



Active Schools Prospectus

2019
2020

Physical activity and play are essential elements for child development, overall health and a well-rounded education.

The *Physical Activity Guidelines for Americans* recommends that children and adolescents ages 6 through 17 years participate in 60 minutes or more of physical activity daily¹, yet national data shows that more than 75 percent fall short of that².

All schools should be able to provide opportunities for their students to lead active, healthy lives. Unfortunately, competing priorities often mean limited resources. Many of our nation's classrooms are highly sedentary and some are even movement adverse.

Active Schools is a national movement working to ensure every kid in the U.S. gets 60 minutes of activity and play each day, and we aim to revolutionize how schools incorporate activity into student learning.

We work on two fronts:

- **Supporting schools in their current reality** by bringing organizations and individuals together to give schools access to resources such as: programs, training and grants. These resources help them enrich their physical education and classroom curricula, as well as before and after school programs, with the 60 minutes of physical activity and play all students need every day.
- **Creating a better reality** by helping parents, educators and decision-makers prioritize physical learning to improve students' academic and social-emotional outcomes and inspire lifelong healthy habits.

Active Schools Uses the Collective Impact Framework

Complex social problems have more than one cause, and no individual, organization, policy or program can solve them alone. We bring funding and program partners, parents, and educators together to amplify every Active Schools partner and champion's individual reach and impact.

Collective impact is helping Active Schools partners and champions move from common goals to uncommon results

The Active Schools movement has brought together more than 90 public and private sector organizations and 38,000 individual champions affiliated with more than 23,000 schools that serve over 13 million students.

Funding a collective impact backbone is a game-changer. Consider that:

- Investing in programs alone has not led to desired student impact.
- Backbone investment is remarkably small compared to the influence it has on existing resources.
- The efficiencies created by using data across partners far outweigh the backbone investment.

COLLECTIVE IMPACT

Common Agenda

All partners working toward the same goal

Shared Progress Measures

Holding ourselves accountable for real change

Mutually Valuable Plays (MVPs)

Leveraging individual strengths for collective action

Continuous Communication

Enabling coordination and collaboration

Backbone Organization

Dedicated staff managing the movement

¹ US Department of Health and Human Services. 2018 Physical Activity Guidelines for Americans. Washington DC: US Department of Health and Human Services, 2018.

² National Physical Activity Plan Alliance. 2016 US report card on physical activity for children and youth. Columbia, SC; 2016.



Formerly known as **Let's Move!** Active Schools, the initiative was launched in 2013 as an output of the May 2010 White House Task Force on Childhood Obesity and a key element of former first lady Michelle Obama's **Let's Move!** platform. Active, healthy kids is a non-partisan issue, so the work continues as the Active Schools movement.

In 2018, Action for Healthy Kids became the new organizational home for Active Schools. The move strengthened efforts to create active and healthy school environments nationwide.

YEAR-ROUND SIGNATURE CAMPAIGNS

Take Your Parent to PE Week

Launched in 2017 and held annually during the last week of September, Take Your Parent to PE Week offers a fun, engaging and interactive opportunity for parents to observe and participate in their child's physical education experience.

Take Your Parent to PE Week encourages parents to engage with their child's physical education and physical activity programs throughout the year while being physically active together at home and in the community.

Take Your Parent to PE Week includes a blend of in-school intergenerational activities with parents and students and digital engagement activated by the hashtag #ParentsLovePE. As an added incentive for school participation, Active Schools' partner, Athletes for Hope, connects college, Olympic, and professional athletes to as many schools as possible during the week to generate enthusiasm for the campaign.

In 2017, its inaugural year, the campaign garnered national media attention when the Huffington Post published "First-Ever Take Your Parent to PE Week Concludes Successfully."

In 2018, over 1,000 schools participated, reaching approximately 500,000 students and their families. The events were covered by multiple local media outlets, and the social media campaign resulted in over 2,000 posts with a reach of over 1.3 million people.



**Take Your Parent
to PE Week**
Sept 23-27, 2019

Active.Schools
#ParentsLovePE



Active Classrooms

Outside of physical education, classroom teachers contribute to their students' need for 60 minutes of physical activity a day while simultaneously teaching academic concepts.

Active Classrooms utilize a number of strategies, such as: morning wake up activities, integrating physical activity into classroom instruction, classroom physical activity breaks, yoga and plyometrics sessions, as well as flexible seating and wearable devices to measure physical activity. These various movement options can energize a group after lunch or relax and calm a class before a test—and are especially important during the winter season when kids spend much of their time indoors.

