

# DEAR EDUCATORS:

*Millersville University has been providing you with various professional development opportunities for more than 30 years. One format that has gained increased interest in the last few years is the Institute. Our institutes focus on the three main goals of the EducatorSource program – Quality, Convenience and Theory with Practice.*

**Quality** -focusing on providing quality, current professional development options for Pennsylvania's educators

**Convenience** -offering programs on-campus, on-site at various locations across the Commonwealth (school districts, intermediate units, and community areas), and via technology – either all online or a blended mix of online and face-to-face meetings.

**Theory with Practice** -meeting the professional development needs of educators by providing them with a theoretical base and practical strategies to take back to the classroom.



Partnering with education and community leaders, Millersville University provides summer institutes. Summer institutes provide you with the opportunity to earn graduate credits in an accelerated, one-week program. The intensive institutes have pre-and post-requirements of participants. The institute hosts nationally known speakers who address the topic of the Institute and include beneficial, practical educational strategies and techniques. Small group sessions in the Institutes encourage peers working with faculty to discuss implementation of these strategies in the classroom. The focus of the Institute changes each year incorporating new speakers and strategies/techniques and keeping current with the changing needs in education.

## Important Information about Institutes:

- Credit-based; worth three graduate credits; offers letter grades.
- Credits applicable towards Act 48 requirements and towards MU degree programs.
- Offered during the summer – days, 1-2 weeks in length.
- Offered on-campus, on-site across the Commonwealth, and online.
- New curriculum, speakers and strategies each year to encourage past attendees and to target current and critical topics.

*We invite you to explore the Institute offerings for summer 2005 and, as always, encourage your feedback as to how we can provide you with outstanding professional development opportunities.*

# Second Annual Pennsylvania Wellness Institute: Preventing Obesity- A Coordinated Approach

Held at the Dixon University Center  
in Harrisburg, July 25 – July 28,  
2004, 8:00 a.m. - 4:30 p.m.

A Collaboration  
between Millersville  
University and  
InnerLink

*We invite you to be a part of the  
Pennsylvania Wellness Institute:  
Preventing Obesity – A Coordinated  
Approach.*

This Institute uniquely provides health and science educators, school nurses, family and consumer science educators, coaches, athletic trainers and school counselors with an understanding of health and nutrition issues related to childhood obesity and the application processes (or strategies) necessary to educate your students.

The focus of this year's Wellness Institute is Preventing Obesity through a Coordinated Approach. The Institute provides K-12 health and science educators, school nurses, family and consumer science educators, certified athletic trainers, and others with an understanding of health issues related to obesity and the strategies necessary to educate school-age youth. The course is based on the coordinated school health model. The development of a school health council is key to implement strategies, develop programs and demonstrate how this content can be applied to the school setting.



InnerLink is a dynamic health and safety software technology firm addressing the needs of schools and communities for a coordinated program for the improvement of health and safety. Their mission is to empower individuals, schools, communities, and organizations to make more informed decisions about their health and safety.

InnerLink, Inc is located in Lancaster, PA at 313 W. Liberty Place, Suite 201 and can be contacted at 888-522-5487 or at 717-735-8105.

*“I’m glad to have a  
start on action plan and  
be able to get feedback ”*

*- 2004 Institute participant*

# PA WELLNESS INSTITUTE SCHEDULE

## TOPICAL OUTLINE

- I. Coordinated School Health approach
  - A. Components
  - B. School Health Council
  - C. Community Partnerships
- II. Childhood Obesity
  - A. Definition & statistics
  - B. Impact on health status
  - C. Implications on student performance and lifestyle
- III. Nutrition
  - A. Regulations for School Lunch Program
  - B. New FDA recommendations
  - C. Profit side of school lunches
- IV. Activity
  - A. PDE update activity requirements
  - B. Action based learning/research
- V. Local, State and Federal resources to prevent and treat obesity
  - A. PA Department of Education - curriculums
  - B. CDC – nutrition & activity
  - C. Action for Healthy Kids
  - D. PANA
  - E. How to evaluate effectiveness
  - F. Examples and use in school setting
- VI. Project Fit
  - A. Use of standards for content
  - B. Applicability for K-12 use
  - C. Implications
- VII. Media influences on behavior
  - A. Definition and background
  - B. Advertising strategies utilized by industry
- VIII. Implementation of Institute content and Project Fit in home school district

## DAY ONE

### SPEAKERS AND TOPICS:



**William (Bill) Potts-Datema, MS**, Director, Partnerships for Children's Health, Harvard School of Public Health – "Supporting Student Success through Health-Promoting Schools".

