

The Pulse

Journal of Health Communication, Promotion, and Education
American Heart Association for Schools, Physical Education, Recreation and Dance



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websites: www.aahperd.org/jointprojects.html
www.americanheart.org

 See The Pulse on-line at www.aahperd.org/thepulse

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Joint Projects Office
AAHPERD
1900 Association Drive
Reston, VA 20191
ctaylor@aaahperd.org
1-800-213-7193 ext. 429

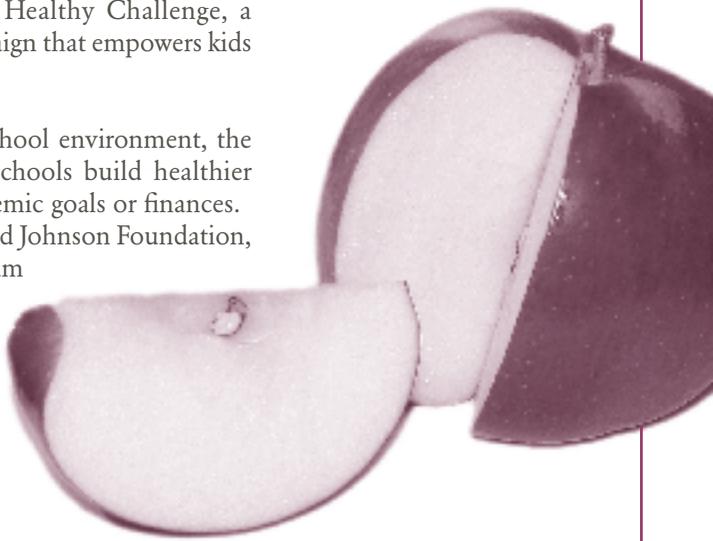
Alliance for a Healthier Generation Update

The Alliance for a Healthier Generation was formed by the American Heart Association and the Clinton Foundation along with Arkansas Governor Mike Huckabee (R-Ark). The Alliance's goal is to stop the nationwide increase in childhood obesity by 2010 by taking bold, innovative steps to help all children live longer and healthier lives. The Alliance will positively affect the places that impact children's health: schools, homes, restaurants, doctor's offices and the community.

Since the Alliance formed in May 2005, it has laid the groundwork for major change in schools through the Healthy Schools Program (launched with support from the Robert Wood Johnson Foundation), brokered a landmark agreement with the beverage and snack food industries to offer healthier food and drink options in schools, and partnered with Nickelodeon to create the Let's Just Play Go Healthy Challenge, a television show, web and community-level campaign that empowers kids to take charge of their own health.

In order to achieve sustainable change in the school environment, the Alliance is creating unique solutions to help schools build healthier environments without compromising their academic goals or finances. With \$8 million in funding from the Robert Wood Johnson Foundation, the Alliance launched the Healthy Schools Program in February of 2006. The program sets criteria for healthy schools and recognizes schools that meet these criteria. The criteria contain benchmarks for best practices in the areas of physical activity, nutrition and staff wellness. Schools must meet the criteria in all of the domains in order to achieve the recognition status.

In addition to recognition, the Healthy Schools Program provides hands-on and virtual support to schools to: improve the



Story continued on page 2...

