



ASAP Acceleration Grants Welcome Pack

A ChildObesity180 initiative
In collaboration with Tufts University
www.childobesity180.org

childobesity180
reverse the trend.

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Welcome

August 15, 2013

Dear Champion,

Congratulations to your school for being awarded a grant from the Active Schools Acceleration Project (ASAP)! As a grant recipient—one of a thousand across the country—your school is ensuring that students become more physically active throughout their school day.

We believe that together we have the power to change the environment at schools in an incredible way by delivering at least 15 minutes of quality physical activity at school through your new ASAP program. As we know, many children across America do not achieve the daily recommendation of 60 minutes of physical activity. But by combining your new ASAP program with physical education, recess, classroom activity breaks, before- and after-school programs, and activity outside of school we can together help our students make big strides towards this goal.

Like you, we believe a fundamental component of what defines a great school is quality physical activity.

We know that kids are designed to move. We know from academic studies and from spending time in classrooms that active students do better. Beyond the health and fitness benefits, physical activity enhances concentration and attention; it improves attendance and academic performance. All of us want these great outcomes for our children.

Yet despite what we know, many schools believe we must choose between academics and physical movement. This is a false choice. With you as our emissaries, we are setting out to show America that prioritizing physical activity has the power to enhance all the positive outcomes we seek for our students and for our schools.

As your school launches 100 Mile Club, BOKS, or Just Move this year take the time to notice all the ways the program is impacting your school. Jot down anecdotes from teachers, observations from parents, feedback from



kids. Share these stories with us. These are the powerful messages that underscore the importance of quality physical activity in our nation's schools. Our role is to weave these successes into a narrative that cannot be ignored.

While you are acting locally, you are also on the front lines of a growing national movement. The impact you have on your students will inspire other parents and teachers to follow your lead.

Know that you are joining so many other devoted advocates, too. Among them is First Lady Michelle Obama who helped launch ASAP's Acceleration Grants, in collaboration with her "Let's Move! Active Schools" initiative, a campaign designed to bring national attention to this issue. As a grant recipient, you should feel proud to be among the first champions of this new national effort.

Again, we want to thank you for your participation. We are so thrilled to welcome you aboard. This is just the beginning.

Very Best,



Nate Whitman

Director, Active Schools Acceleration Project

Active Schools Acceleration Project

Who are we and what have we set out to do?

Active Schools Acceleration Project (ASAP) is increasing quality physical activity in America's schools by identifying innovative solutions that empower schools with resources to replicate proven models. Accelerating the pace of change, ASAP is demonstrating, in schools across the country, that fun, quality physical activity is a fundamental component of what defines a great school.

About ChildObesity180

Active Schools Acceleration Project (ASAP) is an initiative of ChildObesity180, an organization that uses evidence-based research, multi-sector leadership and an integrated portfolio of initiatives that accelerate systemic change to reverse the childhood obesity epidemic. The story of ASAP begins with the story of ChildObesity180.

In late 2009, the founders of ChildObesity180, Peter Dolan, former Chief Executive Officer of Bristol-Myers Squibb and Drs. Christina Economos and Miriam Nelson, nationally recognized researchers in nutrition, physical activity, and obesity at Tufts University, wanted to address the epidemic of childhood obesity with an innovative approach.

Their idea? Bring together, for the first time, scientific and academic leaders from government, business and not-for-profit organizations to find ways to reverse the trend of rising numbers for childhood obesity. Together they developed a collaboration that would identify innovative and integrated solutions with the potential to work on a national scale. Early support from the Robert Wood Johnson Foundation and later other funders helped ChildObesity180 move forward.

Today the group of national leaders from various sectors of society—public, private, academic, and non-profit is working to “do a 180,” that is, to reverse the trend of childhood obesity.

Childhood Obesity is a Complex Issue

Current childhood obesity statistics are dramatic and worrisome. The current generation may live shorter lives than their parents – a first in this nation's history. Over the past 40 years, rates of obesity have doubled in 2-5 year olds, quadrupled in 6-11 year olds, and tripled in 12-19 year olds. The causes of obesity are complex and interconnected.

The environment created by culture, societal norms, community assets, and practices within the home, all influence a child's ability to make healthy choices and, ultimately, influences his or her weight status.

