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OAKLAND UNIFIED  
SCHOOL DISTRICT

Community Schools, Thriving Students

# Memo

**To** Board of Education

**From** Gary Yee, Ed.D., Acting Superintendent  
 By: Maria Santos, Deputy Superintendent, Instruction, Leadership & Equity-in-Action *Maria Santos*  
 Vernon Hal, Deputy Superintendent, Business & Operations

**Board Meeting Date** June 25, 2014  
*(To be completed by Procurement)*

**Subject** Memorandum of Understanding - Alliance For A Healthier Generation - Healthy Schools Program - (contractor) Health & Wellness - 922/Family, School, and Community Partnerships Department (site/department)

**Action Requested** Approval of Memorandum of Understanding between Oakland Unified School District and Alliance For A Healthier Generation. Services to be primarily provided to the Family, School, and Community Partnerships Department for the period of July 1, 2014 through June 30, 2015.

**Background**  
*A one paragraph explanation of why the consultant's services are needed.* OUSD is partnering with the Alliance for a Healthier Generation Healthy Schools Program to offer technical assistance and alignment with best practices to our Site Wellness Champion Program. All support will be provided through the Health & Wellness Unit and no direct services will go toward students.

**Discussion**  
*One paragraph summary of the scope of work.* Approval by the Board of Education of a Memorandum of Understanding between the District and Alliance For A Healthier Generation, Washington, DC, for the latter to provide technical assistance to schools to improve nutrition, physical activity and staff wellness, recognize schools that meet the Healthy Schools Program Framework, broker local, state and national resources to support schools in implementing action plans, and provide support in aligning school policies and contracts to our beverage and snack food guidelines intended to provide access to healthier foods and beverages for the period of July 1, 2014 through June 30, 2015, at no cost to the District.

**Recommendation** Approval of Memorandum of Understanding between Oakland Unified School District and Alliance For A Healthier Generation. Services to be primarily provided to the Family, School, and Community Partnerships Department for the period of July 1, 2014 through June 30, 2015.

**Fiscal Impact** Funding resource name (please spell out): No Fiscal Impact.

**Attachments**

- Memorandum of Understanding

## Healthy Schools Program Memorandum of Understanding – District 2014-2015 School Year

Date: May 20, 2014

District Name: Oakland Unified School District

Address: Family, School and Community Partnerships Department, 746 Grand Avenue

City: Oakland State: California ZIP CODE: 94610

Name of District Contact: Dr. Gary Yee, Superintendent; Michelle Oppen, Program Manager, Wellness

Email: [michelle.oppen@ousd.k12.ca.us](mailto:michelle.oppen@ousd.k12.ca.us) Phone Number: (510) 273-1676

Participating in the Healthy Schools Program gives schools access to a variety of experts, resources and support to help achieve the Healthy Schools Program goals. The Healthy Schools Program staff is committed to facilitating your team's efforts to develop local solutions and strategies over multiple school years.

The Healthy Schools Program agrees to:

- Provide support and technical assistance to schools and school districts to support their efforts to improve nutrition, physical activity and staff wellness
- Recognize schools that meet the Healthy Schools Program Framework
- Broker local, state and national resources to support schools in implementing action plans
- Provide support in aligning school and district policies and contracts to our beverage and snack food guidelines intended to provide access to healthier foods and beverages

Participating schools agree to:

- Designate a school-level contact for the Healthy Schools Program
- Build and maintain a School Wellness Council that meets at least every other month
- Ensure that School Wellness Council representatives participate in all technical assistance sessions
- Complete the Healthy Schools Inventory
- Develop and implement an annual Action Plan that is aligned with the Healthy Schools Program Framework
- Communicate regularly with our Relationship Manager
- Participate in Healthy Schools Program evaluation activities, as requested
- Commit to participating in the Healthy Schools Program for multiple school years

As a district, we agree to:

- Support up to 45 participating schools in their efforts to create healthier environments for students and staff
- Designate a district contact for the Healthy Schools Program who will attend all technical assistance sessions and serve as a primary district contact for the Relationship Manager
- Provide a location for all of the Healthy Schools Program technical assistance sessions

Generous support  
provided by



Robert Wood Johnson Foundation

Founded by American Heart  
Association.



**District MOU**

- Communicate with our Relationship Manager and stay informed about schools' progress
- Work towards aligning policies and contracts to the Alliance School Beverage and Competitive Foods Guidelines

Nothing in this memorandum of understanding shall be deemed to be a commitment or obligation of Alliance or school funds. The Healthy Schools Program reserves the right to terminate this agreement in its sole discretion if it does not receive continued sufficient external funding.

