



Alberta Project Promoting  
active Living & healthy Eating

**2014-2015**  
YEAR END REPORT

## EXECUTIVE SUMMARY

APPLE Schools project staff and partners would like to acknowledge the generosity of Allan Markin, Canadian Natural Resources Ltd., The Joyce Foundation, Statoil and HDF Insurance for financially supporting APPLE Schools during the 2014-2015 operational year.

The project transitioned to a new Foundation name, The APPLE Schools Foundation. A new Board of Directors was created with updated vision and mission statements:

### Vision

Healthy Kids in  
Healthy Schools

### Mission

To inspire schools and their communities to be healthy by recommending and supporting measurable and sustainable changes.

The following report will summarize the outstanding accomplishments of APPLE Schools during the 2014 – 2015 operational year, and highlight various aspects of operations, implementation, fundraising efforts and communication strategies.

APPLE Schools is an exceptional and unique project. In 2014-2015, the project was reviewed and accepted for posting on the National Cancer Institutes' Research-Tested Intervention Programs website: <http://rtips.cancer.gov/rtips/programDetails.do?programId=3624004>

This is a prestigious posting and acceptance was based on the strong evidence published by Dr. Veugelers since 2008. As well, APPLE Schools continues to be recognized in Canada by the Public Health Agency of Canada's Best Practice Portal. <http://cbpp-pcpe.phac-aspc.gc.ca/interventions/alberta-project-promoting-active-living-healthy-eating-schools-apple-schools/> Having these large, credible organizations now recognize the effectiveness of the project and the impact it has on reduction of risk factors for chronic disease through a comprehensive school health model is a source of pride for APPLE Schools.

Over time, the cost per student has been reduced from approximately \$213 to \$112. The reduction is part of the sustainability strategy for the project, as staffing costs are reduced and schools become self-sufficient over a five- year period. The project was approximately \$124,000 under budget this year, after reducing staff, professional development opportunities and costs associated with travel and supply teacher costs. The project continues to be effective with a ratio of one manager/mentor for every ten schools. In the 2015 – 2016 school year, there will be 6.5 full-time staff to support the work still being done in 50 schools with further expansion beginning in 10 schools in Northern Alberta. The project staff will continue to strive to operate in an efficient manner.

APPLE Schools project staff has worked hard to meet the needs of the APPLE school communities and the work of APPLE Schools continues to generate a body of knowledge that contributes to supporting 16,500 healthy students in healthy schools across Northern Alberta.

## OPERATIONS

In order to operate in an effective and efficient manner, a strategic plan was developed with established goals to:

- a) Continually improve health behaviours of students related to physical activity, healthy eating and mental well-being;
- b) Continually improve the implementation of CSH in all APPLE schools;
- c) Secure a long-term model for increased longevity and sustainability of the project; and
- d) Continue to be an effective and high quality Comprehensive School Health implementation project.

A copy of the strategic plan is available upon request.

## NEW FOUNDATION NAME

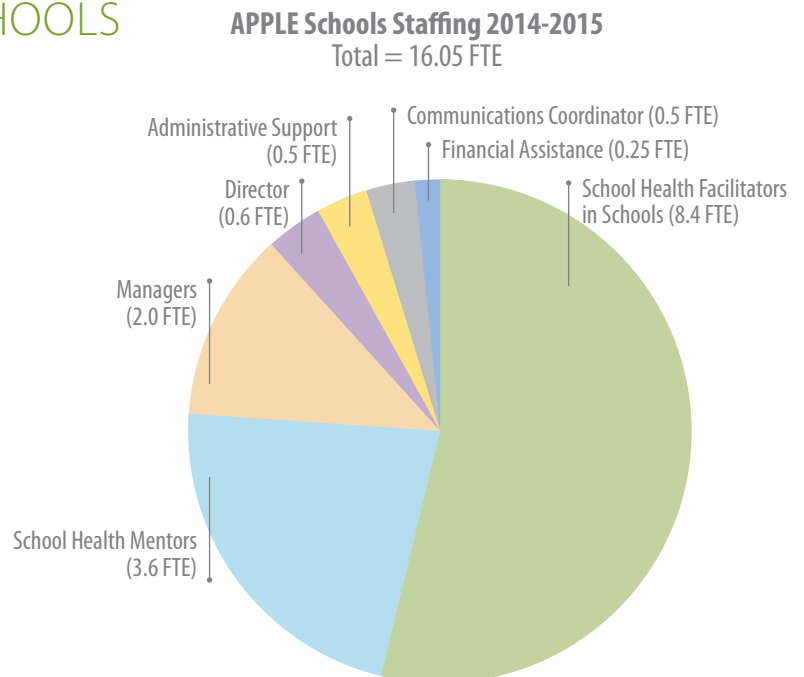
In April, 2015, the Allan P. Markin Foundation was renamed The APPLE Schools Foundation, with the mandate: "To conceive, deliver and assess programs designed to enable individuals and communities to adopt practices to enhance individual and community health and education, and prevent chronic disease."