Schools throughout the US are working to improve student performance, both to improve the ability of students to function at a high level, and to meet provisions of the No Child Left Behind Act. Factors related to student health can support or inhibit student success, including behaviors that can also affect students' future length and quality of life. Using nutrition and physical activity as an example, this session will focus on ways that schools can support student achievement while fulfilling their critical role in development of healthy behaviors.

At the end of the session, participants will be able to:

- Effectively address issues related to development of wellness policies in local school districts to assist in compliance with Federal requirements
- Articulate how the coordinated school health model can be applied to help develop healthier school environments that support student success,
- Articulate important linkages between nutrition and physical activity and student performance,
- Explain how school health programs relate to the No Child Left Behind Act,
- Apply evidence-based recommendations related to school nutrition, physical education and physical activity to improve school environments, and
- Access resources that can assist in policy and program development.

**Jean Blaydes Madigan**, Action Based Learning

### AFTERNOON SESSIONS:

#### **Choice of Two:**

- Jean Blaydes Madigan, Action Based Learning
- Lab – InnerLink Project Fit (for school nurses)

## DAY TWO

### SPEAKERS AND TOPICS:

**Sharon Piano**, PA Liaison “Taking Action for Healthy Kids”

**Vonda Fekete**, Nutrition and Education Training PDE – “Building and Supporting a Successful School Nutrition Environment”

**Carol Gilbert**, Hempfield School District – “Profit Line Lunches”

**Shirley Black**, Health and Physical Education Advisor, PDE – “Activity in the School”

### AFTERNOON SESSIONS:

#### **Choice of Three:**

**Dr. Julie Lombardi**, Millersville University – “Changes in FDA” and **Allison Topper**, and **Rebecca Stametz**, PANA

**Lab** – InnerLink Project Fit (“A recipe for Healthy Schools”)

**Bethann Cinelli and Mary Rose-Colley** – “Nuts and Bolts of School Health Council” and **Sharon Piano** – “Exploring Nutrition Education in the Classroom”

**James Crivaro** – MU Faculty: “Strength Training for Children: When, Where and How?”

*“I’m glad to have  
a start on an action  
plan and be able  
to get feedback”*

*- 2004 Institute participant*

## DAY THREE

### SPEAKERS AND TOPICS:

**Judy Dodd**, University of Pittsburgh – “Building Partnerships to Reduce the Risks of Childhood Obesity” - The number of children at risk for overweight and obesity has doubled in the past few decades. However, children are a mirror of their environment and the adult models in their life. Reducing the risks means looking in that mirror and enlisting support in the community and the school as well as the home. This presentation will focus on building partnerships for a child friendly environment.

**Tish Leitzel**, PA DOH, State SN Consultant – “Impact BMI in Schools”

**Panel** – Community Partnerships – JoAnn Cottoral -Wellspring and Janice Seigle- Highmark “Healthy Fitness Zone School Partnerships”

### AFTERNOON SESSIONS:

#### **Choice of Three:**

**Mr. Jim Crivaro**, Millersville University – “Strength training for children:When, Where, and How?” **Dr. Chip Schaefer**, Millersville University – “Cardiovascular Variations on Traditional Playground and Recess and Physical Education Activities”

School nurse panel to include **Dr. Barbara Zimmerman**, Millersville University and **June Stratmeyer**, Southern York School District – “Barriers and Successes”; **Mary Stough**, Central York School District – “Cafeteria Changes”; and **Ann Johnson**, East Penn School District – “The Road to Obesity Prevention”

**Lab** – InnerLink Project Fit

## DAY FOUR

### SPEAKERS AND TOPICS:

**Dr. Anthony Fabricatore**, University of Pennsylvania – “Weight and Eating Disorders: Psychological Implications of Obesity”

**Allison Topper**, PANA- “Turning Lideas into Action with PANA’s Keystone Healthy Zone Campaign”

### AFTERNOON SESSIONS:

- Dr. Barbara Zimmerman, Millersville University - “Making Connections
- Dr. Jeffery Wimer, Millersville University- “Media Influences” (Film – “SuperSize Me”)

### KEYNOTE SPEAKERS & FACULTY

Four nationally known experts in the field of health, nutrition and childhood obesity will present information in the large group sessions. Faculty from Millersville University and representatives from InnerLink will also provide instruction during the afternoon breakout sessions.