ChildObesity180's Unique Approach

There are numerous other childhood obesity prevention efforts ongoing, but from the start, ChildObesity180's strategy was unique: combine rigorous research and evaluation, innovative strategies, multi-sector collaboration, and eventual widespread promulgation of practices proven to work.



At the outset, ChildObesity180 examined more than 100 recommendations from credible organizations like the Institute of Medicine and the White House Task Force on Childhood Obesity Prevention to identify priority areas with the highest potential for national scale up and probability for success in reversing the childhood obesity trend.

These priority areas became the basis of the first initiatives that ChildObesity180 undertook. They are Active Schools Acceleration Project (ASAP), Healthy Kids Out of School, the Breakfast Initiative, and the Restaurant Initiative.

Our Children Deserve Nothing Less

ChildObesity180 is evaluating early results of each of these initiatives (and potentially others), identifying programs and practices with the biggest potential impact, and disseminating these widely in order to reverse the childhood obesity epidemic and support healthy children.

Concern for the healthy futures of our nations' children inspires us all to do everything we can to reverse the trend of childhood obesity at the earliest possible time. Our children deserve nothing less.

Explore more at www.ChildObesity180.org.

Active Schools Acceleration Project

Our Start

Active Schools Acceleration Project (ASAP) emerged from a key priority area identified by ChildObesity180: physical activity in schools. To bring quality physical activity to America's schools, ASAP designed an approach that would identify, elevate, and scale impactful programs already experiencing success. Our strategy is unfolding in four phases: identify, replicate, scale, and sustain.

Identifying Innovation: Physical Activity Innovation Competition

ASAP's Physical Activity Innovation Competition was our debut campaign, designed to identify impactful school-based physical activity programs with strong potential for expansion and scale. The goal was to identify exemplary programs that could serve as models for other schools to adopt. In addition to the health benefits, levels and quality of activity, overall innovation and creativity, and cost-effectiveness were critical criteria.

Launched in February 2012 with the support of First Lady Michelle Obama, the Innovation Competition was a tremendous success. More than 500 entries were received from all 50 states, representing 2500 schools. With funding from a consortium of the nation's leading health plans, ASAP awarded \$500,000 to the competition's winners: nine school programs and two technology start-ups. Ranging from grassroots efforts in a single school, to robust programs deployed in 100-plus school sites, these programs can be implemented in other schools of various types, sizes, and geographies.



The competition culminated with an awards event in Washington, DC, featuring an impressive line-up of speakers: Mayor Cory Booker, ESPN's Bonnie Bernstein, and White House chef Sam Kass, among others. Since being recognized by ASAP, our competition winners have gained significant traction, expanding their programs and best practices to hundreds of new schools across the country.

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In-depth interviews and site visits with our competition winners revealed key commonalities about successful integration of physical activity programs and about this movement. Regardless of the approach, administrators, physical educators, classroom teachers, and parents were all reporting important benefits they were observing when physical activity was made routine: increased student focus and attention, better attendance, reduction in behavior referrals, improvements in academic achievement and fitness measures. The take away was clear: active schools do better.

Current Work: Replicating Best Practices

Learning from the Innovation Competition, ASAP designed a new campaign that would allow these great programs to reach thousands more students across the country: ASAP Acceleration Grants. The Acceleration Grants are empowering 1,000 new schools to deploy one of the innovative program models uncovered via the Innovation Competition. Grantee schools are receiving the programmatic materials, technical support, and a \$1,000 financial kick-start to launch the program of their choice during the fall of the 2013/2014 school year. That's \$1 million to get America's kids moving.

The Acceleration Grants campaign calls on champions – any leader passionate about this cause with close ties to his or her school community – who wants to make a difference. The Innovation Competition taught us that it was often a single individual --a dedicated physical education teacher, an inspired mom or dad, an enthusiastic administrator who sparked waves of change in his or her school. With the right mix of gusto, an initial team of supporters, and a program idea with legs, these champions will create a school culture that embraces and prioritizes movement. This is the tipping point ASAP is helping schools reach all across the country.



The White House Takes Notice

In 2009, a year after President Obama took office, First Lady Michelle Obama unveiled her signature campaign, Let's Move!, a campaign designed to raise a healthier generation of American children. Since its inception, Let's Move! has been instrumental in elevating the visibility of the childhood obesity epidemic. Her work with parents, schools, teachers, faith organizations, cities and communities has spurred unprecedented strides in addressing this critical national issue.

