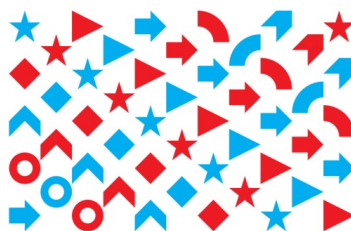




Active Schools Enrollment Toolkit



Let's Active
Move Schools

Welcome! *Let's Move!* Active Schools, part of the First Lady's *Let's Move!* initiative, is the national initiative dedicated to ensuring 60 minutes of physical activity a day is the new norm for K-12 schools.

Powered by a national collaborative of leading health, education and private sector organizations, *Let's Move!* Active Schools makes it easier for schools to create an Active School environment by streamlining physical education and physical activity resources, programs, grants and professional development and delivering a customized Action Plan.

Ultimately, *Let's Move!* Active Schools helps schools develop a culture in which physical education and physical activity are foundational to academic success. In addition, we celebrate your efforts and recognize schools meeting or exceeding national best practices with success stories, progress incentives, and the *Let's Move!* Active Schools National Award—the top physical education and physical activity distinction for K-12 schools.



Ready to get your school, district or state moving?

Here, you will find everything you need to get started, including:

- ★ [How to Enroll and Add Schools \(p. 3\)](#)
- ★ [An Active Schools Overview \(p. 4 - 5\)](#)
- ★ [Active Schools Assessment \(p. 6\)](#)
- ★ [Build Your Active Schools Team \(p. 7\)](#)
- ★ [Making the Case \(p. 8\)](#)
- ★ [Templates to Rally Support \(p. 9-13\)](#)
- ★ [Promotional Tools \(p.14\)](#)

To get started, visit www.letsmoveschools.org. If you need additional help, contact our Customer Support Center at 1-855-972-0876 or help@letsmoveschools.org.

HOW TO SIGN UP AND ADD SCHOOLS

Signing up to champion *Let's Move! Active Schools* is easy!

Champions can be physical educators, health educators, school administrators, classroom teachers, recess coordinators, athletic and after-school directors, or any school staff passionate about helping our students reach their greatest potential both in the classroom and in life. We encourage that you take a team approach, and invite multiple staff from your school to join your Active Schools team.



Sign Up

1. Visit www.letsmoveschools.org and click **Sign Up** in the upper right-hand corner.
2. Enter your school's zip code to find your school. Click **Join/Start School's Team**. *(If you can't find your school, try inputting the state, and only one word of the school name.)*
3. Select the appropriate team role, and complete the registration form. School staff should join as a Team Member role. The Fan role is for supportive parents and community members.
4. Confirm enrollment with *Let's Move! Active Schools* through the link sent to your email. *(If you are the school's first Team Member, access will be granted immediately. Otherwise, access will be granted by other Team Members or Customer Support the next school day.)*
5. Get moving! Log in to your [Let's Move! Active Schools Dashboard](#), complete your school's Assessment, and access resources, incentives, grants, and professional development to propel you to Active Schools success!

TIP: If you can't find your school, try inputting the Zip Code, State, and part of the school name. Our database includes all schools in the country except for schools that have recently opened or recently changed their name. If your school still cannot be found, contact us at help@letsmoveschools.org or 1-855-972-0876. Please include the school name, grade levels, district and full address.

Complete the *Let's Move! Active Schools* Assessment

1. Log in at www.letsmoveschools.org.
2. Click on **Evaluate** on the left-hand side. Choose a question topic to start the self-assessment.
3. Select one of the four answer choices that best matches your school's current policy, program, or practices. Click **Save and Next** after answering each question.
4. Click **Save** when you have finished answering all of the questions.
5. Now you are ready to start working on your **Action Plan**!

For more information or assistance, please contact us at help@letsmoveschools.org or 855-972-0876.

