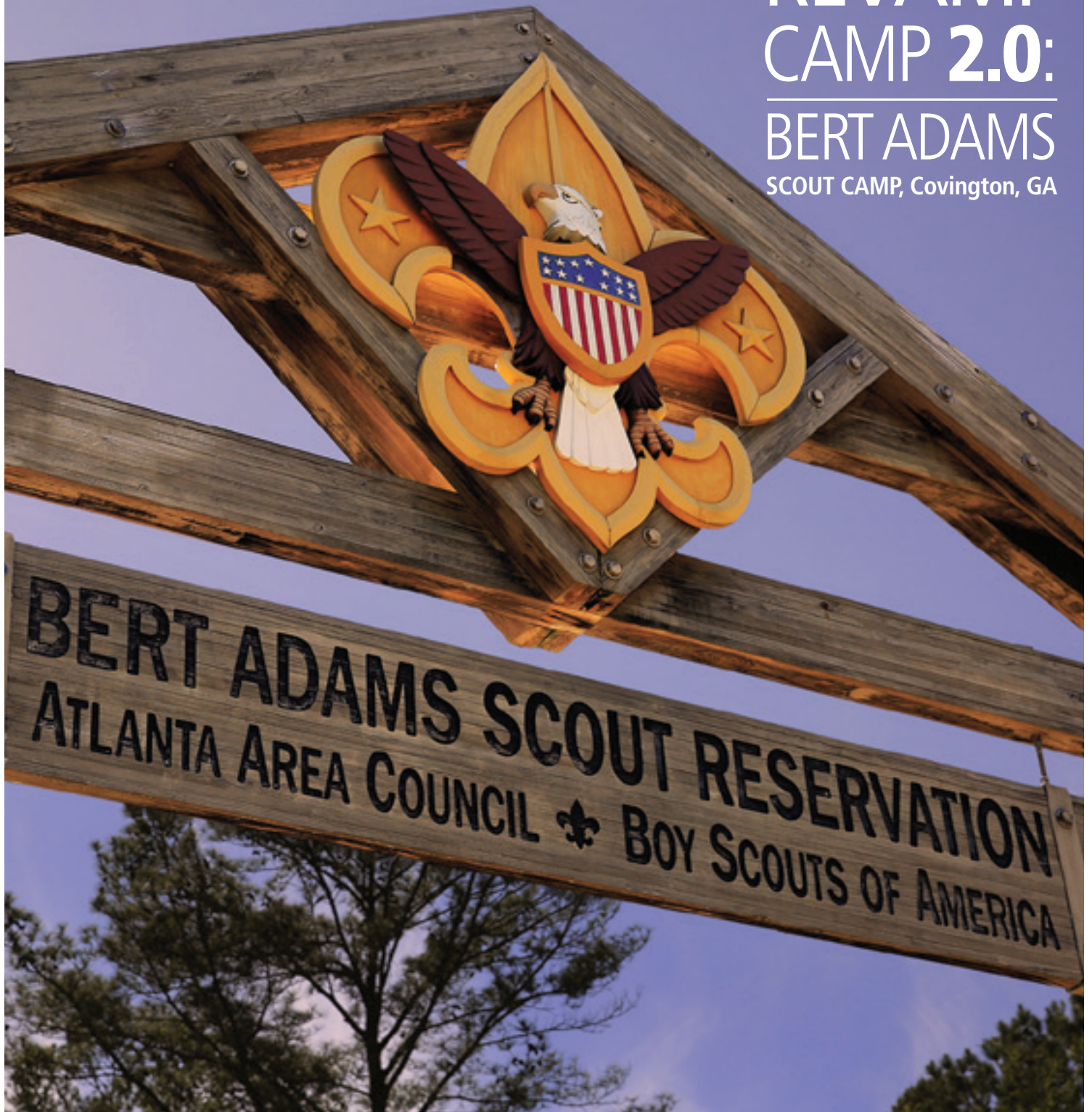


OPERATION REVAMP CAMP 2.0:

BERT ADAMS
SCOUT CAMP, Covington, GA



ATLANTA AREA COUNCIL
BOY SCOUTS OF AMERICA.



PennState
PRO Wellness



71%
OF 17-24 YEAR OLDS ARE
UNABLE TO JOIN MILITARY

One in three US children is overweight or obese, increasing their risk for health conditions such as high blood pressure, high cholesterol, cancer, diabetes and asthma.

