

# Active Schools: Helping Students Reach Their Greatest Potential

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**OCTOBER 17, 2013**

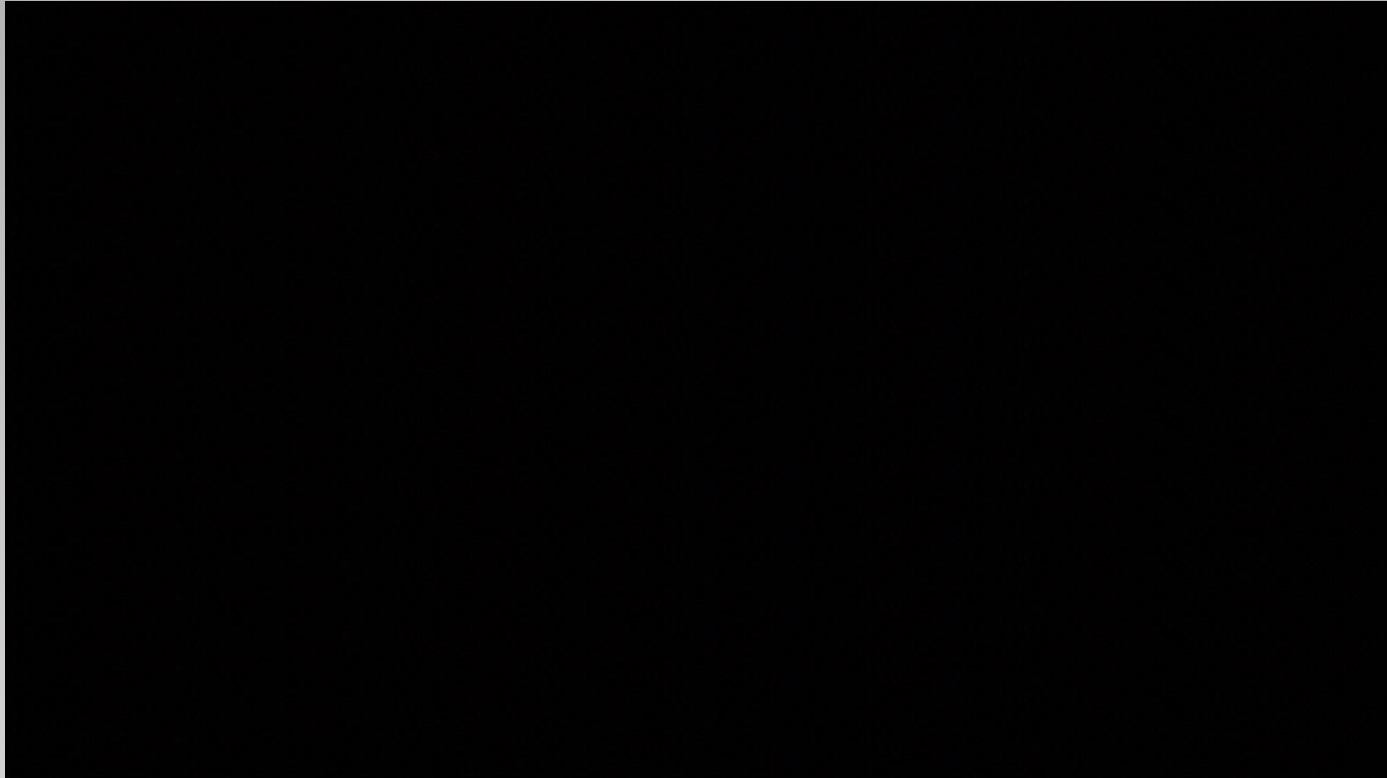
**BARCELONA, SPAIN**



**Let's Move! Active Schools**

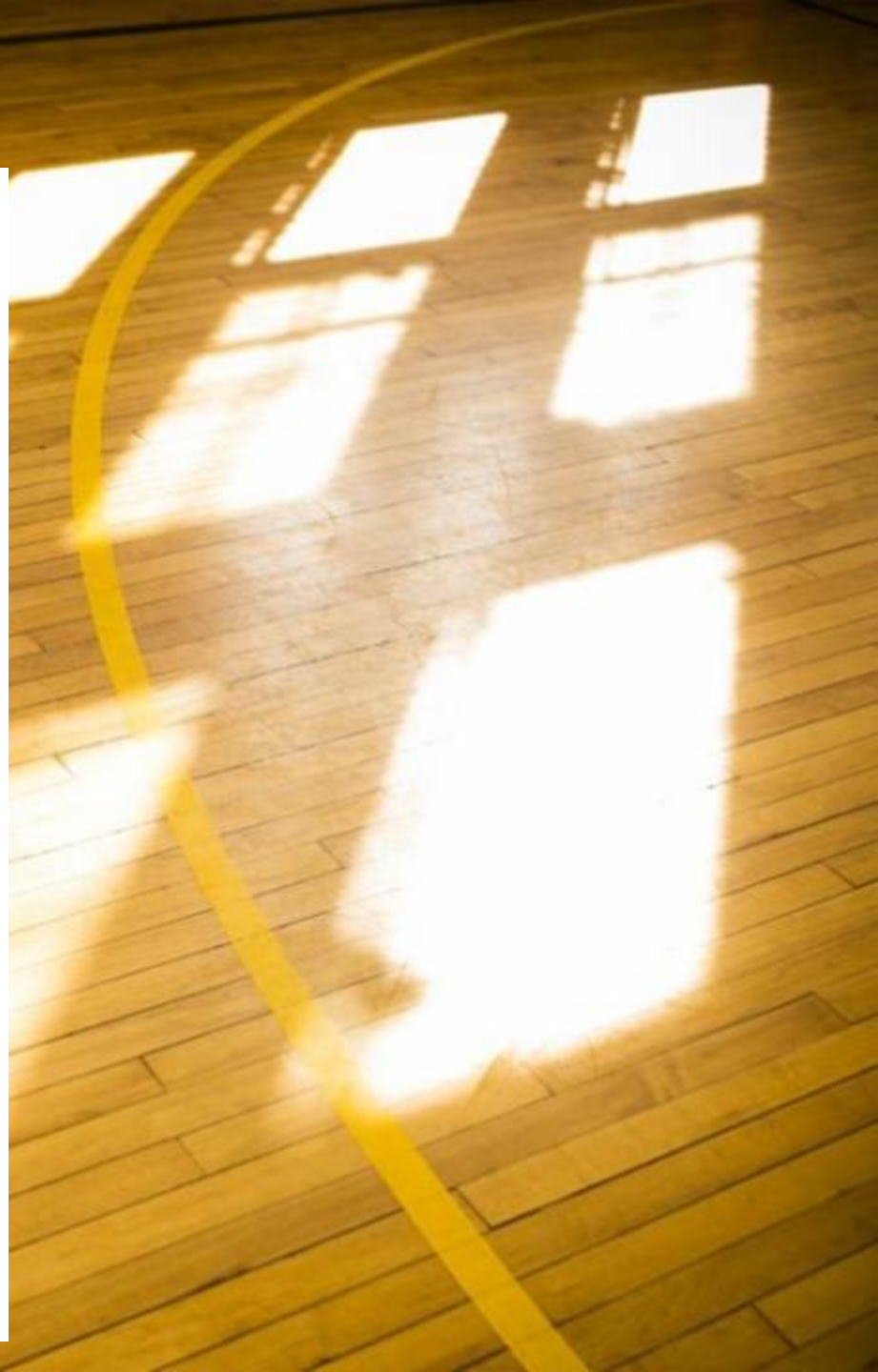


5 EXTRA YEARS



**CAN WE GIVE IT BACK?**

- Today's Landscape
- What is an Active School?
- How We'll Get There
- Six Step Process
- Physical Education at the Core
- Components of the Presidential Youth Fitness Program
- I Can Do It, You Can Do It?





A high-angle, wide shot of a large group of children, likely students, gathered in a schoolyard or playground. The children are of various ethnicities and ages, ranging from young children to teenagers. Many of them have their arms raised in the air, suggesting a celebratory or energetic activity. They are wearing casual clothing like t-shirts, tank tops, and shorts. The ground is paved asphalt with some colorful markings. The overall atmosphere is bright and lively, with strong shadows indicating it's a sunny day.