ACTIVE SCHOOLS OVERVIEW

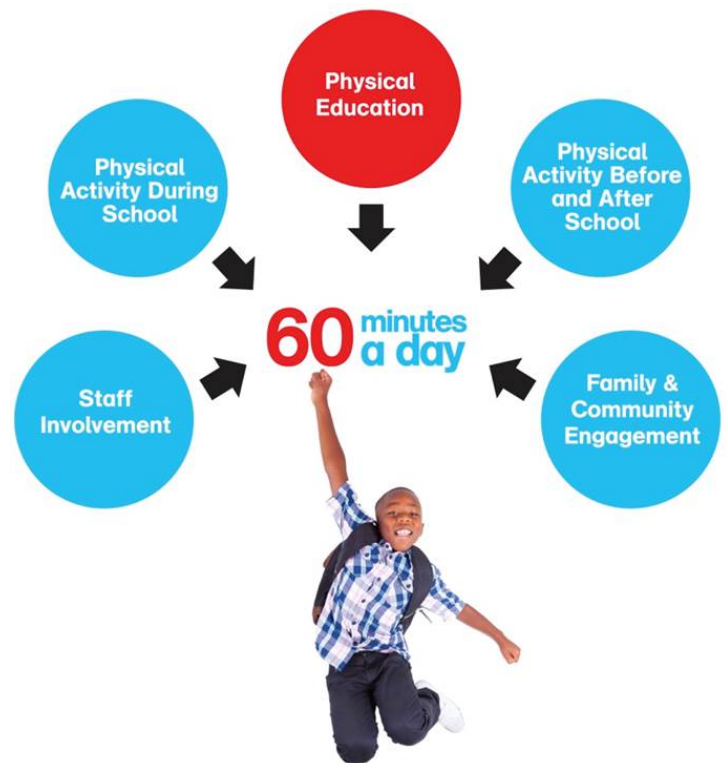
About *Let's Move!* Active Schools

Let's Move! Active Schools is the national initiative to ensure 60 minutes of physical activity a day is the norm for K-12 schools.

What is an Active School?

An Active School integrates physical activity before, during and after school for at least 60 minutes every day. An Active School environment exists when the Centers for Disease Control and Prevention (CDC)'s Comprehensive School Physical Activity Program (CSPAP) is being implemented. *Let's Move!* Active Schools guides schools to success in all five CSPAP components:

- **Physical Education.** Teaching knowledge and skills in a fun and inclusive manner.
- **Physical Activity During School.** Creating active classrooms, incorporating physical activity bursts during lessons, and offering daily recess.
- **Physical Activity Before & After School.** Offering students opportunities to begin and end their day with physical activity through walking and biking to school, being involved in a physical activity club, or participating on an intramural sports team.
- **Staff Involvement.** Emphasizing physical activity as a priority for the whole staff.
- **Family & Community Engagement.** Working with families and the community to make the school a center for physical activity.



Supporting Your School's Efforts

- *Let's Move!* Active Schools makes it easier for schools to create an Active School environment by streamlining physical education and physical activity resources, programs, grants and professional development.
- With *Let's Move!* Active Schools, you will **Evaluate** how your school is already moving, **Activate** resources and programs from your customized Action Plan, then **Celebrate** your school's success and hard work.
- After completing the short Assessment, your school will unlock access to the full line up of activation tools including: grants and funding opportunities, special incentives and discounts, one-stop shop of evidenced-based resources, three free professional development opportunities, and technical assistance. Schools will even have the opportunity to strive for the *Let's Move!* Active Schools National Award – the top physical education and physical activity distinction for K-12 schools.

How *Let's Move!* Active Schools Works

After signing up on www.letsmoveschools.org, *Let's Move!* Active Schools will guide you through a simple, three-step process:

1. **EVALUATE.** How is your school already moving? Our Assessment will help you see where you already shine and where you need to step it up. Adopted from the CDC's School Health Index, the short *Let's Move!* Active Schools Assessment benchmarks your school compared to others in your state. There are four answer choices for each question, so you can track your school's progress.
2. **ACTIVATE.** After completing the Assessment, a customized Action Plan will be generated to fit the physical education and physical activity needs of your school. As well, you will unlock access to the full lineup of activation tools, including:
 - *Special incentives and discounts*
 - *A one-stop shop of vetted and evidenced-based resources*
 - *Three professional development opportunities: Physical Activity Leader (PAL) Learning System, customized professional development, and online training*
 - *Technical assistance*
 - *Grants and funding opportunities*
3. **CELEBRATE.** Schools are celebrated with progress incentives, success stories and the *Let's Move!* Active Schools National Award – the top physical education and physical activity distinction for K-12 schools. Honorees are provided with a large display banner, certificate, congratulatory letter and promotional kit. [Learn more about our National Award here.](#)



Activation Grants and Funding Opportunities

Several *Let's Move!* Active Schools partners offer grant opportunities, including: Action for Healthy Kids, ChildObesity180, Fuel Up to Play 60, Good Sports, KIDS in the GAME, Marathon Kids, the Presidential Youth Fitness Program, Safe Routes to School National Partnership, Sportime & SPARK, UNICEF Kid Power, USA Track & Field and Yoga Foster. Grants offered by *Let's Move!* Active Schools partners are either exclusive to enrolled schools with a completed Assessment, or enrolled schools are given added consideration.