In February 2013, the First Lady re-ignited her campaign by turning her attention toward one actionable piece of the solution: boosting physical activity in America's schools. This new effort, Let's Move! Active Schools is a collaboration of ten organizations dedicated to making it simpler for schools to become active schools. ChildObesity180 is proud to be a founding partner of this initiative. As a grant provider, ASAP is playing an influential role in building a strong base of active schools in all 50 states.

Where We're Headed

The months ahead will afford Active Schools Acceleration Project the opportunity to listen and learn from the 1,000 new schools in our network. We will share in their successes, learn from the challenges, and monitor and evaluate their implementation efforts to identify where we can do better. Together we are working toward a future where quality physical

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activity programming is the norm rather than the exception. These 1,000 grantees will be the leaders, the front line champions, spearheading a new culture of movement. Together we will generate momentum and inspire new schools and champions to accept the same challenge. Collectively, we have the unique opportunity to change the state of school-time physical activity in the United States, to improve health, energy balance, and academic achievement of school-age children. Our children deserve our best efforts.

“In communities and neighborhoods and school all across America, if we come together, we can ignite islands of excellence. And the more islands of excellence that pop up through inspiration, through instruction, through learning from each other, through partnering, we can create a hemisphere of hope. We can turn things around.”

Mayor Cory Booker — Newark, NJ
Addressing attendees at the ASAP Awards Celebration, June 2012

ASAP Acceleration Grants are made possible by generous contributions from:

- Cigna Corporation, lead supporter
- Kaiser Permanente.

The ASAP Innovation Competition was made possible by generous support from the following health plans:

Blue Shield of California

Cigna Corporation

HealthPartners, Inc.

EmblemHealth

Humana Inc.

Kaiser Permanente

The Regence Group

Health Alliance Plan

Blue Cross Blue Shield of Florida Foundation

Horizon BCBS of NJ

Blue Cross and Blue Shield of North Carolina

Wellpoint Foundation

Tufts Health Plan

Just Move™

Suggested Use of Grant Funds

Your school is receiving a grant to implement the Just Move program, and you may be wondering how you can best utilize funds to make the program the best it can be at your school. Funds may be used as you see fit to get your Just Move program off the ground. This award is not intended to be an operating budget but rather the seed funding necessary to build momentum and launch a new program. Remember, all ASAP programs are selected for their cost-effectiveness and their ability to add at least fifteen minutes of MVPA daily to students' schedule.

Think of your grant purchases as a way to make your program sustainable even after the grant funds are gone. These funds should help set your program up for success now and in the future. Take some time to assess your school's current resources and assets before determining how dollars will be spent.

Below are suggested uses that your school may consider:

Kick-Off Assembly

Host an assembly to introduce the program to students, teachers, and parents to get everyone pumped about the year ahead. Your school may already run a fall assembly. See if you can add Just Move to the agenda. Perhaps you can even lead the entire school through a Just Move routine together!

Activity Cards

With the Just Move start-up kit you received one set of activity cards. This set features photos of current Just Move students demonstrating each exercise. A second set of customizable activity cards can be accessed via the Active Schools Acceleration Project website at www.activeschoolsASAP.org. This set is composed of card templates (in .docx format) which give you the option to create activity cards that feature photos of students from your own school. This is a hallmark of the Just Move program and very popular with the students. Organize a photo shoot with students to create custom cards that can be copied, laminated and shared with classrooms throughout the school. You may even elect to schedule this a few weeks or months into the school year to reward exemplary students with the opportunity to be included in the photo shoot.

Music

Energizing and fun music adds a boost to the Just Move program. Teachers who use music with their activity breaks report their students are more enthusiastic and more engaged in the program. A music list of classroom-friendly songs is included with your Just Move start-up kit. Explore this list and use funds to create CDs or playlists using a service such as iTunes or Spotify. Allowing your students to vote on new songs each week or month is a great way to keep the program fresh.



Printing

Introducing folks to a new program can entail creating many letters, flyers, and signs. You might also choose to print the Just Move start-up guide for every participating teacher. Award funds can be used to supplement these costs.

Teacher Incentives

You may want to incentivize the teachers that are implementing the Just Move Program at your school. Small incentive items like T-shirts or playground equipment for the teacher's classroom are always appreciated. You might also consider hosting a healthy lunch at your school for all the teachers and school staff that participate in the program.