# 50 Million Kids in the US Attend Public Schools





# The Love Mo

A photograph of a schoolyard with a hopscotch grid painted on a concrete sidewalk. The grid consists of four rectangular boxes, each containing a number from 1 to 4, arranged in a descending staircase pattern. The numbers are painted in blue. The background shows a paved path leading towards a school building with red brick walls and white columns, flanked by green bushes and trees. A person is visible in the distance on the path.

**But their opportunities  
have become  
limited.**



A young girl with curly hair, wearing a green V-neck shirt with white stripes on the sleeves, stands in a park. In the background, there is a yellow and blue playground structure and lush green trees. The scene is brightly lit, suggesting a sunny day.

The result?

**2 out of 3 kids  
today are  
physically  
inactive.**

- 
- But decreased attention span

▶ **poor attendance**

▶ and lower academic achievement

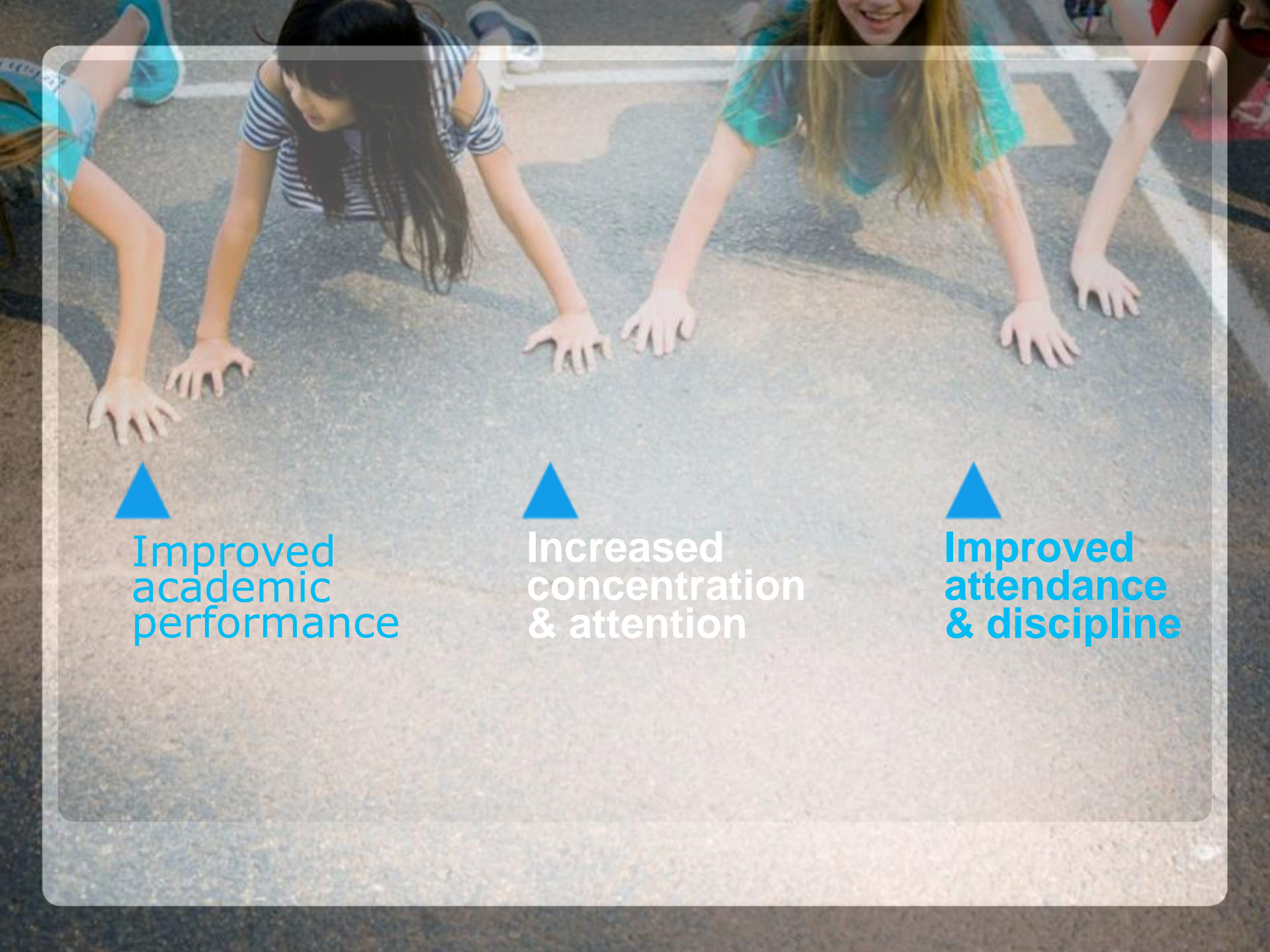
**Contributing to not only health issues...**



