

H-E-B

Health & Wellness Initiative



Girl Scout Seniors & Ambassadors

Girl Scouts of Southwest Texas
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To learn more about H-E-B and their mission, visit: www.heb.com



About

The story of [H-E-B](#) began more than 100 years ago in a tiny family shop in Kerrville.

Today H-E-B serves families all over Texas and Mexico with 340 stores and more than 76,000 partners (employees). H-E-B's commitment to excellence has made it one of the nation's largest independently owned food retailers, yet H-E-B's success has not changed its commitment to giving the customer exceptional service, low prices, and friendly shopping. In 1905, Charles C. and Florence Butt moved their three sons from Memphis, Tennessee, to Kerrville in the Texas Hill Country. With an initial investment of only \$60.00, Florence opened the C.C. Butt Grocery Store on November 26. The youngest son, Howard E., became intrigued with the grocery business. He took over the family business in 1919 upon his return from World War I. In 1924, he expanded the Butt Grocery Company with a new store in Junction, about 60 miles from Kerrville. Howard's motto was, "He profits most who serves best." Charles, the youngest son of Howard E. Butt, became president of the H.E. Butt Grocery Company in 1971. Today, Charles Butt is chairman and CEO of H-E-B, having grown the business from sales of \$250 million in 1971 to \$18 billion in 2012. Florence Butt opened her first store with a set of beliefs that were passed on to her sons, grandsons, and great-grandsons. Good principles and a can-do attitude, whether times are good or bad, are at the heart of H-E-B's success.

For more than 100 years, H-E-B's commitment and involvement in the community has been recognized as an important part of the way they do business. They consistently strive to earn, build, and maintain a positive relationship of trust creating a tradition of caring that has come to be known as H-E-B's Spirit of Giving. In this spirit, the company has contributed five percent of its pre-tax earnings to public and charitable programs since the 1930's, and remains one of the few companies in the nation to give at such a level.

Girl Scouts of Southwest Texas is proud to have H-E-B as the corporate sponsor of the Health & Wellness Initiative. This is just one of the many ways in which H-E-B continues its [Spirit of Giving](#).

Through this sponsorship, girls will acquire the skills and knowledge needed to become educated consumers who are aware of the many ways they can lead a healthy lifestyle. As the leaders and consumers of tomorrow, girls can make a conscious effort to join H-E-B in their commitment to excellence and a safe and healthy environment for all.

Girl Scouts of Southwest Texas & H-E-B are proud to bring to you the H-E-B Health & Wellness Initiative



Through Health & Wellness programs, girls focus on physical and emotional health. By participating in this initiative, girls learn the skills they need to keep their bodies healthy, their minds engaged and their spirits alive. This is the first step to helping every girl attain her personal best in life! By building strong, healthy bodies and learning problem-solving techniques, girls gain the self-confidence and skills needed to develop healthy relationships in which they give and receive the respect and trust every child seeks. Through Health & Wellness programs, girls focus developing holistic wellness. They play an important role in ensuring the well-being of themselves and others. Girls discover the connection between their everyday actions and the long-term effects, and how to make those effects positive.

Girl Scouts who complete the H-E-B Health & Wellness Initiative can work on a variety of projects, everything from learning about locally grown foods to learning the importance of exercise as a daily practice.

Girl Scouts of Southwest Texas and H-E-B are proud to announce the H-E-B Health & Wellness Partnership. Through this partnership, girls have the ability to earn a patch on this important initiative through an introduction into key topics while offering suggestions on how to carry on the work in their own community.

Steps to Earn the H-E-B's Health & Wellness Patch

Girl Scouts is the premier girl leadership development program—girls have fun with a purpose! All activities are girl-led, and girls should decide what activities to complete when earning a Patch Partner Initiative (PPI) patch. In the spirit of Girl Scouting, girls may choose to participate in activities that are not listed in the booklets and/or supplements.

If girls complete the minimum required number of activities based on the theme of the PPI, they have earned the PPI patch.

Step One:

1. Read through the Activities
2. Think about what you would like to do
3. Choose 1 out of the 4 Units
4. Complete all Activities from the 1 Unit you chose (total of 3 activities)

Step Two:

1. Email our Customer Care team at customercare@girlscouts-swtx.org with the following information:
 - Your name and role.
 - Name and Girl Scout Grade Level of each girl who completed the requirements to earn the patch.
2. Mailing address to receive the patches.

