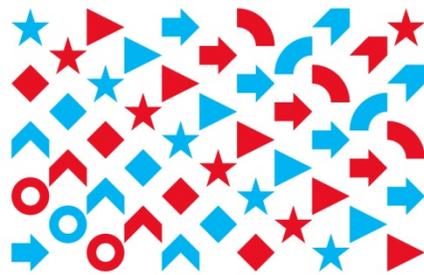




Active Schools

Media Kit



Let's Active
Move Schools

Childhood obesity and physical inactivity are too prevalent across America. In fact, research shows that an astounding 2 out of 3 kids aren't moving enough.

Powered by a national collaborative of leading health, education and private sector organizations, *Let's Move! Active Schools* strives to reverse that statistic by ensuring 60 minutes of physical activity a day is the new norm in K-12 schools across the country.

So why use schools as the platform to curb childhood obesity and get our youth physically active? Because kids spend on average 6-7 hours a day in school, and we often find that if they don't move there, they don't move at all. Also, the research is loud and clear: physical activity has a positive impact on academic performance, behavior, focus and attendance.

On February 28, 2013, First Lady Michelle Obama launched *Let's Move! Active Schools* as part of the *Let's Move!* initiative. Founded on the premise that *we are all designed to move*, the effort strives to create positive experiences for children by integrating physical activity into everyday life.

Today, *Let's Move! Active Schools* is the national solution aimed at inspiring increased physical education and physical activity in schools, ultimately giving children the opportunity to reach their greatest potential both in the classroom and in life. The goal is to enroll 50,000 schools in *Let's Move! Active Schools* and impact 25 million kids by 2018. Please join us in this effort and in spreading the *Let's Move! Active Schools* message to parents, teachers and the general public.

Here, you will find everything you need to get in the game, including:

- ★ **An Active Schools Overview**
- ➔ **FAQs**
- ➔ **The Research**
- **Communications Tools**

CONTACT INFORMATION

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OVERVIEW

Let's Move! Active Schools is the national solution to ensure 60 minutes of physical activity a day is the new norm for schools.

Let's Move! Active Schools streamlines the selection of physical activity and physical education programs, resources, professional development and funding opportunities, and delivers a customized Action Plan. We make it simple for teachers and strategic for administrators by equipping schools with an individualized, evidenced-based Action Plan.

Ultimately, *Let's Move! Active Schools* is all about helping schools develop learning environments in which physical activity and physical education are foundational to academic success.

15,000+ Schools Enrolled
16,000+ *Let's Move! Active Schools* Champions
9 million+ Kids Impacted
19 School Districts Fully Enrolled
698 2014 *Let's Move! Active Schools* National Recognition Awardees
(#s updated April 15, 2015)



FAQS

What is an Active School?

An Active School incorporates physical activity before, during, and after school for at least 60 minutes every day.

What does an Active School look like?

- **Physical Education.** Provide effective physical education instruction that is fun and inclusive.
- **Physical Activity During School.** Create active classrooms. Include physical activity breaks in lessons.
- ◆ **Physical Activity Before & After School.** Offer students opportunities to begin and end their day with physical activity.
- **Staff Involvement.** Emphasize physical activity as a priority for the whole staff.
- **Family & Community Engagement.** Connect with the community. Make your school the center for physical activity.

How does *Let's Move! Active Schools* help educators?

With a plethora of physical activity and physical education resources, programs and funding opportunities, teachers are often overwhelmed and not sure which to choose. *Let's Move! Active Schools* solves that problem by helping navigate the overpopulated landscape of options, and delivering a **customized** Action Plan that makes sense for each school. The best part is that *Let's Move! Active Schools* is FREE, easy and results in a comprehensive, individualized approach to getting students moving for at least 60 minutes.

Let's Move! Active Schools helps schools increase physical activity opportunities for students by...