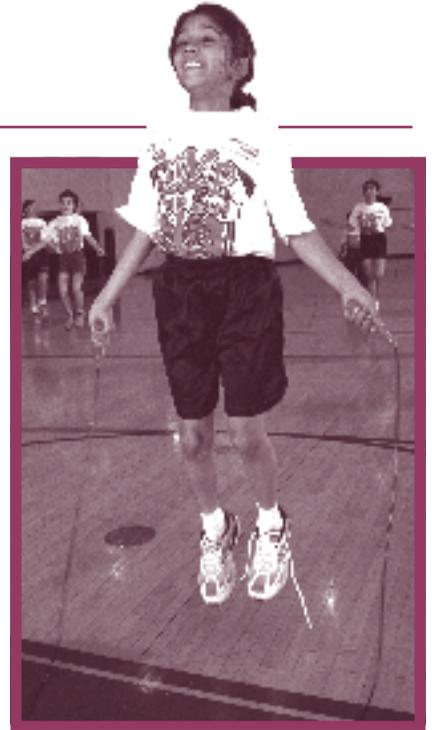
At the Heart of the Matter

JUMP ACROSS THE NATION

The JB Jumpers Jump Rope Team

By: Sari Holt, James Burd Elementary, PA

The JB Jumpers are a jump rope team from Shippensburg, Pennsylvania that performs to promote Jump Rope For Heart and leading an active, healthy lifestyle. The team consists of 3rd, 4th, and 5th grade students who learn approximately 45 different rope skills during physical education class and based on their proficiency, are invited to join the team. The team is coordinated by Sari Holt, physical education instructor at James Burd Elementary, and the team has been performing for 10 years. The team not only tours the school district but is also invited to perform at community events such as Reading Rainbow. The team performs choreographed jump rope routines to popular songs that the students will know. We use props when appropriate and we have even used glow in the dark ropes for a show stopping, lights out routine. The team has grown over the years and now has about 50 jumpers consisting of an equal number of boys and girls. As the coordinator, Mrs. Holt promotes the sport of jumping rope from Kindergarten on to build school unity, school spirit, and to want every student to strive to be a JB Jumper. ♥



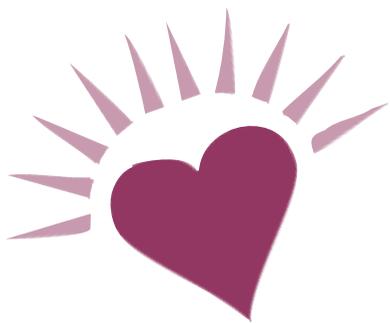
Alliance for a Healthier Generation Update continued from cover page...

nutritional value of food served in and out of cafeterias, including reimbursable meals and competitive foods; increase physical activity opportunities during the school day and after school; implement quality health and physical education programs; and offer programs for staff wellness. We believe that a combination of technical assistance, grassroots- and nationally-driven motivation, and visible recognition will create long-term systems change in schools in ways that will have important benefits for their students.

The Healthy Schools Program has a special commitment to schools that serve resource-constrained and highly diverse student populations. Additionally, the program has hired an evaluation firm to conduct a rigorous evaluation of the program. The Healthy Schools Program hopes to provide hands-on support to 7,100 schools by 2010 and offer recognition and virtual support to 30,000 schools nationwide by 2015. Learn more about the Healthy Schools Program at www.HealthierGeneration.com/schools. ♥

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American Heart Association World Wide Web Site <http://www.americanheart.org/presenter.jhtml?identifier=3043302>.
American Alliance for a Healthier Generation World Wide Web Site <http://www.HealthierGeneration.com>.



SURVIVOR STORIES

Heart Survivor at Northwoods Elementary School

By: Betsy Beals, Northwoods Elementary School, NC

Did you know that congenital heart defects are abnormalities in the heart's structure that are present at birth? Approximately 8 out of 1,000 newborns have congenital heart defects, ranging from mild to severe. Congenital heart defects happen because of incomplete or abnormal development of the fetus heart during the very early weeks of pregnancy. Thanks to medical and surgical advances in pediatric cardiology over the past 20 years, 85% of children who once faced death from congenital heart defects are now expected to reach adulthood.

Caleb P. is a 5th grader at Northwoods Elementary in Cary, North Carolina. Caleb was born with two holes in his heart. Caleb underwent surgery at Duke University in Durham as an infant. His surgery was a total success! He is now a very active young boy who loves to play soccer and is a First in Fitness Champion at Northwoods Elementary.

This year Northwoods Jump Rope For Heart event will be held in Honor of a very successful student, Caleb P. and other students that might have had heart defects as children. The event will take place February 5-9 during our PE classes. This successful program

connects the NASPE Standards with the American Heart Association's Educational Kit to teach students about a heart healthy lifestyle. In North Carolina, Jump Rope For

*His surgery was a total success!
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Northwoods Elementary.*

Heart and Hoops For Heart funds heart research at Duke University as well as many other Universities. Duke received \$2,596,257 in the 2005-2006 fiscal year! By contributing to Jump Rope For Heart, you are helping to fund lifesaving research that many people can benefit from! You can donate to Jump Rope For Heart by giving a donation in honor or in memory of someone you know with heart disease!

