Let’s Move! Active Schools

Progress Report

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Managing Partners
Alliance for a Healthier Generation
Partnership for a Healthier America
President’s Council on Fitness, Sports & Nutrition
SHAPE America
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A Collective Voice for an Important Cause

Three years ago, First Lady Michelle Obama launched Let’s Move! Active Schools — an unprecedented national collaborative that brings non-profit, private sector, government, education and community leaders together to increase physical education and physical activity in America’s schools - as part of her Let’s Move! initiative.

With more than 130,000 K-12 schools across the country, this is clearly no small task. That is why Let’s Move! Active Schools operates using the collective impact framework — a model where the best and brightest team up to solve a complex social problem and facilitate meaningful, sustainable change. Using this framework, our national collaborative agrees to a common agenda, tracks progress in uniform ways, mobilizes mutually reinforcing activities, engages in continuous communication, and dedicates backbone staff to the cause – all to improve the health and well-being of our nation’s youth.

Individually, Let’s Move! Active Schools partners already make a tremendous investment in getting kids active. Our partners are thought leaders, change catalysts and difference-makers in their own right. However, aligning with and supporting Let’s Move! Active Schools further amplifies their commitment to a bigger cause than just one organization’s mission. Together, we make it easier for schools to create Active School environments that integrate at least 60 minutes of physical activity into each student’s day.

So far, Let’s Move! Active Schools has enrolled nearly 17,000 schools that serve more than 10 million students. Now, we need to dig deeper, think bigger and bolder, and deliver new and innovative strategies to reach more schools and get more students moving.

And, rest assured that Let’s Move! Active Schools is in it for the long-term. Not only has the First Lady made supporting healthy kids and families her life’s work and pledged her commitment to the issue after leaving the White House in January 2017, but our partners are also fully dedicated to the cause and won’t stop until every school is an Active School.

We hope that you join us in this generation-changing movement to transform our schools into active and healthy hubs that set children on a path to reach their greatest potential both in the classroom and in life.

Charlene R. Burgeson, CAE
Executive Director, Let’s Move! Active Schools
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With each passing year, schools feel like it’s just getting harder to find the time, the money, and the will to help our kids be active. But just because it’s hard doesn’t mean we should stop trying – it means we should try harder. It means that all of us – not just educators, but businesses and non-profits and ordinary citizens – we all need to dig deeper and start getting even more creative. That’s what Let’s Move! Active Schools is all about – it’s about all of us coming together to once again make being active a way of life for our kids.”

- First Lady Michelle Obama during the Let’s Move! Active Schools launch event on February 28, 2013
A Collective Call to Action

The Problem
Research shows that an astounding 2 out of 3 kids aren’t moving enough. With kids spending nearly seven hours a day in school, the school environment provides a unique opportunity to help kids be more active and healthy.

The Big Idea
With staggering physical inactivity and obesity statistics, robust research around the link between physical activity and academic success, and the release of the May 2010 White House Task Force on Childhood Obesity Report to the President, it was evident that action needed to be taken and a siloed approach would not work. As a result, health, education, government, non-profit and private sector leaders joined together—combining their expertise, creativity and passion—to come up with a solution:

America must transform the K-12 educational experience into one where physical education and physical activity are synonymous with learning.

How? By providing students with at least 60 minutes of physical activity before, during and after school every day.

With this big idea, First Lady Michelle Obama launched Let’s Move! Active Schools as part of her Let’s Move! initiative on February 28, 2013.

Coming Together to Support the Cause
Today, Let’s Move! Active Schools works to ensure 60 minutes of physical activity a day is the norm in K-12 schools. Powered by a national collaborative of 30 leading health, education and private sector organizations, Let’s Move! Active Schools equips schools with the resources and tools to create an Active School environment. Collectively, we strive to bring the positive benefits of physical education and physical activity to every child across the country because we know that Active Kids Do Better.
Educational Leadership Partners

*Let’s Move! Active Schools* Educational Leadership Partners believe that physical activity provides important health and education benefits for children and that schools have a responsibility to deliver quality physical education and physical activity programs. The *Let’s Move! Active Schools* Educational Leadership Partners understand that schools need appropriate support and are pleased to partner with *Let’s Move! Active Schools*, a national collaborative that helps schools integrate 60 minutes of physical activity before, during and after the school day through evidence-based tools, professional development, grants and recognition. The *Let’s Move! Active Schools* Educational Leadership Partners encourage school leaders, teachers, staff and parents to get involved.
Our Approach to Active Schools

WHAT is an Active School?