A Board of Directors was developed as a structured vehicle for the Foundation to gather advice and feedback with the following goals: a) ensure the mandate of the Foundation is upheld in all funded projects of the Foundation; b) increase sustainability and long term funding for APPLE Schools; c) disseminate, promote and share knowledge from APPLE Schools; and d) ensure continued evidence and evaluation of APPLE Schools to demonstrate effectiveness of the project.

For a list of the Board of Directors see Appendix 1.

## STAFFING IN APPLE SCHOOLS

The majority of funding for staff related to the project is spent in the schools. The chart represents the staffing complement for the project. The School Health Facilitators (SHF) are the 30 part-time staff were allocated either 0.2 or 0.5 of a staffing assignment to promote health in the school community. The School Health Mentors each worked with eight to 12 schools to provide individualized support. The Managers, Director, Communication Coordinator, Administrative Assistant and Financial Assistant all provide the infrastructure to operate a highly effective organization.



## BUDGET

At the end of the year, the project was \$123,859.36 under budget (as of July 29, 2015). In addition to remaining under budget, the APPLE Schools project team secured \$10,000 in donations from HDF Insurance, and another \$11,650 from local service clubs to directly support purchasing apples for the schools for both the 2014-2015 and 2015-2016 school year.

APPLE Schools received donations from Canadian Natural Resources, The Joyce Foundation and Statoil to support implementation in the coming year.

## FUNDS RAISED BY SCHOOLS

All 51 APPLE Schools applied for, or received funding and support from other sources for the 2014-2015 school year as they move to an independently sustainable phase. Total funds provided by sources other than APPLE Schools to support healthy kids in healthy schools was over \$505,000.00 with each school securing an average of \$9,909.00.

## FUTURE SECURITY

A proposal for a multisectoral grant from the Public Health Agency of Canada (PHAC) has been submitted, revised according to PHAC feedback, and resubmitted for final approval. Two years of secured matched funding is needed prior to the submission being accepted by the Federal Minister of Health. The amount needed for the first two years has been reduced from the original submission and the ask is currently for a total of \$389,550 for year 1 and \$570,500 for year 2. To-date, there is \$329,500 in secured matching funds for year 1, and \$318,500 for year 2. An additional \$318,550 for the first two years needs to be raised.

A summary of the secured funding is as follows:

The Joyce Foundation	\$50,000/year for 5 years
Canadian Natural Resources Ltd.	\$50,000/year for 5 years
Statoil	\$17,500/year for 1 year
Allan Markin	\$200,000/year for 5 years
HDF Insurance	\$12,000/year for 2 years

## EXPANDING REACH

Over the course of the year APPLE Schools Facebook “likes” have increased by **32%**

Over 5 months, from February to June, there has been a growth of **13%** in APPLE Schools followers on Twitter.