INTRODUCTION

The summer campers at Bert Adams Scout Camp in Covington, Georgia are benefiting from improved meal standards. Thanks to Operation Revamp Camp, 1,700 Scouts have access to healthier food at the camp Trading Post and dining hall and are being provided more physical activity opportunities. The following summary highlights this camp's experience as part of a Boy Scouts of America national health initiative.



CHALLENGE



Childhood obesity threatens to decrease the quality of life and shorten the life expectancy of our youngest generation. One in three US children is overweight or obese. Not only is this epidemic contributing to preventable chronic health issues such as diabetes, heart disease, and many types of cancer, but it has now become a matter of national security, with 71% of 17-24 year olds unable to join the military, largely due to weight.

Childhood obesity worsens during the summertime, when children experience weight gain due to increased availability of high-calorie foods, sugary beverages, and decreased activity – making summer camp an excellent opportunity for promotion of healthful behaviors. One approach to addressing the childhood obesity epidemic and its related effects is to change the environments where children live, learn and play.

Boy Scouts of America, one of the nation's largest youth-serving organizations, is committed to offering programs that address healthy youth development beyond the home and school settings. Approximately 2.1 million youth participate in its programs that include developing personal fitness. Offering more nutritious foods and opportunities to get at least 60 minutes of physical activity daily can help them achieve a healthy weight and make changes that can last a lifetime.

Boy Scouts of America stands by its promise to develop physically and mentally strong Scouts. Jeanne Donlevy Arnold received the 2013 Silver Buffalo Award from the Boy Scouts of America and is the first woman to be appointed to serve on the National Board of the Boy Scouts of America. In 2015, its 35th president and former Secretary of Defense, Dr. Robert Gates appointed Ms. Arnold to chair a Presidential task force and lead the charge in addressing childhood obesity. A nurse by profession, Ms. Arnold became chief operating officer of Ephrata Community Hospital and later served as senior vice president at Good Samaritan Hospital in Lebanon, Pennsylvania for patient care services. As a philanthropist, she focuses her efforts on enhancing wellness and reversing the childhood obesity epidemic. With a history of proven child obesity interventions, Penn State PRO Wellness was selected to partner with Ms. Arnold to implement a national initiative to cultivate healthier Scouts.



JEANNE DONLEVY
ARNOLD





BACKGROUND

Revamp Camp, a four-week program initiated in the summer of 2016, was introduced in the Pennsylvania Dutch Council, which encompasses Lancaster and Lebanon counties. Scouts at camp were provided with healthier food selections and options for increasing physical activity. Changes to the camp environment such as evidenced-based messaging and rearrangement of food displays encouraged healthful activity. Read more about the beginnings of Operation Revamp Camp here:

bit.ly/BSA_brief

Troop leaders and Scouts expressed overwhelming support for Revamp Camp with favorable results realized in improved nutrition content of dining hall meals, satisfaction with food choices, increased activity, and Trading Post sales. Recognizing that every Boy Scout camp and council is unique, Penn State PRO Wellness developed a packaged Operation Revamp Camp toolkit and proposed testing the adaptability of this initiative in a variety of camp settings across the nation.



MAKING THE CONNECTION



William Sexson, MD, saw an opportunity to extend the work of the Atlanta Area Council (AAC) Safety and Health Committee, a volunteer committee that he chairs, by expanding Revamp Camp to include Bert Adams Scout Camp. A previous Eagle Scout himself, Dr. Sexson is a tireless advocate for ensuring that AAC's summer camps support all aspects of youth development and has become a champion for influencing healthy choices in Scouts. As a volunteer for Boy Scouts of America, Dr. Sexson connected PRO Wellness with key members of the AAC leadership team and directors of camping at a multi-day, in-person visit to Atlanta in early spring, 2017. The AAC team enthusiastically supported Revamp Camp, which further exemplifies the leadership role they play within the Boy Scouts of America as they seek opportunities to help better serve their Scouts.

After careful review of Trading Post inventory, sales data, previous menus, camper enrollment, dining hall layout, and current evaluation forms, PRO Wellness worked closely with Bert Adams staff for several weeks to modify menus, suggest healthy alternatives in the Trading Post, suggest measures for data collection and evaluation, and provide useful resources to assist with launching a physical activity competition.

This support was accomplished via phone calls, emails, and an online toolkit developed specifically for Revamp Camp. In order to work collaboratively with camp staff, PRO Wellness met with camp staff to learn more about their impressions of Operation Revamp Camp.



Camp staff and troop leaders appreciate fully stocked salad bars with protein options.