Collective Impact

The *Let's Move!* Active Schools national collaborative helps schools create Active School environments that provide America's children with at least 60 minutes of physical activity before, during and after the school day. There is power in having the nation's best and brightest come together to solve a problem. That's why *Let's Move!* Active Schools operates on the collective impact framework – a model where like-minded organizations team up and combine resources to create meaningful, sustainable change. Together, we strive to bring the positive benefits of physical education and physical activity to every child across the country. [Partner list is available here.](#)

ACTIVE SCHOOLS ASSESSMENT

Adopted from the CDC's School Health Index, the *Let's Move!* Active Schools Assessment is 9 to 11 questions, based on your school's grade levels, to benchmark your physical education and physical activity programs, practices and policies. To be eligible to apply for the *Let's Move!* Active Schools National Award, a school must meet or exceed the required level indicated on the below chart.

Assessment Topic	Minimum Level Required for National Award	Low Gr.	High Gr.	Evidence of Success for National Award Application
Recess (103) <i>Elementary Only</i>	Yes – Students are provided at least 20 minutes of recess during each school day, and teachers or recess monitors encourage students to be active.	K	5	Submit master schedule demonstrating 20 minutes of recess per day per grade.
Minutes of physical education per week (301) <i>Elementary Only</i>	60 minutes per week for all students in each grade throughout the school year. For non-traditional schedules, an average of 60 minutes per week over a 10 day period is acceptable.	K	5	Complete and upload chart 301 and submit a master schedule for physical education that includes a schedule for each physical education teacher that indicates the specific classes taught (classroom teachers' names) and start and stop time for each class.
Years of physical education (302) <i>Middle & High School Only</i>	The equivalent of one-half academic year of physical education.	6	12	Submit documentation (student handbook, high school graduation requirements, wellness policy, statement from principal) that states the physical education requirements for middle/high school students.
Sequential physical education curriculum consistent with standards (303)	Yes – All teachers of physical education use an age-appropriate, sequential physical education curriculum that is consistent with national or state standards for physical education.	K	12	Complete and upload chart 303 to document topics taught each grading period, and indicate alignment to state or national standards.
Health-related physical fitness (304)	Yes, all 3 components of Presidential Youth Fitness Program are integrated into the physical education program (fitness assessment, professional development on use and integration, and	K	12	Provide a summary of completed FITNESSGRAM assessment, which includes date administered, specific tests, and the grade levels and number of students assessed.
Promote community physical activities (305)	Yes, through three or more methods, the physical education program promotes student participation in a variety of community physical activity options.	K	12	Identify at least three methods physical education teachers use to promote student participation in a variety of community physical activity options (see question).
Address special health care needs (306)	Yes, the physical education program uses all or most of instructional practices consistently as appropriate to include students with special health care	K	12	Identify at least 7 appropriate practices to include students with special health care needs during physical education instruction (see question).
Promotion or support of walking and bicycling (307)	Our school promotes or supports walking and bicycling to school in three to five ways.	K	12	Confirm the school utilizes at least 6 of the strategies in promoting or supporting walking and bicycling to school (see question).
Availability of before- and after-school physical activity opportunities (308)	Yes, we offer before or after school, but not both, through organized physical activity or access to facilities or equipment for physical activity.	K	12	Describe before/after-school physical activity opportunities. Include physical activity curricula and/or activities implemented, grades participating, duration of activities offered and facilities and/or equipment used.
Availability of physical activity breaks in classrooms (309)	On most days during a typical school week – All students have opportunities to participate in physical activity breaks in classrooms, outside of physical education, recess, and class transition periods.	K	12	Describe how the school integrates structured physical activity breaks in the classroom for all students.
Modeling physical activity behaviors (703)	Yes, our school uses three of the strategies to support staff to model physical activity behaviors (see question).	K	12	Identify at least three strategies used to support staff to model healthy eating and physical activity behaviors.