- Leveraging its powerful network of national health, education and private sector organizations.
- Matching schools with evidence-based programs, resources and initiatives.
- ◆ Elevating the role of physical education teachers.
- Equipping school and district leaders to enact system-change.
- Funding physical activity and physical education programming and curriculum.

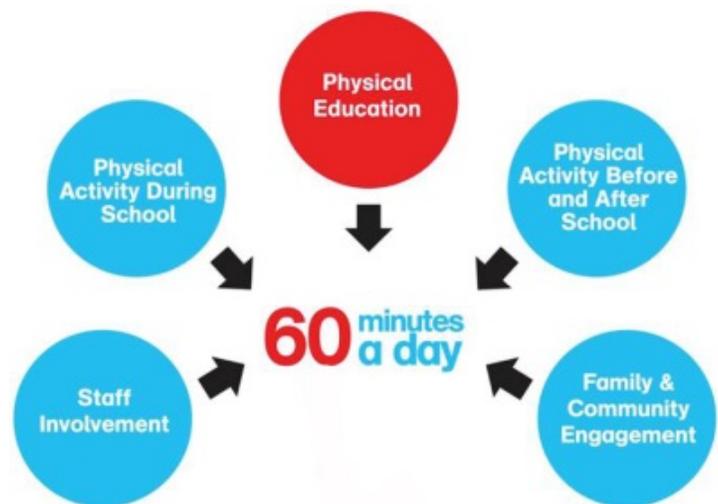
Who can sign up?

Anyone can sign up to champion the *Let's Move! Active Schools* movement at www.letsmoveschools.org. We need school leaders, teachers, parents, and community members to work together to get our nation's kids moving again.

How does it work?

After signing up on www.letsmoveschools.org, Active Schools team members will be guided through a simple three-step process:

1. **EVALUATE.** How is your school already moving? Our Assessment will show where you already shine and where you need to step it up. Then, develop your Action Plan and get moving.
2. **ACTIVATE.** Amplify your Action Plan. Identify the resources, programs, and initiatives that make sense for your school.
3. **CELEBRATE.** You've planned, you've acted...now celebrate! Apply for the *Let's Move! Active Schools* National Award.



Let's Move! Active Schools is based off a Comprehensive School Physical Activity Program (CSPAP). What does that mean? A Comprehensive School Physical Activity Program (CSPAP) is a multi-component approach by which school districts and schools use all opportunities for students to be physically active, meet the nationally recommended 60 minutes of physical activity each day, and develop the knowledge, skills and confidence to be physically active for a lifetime. A CSPAP reflects strong coordination and synergy across all of the components: quality physical education as the foundation; physical activity before, during, and after school; staff involvement; and family and community engagement.

How are schools assessed?

Let's Move! Active Schools adopted the Centers for Disease Control and Prevention's (CDC) School Health Index (SHI), a widely used self-assessment, to evaluate schools in the following areas:

1. **PHYSICAL EDUCATION: Minutes/Years of physical education**
2. **PHYSICAL EDUCATION: Sequential physical education curriculum consistent with standards**
3. **PHYSICAL EDUCATION: Address special health care needs**
4. **PHYSICAL EDUCATION: Health-related fitness**
5. **PHYSICAL ACTIVITY BEFORE/AFTER SCHOOL: Promotion or support of walking and bicycling to school**
6. **PHYSICAL ACTIVITY BEFORE/AFTER SCHOOL: Availability of before- and after-school physical activity opportunities**
7. **PHYSICAL ACTIVITY DURING SCHOOL: Availability of physical activity breaks in classrooms**
8. **STAFF INVOLVEMENT: Modeling physical activity behaviors**
9. **FAMILY & COMMUNITY INVOLVEMENT: Promote community physical activities**

How does the of Let's Move! Active Schools national collaborative help shape a future where physical activity is the norm?