FOCUS GROUP FEEDBACK



LESSONS LEARNED



Focus groups during the first week of camp revealed that staff were looking for fresher options and a larger variety of foods. *These findings were consistent with post-camp troop leader evaluation feedback.

- Troop leaders are concerned about Scouts consuming enough food while at camp.
 - Increasing portion sizes of good-for-you foods is beneficial for Scouts and leaders.
- Staff voiced preferences of quality over quantity.
- Staff and troop leaders appreciate fully stocked salad bars with protein options.
- Staff turnover presents a continual challenge for quality food service.
- Most troop leaders were receptive to bug juice served at just one meal/day.
- Cut up fruit may add to the acceptability and perceived quality of meals.

THE SIGNIFICANCE OF GOOD NUTRITION

ADDED SUGAR

ADDED SUGAR

Dietary Recommendation

- The American Heart Association suggests children ages 2-18 consume less than 25 gm or 6 tsp of added sugars daily.

What does that look like?

- One cup of camp bug juice (a sweet fruit punch of various flavors) contains 29 gm of sugar.
- One 12 oz. slushie contains 45 gm of sugar
- Decreasing added sugars can decrease dehydration rates as well as post-lunch grogginess. Sugar can act as diuretic; high consumptions can cause diarrhea and dehydration in Scouts.

Operation Revamp Camp Recommendations:

- Limit dessert and bug juice to no more than once per day. Ensure all canned fruit is canned in water or 100% fruit juice. Decrease portion size of slushies and switch to 100% fruit juice base.

"Instilling healthy habits early can help Scouts grow into healthy, productive adults that are physically strong, mentally awake."

PENN STATE PRO WELLNESS



THE SIGNIFICANCE OF GOOD NUTRITION

WHOLE GRAINS & PORTIONS



WHOLE GRAINS

Dietary Recommendation

- According to MyPlate, a minimum of 50% of grains consumed should be whole grain.

What does that look like?

- Brown rice, whole-grain rolls, popcorn, whole-grain French toast or waffles

Why?

- Whole grains play an important role in blood sugar regulation, as they are slower to be absorbed than refined grains. White or refined grains can trigger rapid spikes in blood sugar, causing fatigue, irritability, excessive thirst, and dehydration.
- Whole-grain breads contain more protein and energy than white bread.

Operation Revamp Camp Recommendations:

- A minimum of 50% of the grains served at camp should be whole grain. Items that work well are whole-grain French toast, pancakes, waffles, and rolls/bread.

PORTIONS

Scouts are active and growing. Our recommendation to ensure adequately nourished Scouts. Because of the diverse nutrient needs of Scouts, it's important to make second helpings always available. We want Scouts to eat until they are satisfied, and sometimes that means Scouts need second helpings. When Scouts are presented with healthy options, quantity consumed becomes less of a concern.

Operation Revamp Camp Recommendations:

- Staff should make second helpings well known to campers and ensure adequate time to receive and consume additional servings.
- Offer a variety of colorful fresh fruits and vegetables. While some Scouts may not eat a whole apple, they may accept berries or orange slices in place of dessert.
- Offering a variety of produce (cooked, fresh, cut, whole) is critical to a successful program, good survey results and high return to camp rates.



"I am pleased that Jason Baldrige (Director of Safe Scouting and Support, Atlanta Area Council) with support of his camp executives and several volunteers have agreed to work with Penn State PRO Wellness to significantly upgrade our camp food menu and Trading Post snack selection, to reflect the healthier choices for food that today's leaders and parents seek for their week as our guests at camp."