Active classrooms are a win for students, teachers and principals. The Centers for Disease Control and Prevention (CDC) has synthesized research which shows that adding opportunities for physical activity during the school day does not take away from learning. Rather, classroom physical activity improves students' concentration and attention, classroom behavior, motivation and engagement in the learning process, and academic performance.³

Over 30 Active Schools partner organizations provide programs, equipment, technology and training to help teachers create active classrooms.

Piloted in spring 2018 as a two-week social media campaign, Active Classrooms web content received nearly 3,700 views that year. The campaign received national news coverage with an article on CNN.com, "Move over, 'sit still'! Why kids need to move in school."

Starting in 2019, Active Schools will make a dedicated push for Active Classrooms during the winter months when many students are stuck

indoors. Targeting educators and parents with the goal of sharing successful strategies, providing resources and encouraging participation, Active Schools will execute a series of programs and tactics including a dedicated Active Classrooms Week awareness campaign which will take place annually in early December to encourage educators and parents to engage.

Active Summers

For many kids, summer break is synonymous with day camp or team sports that keep them moving while school is out. However, for others, summer means losing access to a structured routine that keeps them active. Active Schools wants to help close the movement gap and keep kids active during the summer break.

With a targeted launch in 2020, this campaign is modeled after summer reading challenge programs and will feature a variety of promotional materials and activity ideas to incentivize and motivate kids to move and have fun all summer long.



³ Centers for Disease Control and Prevention. Strategies for Classroom Physical Activity in Schools. Atlanta, GA: Centers for Disease Control and Prevention, US Dept of Health and Human Services; 2018.

INITIATIVES THAT PROVIDE IMPACT

Active Schools Summer Training Camp

The first-ever Active Schools Summer Training Camp for physical education and classroom teachers will be held in July 2020 to provide them with professional development and networking opportunities to flourish in their role of supporting children in their learning journeys. Camp will be held on a college campus that provides access to multiple physical activity facilities, dorms, and a cafeteria. Active Schools partner organizations will provide a menu of training options ranging from half day to multi-day trainings to support different learning tracks relevant to the participants.

The camp will be targeted at teachers from low-income schools. As such, Active Schools partners will provide their trainings at no cost to participants with the goal of reaching teachers in underserved communities. Active Schools is seeking funders for teacher scholarships which will be awarded on a sliding scale based on need.

The Active Schools Principal Survey provides insights about the need for teacher training.

Only half of principals (56%) said that the physical education teacher serves as their school's physical activity leader, with a primary reason being that they haven't received training for this role.⁴

More than half of principals (51%) said that less than half or none of their classroom teachers integrate physical activity into their classrooms, mostly because their teachers have not received training to do so.⁴

District Action for Active Schools

To date, Active Schools' approach to collective impact has been focused at national level. However, most education system, policy, and program decisions and actions are made at the school district level, so Active Schools is expanding its work to include both broad reach and focused impact.

Active Schools has developed a two-year process for working with district teams to coordinate physical education and physical activity policies, practices and programs. This change process includes self-assessment, action planning, training, school grants, program implementation and evaluation, advocacy for policies and practices, and development of local in-kind and financial resources.

The district process will be evaluated, and both successes and challenges will be shared widely as models for other districts.

Model Active Schools

Because a picture paints a thousand words, the Model Active Schools initiative is designed to provide real life examples of how schools across the country are integrating physical activity and keeping kids active before, during and after school. This authentic storytelling platform will showcase the benefits of students moving throughout the day.

We have launched the initiative with a first model active school, Soaring Heights PK-8 in St. Vrain Valley School District in Erie, CO. Founded in August 2018 by Active Schools Ambassador, principal Cyrus Weinberger, Soaring Heights has a focus on neuroscience, movement, empathy for others and service. He has shared the story of movement in his schools through TED Talks and Colorado Public Radio.

Our next step is to identify and tell the stories of model active schools that represent differences in school level, socio-economic level, and geography.

"If kids need to take a break or if they want to work and ride a bike, they can do that. There's a ton of research that correlates physical activity with brain development, attention, focus, attendance, fewer behavior issues."

- Principal Cyrus Weinberger, Soaring Heights PK-8

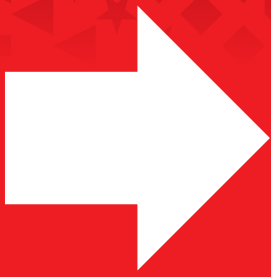
Youth Activity Profile

The Youth Activity Profile is a scientifically valid self-report instrument designed to facilitate the assessment of moderate-to-vigorous physical activity (both in and out of school) and sedentary behavior (out of school only) among kids in grades 4-12. This online assessment tool is connected to a content management system that facilitates ease of use by school staff.

Prior to the Youth Activity Profile, there was no user-friendly and cost-effective tool to measure kids' participation in physical activity in and out of school. This tool provides a unique opportunity to make it easier for teachers to help youth learn how to be more physically active and for researchers and program leaders to evaluate program and student outcomes.