An Active School integrates physical activity before, during and after school for at least 60 minutes every day. An Active School environment exists when a Comprehensive School Physical Activity Program (CSPAP), as defined by the Centers for Disease Control and Prevention (CDC), is being implemented. Let’s Move! Active Schools guides schools to success in all five CSPAP components:

• **Physical Education.** Teaching knowledge and skills in a fun and inclusive manner.

• **Physical Activity During School.** Creating active classrooms, incorporating physical activity bursts during lessons, and offering daily recess.

• **Physical Activity Before and After School.** Offering students opportunities to begin and end their day with physical activity through walking and biking to school, being involved in a physical activity club, or participating on an intramural sports team.

• **Staff Involvement.** Emphasizing physical activity as a priority for the whole staff.

• **Family and Community Engagement.** Working with families and the community to make the school a center for physical activity.

WHY Active Schools?

The Magic of 60 Minutes

• According to the *Physical Activity Guidelines for Americans*, children and adolescents should participate in physical activity for at least 60 minutes every day.²

• The *Guidelines* recommend that activity time include moderate to vigorous aerobic activity, muscle strengthening, and bone-strengthening exercises, and that kids should be encouraged to participate in age-appropriate, enjoyable, and diverse activities.²

Active Kids’ Brains Work Better

• Students who are physically active tend to have improved cognitive performance including concentration and memory.³

• Positive physical activity experiences can boost students’ self-esteem, enhance their mood, and help them develop stronger and more varied friendships.⁴

Physical Activity Improves Overall Academic Achievement

• Increasing the amount of physical activity in school improves grades and standardized test results.⁵

• Physically active classrooms lead to improvements in mathematics and literacy test performance (especially in reading and spelling).⁶

• Students who are physically active have better school attendance.⁶

Physically Active Classrooms are Easier to Manage

• Physically active classrooms have been shown to reduce students’ time off-task and improve overall behavior.⁶

• Students demonstrate improved attention and classroom behavior immediately following a physical activity break or recess.⁶
HOW to be an Active School

School and district leaders, physical educators, classroom teachers and other school staff sign up as a Let’s Move! Active Schools champion on www.letsmoveschools.org and affiliate with one or more schools. Then, here’s how it works:

1. EVALUATE. Our Assessment helps schools see where they already shine and where they need to step it up. Adopted from the CDC’s School Health Index, the Let’s Move! Active Schools Assessment helps schools measure their physical education and physical activity progress.

2. ACTIVATE. After completing the Assessment, a customized Action Plan is generated to fit the physical education and physical activity needs of the school, and champions unlock access to the full line up of activation tools, including:
   - Grants and funding opportunities
   - Special incentives and discounts
   - A one-stop shop of vetted and evidenced-based resources
   - Game-changing professional development opportunities:
     - Physical Activity Leader (PAL) Learning System
     - Customized professional development and technical assistance
     - Online training

3. CELEBRATE. Schools are celebrated with progress incentives, success stories and the Let’s Move! Active Schools National Award – the top physical education and physical activity distinction for K-12 schools.

Active Schools Spotlight: Townville Elementary School (Townville, SC)

Townville Elementary School takes a multi-faceted approach to instilling a lifelong love for physical activity in its students. The school engages its students in:

- The Alliance for a Healthier Generation’s Healthy Schools Program
- The Presidential Youth Fitness Program, where students assess and track progress toward FITNESSGRAM® goals
- The 100 Mile Club®, a school-based walking and running program named national winner of ChildObesity180’s Physical Activity Innovation Competition
- Classroom physical activity breaks or riding fitness bikes, purchased through a Fuel Up to Play 60 grant
- A morning exercise program
- Seasonal sports like archery and jump roping
- An after-school program called GoalPost, where Clemson University students help Townville Elementary students with homework and encourage them to be active

But being active isn’t just about the students at Townville Elementary - the faculty even created their own fitness center with treadmills, elliptical machines and exercise bikes.