Family Night

Family nights are a great way to engage your student's parents, brothers and sisters in your school's active culture. There is no better way to win support from parents and caregivers than by having them participate! Select an evening to host a Just Move kick-off event. Invite families to join their students in demos of the in-class activity routines. Good uses of award funds may include creating flyers to publicize the event and purchasing healthful snacks and water.

If you have a question about grant expenditures you aren't sure about, we would be happy to assist you. Email us at ActiveSchoolsASAP@tufts.edu.



Preparing for Activity

Whether you are implementing 100 Mile Club, Just Move or BOKS, the tips below are designed to help you start your program on the right track!

STUDENT ENGAGEMENT

- All students should be actively engaged during activities.
- Include all students if possible, and avoid elimination activities
- Exercise should not be used as punishment
- Create a supportive learning environment
- Teachers/Activity Leaders should demonstrate enthusiasm and maintain a positive attitude towards activity to model for students

RULES & ROUTINES

- Expectations, rules, routines and consequences should be clearly and concisely communicated to students. Sample rules include:
 - Follow directions
 - Respect others and work together
 - Respect equipment
 - Include everyone
- Behavior management should be consistent and fair.
- Routines should be established for conducting fitness breaks in the classroom, running club activities, and before-school physical activities
- Use similar warm-up and cool down activities, like marching in place and deep breathing, to prepare students at the beginning of an activity and to get them ready for their next lesson at the end of an activity
- Use clear and consistent visual and verbal signals to begin and end activities (e.g., starting and stopping music; calling out “start,” “freeze,” or “go”, clapping or using a bell signal).
- Ask students to lead activities or distribute equipment and materials
- Review rules and expectations when needed
- Make 15 minutes of MVPA daily the norm for your students

SAFETY

- Students should be taught to move safely in their personal space and in general space when moving around other students
- Consistent signals should be used to start and stop student activity
- Items that may pose a safety hazard before, during or after activity should be removed
- Students should feel safe to move creatively



RESPECT & RESPONSIBILITY

All students should:

- Support one another
- Respect differences in ability and culture
- Refrain from teasing or making fun of others

INSTRUCTION

- Give one direction at a time
- Use visual and/or auditory signals
- Demonstrate movements and alternatives to those movements
- Allow students to self-select movements they are comfortable with
- Repeat movements that most students can do before adding more difficult movements

ADAPT TO STUDENT NEEDS/DIFFERENTIATE

- Sit rather than stand (e.g., student in a wheelchair)
- Accommodate for various skill levels
- Start the movement slowly, and then gradually increase the tempo
- Select strength or flexibility activities depending on abilities
- Some movements are too complex and/or intense for some students. In this instance, change movement but offer the most aerobic movement that students are able to do
Example: March in place or tap toes instead of jumping or hopping

MOTIVATION

- Use positive verbal and non-verbal reinforcement to motivate students to try different movements
- Do not exclude or eliminate any student from an activity unless they are at risk of hurting themselves or others
- Treat all students fairly

Verbal Positive Statements

Terrific
Nice job
Way to go
You did it

Non-Verbal Positive Interactions

High 5
Smile
Thumbs Up
Clap

MVPA/Physical Activity Guidelines

What is MVPA and what can it do for my school?

As a champion passionate about getting kids active, you may have been introduced to the term 'MVPA'. MVPA stands for moderate-to-vigorous physical activity. It is MVPA that delivers all the tremendous health, academic and behavioral benefits we observe in active schools.

The Active Schools Acceleration Project (ASAP) supports BOKS, Just Move and the 100 Mile Club for their ability to offer opportunities for MVPA before, during and after the school day. The goal of the of the Active Schools Acceleration Project is to get ALL students engaged in an average of 15 minutes of MVPA daily by utilizing BOKS, Just Move or the 100 Mile Club as a vehicle. While these programs may overlap physical education, recess or other physical activity programs already in place at your school think about how you can implement these programs so that they add, rather than replace, MVPA for your students.

The Physical Activity Guidelines for Americans, issued by the U.S. Department of Health and Human Services, recommend that children and adolescents aged 6-17 years engage in 60 minutes (1 hour) or more of MVPA daily. An hour may sound like a lot, but a child's 60 minutes of MVPA does not need to take place all at once. Kids can participate in short bouts throughout the day to reach this goal. Moderate physical activity refers to activities equivalent in intensity to a brisk walk or bicycling. Vigorous physical activity produces large increases in breathing or heart rate, such as jogging, aerobic dance or bicycling uphill.