A photograph of children in a starting position for a race, wearing red and blue athletic gear, with orange cones visible in the background. The image is used as a background for a presentation slide.

The insight

**Active  
Kids  
Do  
Better**



Improved  
academic  
performance



Increased  
concentration  
& attention



Improved  
attendance  
& discipline



**Focus on schools as a hub to get kids moving throughout the day**



# Active Schools

From.....To

**Physical  
activity  
not  
a priority**

**Students  
moving before,  
during & after  
school**



## DESIGNED TO MOVE

A Physical Activity Action Agenda

# ONE VISION, TWO ASKS

## WE ARE DESIGNED TO MOVE

### VISION

**FUTURE GENERATIONS RUNNING,  
JUMPING AND KICKING TO REACH  
THEIR GREATEST POTENTIAL**

### ASK 1

**CREATE EARLY POSITIVE  
EXPERIENCES FOR CHILDREN**

A generation that enjoys positive  
ation,  
rty in life  
w future.  
ycles  
y exist,  
art.

### ASK 2

**INTEGRATE PHYSICAL ACTIVITY  
INTO EVERYDAY LIFE**

Economies, cities and cultures can  
be sha  
and ex  
In fact,  
bright  
for all.

## ASK 1

**CREATE EARLY POSITIVE  
EXPERIENCES FOR CHILDREN**

## ASK 2

**INTEGRATE PHYSICAL ACTIVITY  
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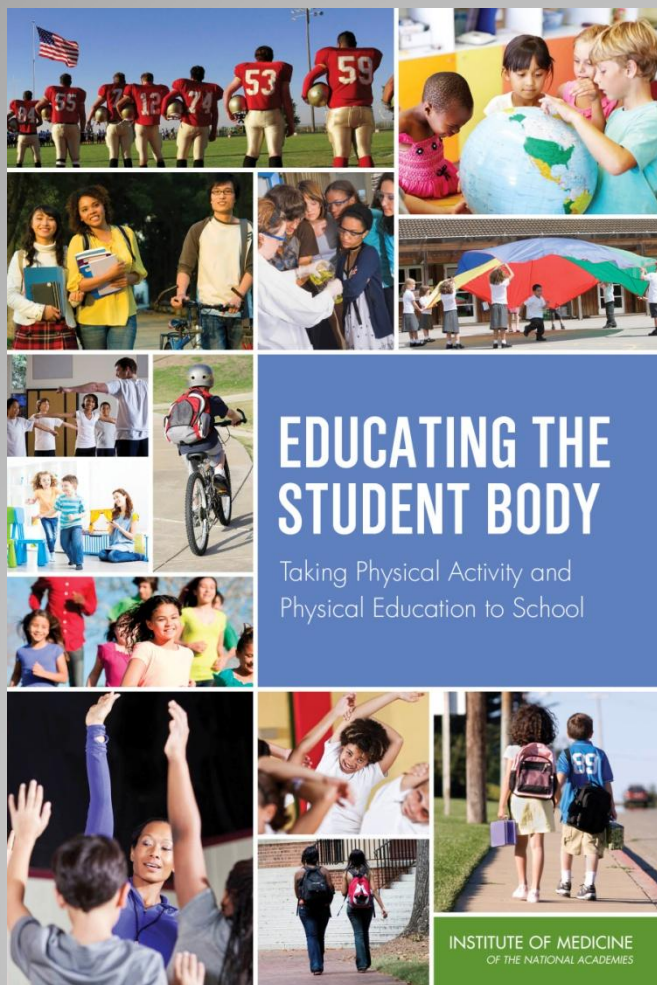
# 2 COMMON FRAMEWORK

# NIKE's™ Design to Move: A Physical Activity Action Agenda



1. Universal Access:
  - Designed for hardest reach.
2. Age Appropriate:
  - Six is not sixteen. Make it fit.
3. Dosage & Duration:
  - Getting to optimal.
4. Fun:
  - Let kids be kids
5. Incentives & Motivation:
  - Make 'em want it.
6. Feedback to Kids:
  - How am I doing?
7. Teach/Coach Mentor:
  - Make or break. It's all in the teachers.





