

Wellness Coordinator & School and Family Programs Coordinator

Washington Bikes and Empire Health Foundation are partnering to jointly fund a position that will improve health and wellness for youth in the Spokane region. This blended position will act as both *Wellness Coordinator* for specific schools within the district, as well as *School and Family Programs Coordinator* for the region.

Washington Bikes (formerly Bicycle Alliance of Washington), a statewide 501(c)(3) nonprofit organization, advocates for a bicycle-friendly state, educates people of all ages to increase transportation safety, develops more inclusive communities for cycling, builds partnerships and coalitions in support of healthy, active transportation, promotes bicycle travel/tourism, and seeks to make bicycling accessible to people of all ages and abilities.

Empire Health Foundation (EHF) is a 501(c)(3) Private Foundation working to make Eastern Washington the healthiest region in the state. As part of a portfolio of priorities and interventions, EHF is working across the region to reduce obesity through system and policy changes that lead to sustainable and measurable improvements in obesity rates.

We are looking for an individual who is passionate about health and wellness, communicates effectively, and has the ability to build trust and relationships at all levels (students, parents, administrators, potential funders, advocates for biking and walking, and media). The coordinator will support bike advocacy and education programs in the region, particularly related to efforts targeting schools, and will be responsible for implementing school-based efforts that increase physical activity and movement for students. The position includes both policy work for systems change and direct hands-on instruction and direction, offering a unique opportunity for the right person.

This position will be employed by Washington Bikes, and be the first employee not based out of the Seattle Office. In this capacity, he/she will work from a shared office space housed with Empire Health Foundation with significant day-to-day autonomy. He/she will represent the organization in a wide variety of settings including program delivery, events, and community relations.

Tasks:

- Conduct trainings on bike safety education, teaching physical education curriculum, and non-motorized commute planning.
- Organize and oversee walking school bus and bicycle train programs at elementary schools.
- Facilitate collaboration between agencies, organizations, schools, parents, and businesses.
- Develop and run school-based walking and biking encouragement activities (elementary and middle school).
- Be responsible for oversight and project management for data collection related to school- and community-based interventions to measure effectiveness and/or barriers to better student/family health. May include Body Mass Index (BMI) screening coordination, student/teacher/faculty focus groups, surveys, etc.

- Play a strategic coordinating role in proposing and implementing school-based activities and policy/systems changes related to physical activity and nutrition. (See appendix A and B for evidence-based strategies to address obesity in schools).
- Provide opportunities for teachers to integrate physical activity education into existing curricula, and offer support by identifying lesson plans and coordinating training and/or guest speakers.
- Conduct outreach with parents and organize volunteers in healthy activities related to the school district and other partners identified through community relations.
- Help instill culture change within the school and community to better promote reward systems, incentives, and policies that make the “healthy choice” the easy choice.
- Identify outside funding opportunities (grant writing, fundraising collaborations with other community-based non-profits, etc.)
- Promote walking and biking at meetings and events.
- Assist in developing communication materials to support programs and bike advocacy.
- Support the organization’s social media presence (Twitter, Facebook, website, blog, and YouTube).
- Other duties as assigned.

Required Experience and Qualifications:

- Bachelor’s degree in public health, transportation or urban planning, education, architecture or design, social work, health, or another relevant field.
- Demonstrated personal commitment to non-motorized transportation and healthy living, and demonstrated ability to act as a champion for spreading this type of behavior with community groups, parents, youth, and professionals.
- Demonstrated ability to work with and support collaboration between various governmental and non-governmental stakeholders.
- Experience leading trainings and workshops for adults and youth.
- Demonstrated ability to develop communication materials for various audiences concerning biking and walking to school, bike lifestyles, policy, encouragement, etc.
- Demonstrated ability to create “systems change” in sustainable ways.
- Demonstrated ability to present complex issues and processes to multiple audiences with different levels of understanding.
- Proficiency juggling multiple projects at the same time and meeting required deadlines.
- Proficiency with personal computers and MS Office.
- Ability to pass training to become a League of American Bicyclists League Certified Instructor.
- Ability to pass criminal background check required of all school-based volunteers/staff.

Preferred Experience:

- Experience providing adult and youth education, preferably related to bike safety skills, transportation planning, community advocacy, and/or health promotion.
- Knowledge of best practices in transportation planning, school policy, community health, and/or school health.

- Experience with communications, marketing, and social media.
- Ability to use Adobe Creative Suite.
- Ability to create multimedia and online interactive materials for instruction and communications.
- League of American Bicyclists League Certified Instructor is a plus, but being a “hard-core cyclist” is **not at all** required.
- Ability to speak, read, and write a language other than English a plus.

Other Information:

Washington Bikes is committed to excellence through diversity.

Washington Bikes employs only U.S. citizens and lawfully authorized non-U.S. citizens. All new employees must show employment eligibility verification as required by the U.S. Citizenship and Immigration Services.

This position requires the ability to drive for transportation to remote locations and the ability to lift up to 40 pounds.