BUILD YOUR ACTIVE SCHOOLS TEAM

Engage team members early in the process by informing them about the needs for an Active School and educating them about the benefits of incorporating 60 minutes of physical activity before, during and after school, including physical education instruction. When deciding how to engage different types of team members, consider the potential role that each can and will want to play. Success in implementing this comprehensive approach will depend on forming good relationships with school administrators, staff, parents, community members and others who are invested in Active Schools.

Potential Active Schools Team Members and Roles

Stakeholders	Role on the Active Schools Team
Principals and school administrators	<ul style="list-style-type: none"> ▲ Gain staff support and commitment ▲ Allocate resources to develop and implement a CSPAP ▲ Serve as a role model for staff
Teachers and staff (including PE specialists and classroom teachers)	<ul style="list-style-type: none"> ➡ Plan and teach more physical activity in lessons ➡ Promote the concept of an Active School ➡ Integrate PE/PA programs before, during and after school
Students	<ul style="list-style-type: none"> ▲ Suggest enjoyable Active School activities ▲ Be champions for physical activity in schools
Parents, parent-groups, parent-teacher organizations and interested community residents	<ul style="list-style-type: none"> ➡ Serve as role models for children and encourage physical activity ➡ Raise funds to support an Active School ➡ Encourage principals to support and fund more Active School initiatives ➡ Volunteer time to lead physical activities before, during and after school
School health council (SHC)	<ul style="list-style-type: none"> ▲ Volunteer to be active members of the Active School team ▲ Promote the importance of an Active School to decision makers and stakeholders ▲ Develop and implement school health policies, practices and programs
District's superintendent of schools and central office staff (including PE coordinator)	<ul style="list-style-type: none"> ➡ Offer trainings for PE teachers, PE coordinators and other team members ➡ Coordinate and manage district-wide expansion of LMAS ➡ Allocate resources for implementing, evaluating and sustaining Active Schools
School board	<ul style="list-style-type: none"> ▲ Allocate school funding and resources ▲ Support the need for Active Schools
Healthcare providers	<ul style="list-style-type: none"> ➡ Fund school and community initiatives ➡ Lend credibility to outreach campaign
Local and state health department	<ul style="list-style-type: none"> ▲ Provide support, resources and leadership to the Active School team ▲ Educate key stakeholders and gain their support ▲ Provide local data on childhood obesity and physical inactivity ▲ Assist with acquiring funding for Active Schools
Community leaders	<ul style="list-style-type: none"> ➡ Provide material resources to support Active Schools ➡ Promote Active School initiatives ➡ Volunteer to lead physical activities before or after school
Universities and colleges	<ul style="list-style-type: none"> ▲ Conduct training workshops and seminars ▲ Offer continuing education opportunities ▲ Assist with grant writing, development and evaluation of programs
Local business	<ul style="list-style-type: none"> ➡ Donate equipment and supplies ➡ Fund school and community initiatives ➡ Provide fundraising opportunities
Local media (television, radio, newspaper, internet)	<ul style="list-style-type: none"> ▲ Inform the public about the benefits of Active Schools ▲ Highlight school success stories ▲ Promote that Active Kids Do Better

Source: *Comprehensive School Physical Activity Programs: A Guide for Schools* published by the Centers for Disease Control and Prevention.

MAKING THE CASE

The Magic of 60 Minutes

- According to the *Physical Activity Guidelines for Americans*, children and adolescents should participate in physical activity for at least 60 minutes every day.²
- The Guidelines recommend that activity time include moderate to vigorous aerobic activity, muscle strengthening, and bone-strengthening exercises, and that kids should be encouraged to participate in age-appropriate, enjoyable, and diverse activities.²

Active Kids' Brains Work Better

- Students who are physically active tend to have improved cognitive performance including concentration and memory.³
- Positive physical activity experiences can boost students' self-esteem, enhance their mood, and help them develop stronger and more varied friendships.⁴

Physical Activity Improves Overall Academic Achievement

- Increasing the amount of physical activity in school improves grades and standardized test results.⁵
- Physically active classrooms lead to improvements in mathematics and literacy test performance (especially in reading and spelling).⁶
- Students who are physically active have better school attendance.⁶

Physically Active Classrooms are Easier to Manage

- Physically active classrooms have been shown to reduce students' time off-task and improve overall behavior.⁶
- Students demonstrate improved attention and classroom behavior immediately following a physical activity break or recess.⁶



¹ 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.