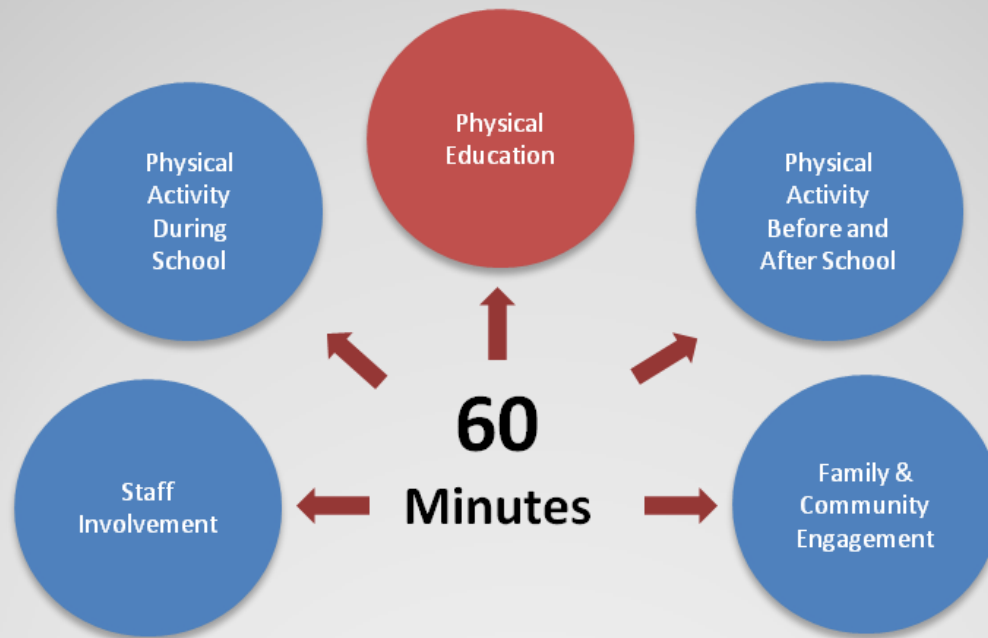
# Educating the Student Body: Taking Physical Activity and Physical Education to School

- IOM Report released May 23, 2013
- Provides six recommendations for district and school administrators, teachers, and policy makers at the state and federal levels



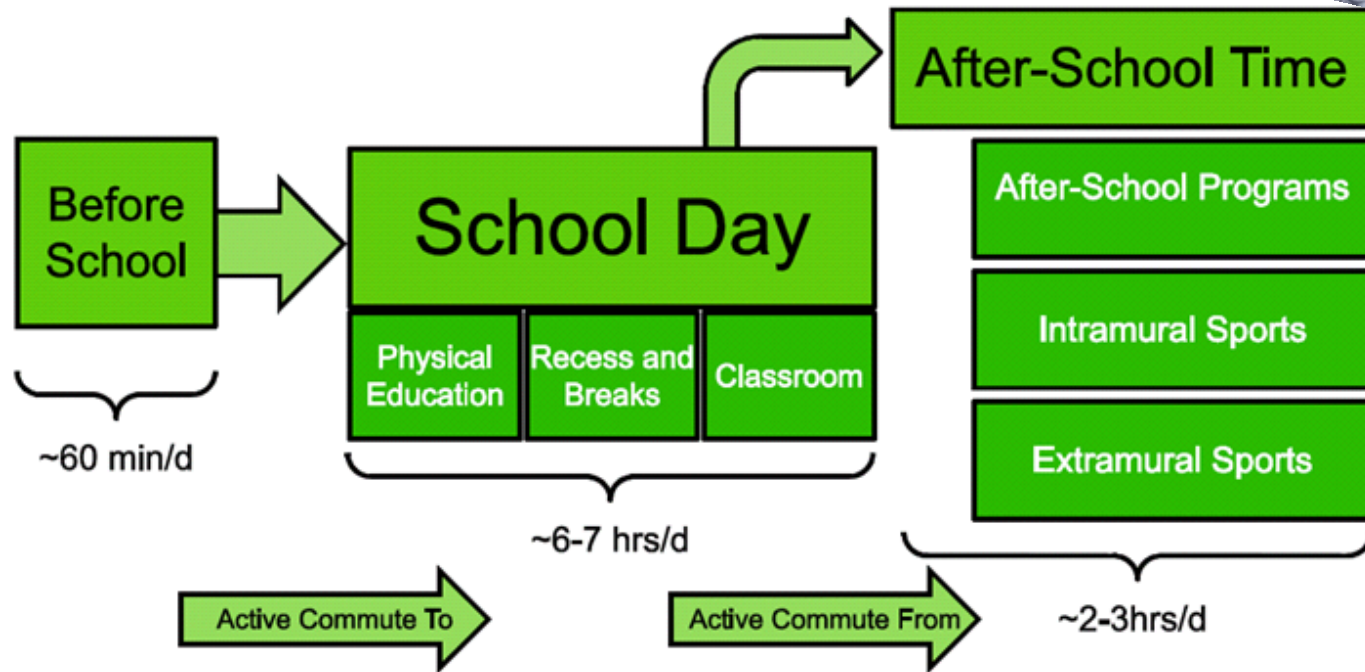
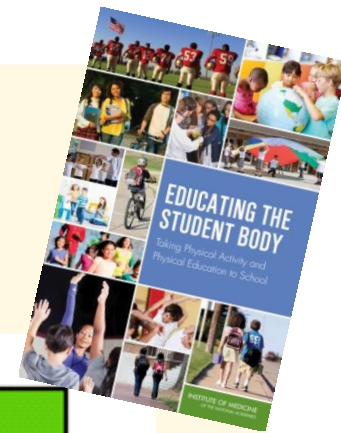
# Whole-of-School Approach: *Let's Move! Active Schools*

A comprehensive program that empowers school champions to create active environments that enable all students to get moving and reach their full potential.





# Taking a Whole-of-School Approach



- IOM VIDEO



**Educating the Student Body**





**What is  
Let's Move  
Active Schools?**



childobesity180  
reverse the trend.



KAISER  
PERMANENTE®




American Alliance for  
Health, Physical Education,  
Recreation and Dance

# A concerted effort

Let's Active  
Move. Schools

PARTNERSHIP FOR A  
HEALTHIER  
AMERICA



Reebok 



ALLIANCE FOR A  
HEALTHIER  
GENERATION 



An aerial photograph of a school playground. The ground is paved and marked with white lines and various colored squares (red, yellow, blue, green) to delineate different activity zones. In the top right corner, a person is visible running or jumping. The text is overlaid on a semi-transparent grey box in the center-left of the image.