**TRACY TECHAU, SCOUT EXECUTIVE,
ATLANTA AREA COUNCIL**



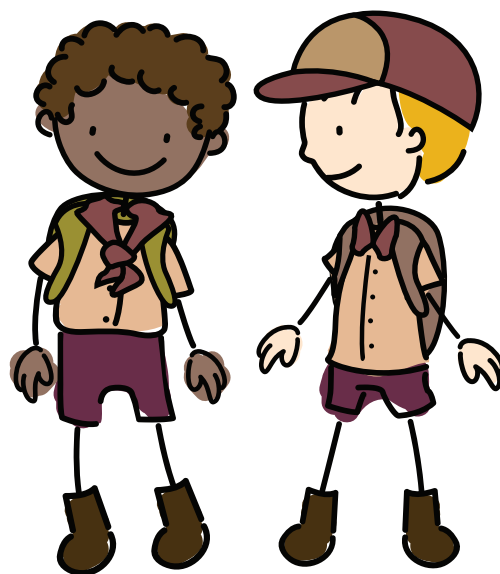
ABOUT BERT ADAMS SCOUT CAMP



Just outside Atlanta, through quaint towns along the flat plains of Georgia, sits Bert Adams Scout Camp. Committed to providing a unique scouting experience, staff allow Scouts to ride their bikes across trails leading to the dining hall and badge sessions. Every day, Scouts leave bikes outside the dining hall and run to enthusiastic staff guiding Scouts and leaders in skits and songs. To complement the unique family environment set up by camp staff, Bert Adams provides a summer program that carefully addresses fundamentals of healthy youth development. Through Operation Revamp Camp, Scouts can choose from an array of healthier selections at the Trading Post and dining hall and compete in a step-up challenge using pedometers sold on site.

When Scouts enter the Trading Post, they see Mr. Robert Woodruff's hunting table stacked with cookbooks and camping supplies. Off to the side is the snack bar window where Scouts outside awaiting service can see plenty of good-for-you foods such as guacamole, Bai® water, Greek yogurt, hummus, string cheese, apple juice and low-sugar beverages. These healthier snacks are priced lower than the candy, soda, and slushies that are still available but out of sight for Scouts waiting in line at the window. Because of the increased physical exertion at camp and extreme heat, hydration becomes a real issue of concern. While waiting in line, campers talk about the new flavors of Bai® water and how many steps they've acquired so far on their pedometers.

Before dinner, laughter breaks out as camp staff sing impromptu songs about what foods will be served for the next meal. Shortly after, a long line forms around the outside of the dining hall as Scouts wait to be served a pre-plated tray of whole grains, lean proteins, and vegetables. Scouts walk by coolers of 1% milk and large bowls of fruit before finding their seat. Many leaders and Scouts walk a few steps further to the salad bar located at the other side of the dining hall. Being cautious of dehydration, bug juice and dessert are only offered at dinner, and in limited quantity. After dinner, PRO Wellness staff meet with camp staff to get feedback on the changes made. Staff voice praises for the salad bar and concerns about portion sizes and sodium content. Some staff ask for more fish, others ask for fresh ingredients. They all agree that adequate portions are important for growing Scouts.



"I am confident that elevating our dining hall and Trading Post nutrition plans is the right thing to do for our Scouts."

TRACY TECHAU, SCOUT EXECUTIVE, ATLANTA AREA COUNCIL



BERT ADAMS MODIFICATIONS



**Total Summer Boy Scout
Camper Attendance:**

1263

**Total Cub Scout Camper
Attendance:**

471

Total Adult (troop leaders/staff)
Attendance:

1069

Food Service Management: Self-operated

MENU MODIFICATIONS

- Switched to whole grains
- Limited dessert to once/day
- Added proteins to salad bar
- Bug juice only offered at dinner
- Offered whole fruit 3 times per day
- Milk fat reduced to 1%



OPEN

NEW TRADING POST OFFERINGS

Apple slices, Bai® water, cut fruit, CUTIES® Clementines, GoGo squeeZ®, goodnessKNOWS® snack squares, Greek yogurt, LÄRABAR®, nuts, pita chips and hummus, Smartwater®, string cheese, sunflower seeds, trail mix, whole grain tortilla chips and guacamole, yogurt-covered raisins.

STEP-UP CHALLENGE

- Pedometers were sold in the Trading Post to Scouts interested in completing the step-up challenge. Those who participated in the step-up challenge received patches for accumulating 25,000 steps.
- "We sold 45 pedometers... Our promotion will be stronger in 2018 and our campers will be expecting the program."



HEALTHY MARKETING

- Displayed healthy posters in dining hall
- Rearranged Trading Post to feature healthier products at eye level in drink cooler.
- Advertised healthier items outside Trading Post with chalk paint.

OTHER UNIQUE MODIFICATIONS

- Increased the price of candy to create a price point advantage for healthier items.



CAMP IMPACT

Over the course of the summer, Bert Adams staff adapted to requests for larger portion sizes. Due to extraordinary efforts all across camp, Trading Post data was consistent with 2016 results (bit.ly/BSA_brief), demonstrating increased food sales per person as the number of healthier food items increased. Satisfaction scores also increased as more healthy options became available. Trading Post satisfaction scores were all above 4/5!