**Thank you too, Caleb,
for helping others become
heart survivors! ♥**

Salt Lake City, A Great Place to Meet Other Grant Recipients

By: Larry Hardman, O.R. Edgington Elementary School, OH

The students from O.R. Edgington Elementary want to thank Jackie Katounas and the Joint Projects for receiving the 2006 AAHPERD JRFH/HFH Grant. The US Games Certificate received from AAHPERD's JRFH/HFH grant program will be used to purchase equipment to motivate students who are overweight or have low fitness levels to become more physically active.



The AAHPERD National Convention in Salt Lake City was a great place to meet and collaborate with other grant recipients about their programs. While at the convention there were many very worthwhile Jump and Hoops presentations with the JRFH/HFH award winners. Many ideas were shared which will help improve my schools Jump Rope For Heart and Hoops For Heart programs.

This was O.R. Edgington's 27th year for Jump Rope For Heart and the 10th year for Hoops For Heart. In the past two years, O.R. Edgington has lost a custodian, a third grade teacher and a former teacher to heart attacks. It really hits home when you know three very special people, who you work with

and are close to, die from heart attacks.

I have two students in mind who have been greatly changed by Jump Rope For Heart. The first student that comes to mind is Joe. Joe joined The Thunder Jumpers, our schools Jump Rope For Heart Demonstration Team, even though he could only jump on one leg because one leg was shorter than the other. He learned to adapt and created great jump rope routines which he performed while on the Thunder Jumpers team. Joe is now in college and recently wrote to me and said that performing in The Thunder Jumpers showed him how many things he could accomplish and said it was a life changing experience. The second student is Emily. Emily only has one hand to hold onto the Jump Rope. The occupational therapist at my school made a jump rope which could attach to Emily's arm. Emily is learning to jump rope and do criss-crosses and other tricks which she otherwise could not do without the special jump rope. Emily is very proud of the accomplishments she has made in jumping rope. I am sure other Physical Education teachers have wonderful stories to share about how Jump Rope For Heart has helped and inspired their students to do great things.

Any teacher conducting a Jump Rope For Heart or Hoops For Heart event is eligible to apply for the Joint Projects Grant. When applying for the grant, be sure to show your passion and dedication for the Jump Rope For Heart and Hoops For Heart events. Convey your schools need for new equipment and how the grant monies will directly benefit your students. ♥

Grant Benefits Twice As Many

By: *Cindy Lou Aillaud, Delta Elementary School, AK*

Ecstatic comes close to describing what I felt when I learned I was a Jump Rope For Heart/Hoops For Heart grant recipient. I immediately began making plans to attend the National AAHPERD conference in Salt Lake City, which would be paid for by the grant. This would only be my second National conference and I couldn't wait!

Looking over the grant winners I saw that one of my friends in Kansas was also a grant recipient. I called her and asked if she would like to share a hotel room. She had already planned on that and was excited to meet again soon.

The conference was amazing! It was difficult to choose which sessions to attend since there were so many choices. Every session I attended was fantastic! I brought back lots of ideas to my small school in Alaska that I could put into immediate use. My students are still benefiting from the numerous ideas I collected and have now included in my program.

Ideas weren't all I collected from the conference. I also gained many new friends. All the grant recipients were honored at an awards ceremony at the conference

and were taken out to dinner at a wonderful restaurant. I met many excellent physical education teachers that I was able to share Jump and curriculum ideas with. I am still in correspondence with several of the grantees and we plan to meet up at the next National conference.

My plan for the \$1200 US Games gift certificate was to supplement my orienteering unit. However, I felt compelled to assist a teacher in New Orleans whose school was devastated during Hurricane Katrina. I wrote to Liz and offered my certificate to her. She was elated. We are building her program back again with basic equipment that many of us take for granted. Now her students will be able to participate in a varied physical education program once again. I have gained yet another friend.