**Let's Move Active Schools Mission:**  
Empower **champions** to create  
active school environments that  
enable all students to **get moving**  
and reach their **greatest potential.**





**An Active  
School...**

**Creates  
early positive  
experiences for  
children**



**Reintegrates  
physical activity  
into everyday  
life**





**1.** STAFF  
INVOLVEMENT

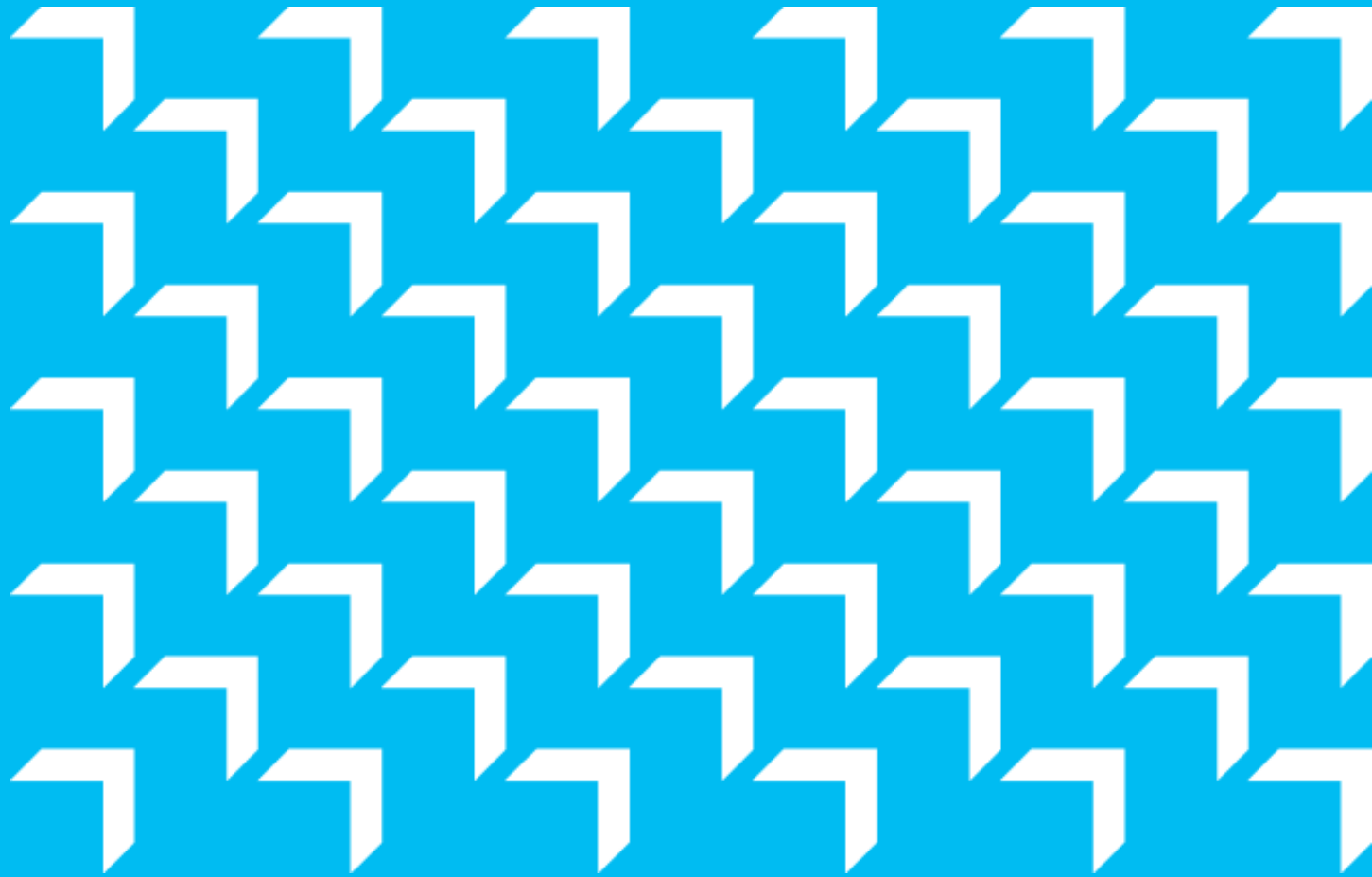
**2.** PA  
DURING  
SCHOOL

**3.** QUALITY  
PE

## The critical components

**4.** PA BEFORE  
& AFTER  
SCHOOL

**5.** FAMILY &  
COMMUNITY  
ENGAGEMENT



**How we'll get there**





# Change

the conversation to get  
physical activity  
prioritized in schools



# Activate Deliver

champions  
to initiate  
Active Schools

early positive  
experiences to kids  
via Active Schools



A young boy with a joyful expression is the central figure, wearing a bright orange t-shirt with the words 'LIGHT UP' printed in white. He is standing on an outdoor basketball court, with other children and trees visible in the background. The scene is bright and sunny, suggesting a positive, active environment.

# Change starts with a “Champion”

A school champion can be a...

P.E. teacher

Classroom teacher

Administrator

Nurse

Wellness Coordinator

Parent



A person, likely a young woman, is smiling and holding a large orange basketball in front of her. She is wearing a black and red athletic shirt. The background is blurred, suggesting an indoor sports setting.