SATISFACTION SCORE QUESTIONS: AVERAGE SCORES (1-5)

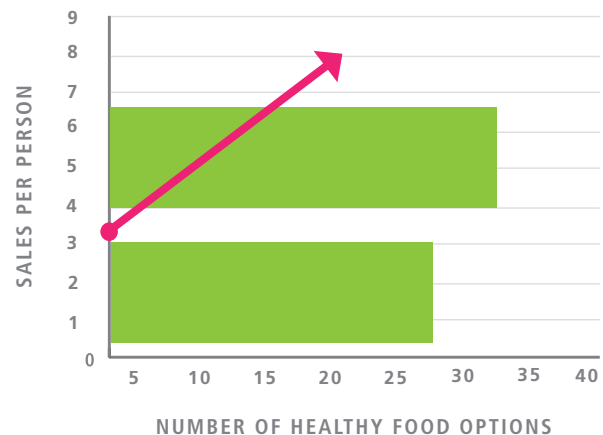


Nutrient content of the menu improved by reducing dessert to once per day, switching to whole grains, reducing milk fat to 1%, and adding protein options to the salad bar. Overall, the following nutrient improvements were achieved:

- Reduced added sugars by 36%
- Reduced overall carbohydrates by 19%
- Reduced saturated fats by 17% = Nutrient content closer to the recommendations for Scouts
- Reduced sodium content by 8%
- Increased Vitamin A consumption by 8%, fiber by 6% and magnesium by 3%.

Adding healthy fats can boost the caloric content of meals, while keeping the Scouts adequately nourished. Examples of healthy fats include: avocado, olive oil, nuts, seeds, fish.

TRADING POST REVENUE INCREASED WITH ADDITIONAL HEALTHY OPTIONS



“We're happy to be a part of this initiative and pleased to know our involvement is making an impact. Let's continue marching forward and paving new ground for others to follow as we serve our Scouts.”

JASON BALDRIDGE, DIRECTOR OF SAFE SCOUTING AND SUPPORT, ATLANTA AREA COUNCIL



OPPORTUNITIES FOR FUTURE WORK



Feedback from troop leaders and camp staff is essential to the success of camp initiatives and will help to inform future work with Boy Scout troops. PRO Wellness acknowledges every summer camp and Boy Scout council are unique. A greater focus on health and wellness both during camp and throughout the year allows the Boy Scouts of America to be a leader among youth-serving organizations in addressing the childhood obesity epidemic.



with



PennState
PRO Wellness

“Overall we sold over \$2,000 more than last year in the Trading Post, which is an increase in sales per camper and we operated with one less week; this is a huge kudos to Amanda, our Trading Post manager.”

— George Snipes, Program Director, Atlanta Area Council



ACKNOWLEDGEMENTS

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Edward and Jeanne Donlevy Arnold
Tracey Techau, Scout Executive, Atlanta Area Council
Bert Adams Scout Camp leadership and staff (Jason Baldrige,
George Snipes, Tom Morrin, Amanda Kirkham, Josh Kirkham)
William Sexson, MD, Chair, AAC Safety and Health Committee



ABOUT BOY SCOUTS OF AMERICA

Boy Scouts of America is one of the nation's largest and most prominent value-based youth development organizations. Boy Scouts of America provides a program for young people that builds character, trains them in the responsibilities of participating citizenship and develops personal fitness. For more than a century, the Boy Scouts of America has helped build the future leaders of this country by combining educational activities and lifelong values with fun. Boy Scouts of America believes — and, through over a century of experience, knows — that helping youth is a key to building a more conscientious, responsible and productive society.

ABOUT PENN STATE PRO WELLNESS

Penn State PRO Wellness is committed to educating and inspiring youth and their families to eat well, engage in regular physical activity, and become champions for bringing healthy choices to life. PRO Wellness provides healthy eating and active living strategies to nearly 1,000 schools in Pennsylvania, as well as communities and corporate business partners. Advised by over 40 corporate, government and academic officials, PRO Wellness is highly visible in the health and wellness arena and positioned as a statewide thought leader in obesity prevention. As an integral component of Penn State Health Milton S. Hershey Medical Center's community service mission, our approach of prevention, research and outreach provides schools, communities and like-minded organizations with program development and implementation, assessment and evaluation, capacity building, technical assistance, collaborative partnerships and access to proven wellness interventions. For more information, visit ***med.psu.edu/PROwellness***.



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PRO Wellness

Champions for bringing
healthy choices to life.

For more information please visit:
MED.PSU.EDU/PROWELLNESS

PHONE: 717.531.1440