Step Three:

1. Receive your Wellpoint Patch!

The Girl Scout Leadership Experience

Girls at every level of Girl Scouting participate in “*leadership experience*.” A *leadership experience* is an exciting way of working with girls in a series of themed activities focused on building leadership skills. By enlisting the three keys to leadership (*Discover*, *Connect*, and *Take Action*) girls learn that they can take the lead to make a difference in their community and the world. The three keys are at the heart of the Girl Scout philosophy of leadership:

Discover

Girls understand themselves and their values and use their knowledge and skills to explore the world.

Connect

Girls care about, inspire, and team with others locally and globally.

Take Action

Girls act to make the world a better place.

It’s not just “what” girls do, but “how.” When girls are engaged that creates a high- quality Girl Scout leadership experience. All Girl Scout experiences are built on three processes (*Girl-Led*, *Cooperative Learning*, and *Learning by Doing*) that make Girl Scouting different from school and other extra-curricular activities. When used together, these processes ensure the quality and promote the fun and friendship so integral to Girl Scouting.

Girl-Led

Girls play an active role in the planning and implementation of activities while adults provide age-appropriate facilitation, ensuring that planning, organization, set-up, and evaluation of all activities are done jointly with the girls.

Cooperative Learning

All members of a group work together towards a common goal that can only be accomplished with the help of others.

Learn by Doing

A “hands-on” learning process that engages girls in cycles of action and reflection resulting in deeper understanding of concepts and mastery of practical skills.

When Discover, Connect, and Take Action activities are girl-led and involve learning by doing and cooperative learning, girls achieve the desired and expected leadership outcomes ultimately resulting in Girl Scouting achieving its mission: **Building girls of courage, confidence and character, who make the world a better place.**

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COLLEGE BOUND

College Bound: Undergraduate Information

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Internet
2. Library
3. Telephone
4. Parent/Guardian Permission

Directions:

1. Research at least 3 different universities or colleges that specialize in health sciences.
2. **EXAMPLE:** kinesiology, nutrition, physical therapy
3. Obtain admissions information from 3 or more schools.
4. **NOTE:** Do not forget to speak with an admissions counselor at the schools you research to ask about available campus tours.
5. Compare the 3 higher education institutions that you have chosen and pay particular attention to tuition, financial aid, housing, campus size, and demographics.
6. Share the information that you have gathered with your family.
7. Share the information with your guidance counselor and inquire about your next steps.

Note:

Distinguish yourself in the college admissions process, [Girl Scout Gold Award](#) recipients do well in life! They rate their general success in life significantly higher and report higher success in reaching their goals within many areas.

Accommodations:

For girls wanting a little more guidance, girls should speak with their parents/guardians and guidance counselor first in order to discuss the options available to them, locally and nationally. Based on their advice, girls may want to focus on only 2 schools. Girls may call the admissions office and ask for the information to be mailed to them.

Parents/guardians should be made aware of all interactions the girls have with higher education institutions.

For girls that would like more of a challenge, girls may wish to use the website collegecost.ed.gov to compare perspective colleges and universities with the information that they have already gathered. With parent/guardian consent, girls may also wish to enjoy a [virtual tour](#) or schedule a campus tour with admissions office. Girls should practice filling out the admissions paperwork for the higher education institutions that they have chosen.

College Bound: Degree Planning

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Internet
2. Library
3. Telephone
4. Parent/Guardian Permission

Directions:

1. Research at least 3 different health science undergraduate degree programs at the university or college of your choice.
2. **EXAMPLE:** health and wellness, public health, health information technology
3. Obtain a copy of each of the 3 degree plans.
4. Compare the degree plans with special attention to course descriptions, prerequisites, and certification.
5. Ask the school's counseling office about college credits such as AP/IB credits, transferable credits, CLEP credits, and more.
6. Share the information that you have gathered with your family.
7. Share the information with your guidance counselor and inquire about your next steps.

Note:

The [Girl Scout Gold Award](#) represents the highest achievement in Girl Scouting. Open only to girls in high school, this prestigious award challenges you to change the world or at least your corner of it, and be eligible for college scholarships, too!