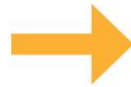
# Six Step Process

# *Let's Move! Active Schools:* Six Step Process



**1.**

**BUILD SUPPORT**



**2.**

**ASSESS**



**3.**

**DEVELOP YOUR ACTION PLAN**



**4.**

**EXPLORE RESOURCES**



**5.**

**TAKE ACTION**

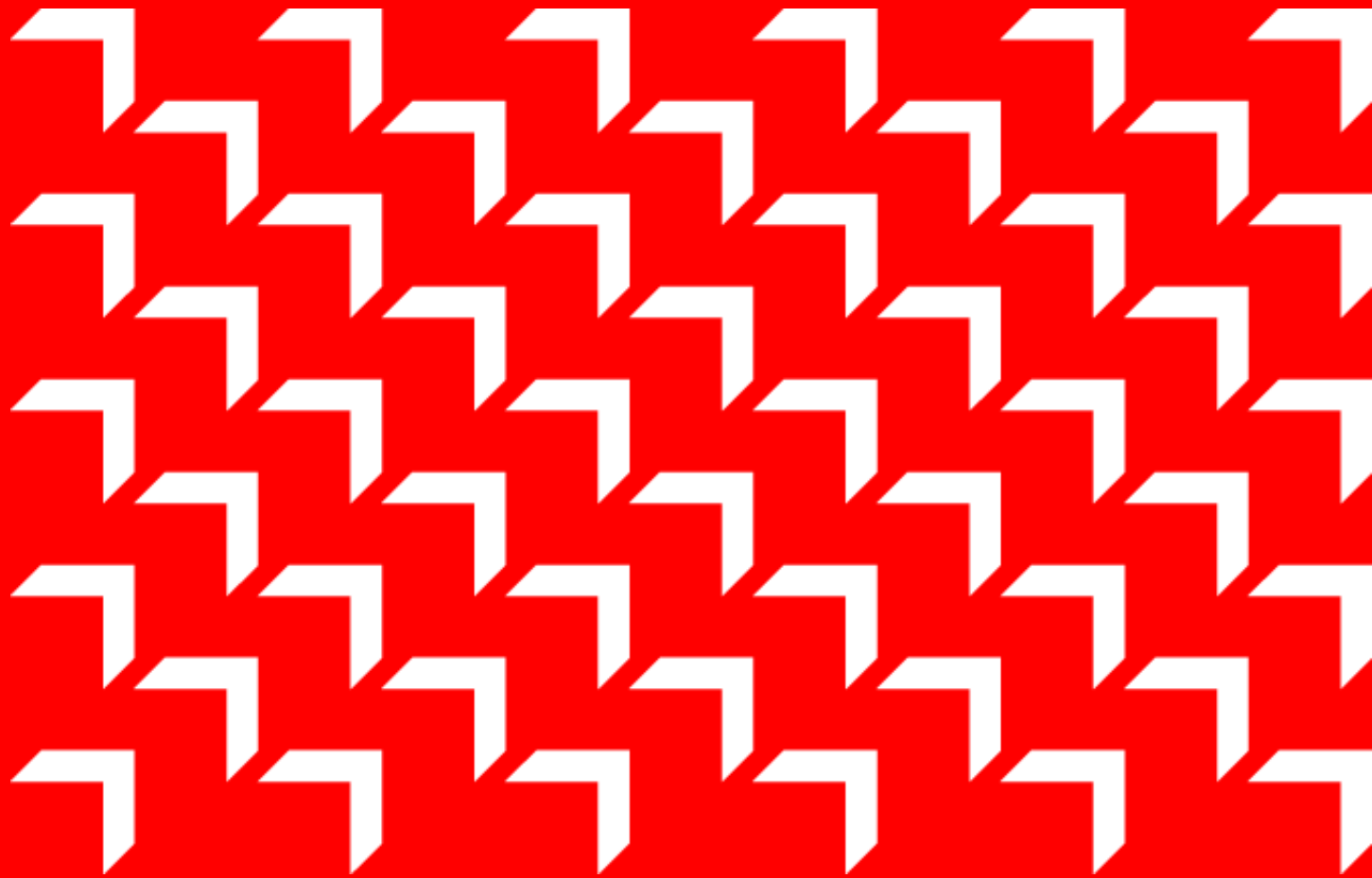


**6.**

**CELEBRATE SUCCESSES**







**A key role for Physical  
Educators...**



# Presidential Youth Fitness Program

A voluntary program that includes a health-related assessment, as well as educational and motivational tools, to support educators and empower students to adopt an active lifestyle.



American Alliance for  
Health, Physical Education,  
Recreation and Dance



The Cooper Institute®



# Presidential Youth Fitness Program Components

## Professional Development

### Required:

- PET completes free online FITNESSGRAM (FG) course or completes district administered FG training
- PET promotes student goal setting (grades 4-12)
- PET emphasizes enjoyment and proper technique (grades K-3)
- PET does not assign grades nor are teachers evaluated based on FG scores

## Assessment

### Required:

- Use FG protocols and Healthy Fitness Zone® standards
- Use Brockport for students not presently able to perform FG test
- PET instructs students on what items measure and how to use this information when interpreting results
- PET instructs students on how to do tests properly and gives multiple opportunities to practice
- Student scores not posted publicly