There is power in having the nation's best and brightest come together to solve a problem. *Let's Move! Active Schools* is founded on the premise that a holistic, inclusive approach is necessary for lasting and sustainable change. The national collaborative's reach and resources are key assets in the *Let's Move! Active Schools* framework and enable each school to receive a customized Action Plan. Collectively, we strive to create early, positive experiences for children that in turn, motivate kids to be active for a lifetime.

NATIONAL COLLABORATIVE

Action for Healthy Kids
Alliance for a Healthier Generation
Athletes for Hope
BOKS
ChildObesity180
GENYOUth Foundation
GoNoodle
Good Sports
Kaiser Permanente
KIDS in the GAME
Let's Move!
NBA FIT
NIKE, Inc. Partnership for a Healthier America
President's Council on Fitness, Sports and Nutrition
Safe Routes to School National Partnership
SHAPE America
SPARK
U.S. Department of Health and Human Services
USA Track & Field

What additional support is available for schools?

For any school leaders, physical educators or Active Schools champions that need additional help along the Active Schools journey, the Customer Support Center is ready to assist at 1-855-972-0876 or help@letsmoveschools.org. The Customer Support Center team is available M-F from 9AM– 7 PM ET.

THE RESEARCH

Active Kids Do Better.

Studies show that physical activity not only helps kids stay healthy and strong, but it can also lead to:

- Higher test scores
- Improved attendance
- Better behavior in class
- Lower rates of childhood obesity
- A lifetime of healthy habits

How does physical activity affect academic achievement?

Here's the latest research linking physical activity to academic achievement from [the 2014 CDC Health and Academic Achievement Report](#):

- ▲ Students who are physically active tend to have better grades, school attendance, cognitive performance (e.g., memory), and classroom behaviors (e.g., on-task behavior).¹
- ▲ Higher physical activity and physical fitness levels are associated with improved cognitive performance (e.g., concentration, memory) among students.¹
- ▲ More participation in physical education class has been associated with better grades, standardized test scores, and classroom behavior (e.g., on-task behavior) among students.¹
- ▲ Increased time spent for physical education does not negatively affect students' academic achievement.¹
- ▲ Time spent in recess has been shown to positively affect students' cognitive performance (e.g., attention, concentration) and classroom behaviors (e.g., not misbehaving).¹
- ▲ Brief classroom physical activity breaks (i.e., 5-10 minutes) are associated with improved cognitive performance (e.g., attention, concentration), classroom behavior (e.g., on-task behavior), and educational outcomes (e.g., standardized test scores, reading literacy scores, math fluency scores) among students.¹
- ▲ Participation in extracurricular physical activities such as interscholastic sports has been associated with higher grade point averages (GPAs), lower drop-out rates, and fewer disciplinary problems among students.¹

Understanding the Importance of Physical Activity

How Does Physical Activity Help?

- ★ Builds healthy bones and muscles.²
- ★ Decreases the likelihood of obesity and diseases like type 2 diabetes and heart disease.²
- ★ Reduces anxiety and depression and promotes positive mental health.²

How Much Physical Activity Do Youth Need?

- ◆ Children and adolescents should participate in 60 minutes (1 hour) or more of physical activity daily.³
- ◆ Activities should be age-appropriate, enjoyable, and offer variety.³
 - Examples of aerobic activities include: bike riding, walking, running, dancing, and active games like tag, soccer and basketball.
 - Examples of muscle-strengthening activities include: climbing a tree, gymnastics, push-ups, pull-ups and weight lifting.
 - Examples of bone-strengthening activities include: hopping, skipping, jumping, running, and sports like gymnastics, basketball and tennis.

How Physically Active Are Youth?

- In 2011, only 29% of high school students said they were physically active at least 60 minutes/day.⁵
- In 1991, 42% of high school students said they attended physical education classes every day. By 2011, only 31% said they participated in physical education classes every day.
- In 2011, 56% of high school students said they had participated in muscle strengthening activities at least 3 days per week.²



Why Should Schools Provide Physical Activity Programs?