Read more.
Active Schools Stats
Through 12/31/15

16,896
U.S. schools enrolled in Let’s Move! Active Schools

14%
U.S. schools enrolled in Let’s Move! Active Schools

10,298,171
Students served by enrolled schools

22,736
School champions signed up to support the cause

354
School districts (comprised of 5+ schools) with 50% or more of schools enrolled

914
Schools that received a Let’s Move! Active Schools National Award

States with the Highest Percentage of Schools Enrolled

48% - District of Columbia
36% - Kentucky
36% - West Virginia
27% - Florida

Who are Let’s Move! Active Schools Champions?

44% - Physical Education Teachers
16% - School or District Staff, other than Physical Education Teachers or Administrators
12% - Administrators
28% - Other

Demographics of Enrolled Schools

Schools enrolled in Let’s Move! Active Schools are more likely to:

• Serve high percentages of students eligible for free or reduced-price lunch
• Serve high percentages of African American students
• Be located in cities
• Be located in the South
What Schools are Saying

“Let’s Move! is hands down the best initiative of any First Lady. It has been practical and life changing for many.”

- Avice Warren, Robert Russa Moton Elementary School (Miami, FL)

“I am so thankful and grateful for our new equipment. Our students love it and it has SO enhanced and changed the way that I can teach PE. Thank you a million times over! We now have a second full time PE teacher, and the kids are getting TWICE as much PE as they were just one year ago. Let’s Move! Active Schools has been HUGE at Lincoln Elementary!”

- Jill Whitehead, Lincoln Elementary (Woodburn, OR)

“We love Let’s Move! Active Schools. It has supported dramatic changes in our schools and in our district!”

- Amy Miller, Oregon School District (Oregon, WI)

“Making adding physical activity throughout the school day a necessity and a priority. It needs to be part of our school culture. Let’s Move! Active Schools is a great podium to start!”

- Terry Mahjoory, Frank M. Silvia School (Fall River, MA)

“Thank you for all you do! We have received a BOKS grant as well as a KIDS in the GAME grant which we never would have known about if it weren’t for Let’s Move!”

- Suzanne Schroeder, Edison Park Elementary (Chicago, IL)
Key Moments

February 28, 2013
First Lady Michelle Obama launches Let's Move! Active Schools as part of the Let's Move! 3rd Anniversary Tour in Chicago, Illinois

April 2013
Let's Move! Active Schools featured as part of the SHAPE America National Convention & Expo (and again in 2014 and 2015)

October 17, 2013
First Physical Activity Leader (PAL) Learning System Training in Phoenix, Arizona

July 22, 2014
In collaboration with the Alliance for a Healthier Generation and CDC, a simplified Let's Move! Active School Assessment, aligned with the CDC's School Health Index, is activated

September 8, 2014
AASA and the President's Council on Fitness, Sports & Nutrition host a Let's Move! Active Schools Superintendents' Meeting at the White House

October 15, 2014
Launch of Oregon Active Schools supported by NIKE, Kaiser Permanente, and Northwest Health Foundation

March 26, 2013
Miami-Dade County Public Schools (Florida) is the first school district to commit 100% enrollment in Let's Move! Active Schools

October 2013
5,000 schools enrolled

September 2014
10,000 schools enrolled

September 4, 2014
698 schools receive the 2014 Let's Move! Active Schools National Award, and McAllen Independent School District (McAllen, Texas) becomes first district where every school earns the National Award

October 1, 2014
NIKE unveils two new Let's Move! Active Schools videos: “Rosebud Reservation’s Kids Move in School” and “Kids Love Active Schools”

November 18, 2014
Launch of Shelby County (Memphis, Tennessee) Active Schools Grant Program funded by NIKE and supported by Fuel Up to Play 60
Active Schools Spotlight: Forest Hill Elementary (Palm Beach, FL)