The nationally known speakers you will have at your Institute are:

#### Day 1

##### William (Bill) Potts-Datema

Potts-Datema is the Director of Partnerships for Children’s Health, Harvard School of Public Health in Boston, Massachusetts. Funded by CDC, PCH builds strategic relationships to improve health and educational outcomes for children and youth. Potts-Datema has worked in education and public health for 23 years, including service from local to national levels. He serves on several NGO boards of directors and national advisory groups including current service as chair of the national board of Action for Healthy Kids, expert consultant to the National Coordinating Committee on School Health and Safety, and member of the national board of the American School Health Association (ASHA). As a vigorous

advocate for improved school health programs, Potts-Datema serves in several roles including founding coordinator of the Friends of School Health coalition of 58 national organizations, steering committee member for the National Alliance for Nutrition and Activity, and chair of the Advocacy Committee of ASHA.

##### Jean Blaydes Madigan

An internationally known Neurokinesiologist, Madigan works with Action Based Learning, an educational consulting firm, and provides dynamic presentations which site brain research findings that support and demonstrate the importance of movement in the learning process by teaching academics kinesthetically. She is a physical educator with 25+ years teaching experience and holds degrees from SMU (Bachelor’s) and ETSU (Master’s of Education in Kinesiology). This award winning speaker has authored articles on Brain Research and Movements Link to Learning in the *TAHPERD Journal*, *Texas ASCD Leader of Learners*, *PEmpal Magazine*, *Parenting Magazine*, *TEPE*, *Kimbo Educational* and was interviewed for an article in the *Boston Globe* (11/99). Madigan was also highlighted as a brain research expert in a PE4Life advocacy video.

#### Day 2

##### Sharon Piano

Sharon Piano is a Nutrition Program Coordinator for the American Dairy Association & Dairy Council Mid East. She is a Registered Dietitian, a licensed Dietitian-Nutritionist, and is certified in Family and Consumer Sciences. Sharon received her Master of Science in Food and Nutrition from the Indiana University of Pennsylvania and conducted her dietetic internship at the Meadville Medical Center/Community Health Services in Meadville, PA. At the American Dairy Association, Sharon acts as a resource in the areas of early childhood education, school education and school food service, coordinating nutrition education services, materials and programs for classroom teachers and school food service personnel.

## Vonda Fekete Nutrition and Education Training PDE

Vonda Fekete has practiced as a dietitian in both clinical and community settings working with Long Term Care, Acute Care, and Sub Acute Care. Her community experience includes working with low income expecting mothers and outpatient counseling and her practical experience includes restaurant food service management, as well as institutional food service management. Vonda has been with the Pennsylvania Department of Education for almost two years as the Nutrition Education and Training Coordinator for the Division of Food and Nutrition. She oversees the preparation and delivery of training programs and nutrition education materials for school food service personnel, educators and childcare providers, and represents the Pennsylvania Department of Education in national associations and multi-agency collaborations with interests in nutrition issues for children. Vonda earned her MS in Human Nutrition from West Virginia University and is a licensed Dietitian-Nutritionist.

## Carol Gilbert

Carol has a M.Ed. in Training and Development and a B.S. in Foods and Nutrition. She has been the Director of Child Nutrition at Hempfield School District for 20 years. She is a Master Instructor with PDE-Project PA and the Breakfast Brigade; provides training on ServSafe and HACCP; is a trainer for the PA Association School Business Official, PA School Food Service Association and the School Nutrition Association National Conference; she has consulted and presented with PA Advocates for Nutrition and Activity. Under her direction Hempfield has implemented initiatives to redesign healthier meals for students meeting guidelines in the new HealthierUS School Challenge.

## Shirley Black Health and Physical Education Advisor, PDE

Shirley Black is the Health and Physical Education Advisor for the Pennsylvania Department of Education. She serves as the CDC project director for HIV Prevention Education for Pennsylvania and as the Director of the Governor's Institute for Health, Safety and Physical Education. She is a member of the PSAHPERD Executive Board, Action for Healthy Kids state leadership team, the American Cancer Society Comprehensive School Health Education state advisory team, the Steps to a Healthier US State Management Team and the Pennsylvania HIV Community Planning Group. Shirley received her B.S. in Health and Physical Education and her M.Ed. in Health and Physical Education from Slippery Rock State College in Slippery Rock, Pennsylvania.