My reward has touched the lives of students in two different schools separated by thousands of miles and in two very different climates yet we feel like we could be neighbors. Both Liz and I and all our students thank the AAHPERD/AHA Joint Projects for this generous grant. Your generosity definitely benefited twice as many. ♥

Jumping in Honor of Our Principal

By: *Kim Speer, South Carolina School for the Deaf and Blind, SC*

The 2006 Jump Rope For Heart event at the South Carolina School for the Deaf and Blind was very special for all the staff and students. Our local representative came to our school to help us get pumped up for the event this year and to give us some fresh ideas. One of the things she suggested was to have the students jump in memory or honor of someone we knew. I thought this would be a good idea, but I thought helping our students understand how it all connected would be a challenge.

Shortly after that visit, we went home on Thanksgiving break. While on break, a very scary thing happened. Our principal had a heart attack over break. He was

in great shape, but it was just one of those combinations of things together that created the problem. He was very fortunate to have been transported to a hospital with the latest training and was taken care of very quickly. Our principal was back to work in 10 days. WOW!! Thank goodness for the American Heart Association and its programs and research.

Our principal said he always gave during our event because it was a great program. Now he looked at it in a different way. He also said that while he was in the hospital, his cell phone rang. When he answered, it was AHA asking for a donation. He was so touched and the timing was



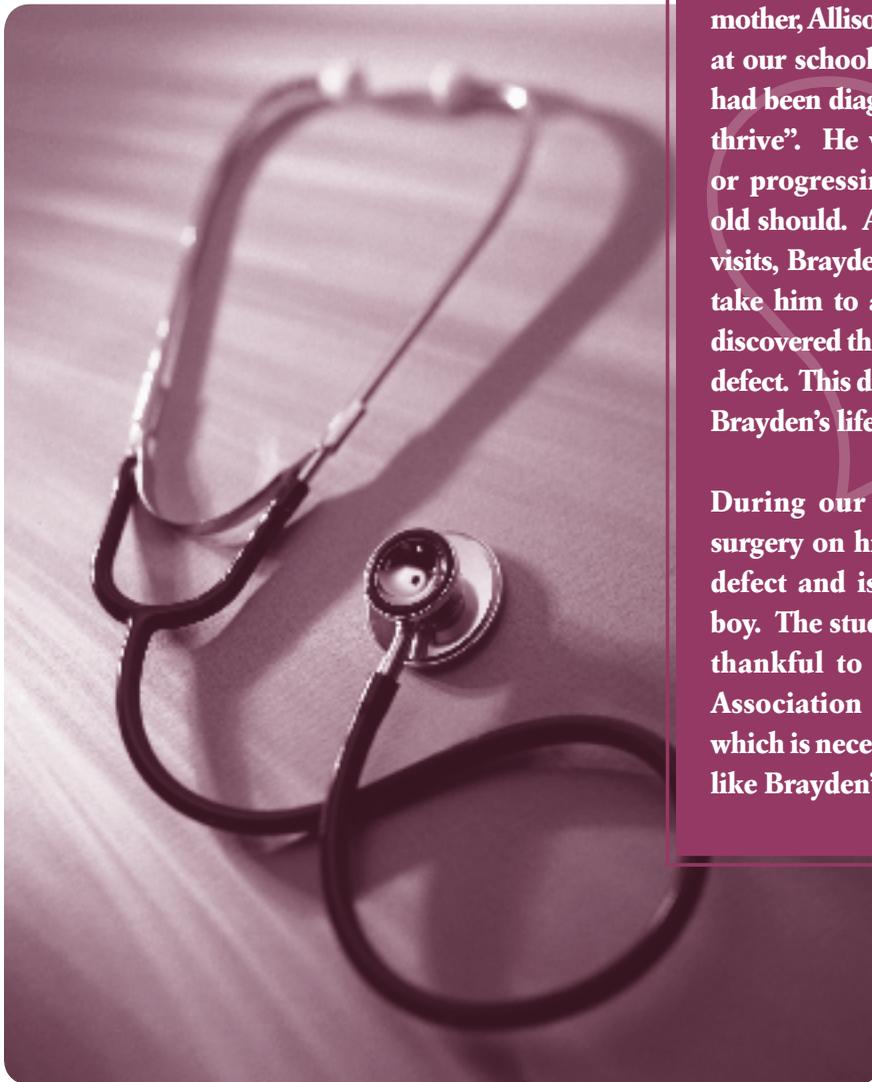
unbelievable. He told them his story and was very willing to give an additional contribution.