Salary:

This position is full time at \$31,000 to \$34,000 per year. Compensation includes vacation, health insurance for employee, and retirement plan.

Reporting:

Position reports to Washington Bikes Safe Routes to School Program Manager, with specified guidance and direction from Empire Health Foundation’s Obesity Prevention Program Manager and from building principals at each participating school.

How to Apply:

Please send your resume and cover letter, including names and contact information for three references, to Seth Schromen-Wawrin at seth@wabikes.org, by January 20, 2014. Include examples of materials you have created for event marketing, workshop presentation, and other elements of the position if available; links to online examples preferred.

APPENDIX A

School District Strategies for Obesity Prevention	
"CALORIE OUT" STRATEGIES	
Strategy / Policy Change	Source
Minimum of 60 minutes per day of moderate to vigorous physical activity for all students through daily planned and sequential physical education for K-12	CDC, Robert Wood Johnson Foundation, Action for Healthy Kids, Shape up Somerville, National Prevention Council, Treeswing, Let's Move, Department of Health
Coordinated School Health Policies with School Wellness Coordinator and Wellness Council	CDC, Robert Wood Johnson Foundation, National Association of State Boards of Education, USDA, Action for Healthy Kids
Require daily recess for elementary schools	Action for Healthy Kids, CDC, Robert Wood Johnson Foundation, Shape up Somerville, National Prevention Council, Treeswing, Let's Move, Prevention Institute
Recess before lunch	Action for Healthy Kids Washington, Montana Office of Public Instruction, Treeswing
Require physical education specialists, health education specialists, and certified food service staff members to be hired for grades K-12	CDC, Robert Wood Johnson Foundation, National Prevention Strategy
Require planned and sequential health education from pre-kindergarten - grade 12	Centers for Disease Control, Department of Health
Provide school staff members with comprehensive professional development to deliver quality health education, physical education, food services, and health services	CDC, OSPI
Brain Gym Teaching Methodology to incorporate movement into all subjects	Brain Gym, Shape up Somerville, Pottstown Area Foundation, Alliance for Healthier Generation, Action for Healthy Kids
Walk-To-School efforts including promotion of "safe routes to school", walking school bus initiatives, etc.	CDC, Action for Healthy Kids, Treeswing, Department of Health, Safe Routes Partnership, Prevention Institute, OSPI
Access to after-school physical activities for all students regardless of economic standing	CDC, Robert Wood Johnson Foundation, National Prevention Strategy, Action for Healthy Kids, Alliance for Healthier Generation, Let's Move, National Coalition for Promoting Physical Activity
Personal goal setting in Physical Education and Health Classes	Alliance for Healthier Generation, Let's Move
Parent engagement around increasing physical activity opportunities at home	National Parent Teacher Association, Department of Health, Robert Wood Johnson Foundation, Prevention Institute
Establish Joint-Use agreements for community members to utilize school gym space	Safe Routes Partnership, Robert Wood Johnson Foundation, National Coalition for Promoting Physical Activity

APPENDIX B

School District Strategies for Obesity Prevention	
"CALORIE IN" STRATEGIES	
Strategy / Policy Change	Source
School Food Reform: Provide nutritious and appealing school meals that comply with the U.S. Dietary Guidelines for Americans in such a way that promotes better health (Method: Healthy Scratch Cooking)	CDC, Robert Wood Johnson Foundation, Colorado Health Foundation, Cook for America, Experience Food Project, National Prevention Council, U.S. Dietary Guidelines for Americans, Let's Move
Breakfast Participation for most or all students (or Breakfast in the classroom)	CDC, U.S. Dietary Guidelines for Americans, Action for Healthy Kids, Cook for America
No Flavored Milk or Limited Offerings	Colorado Health Foundation, Yale University Research Center, Cook for America, Experience Food Project
Reduce Access to unhealthy competitive foods (vending machine contents and hours of operation, school store offerings and hours of operation), and ensure that foods and beverages offered outside of the school meal programs follow the Dietary Guidelines for Americans and are consistent with the most recent scientific guidelines for nutrition standards.	Institute of Medicine, CDC, Robert Wood Johnson Foundation, Colorado Health Foundation, Let's Move, Cook for America, Experience Food Project
Nutrition Education for Students	CDC, Robert Wood Johnson Foundation, Colorado Health Foundation, National Prevention Council, Department of Health, Let's Move, Cook for America, Experience Food Project
Nutrition Education for Parents	CDC, Robert Wood Johnson Foundation, Colorado Health Foundation, National Prevention Council, Department of Health, National PTA, Let's Move, Experience Food Project
Policies against unhealthy fundraisers (bake sales, etc.)	Robert Wood Johnson Foundation, Colorado Health Foundation, National Prevention Council, Alliance for Healthier Generation, Action for Healthy Kids, Congress (Child Nutrition Bill)
Policies that support healthy snacks in the classroom (birthday parties, holidays, class rewards etc.)	Robert Wood Johnson Foundation, Colorado Health Foundation, National Prevention Council, Action for Healthy Kids, Alliance for Healthier Generation