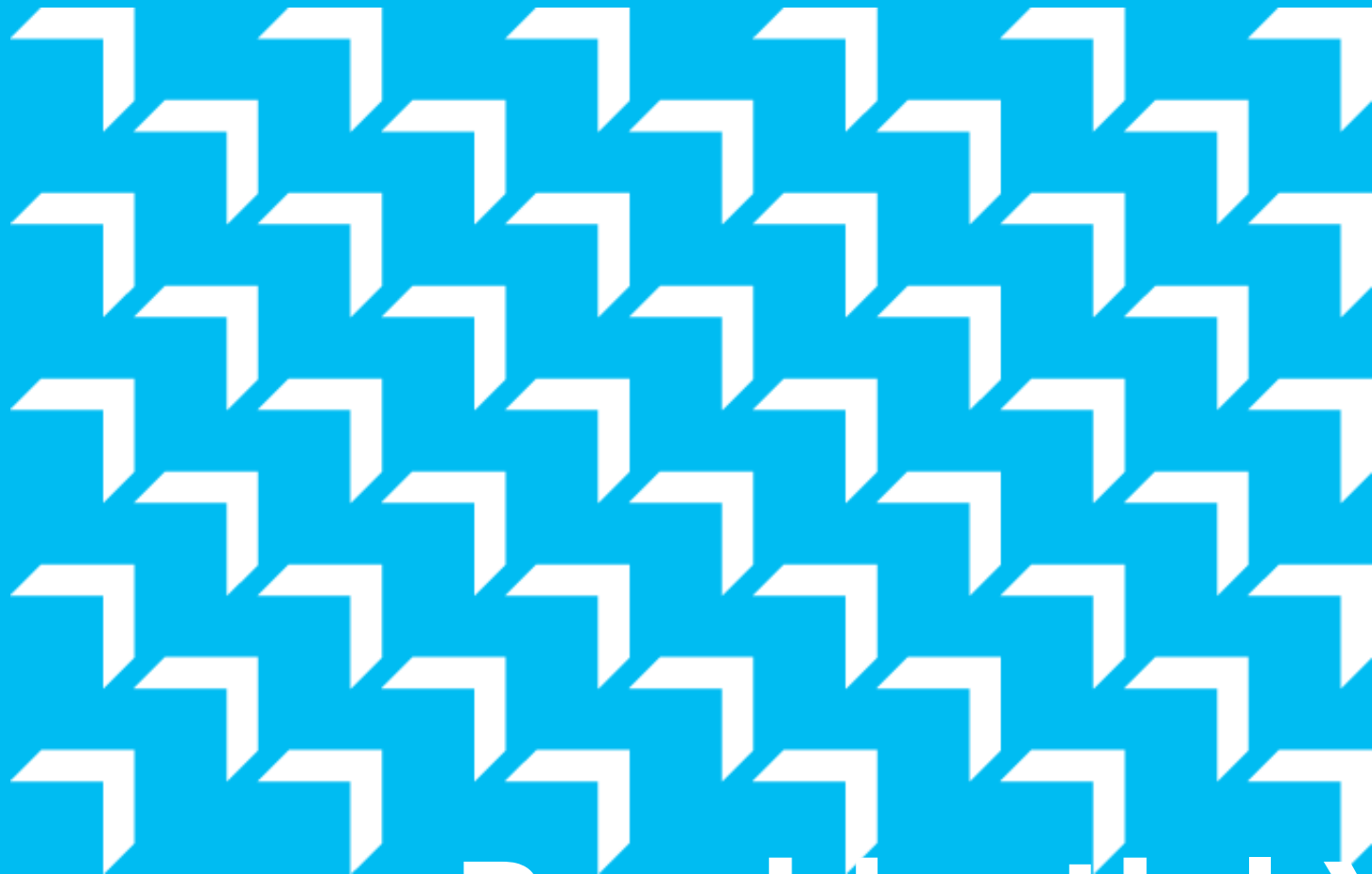
## Recognition

### Required:

- School representative downloads free school recognition certificate

### Optional:

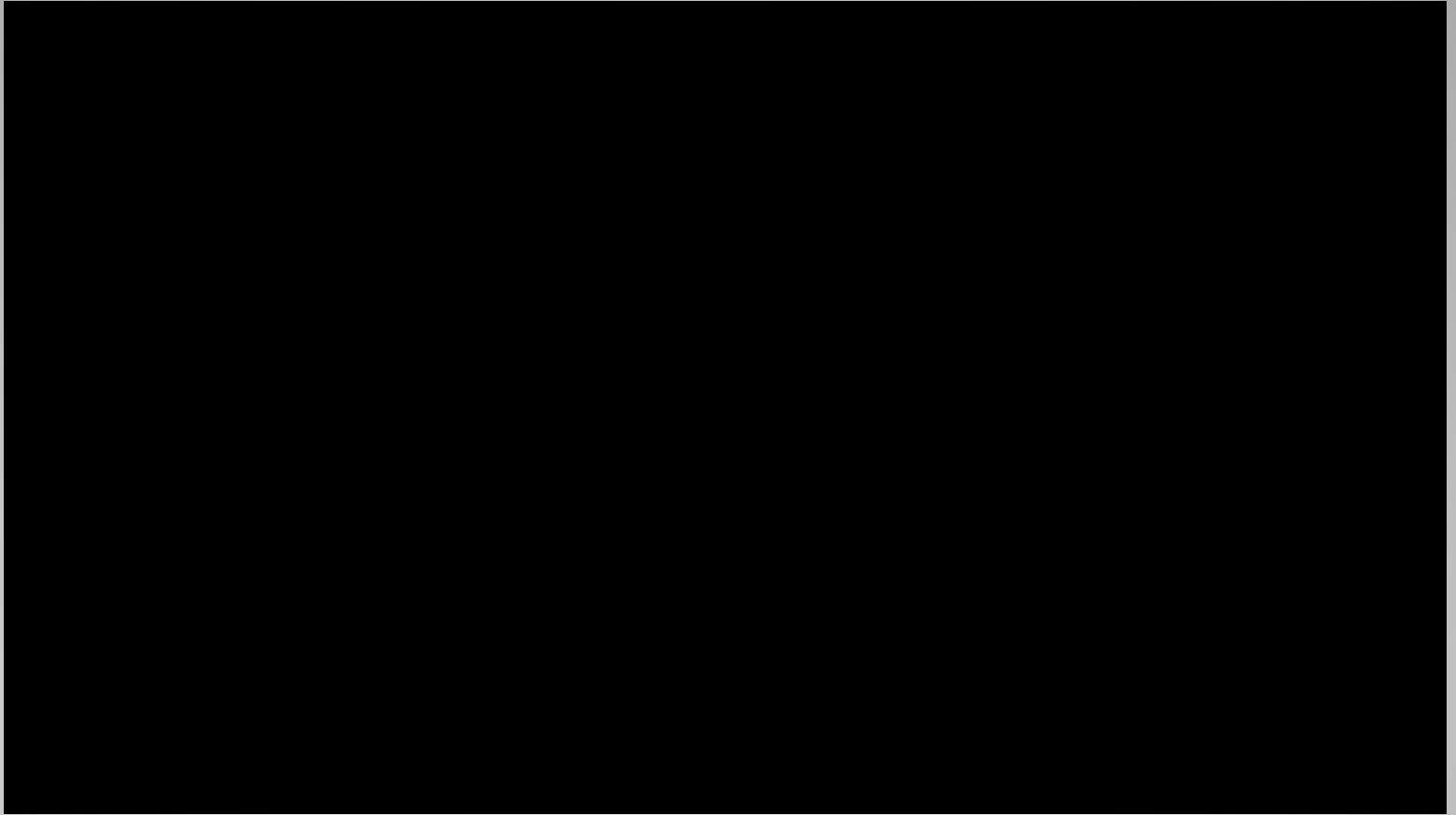
- Students encouraged to achieve personal goals or age/gender appropriate standards and recognized for that achievement