Accommodations:

For girls wanting a little more guidance, girls should speak with their parents/guardians and guidance counselor first in order to discuss their current academic standing and available college credits. Based on their advice, girls may want to focus on only 2 schools. Girls may call the campus counselor to discuss the degree plan opportunities available to them. Parents/guardians should be made aware of all interactions the girls have with higher education institutions.

For girls that would like more of a challenge, girls may wish to investigate degree plans not traditionally focused on health careers. With parent/guardian consent, girls may also wish to schedule a campus counselor meeting to review their goals and discuss future plans. Girls should inquire about the syllabi and course loads expected from the courses.

College Bound: Scholarships

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Internet
2. Library
3. Telephone
4. Parent/Guardian Permission

Directions:

1. Research available scholarship opportunities that you may qualify for from Girl Scouts and your university or college of choice.
2. Pay special attention the scholarships available for pursuing a degree in health sciences and careers.
3. Obtain at least 2 scholarship applications.
4. Share the information that you have gathered with your family.
5. Share the information with your guidance counselor and inquire about your next steps.

Note:

Earn college scholarships, check out the scholarships available for graduating high school seniors from Girl Scouts of Southwest Texas! To learn more about available scholarships, visit GSUSA's [website](#). Don't forget to contact your guidance counselor for more available scholarship opportunities.

Accommodations:

For girls wanting a little more guidance, girls should speak with their parents/guardians and guidance counselor first in order to focus their research on their scholarship opportunities. With parent/guardian consent, girls may call the financial aid office and inquire about the payment processes. Parents/guardians should be made aware of all interactions the girls have with higher education institutions.

For girls that would like more of a challenge, girls may wish to learn about financial aid and use the [Expected Family Contribution \(EFC\) calculator](#) to evaluate their financial need. Girls may also attend a FAFSA seminar or invite a guest speaker to talk about FAFSA. With parent/guardian consent, girls may go online to practice completing a demo or [practice FAFSA](#) or complete the [real FAFSA](#).

CAREER EXPLORATION

Career Exploration: H-E-B Careers

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Internet
2. Library
3. Telephone
4. Parent/Guardian Permission

Directions:

1. Visit H-E-B's [website](#) and research the available career opportunities. Be sure to pay close attention to the [corporate jobs](#).
2. In the corporate jobs [section](#), identify 2 positions that interest you.
3. **EXAMPLE:** legal, iOS/Android developer, global sourcing
4. Research the 2 of the positions that interest you most.
5. Pay close attention to the responsibilities, education & experience, primary location, etc.
6. Share the information that you have gathered with your family.
7. Share the information with your guidance counselor and inquire about your next steps.

Note:

[Girl Scout Gold Award](#) recipients demonstrate extraordinary leadership through remarkable take action projects with sustainable impact on their communities and beyond. The award tells employers that you are a leader who is organized, determined, and dedicated to improving your community.

Accommodations:

For girls wanting a little more guidance, girls should speak with their parents/guardians and guidance counselor first in order to discuss their interests and passions to help narrow the field of available career opportunities. Girls may wish to research only one position and evaluate their future educational plans to coincide with the position requirements.

For girls that would like more of a challenge, parents/guardians may encourage girls to supplement their career planning with available self-assessments, career planning guides, employment trends, industry and occupation specific information, and researching careers and employers. Girls may also find resources and services specifically for youth, teens, and young adults. Girls should ask their guidance counselors about the internships, resources, and services available to them.

Career Exploration: Healthy Living Careers

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Internet
2. Library
3. Telephone
4. Parent/Guardian Permission

Directions:

1. Research career opportunities in the field of health sciences.
2. Choose at least 3 career opportunities that interest you.
 - **EXAMPLE:** anesthesiology, art therapy, nursing
3. Pay close attention to the essential functions, preferred experience and education, as well as starting pay with benefits.
4. Research 2 of the positions that interest you most.
5. Pay close attention to the job summary, essential functions, preferred experience and education, as well as other competencies.
6. Share the information that you have gathered with your family.
7. Share the information with your guidance counselor and inquire about your next steps.

Note:

The [Girl Scout Gold Award](#) tells employers that you are a leader who is organized, determined, and dedicated to improving your community.

[Recipients](#) rate their general success in life significantly higher and report higher success in reaching their goals within many areas.