- Youth who are physically active benefit physically, mentally and emotionally.
- Youth who are physically active can do better in school.
- Comprehensive school-based physical activity programs can help youth meet most of their physical activity needs.

How much physical activity do youths need?

Children and adolescents should participate in **60 minutes** (1 hour) or more of physical activity daily.³

➤ **Aerobic activities:** Most of the 60 or more minutes per day should be either moderate- or vigorous-intensity aerobic physical activity. Vigorous-intensity physical activity should be included at least 3 days per week.³

➤ **Muscle-strengthening activities:** Include muscle-strengthening physical activity on at least 3 days of

- the week, as part of the 60 or more minutes.³
- **Bone-strengthening activities:** Include bone-strengthening physical activity on at least 3 days of the week, as part of the 60 or more minutes.³
- Activities should be age-appropriate, enjoyable, and offer variety.³

Status of Physical Activity in School-Aged Youth

- ▶ 2 in 3 kids in America today are inactive⁶
- ▶ 12.5 million (17%) children and adolescents ages 2-19 are obese.⁵

Prevalence of Physical Activity and Physical Education in Schools

- ★ 3.8% of elementary schools, 7.9% of middle schools, and 2.1% of high schools provided daily physical education or its equivalent (150 minutes per week in elementary schools; 225 minutes per week in middle schools and high schools) for the entire school year (36 weeks) for students in all grades in the school.⁷
- ★ In 2013, 52% of US high school students did not attend physical education classes in an average week they were in school.⁸
- ★ Only 2% of all US high school are required students to take daily PE or its equivalent.⁷
- ★ 55% of US high schools do not offer opportunities for students to participate in intramural activities or physical activity clubs.⁷
- ★ In 2013, only 29% percent of high school students had participated in at least 60 minutes per day of physical activity on each of the 7 days before the survey.⁸

1 CDC. Health academic achievement report. Atlanta, GA: U.S. Department of Health and Human Services; 2014.
 2 U.S. Department of Health and Human Services. Physical activity guidelines advisory committee report. Washington, DC: U.S. Department of Health and Human Services, 2008.
 3 U.S. Department of Health and Human Services. 2008 Physical activity guidelines for Americans. Washington, DC: U.S. Department of Health and Human Services, 2008
 4 CDC. The association between school-based physical activity, including physical education, and academic performance. Atlanta, GA: U.S. Department of Health and Human Services; 2010.
 5 Centers for Disease Control and Prevention. National Youth Risk Behavior Surveillance-United States, 2011. MMWR. 2012;61 (No.SS-5):35-38.
 6 National Association for Sport and Physical Education. *The Fitness Equation: Physical Activity + Balanced Diet = Fit Kids*. Reston, VA: National Association for Sport and Physical Education, 1999.
 7 CDC. *School Health Policies and Practices Study*. Atlanta, GA: U.S. Department of Health and Human Services; 2006.
 8 Centers for Disease Control and Prevention. National Youth Risk Behavior Surveillance-United States. 2013.

COMMUNICATION TOOLS

Latest Stories

- <http://www.letsmoveschools.org/latest-stories/>

2014 *Let's Move!* Active Schools National Award Information

- ★ <http://www.letsmoveschools.org/latest-stories/2014/9/3/lets-move-active-schools-announces-2014-national-recognition-award-winners>

Videos

- **Kids Love Active Schools** - <http://youtu.be/AxeFpfVyycM>
- **Active Schools = Successful Students** - <http://youtu.be/oJU4jOZjmYQ>
- **Rosebud Reservation's Kids Move in Schools** - <http://youtu.be/Jba5B7hoSOM>

Infographic

- <https://v2-letsmoveschools.squarespace.com/infographic>

Social Media

- Get in on the *Let's Move!* Active Schools action by following [@LetsMove](#) #ActiveSchools on Twitter and by visiting our [YouTube](#) page.