Since January 14 videos have been uploaded on YouTube which have been viewed a total of

**1,336**

times. Videos of outstanding ideas from the schools can be viewed at: [www.youtube.com/appleschools](http://www.youtube.com/appleschools)

Evidence related to APPLE Schools via story catchers summarizes research findings and shares in-school examples of the research in action. There

**six** are now six story catchers posted on the public website at [www.appleschools.ca](http://www.appleschools.ca)

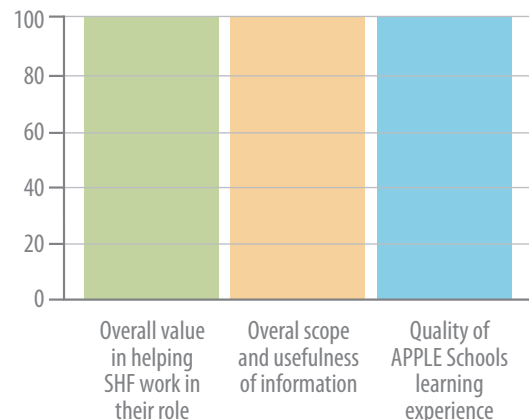
## SUCCESSFUL PRACTICES FOR HEALTHY KIDS IN HEALTHY SCHOOLS

Each APPLE school is unique and has different activities to promote health. See Appendix 2 to find unique stories from each school.

## PROFESSIONAL LEARNING FOR SCHOOL HEALTH FACILITATORS AND HEALTH CHAMPIONS

Each fall, School Health Facilitators and health champions from each school come together to improve implementation of CSH in their school community. Professional learning was provided for over 75 professionals through five events. Evaluations from the professional learning experience was exceptionally positive with 100% of the participants expressing they were satisfied or very satisfied with the training they received.

**% of Respondents Who Were Satisfied or Very Satisfied with the:**



For the first time, APPLE schools trained teachers from outside Alberta. Approximately 20 teachers, administrators and senior district representatives from Manitoba’s Seven Oaks School Division visited Edmonton. The intensive two-day event included school visits to four APPLE schools, experience in facilitation processes and a collective paradigm shift for the group to support healthy kids in healthy schools.

“It was very impressive to see APPLE Schools in action. The two-day tour allowed our group to see the culture of a school that promotes health and of the APPLE Schools organization. Everyone took back lots of great ideas and an excitement to implement some of the activities we saw like daily physical activity bins created by APPLE Schools. We know our district is headed in the right direction to promoting health and the Board Trustees were very impressed with the concept of using the APPLE Schools approach to educating students and parents in helping improve healthy eating, mental health and physical activity. They want to see this pilot project move forward and be successful.”

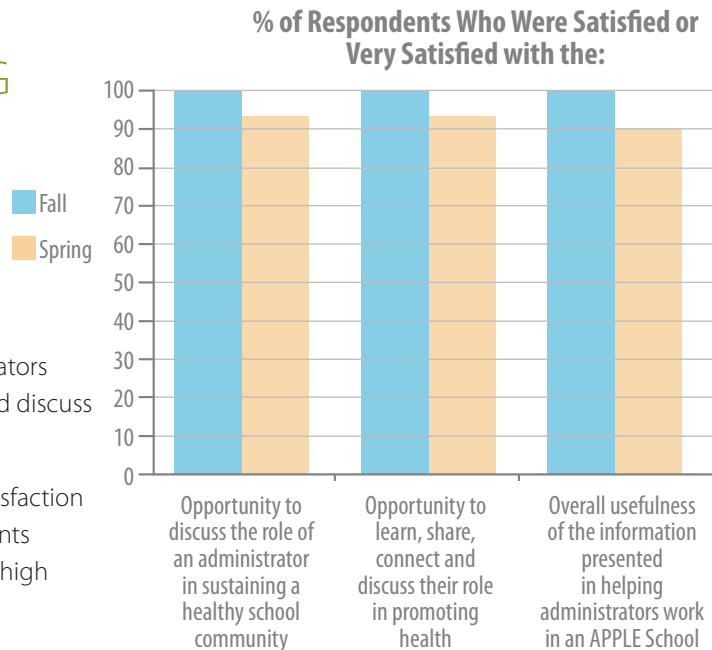
PARTICIPANT FROM SEVEN OAKS



## EVALUATION OF ADMINISTRATORS MEETING

For the 2014-2015 school year APPLE Schools hosted two meetings for school administrators in both Edmonton and Fort McMurray to increase administrators' commitment and knowledge related to being a healthy school. Responses to the evaluation for both meetings was very positive and administrators valued the opportunity to learn, share, connect and discuss their role in promoting health.