² Physical Activity Guidelines for Americans. Washington, DC: U.S. Department of Health and Human Services, 2008.

³ Hillman CH, Kamijo K, Scudder M. A review of chronic and acute physical activity participation on neuroelectric measures of brain health and cognition during childhood. *Prev Med*. 2011;52(Suppl 1):S21-S28.

⁴ Designed to Move: Active Schools Report. Beaverton, OR: NIKE, Inc.; 2015

⁵ Michael, S. L., Merlo, C., Basch, C., Wentzel, K., Wechsler, H. (2015). Critical connections: Health and academics. *Journal of School Health*, 85(11), 740–758.

⁶ Centers for Disease Control and Prevention. Health and Academic Achievement. Atlanta, GA: U.S. Department of Health and Human Services; 2014

TEMPLATES TO RALLY SUPPORT

1. Sample Memo to School Board

TO: School Board Members
FROM: DISTRICT/SCHOOL LEADER
DATE: DATE

RE: DISTRICT/SCHOOL NAME joins effort to bring physical activity back to America's schools

School Board Members,

According to the latest research, studies show that **Active Kids Do Better** in the classroom and in life. With a vision of a healthier, happier and more productive generation, DISTRICT/SCHOOL NAME is inspired to get students moving for at least 60 minutes a day.

Every day our School Board works to develop policies and make decisions on how we can best educate our youth, and with proof that physical activity drives academic performance, improves attendance, and increases student focus, our staff and teachers encourage you to rally around this effort.

To help us enact change, we've enrolled in Let's Move! Active Schools, the national solution to ensure 60 minutes of physical activity a day is the norm in K-12 schools. With free resources, incentives, grants, and professional development, Let's Move! Active Schools will set DISTRICT/SCHOOL NAME on a path to a healthier and more active culture - one where physical education and physical activity are core to a child's academic experience.

I look forward to working with you on enhancing physical education and physical activity programming and opportunities in DISTRICT/SCHOOL NAME.

Thank you for your support.

Sincerely,
DISTRICT/SCHOOL LEADER

2. Social Media Messaging

TWITTER

- ➔ @SCHOOL/DISTRICT announces commitment to #ActiveSchools and 60 mins/day of physical activity. #ActiveKidsDoBetter
- ➔ @SCHOOL/DISTRICT is MOVING! We enrolled in @LetsMove #ActiveSchools because #ActiveKidsDoBetter.
- ➔ Strong mind or strong body? How about both? Learn why #ActiveSchools are the answer to our students' overall health. www.letsmoveschools.org
- ➔ #ActiveSchools integrate physical activity before, during and after the school day for at least 60 mins. #ActiveKidsDoBetter

FACEBOOK

- SCHOOL/DISTRICT is getting ACTIVE! We are reshaping the educational experience, shifting from a sedentary learning environment to one where both bodies and minds are

active. Today, we announced our commitment to *Let's Move!* Active Schools, a national initiative aimed at ensuring 60 minutes of physical activity a day is the norm in K-12 schools. #ActiveKidsDoBetter Join our team as a fan at www.letsmoveschools.org

- ▲ SCHOOL/DISTRICT announces commitment to making 60 minutes of physical activity a day the norm. With the help of *Let's Move!* Active Schools, SCHOOL/DISTRICT will increase physical education and physical activity opportunities for students. Why? Because #ActiveKidsDoBetter! LINK TO WEB STORY
- ▲ Our nation's kids aren't moving enough. SCHOOL/DISTRICT is going to change that. We joined national *Let's Move!* Active Schools movement. www.letsmoveschools.org
- ▲ Count us in! SCHOOL/DISTRICT just enrolled in *Let's Move!* Active Schools – the national solution to ensure 60 minutes of physical activity a day is the norm in K-12 schools across the country. #ActiveKidsDoBetter. Learn more: www.letsmoveschools.org

3. Press Release Template/Web Story

DISTRICT/SCHOOL NAME Joins National *Let's Move!* Active Schools Movement

Today, DISTRICT/SCHOOL NAME announced its commitment to *Let's Move!* Active Schools, a national initiative aimed at ensuring 60 minutes of physical activity a day is the norm in K-12 schools across the country.