Our staff ordered shirts with our principal's picture on it to wear that day to honor him. Thank you to JRFH and AHA for all you do. We are so grateful our principal was here to share the event with us. ♥

A Special Jump Rope For Heart Mascot

By: Kim Berg, Alamance Elementary School, NC

Alamance Elementary held their most successful Jump Rope For Heart Event last February with a total of more than \$32,000.00 being raised. Alamance has raised more than \$200,000.00 for the American Heart Association and contribute their success to the idea of making their event meaningful on a school wide level. The story below led Alamance to name Brayden Blomquist as their JRFH mascot for the 2006 fundraiser. This gave the students at Alamance a clear picture as to why our community should raise money for the AHA. Our students learned that the money they raise really does go to help fund research so that doctors can successfully perform surgeries that save human lives.



In January of 2005, a 7 1/2 month old little boy, Brayden Blomquist, was diagnosed with a heart defect. His mother, Allison, was a speech teacher at our school at the time. Brayden had been diagnosed with “failure to thrive”. He wasn’t gaining weight or progressing as a 7 1/2 month old should. After numerous doctor visits, Brayden’s parents decided to take him to a heart specialist who discovered that Brayden had a heart defect. This discovery helped to save Brayden’s life.

During our event, Brayden had surgery on his heart to correct the defect and is now a healthy little boy. The students at Alamance are thankful to the American Heart Association for funding research which is necessary to help save lives like Brayden’s. ♥

Di\$tance Count\$

Each year I try to incorporate other subject areas...reading, writing, math, etc., into my Jump Rope For Heart events. In 2004, I thought of a way to put a little Geography into the mix! My initial thought was, "Wouldn't it be fun if the kids wrote, called, or emailed friends and family who live far away and then track where the donations come from on a giant map!" I called the program "Di\$tance Count\$" and the idea has exploded beyond my wildest dreams! Here is an excerpt from the letter I sent out last year:

"This is the time of year when I do my annual Jump Rope For Heart event. If you are not familiar with the program, Jump Rope For Heart is a fund raiser for the American Heart Association. Countryside Elementary, my school, has participated in this event every year since we opened in 1988 and we have always had great success. I have recently started a program called "Di\$tance Count\$" and it has just exploded! The idea was to challenge the students to get donations from as many miles away as possible. I put a large map of the United States in the gym and then we tracked where the money came from. Wow! This was an INCREDIBLE experience last year and an amazing learning tool for the students. Forget the United States map...we needed a WORLD map! We received fabulous letters and email messages from around the world. Each day the students were so excited and couldn't wait to see where the mail came from and what the

messages said. We received foreign currency from Hong Kong, a Police patch from an Officer in the German Police Force and learned about many other cultures during the Di\$tance Count\$ program."



Countryside is home to Title One Reading, Title One Math and is also an English Language Learner site. Di\$tance Count\$ has been wonderful for all our students, but especially meaningful for our students who

have come to Countryside from very far away! Each student understands how participating in Jump Rope For Heart can help in the fight against heart disease and stroke.

The possibilities for this program are endless! If you teach in a large school with hundreds of students or in a small school with only a handful of students, this program can work for you! Whether you live in an enormous East Coast city or a tiny Midwestern town, with the Internet, the world can become a very small place. ♥

By Julie Webb, Countryside Elementary School, KS

MAKE YOUR NEXT EVENT WORLD WIDE!

Small Group Raises Big Dollars

By: Meaghan Plattner, American Heart Association, Western States Affiliate



On February 17, 2006 the third and fourth grade students from Redwood Adventist Academy, in Santa Rosa, California, did a Jump-athon for the AHA. The 17 students were divided into four teams and raised \$3,228.11. What an amazing accomplishment for just

17 participants! Each team had one person jumping at all times during the three hour event. One team, consisting of 4 girls, raised \$1369. They were the top fund raising team of the day. Congratulations to the 3rd and 4th graders of Redwood Adventist Academy! ♥



UNITED BY JUMP ROPE FOR HEART

“In a building with kids from fourteen different countries and eighteen different languages, Jump Rope For Heart ties us all together!” ♥

*Submitted by: Julie Webb,
Countryside Elementary School, KS*