It was noted that there was a small decrease in satisfaction for the spring meeting. However, 92% of respondents being satisfied or very satisfied, is an exceptionally high response rate.



“I thought the meeting was excellent and a good use of my time. When schools and districts are provided with this type of financial support we should be on board to make the project as successful as possible and our gratuity is shown by attending meetings such as yesterday.”

“I wish every educational initiative was supported the way APPLE Schools is. You guys are amazing!”

### School administrators expressed that the strengths of APPLE Schools are:

- Available resources to schools; e.g., APPLE School resources site, MailChimp, funding and expertise
- Effective communication between the organization and schools
- Valuable training of in-school staff
- The project staff assisted administrators in staying motivated and knowledgeable about being a healthy school.

## SUMMARY

The APPLE Schools project team has completed the eighth year of implementation and provided over fifty schools across the province with support. Project improvements are motivating, and the changes seen to healthy environments and behaviours in schools continues to drive the work at APPLE Schools. The project has received national and international recognition for its successes, and continues to support some of the most vulnerable schools in the province. The APPLE Schools team is continually invited to provide input as members of various committees and present information on behalf of the project to share locally, provincially and nationally. The project team has expanded knowledge of comprehensive school health promising practices across the province this year, and continues to share, learn and expand practice.



**APPENDIX 1**

**APPLE SCHOOLS FOUNDATION BOARD OF DIRECTORS**

**CHAIR**

**Lory Laing**, PhD, MA, BA (Honours)  
Professor Emeritus, School of Public Health, University of Alberta

**SECRETARY:**

**Ellery Lew**, LLB, BSc  
Partner, Witten LLP Barristers & Solicitors

**TREASURER:**

**Scott Price**, CA  
Vice-President, Finance, AMP Financial Inc.

**Paul Veugelers**, PDF, PhD, MSc  
Professor, School of Public Health

**Bill Clapperton**  
Vice-President, Regulatory, Stakeholder and Environmental Affairs, Canadian National Resources Limited

**Matt Jeneroux**  
Former MLA

**Kerry Martens**, BEd, BFA  
Educator, Fresh Start Recovery Centre

**Claire Rosenau**  
General Manager, AMP Financial Inc.

**Marg Schwartz**, (ex-officio) MEd, BEd  
Director, APPLE Schools

**Allan Markin**, (ex-officio) OEC, AOE  
Funder/advisor

## APPENDIX 2

# SUCCESSFUL PRACTICES FOR HEALTHY KIDS IN HEALTHY SCHOOLS

A single highlight was chosen from each school to provide a sampling of activities that occurred in APPLE Schools. The list is not exhaustive, nor does it provide a complete picture of the thousands of activities that occurred in all of the schools.

### Alexander First Nation Education Authority

1. **Kipohtakaw Education Centre** implemented a nutrition policy to increase the dietary quality of food served or sold in the school building. The development of the nutrition policy included input from parents, students, staff, community members, and the local health authority.

### Aspen View School Division

1. **Landing Trail Intermediate School** encouraged students to take part in the 'One Kilometer Club'. The club allows students and staff to participate in daily physical activity. Student leaders organized the daily club and participation rates demonstrated the commitment of the school to improving their health and wellbeing.
2. **Rochester School** formed all-grade student house teams who worked together at every Monday morning assembly to complete a physical activity challenge. This created an opportunity for students to engage in and learn easy and fun ways to get active, and how to work effectively as a team.
3. **Smith School** had staff, students and parents go bananas over Yonanas®! After purchasing a Yonana® machine, staff was able to create an ice-cream textured treat from frozen fruit, to provide each student with a healthy weekly snack.
4. **Whispering Hills Primary School** connected with a local dentist who donated toothbrushes after Halloween so students could trade their candy in for a free toothbrush. The school then made a large "candy monster" out of the traded candy that was put on display. To see how students were able to swap their candy, check out the video: [https://www.youtube.com/watch?v=02u\\_knc9ZLQ](https://www.youtube.com/watch?v=02u_knc9ZLQ)