# Presidential Youth Fitness Program Resources

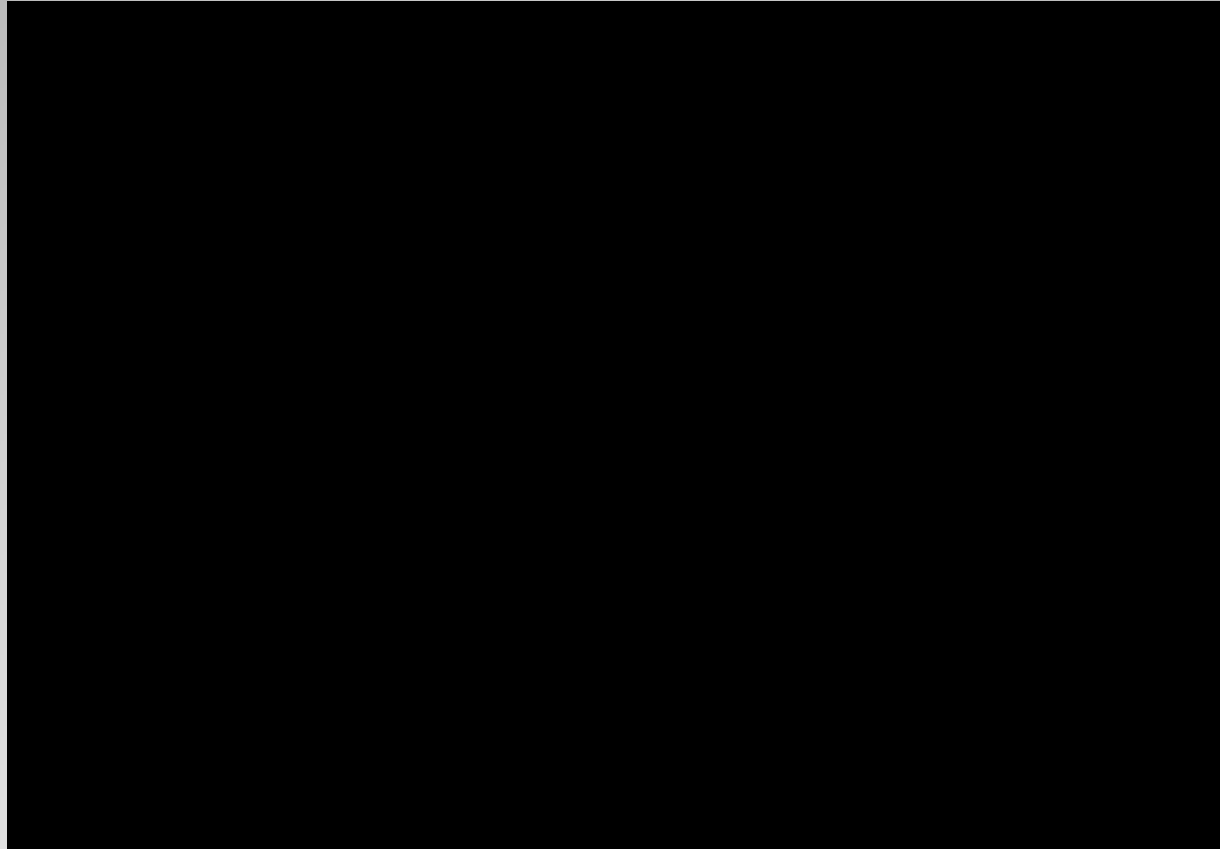


- I CAN DO IT, YOU CAN DO IT



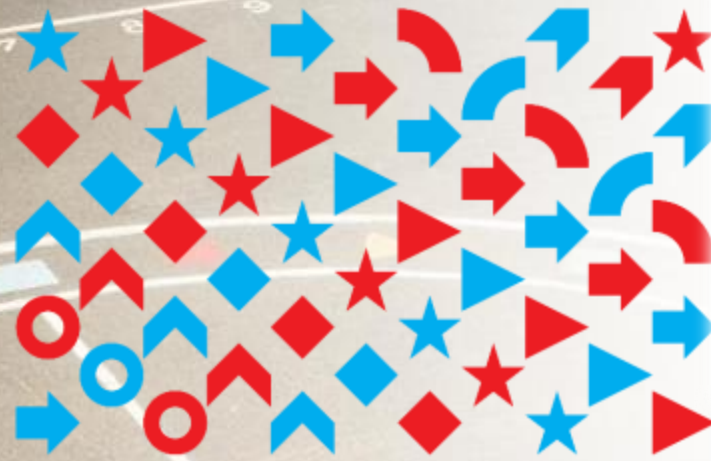
**Presidential Active Lifestyle Award**

- First Lady Michelle Obama



**I Can Do It, You Can Do It!**





**Let's Move. Active Schools**

For more information, visit  
[www.letsmoveschools.org](http://www.letsmoveschools.org)  
[www.presidentialyouthfitnessprogram.org](http://www.presidentialyouthfitnessprogram.org)  
and