A Title 1 school where many students do not get the support they need at home, Forest Hill Elementary is committed to providing an Active School environment. Duane Starr, Exceptional Student Education Coordinator, has been one of the Let’s Move! Active Schools champions leading the charge. With two physical education teachers, students get ample time during the school day to build healthy habits and expend excess energy during physical education class in addition to brain breaks and recess. More than 200 students are also enrolled in aftercare programs where they are immersed in SPARK’s curriculum and combine physical activity with life skills such as sportsmanship, teamwork, respect and collaboration. In addition, students can join the after-school sports club and try different sports throughout the year. Forest Hill’s outstanding work resulted in a 2014 Let’s Move! Active Schools National Award and the Alliance for a Healthier Generation’s Healthy Schools Program Silver Award.

Read more.
Active Schools Spotlight: Charles Lowman Special Education Center (Los Angeles, CA)

The Charles Lowman Special Education Center, a school primarily composed of students with special needs, was the proud recipient of a $1,500 Let’s Move! Active Schools ‘Every Kid Healthy’ grant. The grant - generously funded by NIKE and administered by Action for Healthy Kids – was used to:

- Purchase physical education equipment that supported youth physical development
- Extend the after-school program “LA BEST” which promotes fitness, nutrition, recreational games and sports
- Implement classroom physical activity breaks

Activation Grants

We know that changing a culture is no easy task. With tight education budgets, the resources schools need to implement programs, policies and processes are often hard to come by. That’s why the Let’s Move! Active Schools national collaborative provides grants and funding to help schools improve and expand physical education and physical activity opportunities for students.

Activation Grants for Schools Enrolled in Let’s Move! Active Schools

<table>
<thead>
<tr>
<th>Number of activation grants awarded</th>
<th>Percentage of participating schools that have received an activation grant</th>
<th>Amount of activation grant funds awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,554</td>
<td>12%</td>
<td>$5,168,716</td>
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*Data through 11/30/15

Grants offered by Let’s Move! Active Schools partners are either exclusive to enrolled schools, or enrolled schools are given priority preference.

Since Let’s Move! Active Schools launched in 2013, twelve partners have administered grant opportunities:

- Action for Healthy Kids
- BOKS
- ChildObesity180
- GENYOUth Foundation (Fuel Up to Play 60)
- Good Sports
- Kaiser Permanente
- KIDS in the GAME
- Marathon Kids
- NIKE
- National Foundation on Fitness, Sports & Nutrition (in support of the Presidential Youth Fitness Program)
- Safe Routes to School National Partnership
- USA Track and Field
“"We are always in search of creative and innovative ways to keep our students engaged in any activity that incorporates movement," wrote Antonio Ambrosio, adapted physical education teacher at Charles Lowman Special Education Center, on the grant application. "My goal is to have my students enjoy an active lifestyle to the best of their abilities while in school and hopefully continue that path with their families and friends as they mature into adulthood."
Professional Development

Let’s Move! Active Schools champions have the opportunity to participate in the Physical Activity Leader (PAL) Learning System, customized professional development and technical assistance – all provided at no cost to a school or district.

Physical Activity Leader (PAL) Learning System

This dynamic, action-focused professional development system is designed to fuel sustainable change and prepare school champions to be the best possible advocates for physical education and physical activity in their communities. After attending a one-day in-person training, PALs leave with the skills, tools, network and confidence to lead their school to Active Schools success.

Key Facts and Stats

*Data through 12/31/15

116
Number of PAL Trainings conducted

3,596
Number of PALs trained

Most PAL Training participants rated themselves as likely or very likely to take action as a result of participating in the skill-building session. Twelve months after attending a PAL Training:

- 92% reported they had served as a role model by taking part in 60 minutes of physical activity per day
- 88% reported they had communicated the need for and benefits of physical education and physical activity in schools to school or district staff and other community members
- 54% reported they had partially, almost, or fully completed implementation of a Comprehensive School Physical Activity Program (CSPAP) at their school
Customized Professional Development and Technical Assistance

A Let’s Move! Active Schools physical education and physical activity expert provides personalized in-person or virtual training to schools and districts. This customized professional development and technical assistance is designed to enhance teaching methods, instructional strategies and best practices. Training topics to date have included: Improve Physical Education Instruction and Increase Moderate to Vigorous Physical Activity (MVPA); Follow the Map: Using the Standards for Better Instruction; Best Practices in Physical Education; Activate Your Colleagues; Learn to Move, Move to Learn.