### Edmonton Catholic Schools

1. **Annunciation School** enabled students to be advocates for health and remind teachers and other students about making healthy choices through the student-led health fair where the school community was invited to attend and learn more about health.
2. **Holy Cross School Académie Internationale** started a DPA initiative called 'The APPLE League', which is a cross-grade, student-led intramural program, which promotes physical activity while meeting curricular outcomes. The league is founded on innovative games that involve all students, regardless of skill sets, which helps create synergy and a positive attitude for physical activity amongst the students.
3. **Our Lady of Peace School** received a grant through the In-Motion Network to host a Body, Mind, Spirit Day for all students in the school. This event enabled school staff to partner with community organizations to provide interactive workshops for all students around the health priority areas of physical activity, mental wellbeing and healthy eating.
4. **St. Benedict School** connected with a local Save-On-Foods to provide students with class tours of the grocery store and education on grocery shopping and label reading. Save-On-Foods also donates food for taste tests and class celebrations.







5. **St. Elizabeth Seton School** introduced weekly “flex sessions” that provided students with a different way to learn about health. Flex sessions ranged from field trips to leisure centres, to presentations from community partners such as the Canadian Mental Health Association, and interactive sessions on wellness topics such as the Sugar Shocker Kit to learn about sugar content in sweetened beverages.
6. **St. Francis of Assisi School** developed a student APPLE Leadership team. Students involved in the team had the opportunity to make a healthy, monthly Snazzy Snack for the whole school community. Snazzy Snacks were donated because of a partnership with Save-On-Foods. For more details, watch the highlight video: <https://www.youtube.com/watch?v=ZZc9oqeHRIA>
7. **St. Kateri School** facilitated student leaders to create a story outlining the transformation of the school culture since becoming an APPLE School in January of 2008. The students organized, created and presented the story that captured the voices of all students on what it means to be an APPLE school. The video story provided an opportunity to share the students’ perspective on the health and wellness goals of the school.

### Edmonton Public Schools

1. **Athlone School** worked with two other APPLE Schools to host the third annual Taste of Active Living fair to showcase health and wellness activities and highlight over 20 different community partners. Over 150 families from several different schools attended and engaged in physical activities and taste testing, as well as learning about social support services available in the community.
2. **Belmead School** empowered students in all grades to organize and run their own student interest groups. Students created a wide range of groups and activities including a lunch hour writing club run by grade three students and a ‘Super Hero Run’ organized by grade four students.
3. **Brightview School** ran the ‘Kids in the Kitchen’ cooking program for the third year in a row. The local Rotary Club donated funds to support the initiative where students get an opportunity to plan, prepare and serve a snack as part of the school snack program. To see ‘Kids in the Kitchen’ happen, watch the video: <https://www.youtube.com/watch?v=pUtNrJdyJ5k>.
4. **École Richard Secord School** had over 220 students lead health initiatives found in the school’s action plan. Student leaders were involved in providing healthy incentives to students during the “caught being healthy” campaigns, helping put health messages on bulletin boards and compiling feedback collected by teachers on whole school events.
5. **Glendale School** formed ‘Grizzly Teams’ with students from kindergarten to grade six that worked together at every assembly to complete a physical activity challenge. The ‘Grizzly Teams’ created an opportunity for students to learn a cooperative game and work on building a sense of community with students in all grade levels.
6. **Hillview School** completed many large scale projects promoting wellness, including building a new playground, installing a climbing wall for physical education and starting a large indoor and outdoor gardening project.
7. **Homesteader School** trained the entire staff in Mental Health First Aid to ensure that staff was able to support one another and all students to improve mental wellbeing.
8. **Inglewood School** offered First Nations Infinity hoop dancing as an early Thursday after school activity. The sessions infused hoop dance moves with visualization and meditation, and were so popular that over 50 families wanted their children to attend the classes.
9. **Lee Ridge School** hosted a meeting organized by the school’s parent council to gain parental support for APPLE Schools. The meeting resulted in a letter-writing campaign to garner government support. The school continues to have strong buy-in for health and the entire school community identifies as an APPLE School as evidenced in their signage, posters throughout the school and school goals.