Because of the amount of time students spend at school (eight hours a day on average), the school setting is critical not only for teaching children about the importance of being physically active for a lifetime but also giving them opportunities to engage in MVPA. Physical education and recess are the most common opportunities offered in schools, but walking/ bicycling to school, before- and after-school programs and classroom-based physical activity breaks are growing in popularity.

Beyond the obvious health benefits, engaging students in moderate-to-vigorous physical activity can help bolster outcomes important to all schools: improved student performance, concentration, attention and attendance. It's simple. Active students do better.

When planning to deliver 15 minutes of MVPA to your students through one of these programs, keep in mind the time it takes to transition to the activity, manage the class, and instruct. Build in a little extra time to begin the program and minimize transitions, and instruction to allow the students to engage in MVPA as much as possible.

Through continued communication with ASAP grantees we will highlight ways to keep students engaged in MVPA throughout the year. We encourage you to share with us the successes and challenges you encounter as you introduce new MVPA opportunities via 100 Mile Club, BOKS, or Just Move to your students. We look forward to the school year ahead with you!

1 Active Living Research. (2009). *Active Education: Physical Education, Physical Activity and Academic Performance*. Retrieved from http://www.activelivingresearch.org/files/Active_Ed_Summer2009.pdf



Music Playlist

Kid-friendly music can make a big difference in student's participation and receptiveness to a physical activity program. We put together a playlist that includes some of the classics and some of the most current music that your kids might enjoy. This will be an evolving list, with the latest available at www.ActiveSchoolsASAP.org. If you find other appropriate songs that your kids love, please share them with us. Music enhances movement and can provide that extra "spark" to engage your students. We encourage you to give it a try!

Song	Artist	Length
Upbeat, High Energy Tunes for MVPA		
Beat It	Michael Jackson	4:18
Boom Boom Pow	Black Eyed Peas	3:28
Born to Be Alive	Patrick Hernandez	3:18
Boyfriend	Justin Bieber	2:51
Bubbly	Colbie Caillat	3:37
Catch My Breath	Kelly Clarkson	4:11
Cha Cha Slide	Mr. C	6:27
Cupid Shuffle	Cupid	3:51
DJ Got Us Fallin in Love	Usher	3:42
Dynamite	Taio Cruz	3:24
Firework	Katy Perry	3:48
Gangnam Style	Psy	3:39
Gonna Make You Sweat	Crazy Frog	3:12
Harlem Shake	Baauer	3:16
I Gotta Feeling	Black Eyed Peas	4:49
Just Breathe	Pearl Jam	3:35
Just The Way You Are	Bruno Mars	3:41
Macarena	Los Del Rio	4:12
Move Your Body	Beyonce	4:00
Monster Mash	Sha Na Na	2:38
Moves Like Jagger	Kids Bop Kids	2:52

Song	Artist	Length
Upbeat, High Energy Tunes for MVPA		
No Air	Jordin Sparks	4:24
Party in the USA	Miley Cyrus	3:22
Soak Up the Sun	Sheryl Crow	4:52
Stronger	Kelly Clarkson	2:50
We Like to Party	Venga Boys	3:46
We No Speak Americano	Yolanda B Cool & DCUP	4:30
Who Let the Dogs Out	Baha Boys	3:18
Whoomp: There it is (Radio Edit)	Tag Team	3:45
5,6,7,8	Steps	3:00
Easy Listening/Cool-Down and Stretching Music		
Shine	Mindthings	2:19
5 am	Serphonic	5:01
Shanti	Bela Fleck and the Fleckstones	5:12
Floating Petals	Frank Steiner, Jr.	6:10
Holiday Themed Songs		
The Addams Family	The Little Spooks	2:23
Frosty the Snow Man	The Chipmunks	2:00
Monster Mash	Sha Na Na	2:38

Free Song Downloads from Partnership for a Healthier America

PHA's 'Songs for a Healthier America' series features tracks from artists such as Jordin Sparks, Doug E. Fresh, Ashanti and more, all recorded with the goal of getting our kids up and moving. Check out this website for more info and to download: <http://ahealthieramerica.org/songs/>