“Research shows that kids who are physically active perform better in the classroom and are more focused and ready to learn. Increasing physical education and physical activity opportunities means giving our students the best possible opportunity to succeed,” said SUPERINTENDENT/PRINCIPAL NAME.

Powered by a collaborative of leading health, education and private sector organizations, *Let's Move!* Active Schools works to transform the physical education and physical activity culture in America's schools by providing free resources, incentives, grants, and professional development and delivering each school a customized Action Plan.

“Joining *Let's Move!* Active Schools is the first step towards more active, healthy students,” said SUPERINTENDENT/PRINCIPAL NAME. “We are essentially enhancing the educational experience, shifting from a sedentary learning environment to one where both bodies and minds are active.”

OPTIONAL: Description of first change school/district will take to enhance physical education and integrate physical activity opportunities for students.

Studies show that physical activity not only helps kids stay healthy and strong, but it can also lead to higher test scores, improved attendance, increased focus, better behavior in class and lower rates of childhood obesity. The Centers for Disease Control and Prevention recommends school-aged youth should participate in at least 60 minutes of physical activity every day.

To learn more about *Let's Move!* Active Schools, please visit www.letsmoveschools.org.

4. Sample E-mail from District Leader to School Principals

TO: Principals

SUBJECT LINE: Become an Active School <Action Requested>

Principals,

It is no secret that Active Kids Do Better in the classroom and in life. Increased physical activity not only helps kids stay healthy, but it has also been linked to higher test scores, improved attendance, increased focus, better behavior in class and lower rates of childhood obesity.

As a district committed to the best possible educational experience for our students, I encourage your school to make active learning environments a priority. The great news is that Let's Move! Active Schools, the national solution to ensure 60 minutes of physical activity a day is the norm in K-12 schools, is here to help.

With free resources, incentives, grants, and professional development and a customized Action Plan, Let's Move! Active Schools will set your school up for success.

If you haven't already, please enroll your school in Let's Move! Active Schools by (DATE). After your school is enrolled, invite physical educators, health educators, and other teachers and staff to join the team. As a district, we will continue the Active Schools dialogue and ensure all youth learn and practice active, healthy habits for a lifetime.

Sincerely,
DISTRICT LEADER

5. Sample E-mail from Principal/District Leader to Physical Educators and Health Educators

TO: Physical Educators and Health Educators

SUBJECT LINE: Start Your Active School Team <Action Requested>

Thank you for your continued dedication to your students. On a daily basis you work to integrate fitness, mobility and coordination activities into classes and other programming - ultimately creating positive physical education and physical activity experiences so that our students will adopt a lifetime of healthy habits.

As a school committed to the best possible educational experience for our students, we need to continue to increase opportunities for them to be active. The great news is that Let's Move! Active Schools, the national solution to ensure 60 minutes of physical activity a day is the norm in K-12 schools, is here to help.

As the physical education and physical activity experts in our community, I welcome your leadership in enrolling our school, completing the Assessment, and utilizing the free resources, incentives, grants, professional development, and customized Action Plan.

Visit www.letsmoveschools.org to sign up and invite other staff to join your Active Schools team. I look forward moving more alongside our students!

Sincerely,
DISTRICT LEADER/PRINCIPAL

6. Sample E-mail from Physical Educator or Health Educator to Principal and School Staff

TO: Principal/Administrators and School Staff

SUBJECT LINE: Kicking It Up a Notch as an Active School

Studies show that Active Kids Do Better in the classroom and in life. According to the latest research, ramping up the amount of physical activity in school increases academic performance and improves standardized test results. In fact, one study found that better physical fitness was associated with 40% higher test scores.

With a vision of healthier, happier and more productive students, our Physical Education and Health team is dedicated to providing enhanced physical education and physical activity opportunities for our school community. The great news is that *Let's Move! Active Schools*, the national solution to ensure 60 minutes of physical activity a day is the norm in K-12 schools, is here to help.

Let's Move! Active Schools, part of the First Lady's *Let's Move!* initiative, is based on national best practices and provides us with free resources, incentives, grants, and professional development to get students moving more and learning better. It even delivers a customized Action Plan that makes sense for our school.

With your support, we will continue to lead Active Schools efforts – striving to achieve the prestigious *Let's Move! Active Schools National Award* - and engage other staff around creating a more Active School environment.

Visit www.letsmoveschools.org to join our Active Schools team. We look forward to moving more alongside our students!