Accommodations:

For girls wanting a little more guidance, girls should speak with their parents/guardians and guidance counselor first in order to discuss their interests and passions to help narrow the field of available career opportunities. Girls may wish to research only one position and evaluate their future educational plans to coincide with the position requirements.

For girls that would like more of a challenge, parents/guardians may encourage girls to seek part-time employment to supplement their college expenses. Girls may calculate a monthly budget based on their financial need for school and living expenses to formulate the amount of income they must earn. If appropriate, girls may self-assess their employment suitability.

Career Exploration: Career Planning

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Internet
2. Library
3. Telephone
4. Parent/Guardian Permission

Directions:

1. Compare the salary or pay and benefits of the 3 health science careers that you chose.
 - **EXAMPLE:** forensic toxicologists average 4-8 years in school and may earn
2. \$34,527-\$64,578 with excellent benefits
3. With your parent/guardians' assistance, chart your probable monthly expenses.
 - **EXAMPLE:** rent (\$500), groceries and gas (\$300), and utilities (\$150)
4. Use the financial information you have gathered to map out a monthly budget.
 - **EXAMPLE:** \$950 a month
5. Evaluate the amount of money you will have to put into savings.
6. Reflect on the advantages and disadvantages of each of the careers.

Accommodations:

For girls wanting a little more guidance, girls should speak with their parents/guardians and guidance counselor first in order to discuss their interests and passions to help narrow the field of available career opportunities. Girls may wish to research only one position and evaluate their future educational plans to coincide with the position requirements.

For girls that would like more of a challenge, parents/guardians may encourage girls to supplement their career planning with available self-assessments, career planning guides, employment trends, industry and occupation specific information, and researching careers and employers. Girls may also find [resources](#) and services specifically for youth, teens, and young adults. Girls should ask their guidance counselors about the internships, resources, and services available to them.

Advocacy

Advocacy: San Antonio Food Bank

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

Directions:

1. Volunteer at the [San Antonio Food Bank](#).
2. Feel connected to your community, locally and globally, by forming healthy relationships through volunteerism.
3. Use this opportunity to advocate for yourself and others on issues that are important to you.
4. You should feel empowered to make a difference in the world.
5. Share your leadership experience with friends, family, and the community.
6. Celebrate your accomplishments!

Note:

For more information about volunteering your time, please contact the [San Antonio Food Bank](#) or contact the [Volunteer Program Manager](#) at (210) 431-8388.

Advocacy: School Recycling Program

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

Directions:

1. Research the different ways that [H-E-B](#) is actively working to care for the environment and be a better neighbor in the community.
2. Choose one issue inspired by H-E-B's advocacy and activism.
3. Research the root cause of this issue.
4. Brainstorm different ways that an individual can take action to help fix the root cause of the issue.
5. Make a plan for individual people in your community for a [take action](#) project.
6. Share your leadership experience with friends, family, and the community.
7. Celebrate your accomplishments!

Note:

For more information about H-E-B and the sustainable practices they use to conduct business, visit their [website](#).

Advocacy: School Book Drive Challenge

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

Directions:

1. Ask your school or community organization to host a [Read 3 Book Drive Challenge](#).
2. Your school or community organization will collect new and gently used children's books.
3. Turn in the books to the H-E-B nearest to the school or community organization.
4. The winning school or community organization in the H-E-B region will be named the Read 3 Regional Book Drive Challenge Champion!
5. Share your leadership experience with friends, family, and the community.
6. Celebrate your accomplishments!

Note:

For more information about participating in the [Read 3 Book Drive Challenge](#), please contact the Partner Communications department at H-E-B Corporate Offices at 1-800-432-3113.

Leadership

Leadership: Discover

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Large piece of paper
2. Colored pencils or markers
3. Internet
4. Library
5. Parent/Guardian Permission

Directions:

1. Girls will create a [community map](#), also known as a drawing or list that shows a community's needs and resources.
2. Girls should focus on one location in their community with which they are the most familiar.
3. Girls should supplement their maps by using the internet, library, and personal contacts.
4. The most important identifications on the maps should be:
 - a) Community issues
 - b) Community experts
 - c) Supportive groups
 - d) Community organizations
 - e) Public places
5. After drafting the community map, girls should write down their interests and passions next to the identifications. Girls may also list their personal friends, family, and contacts.
6. Using this map, girls will be able to formulate a project idea!