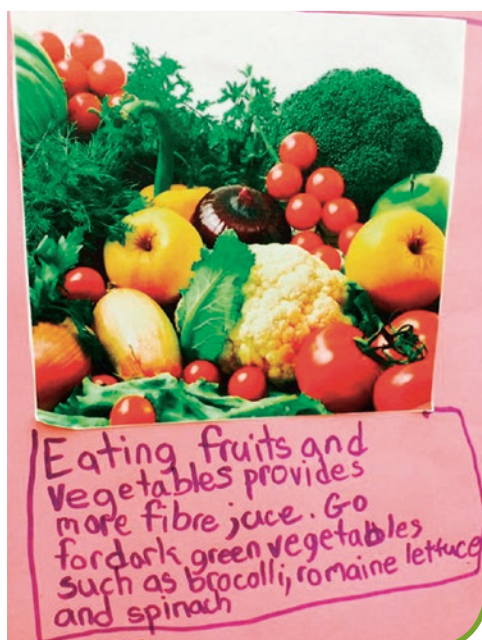
10. **Prince Charles School** encouraged all staff to invest in their own health and wellness and work with the district nutrition and fitness consultants to set individualized health goals. Staff worked to support one another and ensured they were role modeling healthy behaviours to the students.
11. **Sakaw School** collected funds to support health initiatives through physical-activity based fundraisers such as the hula hoop-a-thon in which all students collected donations for each minute they could hula-hoop. The fundraiser ended up receiving almost \$7,000 to support the school health initiatives.
12. **Sherwood School** connected with community volunteers to teach the students respectful and cooperative play at recess. This initiative not only created community partnerships but also leadership roles for the students and decreased the disciplinary problems that arose at recess, as students increased their social skills.
13. **Sifton School** focused on building community partnerships to sustain existing school health initiatives. They were successful in creating a partnership with a local Superstore that donated a monthly gift card to support the morning breakfast program and in addition hosted a free healthy breakfast for all students 3 times throughout the year.
14. **Tipaskan School** re-designed Fun Fitness Friday to meet the interests of staff and students. The new design is a combination of curriculum, fitness, comprehensive school health, goal setting and Leader in Me. The new circuits allow students to lead their class through the stations every week rather than a teacher.
15. **Youngstown School** involved parents in taste testing which allowed the initiative to run without any teacher commitment and gave parents an opportunity to show their support for the healthy school culture. Parents were healthy role models through their engagement in purchasing, preparing and delivering the monthly taste tests to each classroom.

### Elk Island Catholic Schools

1. **Jean Vanier School** promoted wellness as a top priority and the administration provided great leadership and role modeling for students, staff and families to lead healthier lives. They supported and implemented the no-food rewards system and ensured there were no barriers that would prevent staff from giving out non-food rewards such as cost, parental support or healthy ideas.
2. **Madonna School** hosted an APPLE Schools practicum student. The practicum student was able to increase staff buy-in by leading staff through a sharing the load process during a staff meeting. Sharing the load allowed each staff member to take the lead on a health and wellness initiative found in the school action plan they were interested in.
3. **St. Luke School** created a daily physical education schedule to ensure every student is active on a daily basis. The staff pride themselves on providing students with a diverse range of activities and skills to support a healthy active lifestyle.

### Fort McMurray Catholic Schools

1. **École St. Paul School** has a Parent Council that has demonstrated their commitment to health through all of their activities, including fundraising, whole school activities and family activities. The Parent Council won an Alberta Healthy School Community Award for their support.
2. **Father Beauregard School** organized a hot lunch program four days a week through parent volunteers, students leaders and staff volunteers. The hot lunches are healthy and everyone has a role in ensuring the program runs smoothly.
3. **Father J.A. Turcotte O.M.I School** created a garden club in which students participate in through out the year. The club taught students how to plant, grow, and harvest a variety of vegetables.



