June Keenan, CEO
April 22, 2013
What is Activity Works?

A series of twelve minute, cross-curricular, standards-based activity bursts that enhances core curriculum content and stimulates metabolism through multi-sensory aerobic exercise.
Schools: Three Drivers of Need

- State Mandates for Physical Activity
- Academic Performance
- Wellness Policies
“Spark: The Revolutionary New Science of Exercise and the Brain”

- John Ratey
  MD, Harvard Psychiatrist
Collaborative Solution Design
Five Success Criteria

1. Engaging
2. Impactful
3. Scalable
4. Sustainable
5. Measurable
Design Solution
Multi-Sensory Instruction

- 250+ Approved Movements
- Age Appropriate
- Controlled Intensity
Multi-Sensory Instruction

- Animated Video
- Cast Variety
- Scene Drama
- Emotional Response
Multi-Sensory Instruction

- Unique Music
- Male & Female Narrators
- Sound Effects
Multi-Sensory Instruction

• Contextual Movement
• Engages Imagination
• Immersive Experience
With Controlled Cardio-Pulmonary Intensity
Physiological Impact

**Inputs**

- 10 minutes of MVPA (CDC endorsed)
- 50 calories burned per episode
- 1,000 steps per episode
- ½ mile per episode
Physiological Impact

**Inputs**
- 10 minutes of MVPA (CDC endorsed)
- 50 calories burned per episode
- 1,000 steps per episode
- ½ mile per episode

**Outputs**
- Calorie burn
- Aerobic fitness
- Oxygen flow
- Neurotransmission
- Calming Effect
- Focus & Attention
Episode Design

PE Curricula

Age Appropriate Movements

PE-Based Curricula
Episode Design

Diagram showing the relationship between Core Curricula, Cross Curricula Content, Core Curricula Standards, Age Appropriate Movements, and PE-Based Curricula.
“The Human Body”

- Story Line: A journey through the body.
- PE Curricula: Coordination and balance.
Easy to Use Cloud-Based Solution
Real-Time Metrics

#### Daily Usage

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<th>Date</th>
<th>Sessions</th>
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1/25 Sessions: 32

#### District: Philadelphia

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Activity Works Classroom Toolkit

• 20 Activity Adventures
• Teacher Lesson Guide
• Tracking Calendars
• Reward Stickers
• Recognition Certificates
• Motivational Poster
• Parent Newsletters
• Teacher Instructions
• Web Navigation Guide