Note:

Project ideas should focus on healthy living issues. Girls will develop a stronger sense of self, positive values, and critical thinking skills. Girls will seek challenges in the world and gain practical life skills. This activity is completely girl-led!

Accommodations:

For girls wanting a little more guidance, girls should complete this activity in a group with the assistance of parents/guardians or leaders. Brainstorming will be easier with people to bounce ideas off of and provide constructive criticism. Girls will be better prepared for planning with different points of view.

For girls that would like more of a challenge, with the permission of parents/guardians, girls may volunteer at charitable organizations in their community in order to discover the organization's mission and values. Girls should reflect on their experiences and decide which community service project best fits their interests and passions.

Leadership: Connect

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Internet
2. Library
3. Phone
4. Transportation
5. Parent/Guardian Permission

Directions:

1. With parent/guardian permission, girls will reach out and communicate with the community experts, organizations, and supportive groups from their community map.
2. Girls will present their project ideas and partner with an expert, organization, or group for a [take action](#) project.
3. Girls will build a team of family, friends, colleagues, etc. to complete their take action project.
4. Girls will act as the leader of their take action project and provide professional and constructive instructions to all team members.

Note:

Project plans should address healthy living issues. Girls feel connected to their community and develop healthy relationships to advance diversity in a multicultural world, promote cooperation and teambuilding, and learn to resolve conflicts.

Accommodations:

For girls wanting a little more guidance, girls should form a team of leaders in which each member is assigned specific tasks to complete for the [take action](#) project.

Girls may be in charge of creating the flyers, finding a venue for an event, or obtaining in-kind donations. Girls will be in charge of their own assigned task and will build her team according to her goals.

For girls that would like more of a challenge, with the permission of parents/guardians, girls may volunteer at charitable organizations in their community in order to market their [take action](#) project and recruit more team members. Girls should reflect on their experiences and decide which team members will work most effectively together.

Leadership: Take Action

Materials: Number of materials is contingent on the desires of the girls and the number of girls participating.

1. Internet
2. Library
3. Phone
4. Transportation
5. Parent/Guardian Permission

Directions:

1. With parent/guardian permission, girls will [take action](#) to finish their project!
2. Girls will be expected to take the lead to carry out the plan.
3. After completing the project, girls will take the time to reflect on their accomplishments.
4. Girls may wish to ask for feedback from others.
5. Girls should evaluate their success.
6. Girls will share what they have done with others.

Note:

Project plans should address healthy living issues. Girls will be able to identify community needs, be resourceful problem solvers, advocate for themselves and others. Girls will feel empowered to make a difference in the world while inspiring and educating others to act.

Accommodations:

For girls wanting a little more guidance, girls should act with their troop/group to complete their [take action](#) project. Girls should be able to express why their project was important to the community and what issue they addressed. Girls should celebrate what they have accomplished and invite others to celebrate with them!

For girls that would like more of a challenge, with the permission of parents/guardians, girls should create educational materials to distribute within their community. The materials should create a measurable and sustainable impact on the community, inspiring others to act.

You did it!



Congratulations!

For More Information

H-E-B is passionate about providing a wide variety and selection of fresh foods at a great value that fit a healthy lifestyle. It's easy to find foods with the nutritional requirements that you are looking for, like gluten free, less sodium, and reduced calories. It's part of the H-E-B commitment to health, wellness, and good living.

For nutritious foods that moms trust and kids love, H-E-B exclusive [H-E-Buddy Brand](#) delivers healthy snacks, drinks, and meals that are never a source of empty calories.

Visit your local H-E-B and check out the healthy choice options available.

H-E-B invites you to coordinate and schedule a [field trip](#) to your local H-E-B.

Identify smart foods and habits that help keep the body healthy. Investigate nutrition labels to help differentiate between healthy and unhealthy food choices. Learn the benefits of vitamins, minerals, and a balanced diet of the food groups. Explore healthy habits that will last a lifetime—from getting the right amount of sleep to simple ways to get daily exercise.

To continue the conversation, take the girls to a local farmer's market. Show them that H-E-B supports local farmers by buying their fruits and vegetables. Let girls touch, feel, and smell all the fresh items at the market. To find one closest to you visit [Local Harvest](#) or [USDA Agricultural Marketing Service](#).

End of Booklet

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