Sincerely,

PHYSICAL EDUCATOR/HEALTH EDUCATOR

7. Sample E-mail from Principal or Physical Educator to Parents and PTA/PTO

TO: School PTA or Parents

SUBJECT LINE: Help Us Join the Active Schools Movement

Dear Parents,

Our school has joined *Let's Move! Active Schools*, part of the First Lady's *Let's Move!* initiative, to ensure 60 minutes of physical activity a day is the norm in K-12 schools across the county.

Why? Because studies show that Active Kids Do Better in the classroom and in life. With a vision of a healthier, happier and more productive generation, our school is dedicated to enhancing physical education and physical activity opportunities for students before, during and after the school day.

We are proud to be working towards toward a more Active School environment because we know that physical activity translates to student success both in the classroom and in life. Talk with your kids about the importance of physical activity, and ask them how they move before, during and after the school day.

You can support our efforts by joining our Active School team as a “Fan” at www.letsmoveschools.org.

Sincerely,
PRINCIPAL/PHYSICAL EDUCATOR OR HEALTH EDUCATOR

8. Sample E-mail from Parent to Principal and Physical Educators and Health Educators

TO: Principal, Physical Educators, and Health Educators

SUBJECT LINE: Is our school an Active School?

NOTE: Please modify email based on school grade level.

Dear PRINCIPAL, PHYSICAL EDUCATOR, OR HEALTH EDUCATOR,

Do you remember when the best thing about being a kid was recess - running around, playing ball, chasing your friends?

Unfortunately, our children don't play enough anymore. Only one in three kids is active every day. Only 20% of school districts require recess. Only 6 states require physical education in every grade.

I'm writing because I want to help our school enhance physical education and physical activity opportunities for students. Research shows that Active Kids Do Better – in school and in life. Physical activity not only helps kids stay healthy, but it can lead to higher test scores, improved attendance, and better behavior in class.

We can make a difference by becoming an Active School - one that integrates and physical activity before, during and after school, including physical education instruction, for at least 60 minutes a day. It's part of Let's Move! Active Schools, part of the First Lady's *Let's Move!* initiative.

You can learn more and enroll our school at www.letsmoveschools.org.

By joining, the school's staff will receive the resources, incentives, grants, and professional development to create a more Active School culture.

We may not always be able to get out and exercise, but we can set up a way for our kids to play like we used to. Our school is the best place to start!

Thank you for your time and consideration, and please let me know how I can help.

Sincerely,
PARENT NAME

PROMOTIONAL TOOLS

Videos

- **Active Schools = Successful Students:** <https://youtu.be/oJU4jOZjmYQ>
- **Kids Love Active Schools:** <https://youtu.be/AxeFpfVyycM>
- **Other Videos:** <https://www.youtube.com/user/LetsMoveSchools/videos>

Newsletter Blurbs

- *Let's Move!* Active Schools makes it easier for schools to create an Active School environment by streamlining physical education and physical activity resources, incentives, grants and professional development. **Enroll your school today at www.letsmoveschools.org.**
- With *Let's Move!* Active Schools, a school will **Evaluate** how they are already moving, **Activate** resources and programs from their customized Action Plan to help them implement a Comprehensive School Physical Activity Program (CSPAP), then **Celebrate** their school's success around enhancing physical education and physical activity opportunities while striving for the *Let's Move!* Active Schools National Award. All K-12 schools are encouraged to join this national initiative at www.letsmoveschools.org.

Sample Email

Let's Move! Active Schools, part of the First Lady's *Let's Move!* initiative, helps schools create Active School environments that provide students with at least 60 minutes of physical activity before, during and after the school day. Our efforts are fueled by school leaders like you who know that Active Kids Do Better both in the classroom and in life.

Immediate benefits to your school's staff and students:

- Assessment and Action Plan to track progress
- Access to evidence-based resources and programs
- Free professional development and technical assistance
- Grants and incentives
- Strive for the *Let's Move!* Active Schools National Award

The best part is that *Let's Move!* Active Schools is offered at no cost to schools. Enroll your school today at www.letsmoveschools.org.

#ActiveKidsDoBetter
NAME

Other Tools

- [Professional Development Brochure](#)
- [Community Volunteer Kit](#)
- [Success Stories](#)
 - Please share your Active School success stories with stories@letsmoveschools.org.