Did You Know?

The results from a new study published in Preventing Chronic Disease demonstrated the power of providing high-quality training and technical assistance to help schools make policy and system changes that improve children’s health. Researchers found that the more schools engaged with the Alliance for a Healthier Generation’s Healthy Schools Program, and the longer they engaged, the greater reductions they saw in student rates of obesity.

Key Facts and Stats

*Data through 8/31/15

- **955** - Number of enrolled schools that received customized professional development and technical assistance
- Schools with **greater than 25% of students eligible for free or reduced - price lunch** received more technical assistance overall thus reaching schools with the greatest need
- **Elementary schools** that received customized professional development and technical assistance made **significantly more progress providing students at least 20 minutes of recess during each school day** compared to schools that did not receive customized professional development and technical assistance

Active Schools Spotlight:

**PS 1x Courtlandt Elementary (New York City, NY)**

With a primarily Hispanic student population and more than 90 percent qualifying for free and reduced-price meals, PS 1x makes active and healthy learning environments a priority. Physical education teacher Dan Marascia first heard about Let’s Move! Active Schools at a Physical Activity Leader (PAL) Learning System workshop in November 2014 which led him to realize his school was meeting many of the national physical education and physical activities best practices. One of these best practices was engaging families and the community in the Active Schools effort. Marascia sends communications home in both English and Spanish and invites parents to volunteer for two alternating before-school physical activity programs: BOKS, a program designed to get students’ brains and bodies ready to learn, and the Mighty Milers, a program that tracks students as they run laps and tallies their miles.

This 2014 Let’s Move! Active Schools National Award school’s students also attend two 45-minute physical education classes each week and participate in classroom movement breaks through the New York City Office of School Wellness Program’s Move to Improve.
National Award

The Let’s Move! Active Schools National Award is the nation’s top physical education and physical activity distinction for K-12 schools, recognizing schools that have done outstanding work in providing students with at least 60 minutes a day of before, during and after school physical activity.

To earn a Let’s Move! Active Schools National Award, a school must meet or exceed significant benchmarks in five areas: physical education; physical activity before and after school; physical activity during school; staff involvement; and family and community engagement.

Let’s Move! Active Schools National Award recipients enjoy national media attention, a congratulatory letter from First Lady Michelle Obama, an official Let’s Move! Active Schools National Award certificate, a large display banner, and a promotional kit to help share and amplify the great news.

698
2014 Let’s Move! Active Schools National Award recipients

525
2015 Let’s Move! Active Schools National Award recipients

914
Schools that received a Let’s Move! Active Schools National Award, either in 2014, 2015 or both

“ These schools are raising the bar by creating Active School environments where students are happier, healthier, and higher-performing. I am thrilled with their success through Let’s Move! Active Schools – they’re helping to create a new norm where physical activity is a fundamental aspect of a young person’s success both in the classroom and in life.”

- First Lady Michelle Obama about the 2015 Let’s Move! Active Schools National Award recipients
The odds of a school receiving a National Award were:

**7x higher** for schools that received customized professional development

**2x higher** for schools that received an activation grant

**1.5x higher** for schools with a trained Physical Activity Leader (PAL)
Collective Impact

No single organization is responsible for any major social problem, nor can any single organization cure it. Collective impact is the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem — who believe that large-scale social change comes from better cross-sector coordination rather than from the isolated intervention of individual organizations. Lack of physical activity among our nation’s youth, caused in part by a lack of Active School environments across the U.S., is a major social problem that is benefitting, and will continue to benefit, from the collective impact efforts of the Let’s Move! Active Schools national collaborative.