4. **Good Shepherd School** increased the number of parent volunteers participating in APPLE Schools, which allowed health-promoting activities to become sustainable and increase engagement of the parent community in activities like family nights. The final family night saw parents and students trying in-line skating through a partnership with Alien In-line.
5. **Sister Mary Phillips Schools** hosted a school wide “bucket filling” challenge to recognize those students who “filled” someone else’s bucket by being kind.
6. **St. Anne School** included movement breaks in the daily morning announcements and monthly assemblies to demonstrate the whole-school commitment to physical activity.
7. **St. Gabriel School** demonstrates that physical activity in Fort McMurray extends outside the school by providing opportunity to participate in many different physical activities including skiing, and activities at the local recreation center. Students from St. Gabriel have also participated in the ‘Go Girls’ and ‘Mega Boys’ events, which had gender-specific physical activities.
8. **St. Kateri School** developed a wellness policy after being a part of APPLE Schools for only one year. The policy was created with input from staff, students and families and will be fully implemented in the fall.
9. **St. Martha School** focused whole school and classroom celebrations on physical activity instead of classroom parties with unhealthy food. School staff also are using food rewards less often.



#### Fort McMurray Public Schools

1. **Beacon Hill School** participated in Winter Walk Day and had many community partners and families join in the walk. The activity really highlighted how students can be active in the winter.
2. **Dr. KA Clark School** awards a monthly ‘Healthy Cup’ trophy to a classroom that successfully completes a healthy eating, active living or mental wellbeing initiative. The ‘Healthy Cup’ brings awareness to the activities that teachers and students are doing in their classroom and celebrates their accomplishment. To hear why the ‘Healthy Cup’ trophy is special for Dr. Clark, watch the video: <https://www.youtube.com/watch?v=KJbpKimWC6E>
3. **École Dickinsfield** challenged leadership students to set a goal of leading the school community in physical activities for 500,000 minutes over the year. The students planned out a wide range of activities and tracked the number of minutes the whole school was involved in physical activity and they successfully reached their goal.
4. **Fort McMurray Islamic School** promoted healthy eating and trying new foods at home by send information about foods that were taste tested at school to parents along with healthy recipes.
5. **Greely Road School** engaged the entire student population in movement as students danced, ran, walked or moved as they chose, through the hallways at the beginning of each school day, Students started each day invigorated and motivated to learn after the vigorous physical activity.
6. **Thickwood Heights School** enabled student leaders to be involved in the planning and preparation of family fun nights. Once a month, student leaders sold healthy food from a ‘Snack Shack’ and ran activities for families to participate in at the school.
7. **Timberlea School** led staff through a process to ensure that every student in the school community had at least three strong adult connections. Each student had their name placed on the wall around the room and staff wrote down their names if they felt they had a strong connection with that student. Staff members were able to identify students who lack strong adult connections and make an intentional effort to build a relationship with those students throughout the school year.
8. **Walter and Gladys Hill School** created community connections to support and enhance comprehensive school health. Funding was secured to provide each student with smoothies, a Halloween candy exchange, and a whole school breakfast program.
9. **Westview School** re-energized the staff’s commitment to health by promoting and highlighting staff wellness initiatives. Activities included salad days and after-school yoga or cardiovascular activities.

### **Mother Earth Children's Charter School**

1. **Mother Earth Children's Charter School** empowered student leaders by taking a group of students to the Healthy Active School Symposium as well as a Playground Activity Leaders workshop hosted by the Be Fit For Life network. Through these training opportunities students were able to take ownership of their own health and provide opportunities for other students to get active throughout the school year.

### **Northern Lights School Division**

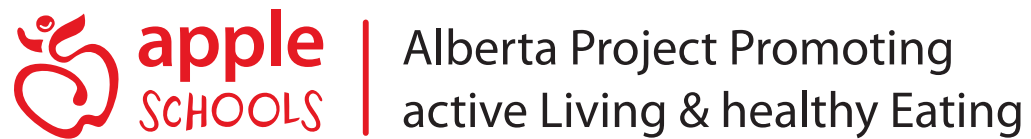
1. **H. E. Bourgoin School** introduced a fruit and vegetable 'passport' that encouraged students to try a wide variety of fruits and vegetables to complete the passport and be entered into a draw for swimming passes. Students had access to different fruits and vegetables at school during Home Economics class, through taste testing and in hot lunches as well as at home.

### **Northland School Division**

1. **St. Theresa School** taught students traditional aboriginal dances during whole school assemblies to provide students with a movement break and allow students to connect First Nations, Métis and Inuit culture to health.







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