

Progress and Promise: 2016 in Review



Physical activity is good for kids, and it's fun! But with only 1 out of 3 children getting the nationally-recommended 60 minutes of physical activity a day, the health of our country's future leaders is at risk.

Since day one, *Let's Move!* Active Schools has been on a mission to get kids more active. On February 28, 2013, former First Lady Michelle Obama launched *Let's Move!* Active Schools as part of her larger *Let's Move!* initiative, providing an unprecedented platform to lift up the importance of school physical education and physical activity.

So, in 2016, the question on everyone's mind was: will *Let's Move!* Active Schools continue?

The short answer is: yes, *Let's Move!* Active Schools is here to stay.

You will see this loud and clear in our continued progress over the past year and as we prepare for a new *Let's Move!* Active Schools era.

With a 2017-2019 strategic plan being finalized in March, you can

expect *Let's Move!* Active Schools to shift its energy to building a nationwide movement in support of physical education and physical activity in schools.

For this new path ahead, we will harness the power of our partner organizations and their networks as well as individual champions to reimagine school environments that include academic, social-emotional, and physical learning so all kids have the ability, confidence, and desire to lead active, healthy lives.

Thank you for rallying around a future where all kids learn in a school where at least 60 minutes of physical activity a day is the norm. Together, we will continue to make this vision a reality.

We hope that you will join the Active Schools movement and tune in to how our work will evolve during 2017 and beyond.

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22,210

U.S. schools enrolled in *Let's Move!* Active Schools

31,294

School champions signed up to support the movement

12,361,006

Students served by enrolled schools

1,408

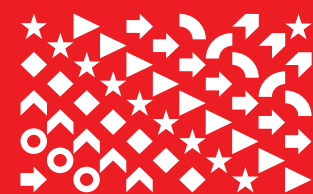
Schools that have received a *Let's Move!* Active Schools National Award

532

School districts (5+ schools) with 50+% of schools enrolled

43

Partner organizations



Let's Move! Active Schools

2016 Stats and Highlights

Through December 31, 2016

Demographics

States with the highest percentage of schools enrolled

- 72% - West Virginia
- 49% - District of Columbia
- 44% - Kentucky

Let's Move! Active Schools champions are...

- 43% - Physical Education Teachers
- 17% - School or District Staff, other than Physical Education Teachers or Administrators
- 12% - Administrators
- 28% - Other

Schools enrolled 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

Supporting Schools and Champions

Activation Grants

- 5,481 - Activation grants awarded
- \$10,573,377 - Activation grant funds awarded

Let's Move! Active Schools grant-making partners include: Action for Healthy Kids, Activity Works, BOKS, ChildObesity180, Fuel Up to Play 60 (GENYOUth), Good Sports, KIDS in the GAME, Marathon Kids, Oregon Active Schools, Presidential Youth Fitness Program, Safe Routes to School National Partnership, Sportime featuring SPARK, UNICEF Kid Power, USA Track and Field, and Yoga Foster

Professional Development

- 162 - Physical Activity Leader (PAL) Trainings conducted
- 4,976 - Physical Activity Leaders (PALs) trained

Discounts and Progress Incentives

- 2,009 - Schools eligible to receive a progress incentive provided by Let's Move! Active Schools partners
- 14% - Eligible schools that received a progress incentive
- 2,455 - Visitors to the exclusive Discounts and Special Offers webpage

Key Moments

1/4 - 2/6: [NBA FIT Active Schools Promotion](#)

2/20 - 3/4: [S&S Worldwide Physical Activity Dream Cart Promotion](#)

3/29: [Lakeshore Foundation-National Center on Health, Physical Activity and Disability \(NCHPAD\), Polar, StandUpKids, UNICEF Kid Power, and Yoga Foster join the national collaborative](#)

4/7: [Let's Move! Active Schools General Session at the 2016 SHAPE America National Convention & Expo \(Minneapolis, MN\)](#)

4/7: [Cyndee Johnson wins 2016 Outstanding Physical Activity Leader \(PAL\) Award](#)

5/20: [Athletes for Hope and Sportime featuring SPARK receive the inaugural Partner of the Year Award at the 2016 Building a Healthier Future Summit \(Washington, DC\)](#)

6/22: [West Virginia becomes first state to enroll all public elementary schools](#)

8/1: 20,000 schools enrolled

9/1: [A World Fit for Kids!, Activity Works, Association for Middle Level Education, CATCH Global Foundation, Ergotron, National Foundation on Fitness, Sports & Nutrition, PlayCore, Playworks, and Sqord join the national collaborative](#)

9/7: [544 schools earn the 2016 Let's Move! Active Schools National Award](#)

9/26 - 10/1: ["Athletes for Active Schools Week" by Athletes for Hope](#)

9/30: [Let's Move! Active Schools presents first-ever district awards at the 2016 Alliance for a Healthier Generation's Leaders Summit \(Washington, DC\)](#)

10/6 - 12/6: [Inclusive Physical Education and Physical Activity Video Contest](#)

10/6 - 12/10: [Sportime featuring SPARK Specialty Workshop Contest](#)

11/1 - 12/9: [LearnFit Active Schools Contest by Ergotron](#)

11/15: [Launch of Let's Move! Active Schools interactive infographic](#)

12/8: [Let's Move! Active Schools Partner Reception at White House](#)