Let’s Move! Active Schools has fully embraced the five conditions of collective impact. However, maximum performance in areas requiring shared thought and action requires deep and long-term commitment. Success is a marathon, not a sprint. The ever-important collective impact condition of shared measurement involves data sharing and technology solutions, and Let’s Move! Active Schools is focused on developing a common path forward for this complex and expensive need.

The Five Conditions of Collective Impact

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<tr>
<th>Condition</th>
<th>Description</th>
<th>Achieved?</th>
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<tr>
<td><strong>Common Agenda</strong></td>
<td>All participants share a vision for change that includes a common understanding of the problem and joint approach to solving the problem through agreed-upon actions.</td>
<td>✓</td>
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<tr>
<td><strong>Shared Measurement</strong></td>
<td>All participating organizations agree on the ways success will be measured and reported, with a short list of common indicators identified and used for learning and improvement.</td>
<td>In progress</td>
</tr>
<tr>
<td><strong>Mutually Reinforcing Activities</strong></td>
<td>A diverse set of stakeholders, typically across sectors, coordinate a set of differentiated activities through a mutually reinforcing plan of action.</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Continuous Communication</strong></td>
<td>All players engage in frequent and structured open communication to build trust, assure mutual objectives, and create common motivation.</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Backbone Support</strong></td>
<td>An independent, funded staff dedicated to the initiative provides ongoing support by guiding the initiative’s vision and strategy, supporting aligned activities, establishing shared measurement practices, building public will, advancing policy, and mobilizing resources.</td>
<td>✓</td>
</tr>
</tbody>
</table>
The five conditions, however, are not themselves sufficient. Achieving collective impact requires fundamental mindset shifts around:

- Who is involved: get all the right eyes on the problem
- How they work together: the relational is as important as the rational; structure is as important as strategy; sharing credit is as important as taking credit
- How progress happens: pay attention to adaptive work, not just technical solutions; look for silver buckshot instead of the silver bullet

All collective impact is a work in progress, and Let’s Move! Active Schools is no exception.
Every child deserves the opportunity to learn and develop in an Active School environment, and every school needs Active School champions. Anyone can be that champion.

We need corporations, foundations, agencies and non-profits to provide grant, training and infrastructure funding.

We need media outlets to megaphone the “Active Kids Do Better” message and support local schools in shifting the educational experience to one where physical education and physical activity are just as important as math and reading.

We need state departments of health and education and state-level organizations engaged in child health, obesity prevention, and school physical education and physical activity to mobilize their school districts around the Let’s Move! Active Schools model and resources, such as Let’s Move! Active Kansas Schools and Active Schools Minnesota are doing.

We need school districts to enroll all their schools in Let’s Move! Active Schools and ask their physical education coordinator to encourage schools to complete their Assessment, apply for activation grants, and schedule no-cost professional development for their district.

And we need teachers, administrators, parents and community members to enroll your school and join its Let’s Move! Active Schools team at www.letsmoveschools.org, and then rally together to transform your school into an Active School. If we don’t do it, who will?

Active Schools Spotlight: Dallas Environmental Science Academy (Dallas, TX)

Dallas Environmental Science Academy was already making great strides in getting students moving with 90 minutes of physical education either two or three times each week and a 10-15 minute recess break after lunch. But physical education teacher Louis Collins knew they could do more. So, Collins and his team got to work using Let’s Move! Active Schools’ online resources, generating creative physical activity ideas to get 400+ students, more than 77 percent of whom are economically disadvantaged, moving more by:

- Forming a student wellness committee to spread healthy messages peer-to-peer
- Starting Moving Mondays, all-school student-led exercises
- Utilizing Fuel Up to Play 60 to help students to set goals at the beginning of the year

While Collins can tell their Active School efforts are paying off by student and staff enthusiasm, their measures of success are more than anecdotal. Since expanding its physical education and physical activity offerings, student attendance has increased by 3.8 percent, more students tested in advanced categories in math and reading, math scores rose from 29.4 to 30.7, and reading scores jumped from 35.1 to 39.7.

If we don’t do it, who will?