

School Administrators of Montana (SAM)

Darrell Rud is Executive Director for School Administrators of Montana, an umbrella organization made up of the Montana Association of County School Superintendents, the Montana Association of School Superintendents, the Montana Association of Secondary School Principals, the Montana Association of Elementary and Middle School Principals, and the Montana Council of Administrators of Special Education. Together SAM advocates that all Montana's children are safe, healthy, engaged and supported. The SAM coalition, funded by dues, grants, sponsorships, and profits from service enterprises, works proactively to be a positive and effective force in education.

Activities Relevant to State Plan to Prevent Obesity: All target behaviors are addressed at a general level in terms of making members aware. Professional conferences, including presenters on nutrition and wellness, engage school administrators in gaining skills to use in their respective schools and districts. SAM helps to sponsor Eat Right Montana and Montana Action for Healthy Kids, and advertise various nutrition and wellness events and activities for them.

Services/Recipients: Actively working on asthma awareness, nutrition, wellness, and tobacco education. Co-sponsor of a Health Insurance trust, with incentives given to districts that have wellness programs.

State Plan Settings: Schools

CDC Behaviors:

- Increasing fruit & vegetable consumption;
- Decreasing sugar-sweetened beverage consumption;
- Decreasing consumption of junk food;
- Increasing physical activity;
- Increasing breastfeeding;
- Decreasing screen time.

Gaps, Concerns, and Suggestions for Consideration: Media can be portrayed as a villain or an advocate. The various media hype certain foods and drinks. We should have proactive conversations with the industry and get them to talk about moderation in eating, need for physical activity and disease prevention and listen to them about their ideas while avoiding accusations. Parents need practical resources. For example, instead of saying no soda/pop in this house, cut pop consumption by 25%. Work with student councils-getting kids' viewpoints and kids in visible roles as good role models. Get high profile public figures to do public service announcements. Develop/provide practical materials that Health Enhancement teachers can use to supplement and blend into their curriculum.