In spring 2019, Active Schools conducted a pilot of the Youth Activity Profile to understand how teachers use the tool. We aim to make the Youth Activity Profile available at no cost to all schools in the Active Schools network and provide them with training and guidance to use it successfully. Widespread use of the tool will enable Active Schools to conduct national data analysis to inform policy and program activities.

⁴ Active Schools. (2019). The movement disparity: Parent and principal perspectives on physical activity in schools. Chicago, IL: Action for Healthy Kids.



“Nike believes that kids are made to play and we know that kids who are active are healthier, happier and perform better in the classroom. We have supported Active Schools since its inception and recognize the critical role Active Schools plays in leading the movement to get kids active before, during and after school.”

- Caitlin Morris, General Manager of Global Community Impact at Nike

LET'S GET KIDS MOVING

Active Schools is in a growth phase and welcomes supporters to join its current partners. Active Schools seeks to raise \$500,000 as part of a \$1M goal to sustain its current collective impact activities and launch new initiatives. Your support will help ensure that all kids in the United States have access to the physical activity they need and deserve.

Nike has been Active Schools' anchor funder since its inception in 2013. Other Active Schools funders have included Ergotron, BOKS/Reebok, Kaiser Permanente, Laureus Foundation USA, and School Specialty-Sportime. The generosity of our funding partners enables Active Schools to harness the collective power of its partner organizations and individual champions to make large-scale, sustainable change.

Strategic Advisory Council

Kymm Ballard, Member Leader, Society of State Leaders of Health and Physical Education

Lori Rose Benson, Executive Director and Chief Executive Officer, Hip Hop Public Health

Rob Bisceglie, CEO, Action for Healthy Kids

Russ Carson, Research and Health & Wellness Advisor, PlayCore

Aaron Hart, Executive Director, Online Physical Education Network (OPEN) and Director of Educational Programs, US Games

Ann Marie Krautheim, President and Chief Wellness Officer, GENYOUth

Sarah Lee, Team Lead, School Health Team, Centers for Disease Control and Prevention

Kelsey Moore, North America Community Impact Manager, Nike

Stephanie Morris, CEO, SHAPE America

Jamie Schmill, Director of Research and Impact, Laureus Foundation USA

Active Schools Program Partner Organizations

100 Mile Club | A World Fit for Kids! | AASA, The School Superintendents Association | Action Based Learning | Action for Healthy Kids | Active Academics | Active Policy Solutions | ActivEd/Walkabouts | Activity Works | American Heart Association/Voices for Healthy Kids | ASCD | Association for Middle Level Education | Athletes for Hope | BOKS | CATCH Global Foundation | CDC | Core Purpose Consulting | DrumFIT | EduMotion | Ergotron | Everlast Climbing | Fit Kids | Fitbound | Fizika | Flashfit | Focused Fitness | GameTime | GENYOUth | GoNoodle | Good Sports | Gopher | Healthy Schools Campaign | Hip Hop Public Health | HOPSports | Insight Grants Development | Interactive Health Technologies | International Health, Racquet and Sportsclub Association | Just Run | Kaiser Permanente | KIDS in the GAME | Kymm Ballard Consulting | Lakeshore Foundation-National Center for Health, Physical Activity and Disability | Laureus Sport for Good Foundation USA | Marathon Kids | Math and Movement | Movement Academy | My School in Motion | National Association of Elementary Schools Principals | National Association of Physical Literacy | National Association of Secondary School Principals | National Fitness Foundation | National Math Foundation | National Network of Public Health Institutes/Springboard to Active Schools | National Physical Activity Society | National PTA | New York Road Runners | NIKE | One Stone Apparel/Vocab-T | Online Physical Education Network (OPEN) | Oregon Active Schools | Penn State PRO Wellness | Physical and Health Education America (PHE America) | Physical Powers | PlayCore | Playcraft Systems | Playworks | PLYOGA Fitness | Polar | Pono Ola | President's Council on Sports, Fitness and Nutrition | Rallyard Fitness | S&S Worldwide | Safe Routes Partnership | School Specialty, Sportime | School Wellness Integration Targeting Child Health (SWITCH)/Iowa State University | Shannon Miller Lifestyle | Shape Up US | Skillastics | Slippery Rock University Department of Physical and Health Education | Society of Health and Physical Educators (SHAPE America) | Society of State Leaders of Health and Physical Education | Standup Kids | The Cooper Institute | The Specialized Foundation | The Walking Classroom | UNICEF Kid Power | United States Tennis Association/Net Generation | University of Kentucky Physical Education and Health | University of Northern Colorado Active Schools Institute | USA Track and Field | Wellness Training Specialists | Yoga Foster




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