## Dr. Julie Lombardi

Julie is an Associate Professor in the Department of Wellness and Sport Sciences at Millersville University. She teaches Wellness: Concepts for Health and Fitness, Kinesiological and Physiological Aspects of Coaching, Nutrition for Performance Enhancement and the graduate course Nutrition for Exercise and Sport. Her interests include running, strength training and activities with her family.

## Allison Topper PA Advocates for Nutrition & Activity (PANA)

Allison Topper, M.S. is the Executive Director of the Pennsylvania Advocates for Nutrition and Activity (PANA), a statewide coalition working to improve environments and policies that influence healthy eating and lifestyle physical activity. She enjoys the challenge of working at the intersection of social, environmental, and political processes that influence community health and well-being. Allison received her undergraduate degree in Health and Exercise Science with a minor in Nutrition from the University of Delaware. Her masters degree, also from the University of Delaware, is in Health Promotion Planning with a concentration in Marketing. Her expertise lies in social marketing and community-based health promotion planning.

### Dr. Mary Rose-Colley

Rose-Colley holds a doctoral degree in Health Education from Pennsylvania State University. She is a Professor and Chair of the Department of Health Science at Lock Haven University. Her course responsibilities include School Health Programs and Teaching Human Sexuality. She is a consultant to the American Cancer Society for the Pennsylvania School Health Leadership Institute initiative.

### Dr. Bethann Cinelli

Dr. Cinelli is the Assistant Chairperson and Graduate Coordinator for the Department of Health at West Chester University. Dr. Cinelli teaches undergraduate and graduate courses in K-12 health education curriculum development and assessment and coordinated school health programs. Dr. Cinelli also serves as a consultant with the Pennsylvania Division of the American Cancer Society in the area of coordinated school health programs.

### Day 3

#### Judy Dodd

Judy Dodd is a community-based registered dietitian with over forty years of experience working with consumers of all ages, parents, teachers, and health professionals. Following graduation Carnegie Mellon with a degree in Foods and Nutrition, she completed a dietetic internship at Shadyside Hospital. A Master of Science Degree was earned at the School of Health Rehabilitation Sciences, University of Pittsburgh where she is a member of the faculty in the Department of Sports Medicine and Nutrition.. Along with her teaching, she is also consults as a food and nutrition advisor for Giant Eagle, Inc, a supermarket chain with over 220 stores. Judy is a past president of the American Dietetic Association, The Pennsylvania Dietetic Association, and the Allegheny Division Board of the American Heart Association.

#### Tish Leitzel

#### PA DOH, State SN Consultant

Tish Leitzel graduated from Villanova University with a Bachelor of Science in Nursing and from Kutztown University with a Masters of Arts degree in Counseling Psychology. She was a community health nurse with the Department of Health for many years working in all aspects of public health. For six years, she was a certified school nurse serving grades K – 12 in both public and non-public schools. On returning to the Department of Health, Tish was a consultant for children with special health care needs in south-eastern Pennsylvania, before becoming a school health consultant. For the past ten years, she has been the State School Health Consultant, working with school nurses, school administrators, community groups and families on a state-wide basis.

## Panel – Community Partnerships – Wellspan and Highmark

JoAnn Cotteral - Community Health  
Improvement at Wellspan  
Janice Seigle, Director - Highmark Strategic  
Community and Health Initiatives

### Mr. Jim Crivaro Millersville University

James Crivaro MS. is a member of the AAPT and NSCA. He is a faculty member in the Wellness and Sport Science Department at Millersville University. James also owns *JC Home Personal Training* which concentrates on three areas; Personal Training Programs for Children, Personal Wellness, and Sport Specific Training. The programs are setting new standards for the Health & Fitness enthusiasts through exemplary personal service, scientifically based exercise prescriptions, and dedicated commitment to educating the clientele. These programs are based on Behavior Modification, (implementing positive changes of one's lifestyle) which is one of the most effective methods of training.

### Dr. Chip Schaefer Millersville University

Dr. Stratton (Chip) Schaeffer Jr. is an Asst Professor in the Wellness and Sport Sciences Department at Millersville University. In addition to instructing undergraduate Wellness, First Aid and Elementary Physical Education classes, Dr. Schaeffer has initiated and trained several swing dance clubs at the high school and college level in the Lancaster area. Dr. Schaeffer has presented at the State and National Conventions for the Alliance of Health, Physical Education, Recreation and Dance (AHPERD). Dr. Schaeffer received his PhD in Health Education from Texas A & M University where he taught aerobic walking, aerobic running, step aerobics, badminton, golf, tennis and country-western dance.

