHD annually
  - iv. Site Staff: must obtain 2 hours of continuing education training approved by KCHD annually
- b. Education
  - i. Nutrition
    - 1. At least ONE component of the after-school snack must be a “GO” food defined by Go-Slow-Whoa Food List (Appendix A)
    - 2. “WHOA” foods will not be offered at Program Site (Appendix A)
    - 3. 100% fruit juice is excluded from the “GO” category; it is a “SLOW” food
    - 4. Sugar sweetened beverages, such as sodas, juices, or energy drinks, are NOT allowed to be consumed at the Program Site (Appendix B)
    - 5. Food is not allowed to be used as a reward or punishment
    - 6. Program sites must adopt Healthy Vending options or remove vending machines from the Program Site
      - a. To obtain the Healthy Vending Toolkit visit: [http://knoxcounty.org/health/pdfs/vending\\_toolkit.pdf](http://knoxcounty.org/health/pdfs/vending_toolkit.pdf)
      - b. Knox County Registered Dietitian is available to assist with vending changes
  - ii. Physical Activity
    - 1. At least FIFTEEN minutes per hour must constitute physical activity for each participant.
      - a. If participant is at site for 1 hour, he/she must be offered 15 minutes of physical activity; 2 hours, 30 minutes of physical activity; 3 hours, 45 minutes of physical activity
      - b. Physical activity includes any physically active video games, such as Wii
    - 2. Physical activity is not allowed to be used as a punishment
  - iii. Family engagement
    - 1. The Program Site will host at least ONE family event per year to promote healthy eating and physical activity

### 3. Goal 2: Outcomes

- a. Evaluation
  - i. Each participant will complete a pre- and post-survey at the Program Site

### 4. Goal 3: Recognition/N.E.A.T. Approved recognition

- a. Participation in the N.E.A.T. Program is voluntary
- b. If the stated policies are not adhered to by a Program Site, the N.E.A.T. approved classification will be repealed and the site is no longer eligible for incentives, supplies, and administrative support
  - i. A Program site can re-apply during the next application process



## N.E.A.T. Program Policies - *continued*

### 5. Administrative/Program Management Policies

#### a. Responsibilities

##### i. N.E.A.T. Educators

1. N.E.A.T. Educators must adhere to the same policies as participants and serve as a role model for participants. (e.g. no sodas or energy drinks during program hours)
2. N.E.A.T. Educators are to adhere to the volunteer contract signed by the educator and administered by KCHD

##### ii. Site leaders

1. Site leaders must adhere to the same rules as participants and serve as a role model for participants (e.g. no sodas or energy drinks during program hours)
2. Site leaders are to notify KCHD if there is any issue, problem or concern regarding the program and its implementation at the Program Site
3. Site leaders are responsible for maintaining site compliance with these policies
4. Site leaders will complete a survey at the end of each semester (December and May)
5. Site leaders will assist N.E.A.T. Educators as needed
6. Site leaders will submit documentation (e.g. pictures) of events, as available

##### iii. Site staff

1. Site staff must adhere to the same rules as participants and serve as role models for participants. (e.g. not drinking sugar sweetened beverages during program hours, participating in physical activities)

##### iv. Program administration/administrators (KCHD)

1. KCHD will supply the necessary support and monitoring to implement the N.E.A.T. program effectively at all Program Sites.
  - a. KCHD will supply a contact for all N.E.A.T. sites
2. Supplies
  - a. KCHD will supply, to the best of its ability, trained N.E.A.T. Educators to implement the sessions weekly
  - b. KCHD will supply the appropriate educational lessons to implement the N.E.A.T. program. However, the Program Site may need to supply additional materials such as balls, hula hoops, etc.
  - c. KCHD will supply access to a Registered Dietitian and Physical Activity Specialist to all Program Sites
3. Incentives from Program Administration
  - a. Program Sites will receive N.E.A.T. marketing materials and assistance
  - b. Program Sites will receive a one-time incentive (via reimbursement process) to be used for healthy nutrition and physical activity related events for kids and parents
  - c. Continuing education credits (CEUs) will be offered to all staff and will be overseen and organized by KCHD
  - d. Program Sites will receive N.E.A.T. approved certificate and recognition on website
  - e. Window cling sticker for entrance designating "N.E.A.T." approved site

#### b. Evaluation of policy implementation

- i. See section 5a(ii) 4 and 6



## N.E.A.T. Program Policies - *continued*

### 6. Special Event Policies

- a. A special event is defined as any non-routine event, such as a party, that is hosted by the Site
  - i. Such an event must follow the above policies and offer at least 50% “GO” foods, no “WHOA” foods, and include physical activity promotion at the event
  - ii. Failure to comply with these policies will result in the following:
    1. Ineligibility for incentives via verbal notification
    2. Removal of N.E.A.T. approved classification and affiliation with written notification



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## Appendix A:

Reference Materials on Go-Slow-Whoa can be found at the following websites:

<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/downloads/urwhateat.pdf>

<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/downloads/gswtips.pdf>

<http://www.nlm.nih.gov/medlineplus/magazine/issues/summer07/articles/summer07pg28.html>

Additional Resource:

*CATCH: Coordinated Approach to Child Health, CATCH Kids Club – Healty Habits and Nutrition: K-5<sup>th</sup> Grade – Second Edition, University of California and Flaghouse, Inc., 2011.*



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## Appendix B: Sugar Sweetened Beverages defined

Sugar-sweetened beverages are those that contain caloric sweeteners and include:

- Soft drinks: Nonalcoholic, flavored, carbonated or non-carbonated beverages usually commercially prepared and sold in bottles or cans
- Soda, pop, soda pop: Same as soft drink
- Fruit drinks, punches, or ades: Sweetened beverages of diluted fruit juice
- Sports drinks: Beverages designed to help athletes rehydrate, as well as replenish electrolytes, sugar, and other nutrients
- Tea and coffee drinks: Teas and coffees to which caloric sweeteners have been added
- Energy drinks: Most energy drinks are carbonated drinks that contain large amounts of caffeine, sugar and other ingredients, such as vitamins, amino acids, and herbal stimulants
- Sweetened milks or milk alternatives: Beverages prepared by blending sweetened powder or syrup and milk

*Source: Centers for Disease Control. The CDC Guide to Strategies for Reducing the Consumption of Sugar Sweetened Beverages. March 2010. Downloaded Aug 15, 2012 at [http://www.cdph.ca.gov/SiteCollectionDocuments/StratstoReduce\\_Sugar\\_Sweetened\\_Bevs.pdf](http://www.cdph.ca.gov/SiteCollectionDocuments/StratstoReduce_Sugar_Sweetened_Bevs.pdf)*



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## N.E.A.T. Program Site Evaluation

### Definitions:

Participants: Elementary and middle school aged children attending N.E.A.T. after school programs

Program Administrators/Administration: Knox County Health Department (KCHD)

Program Site: after school program enrolled in the N.E.A.T. Program

“GO” foods: Healthy foods defined by CATCH Kids Club Manual (Appendix A)

Program Site Leader: Designated leader located at Program Site

“WHOA” foods: Unhealthy foods defined by CATCH Kids Club Manual (Appendix A)

Program Site Staff: All staff present at Program Site

### Evaluation Form

1. What is the name of your N.E.A.T. Program Site?
  
2. How long have you been a N.E.A.T. Program Site?
  
3. On average, how often does your Staff attend N.E.A.T. training sessions provided by KCHD?  
 Never            1 time per year            2 times per year            More than 2 times per year
4. On average, how often does your Site Leader attend N.E.A.T. training sessions provided by KCHD?  
 Never            1 time per year            2 times per year            More than 2 times per year
5. On average, how often are “GO” food snacks offered to Participants?  
 Rarely or Never            1 time per week            2-3 times per week            4-5 times per we
6. On average, how often are “WHOA” food snacks offered to Participants?  
 Rarely or Never            1 time per week            2-3 times per week            4-5 times per week
7. Are sugar sweetened beverages consumed at your Program Site:
  - a. By Staff/Leader?            Yes            No            If yes, how often?
  - b. By Participants?            Yes            No            If yes, how often?





## N.E.A.T. Program Site Evaluation

8. On average, how often does Staff participate in physical activity with Participants?
- Rarely or Never                      Some of the time                      Most of the time                      All of the time
9. On average, how often does Staff eat the snacks with the Participants?
- Rarely or Never                      Some of the time                      Most of the time                      All of the time    N/A
10. Is food or physical activity used as a reward/punishment at the Program Site?
- Yes                      No
11. Does the Program Site have healthy vending options?
- Yes                      No                      In development
12. Is each Participant offered at least 15 minutes of physical activity per hour spent at the Program Site?
- Yes                      No
13. During a special event, does the Program Site provide at least 50% of all foods as "GO" foods?
- Yes                      No
14. Does KCHD supply the necessary support in the following areas to implement the N.E.A.T. Program effectively at the Program Site:
- |                                  |     |    |     |
|----------------------------------|-----|----|-----|
| a. N.E.A.T. educators?           | Yes | No | N/A |
| b. Registered Dietitian?         | Yes | No | N/A |
| c. Physical Activity Specialist? | Yes | No | N/A |
| d. Administrative support?       | Yes | No | N/A |
15. Did the Program Site receive any of the following incentives:
- |   |     |    |     |
|---|-----|----|-----|
| a. marketing materials?                               | Yes | No | N/A |
| b. continuing education credits?                      | Yes | No | N/A |
| c. N.E.A.T. certification/recognition?                | Yes | No | N/A |
| d. one-time re-imbusement for special event/activity? | Yes | No | N/A |





## N.E.A.T. Program Site Evaluation

16. What has the Program Site done to increase family engagement to promote healthy eating and physical activity?

17. Describe how Program Administration can improve the N.E.A.T. Program at the Program Site?

18. What can the Program Site do to improve the N.E.A.T. Program?

19. How important is it that your Site is N.E.A.T. approved?

Not important

Somewhat important

Very important

20. How would you rate the effectiveness of Educators at your Site?

Poor

Fair

Good

Excellent

21. Please provide any additional feedback.

**Thank you for contributing to the health of children in Knox County!**



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