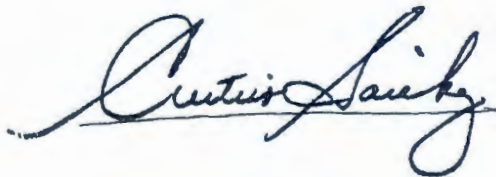
District Name: \_\_\_\_\_

District Contact Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

HSP Relationship Manager Signature: \_\_\_\_\_

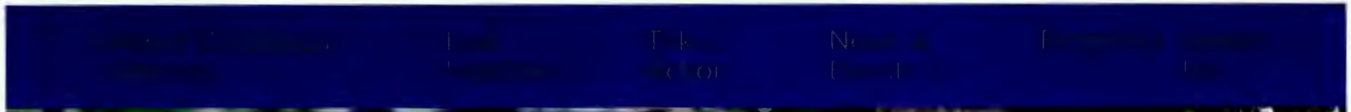


OAKLAND UNIFIED SCHOOL DISTRICT  
Office of General Counsel  
APPROVED FOR FORM & SUBSTANCE

By: *M. Williams*  
*M. Williams* Attorney at Law  
Assistant General Counsel

*[Signature]* 6/26/14  
David Kakishiba  
President, Board of Education

*[Signature]* 6/26/14  
Gary Yee, Ed.D.  
Secretary, Board of Education



The Cause



Our Approach



Your Role



The Change

## What's Happening with the Alliance

[VISIT OUR BLOG](#)



SWAP YOUR SNACK  
COUNTDOWN

### 7 Weeks to Smart Snacks

Join the countdown to new Smart Snacks in School Standards with these tips for healthy snacking all day long.

[LEARN MORE](#)



HOW ONE SCHOOL DOES  
HEALTH

### A Five Year Plan

Watch, read, and enjoy one elementary school's journey to improve health through the Healthy Schools Program.

[LEARN MORE](#)



NEW SPONSORSHIP FOR OUR  
TEAM

### ActivewearUSA

Women's fitness clothing company ActivewearUSA has pledged to donate 1% of sales directly to our cause.

[LEARN MORE](#)

## Smart Snacks Calculator

Take the guesswork out of school nutrition guidelines with our new *Smart Snacks Product Calculator*! Simply enter the product information, answer a few questions, and determine whether your beverage, snack, side or entrée item meets the new USDA Smart Snacks in School Guidelines.

[TRY OUR SMART SNACKS CALCULATOR](#)



## Take One Step Every Month

It's not about fitting your family into a mold. There's no one-size-fits-all plan for you to follow. It's about knowing your family, assessing your environment, and deciding to live better. A Year of Being Well focuses on one step a month to create healthier lives for you and your family.

[GET YOUR FREE COPY OF A YEAR OF BEING WELL](#)

## Start making a difference today

[TAKE ACTION](#)

and show your support of the fight against childhood obesity.



RESOURCES



NEWSLETTER



SEARCH



LOG IN/REGISTER

DONATE

[About Childhood  
Obesity](#)[Live  
Healthier](#)[Take  
Action](#)[News &  
Events](#)[Programs](#)[About  
Us](#)

ABOUT US

# Leadership<sup>SHARE</sup>

To create systemic change for health in multiple environments and in multiple industries, we have to work with proven leaders in those arenas to ensure our efforts are successful. Our leaders are not always PhDs or CEOs but sometimes an eight-year-old who has unique insight to the interests and motivations of her peers.

## Advisory Leadership

Our Chief Executive Officer, [Dr. Howell Wechsler](#), is a national expert on childhood obesity, having previously served as the Director of the Division of Adolescent and School Health (DASH) at the U.S. Centers for Disease Control and Prevention (CDC).

Our [Board of Directors](#) is made up of leaders in the fields of health and medicine, business, public policy, education, and entertainment. We use their wide range of expertise to make our efforts as effective and robust as possible

ABOUT US

## Leadership

SHARE [Share](#) [More](#)

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Our [Youth Advisory Board](#) is one of the only youth-led advisory groups in the country focused on childhood obesity issues. Our current youth leaders play an integral role in advising and providing a youth perspective to our organization as we strive to encourage young people across the nation to make healthy choices.

### Start making a difference today

TAKE ACTION

and show your support of the fight against childhood obesity.



ABOUT US

# Contact Us

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\* FIELD IS REQUIRED.

FIRST NAME\*

LAST NAME\*

EMAIL ADDRESS\*

AREA OF INTEREST\*

COMMENT\*

## Mailing Addresses

### Portland Office

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### Washington, D.C. Office

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Generation  
5 Thomas Circle NW  
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