## School Nurse Panel

June Stratmeyer, Southern York School District  
Mary Stough, Central York School District  
Ann Johnson, East Penn School District:  
Johnson has been employed for the past 8 years as a School Nurse in the East Penn School District. Her nursing experience has involved Med/Surg nursing, Intensive Care, Coronary Care, and College Health Services. She received a BSN from the University of Delaware and is currently working towards a MSN from the University of Phoenix.

## Day 4

### Dr. Anthony Fabricatore

Fabricatore is Assistant Professor of Psychology in the Weight and Eating Disorders Program at the University of Pennsylvania School of Medicine. His clinical work within the WEDP includes delivering individual and group-based behavior therapy for weight loss, as well as conducting psychological evaluations with individuals who seek bariatric surgery. His research interests include psychosocial and quality-of-life issues in obese individuals. He recently received a grant from the National Institutes of Health to compare the effects of two alternative diets in obese persons with type 2 diabetes.

### Allison Topper PA Advocates for Nutrition & Activity (PANA)





### REGISTRATION:

The first day of the institute will begin at 7:45 a.m. and registration will begin at 7:30 a.m. The remaining days begin at 8 a.m.

### INSTITUTE INFORMATION:

School District Teams are encouraged to attend the Institute together. There will be a maximum of 100 participants accepted into the Institute.

### INSTITUTE CREDITS:

All participants will receive 3 graduate credits for the four-day institute, July 25-28 and one meeting time in the Fall: Group 1 – 5pm on November 14, 2005; Group 2 – 5pm on November 16. Location: Millersville University, building/room to be announced. The credits and grade for the completed institute will not be provided until November 30, 2005.

### LECTURE TICKETS:

For those interested in attending the morning lecture session, limited seats are available after July 1, 2005. Tickets will cost \$50 per lecture session. Please contact the Office of Professional Training & Education at (717) 872-3742 for availability.

### INSTITUTE REQUIREMENTS:

- 1. Pre Institute Readings** and Assignments- to be mailed with your confirmation packet/syllabus
- 2. Action plan** describing the future implementation of the course content is required prior to departure on Thursday July 28th. The action plan will take the form of:
  - Goal (describing implementation of material learned in course)
  - Objective (Strategies to be used to achieve goal)
  - Networking or administrative approvals needed
  - Time line (Deadline is November 14th /16th)
  - Evaluation (How would you go about evaluating your implementation)
- 3. Presentation** on success and barriers at Millersville University on November 14th or 16th at 5pm.
- 4. Written paper:** A five (5) page typewritten paper (minimum) describing the implemented action plan should be included in this paper.

### REQUIRED TEXT:

- *The Institute of Medicine's Preventing Childhood Obesity: Health in the Balance* (2005) – Published by National Academies Press. This book can be purchased at 1-800-624-6242 or at [www.nap.edu](http://www.nap.edu). Please order as soon as possible to ensure timely delivery.
- *Stories from the Field, Promoting Better Health for Young People through Physical Activities and Sports*, and *The School Health Index* – these three texts will be provided to all registrants free of charge and will be available the Monday morning of registration.

## INSTITUTE FEES AND CANCELLATION POLICY:

Fee includes all tuition and fees to register for the graduate-level Wellness Institute. All hand-outs, materials and meals are included. Purchase of the required text is the responsibility of the participant.

## CANCELLATION POLICY:

Full refund minus \$35 nonrefundable fee will be issued if notice of withdrawal is given to the Office of Professional Training and Education by June 1, 2005.

All participants will receive a confirmation letter, local hotel options, and map of Dixon University Center campus.

## LOCATION AND OVERNIGHT ACCOMMODATIONS:

The Dixon University Center is conveniently located along the scenic Susquehanna River just north of the state capitol complex. With state-of-the-art facilities, and easy access to government, museum and cultural venues, and City Island, the Center is an ideal location to host this institute. For travelers, the Dixon Center is easily accessed from the major interstates and roadways of central Pennsylvania. Information about overnight accommodations will be sent to you in your confirmation packet or can be sent to you upon request at (717) 872-3742.