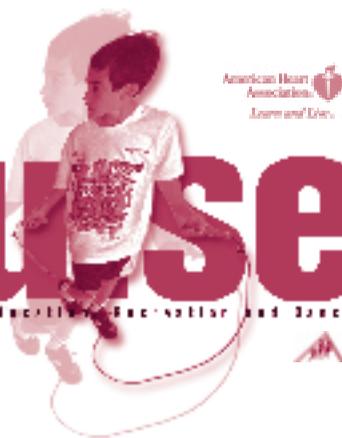


ThePulse

American Heart Association
Learn and Live.

American Alliance for Health, Physical Education, Recreational and Dance



IN THIS ISSUE

Research Corner.....	2
Go Red for Women Gets a Boost	3
What the JPC Does for You	3
Grant Recipients.....	4
2004-2005 National JRFH/HFH Award Winners.....	5
Jump Across the Nation	6
Coordinators Corner	7
Top Jump and Hoops Schools.....	8
websites: www.aahperd.org/ jointprojects.html	

www.americanheart.org



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

Rebuilding PE Programs Through JRFH and HFH

In the aftermath of Hurricane Katrina, it's important that disaster relief efforts are funded to assist the many people in communities who are facing huge losses. To respond to the overwhelming needs of the devastated areas, AAHPERD and AHA are coming together with the Jump Rope for Heart and Hoops for Heart events to assist with rebuilding the PE programs in the schools that have been damaged or destroyed.

Jump Rope and Hoops for Heart incentive prizes have been shipped to the Executive Directors of Louisiana and Mississippi AHPERD to be distributed at their state conventions to coordinators who have lost their equipment, and to shelters as well as damaged schools as a small way of helping them cope with this tragedy. The items that have been shipped include: over 4,000 Jump Ropes, 2,000 t-shirts, 250 Basketballs, 30 Soccer balls, and other PE/Gym equipment.

In addition, AAHPERD and AHA have developed "Jump Into Action". This is an opportunity for coordinators to participate in JRFH and HFH to raise vital funds to support Heart Disease and Stroke and be able to donate the thank you gifts received from the programs to devastated schools in Louisiana and Mississippi. Coordinators have the option of donating all or any combination of the following items earned by participating in JRFH and HFH: Student thank you gifts, Coordinator thank you gifts, Full or half amount of the earned US Games gift certificates.

If you are a coordinator and would like to be involved with this effort please talk to your local Youth Market Director or call the Joint Projects office at AAHPERD. Together we can help rebuild PE programs.

— Jackie Katounas

At the Heart of the Matter





Children Need 60 Minutes of Daily Physical Activity, Expert Panel Says

Toni Baker, Medical College of Georgia

School-age children should participate in 60 minutes or more of moderate to vigorous physical activity daily, according to an expert panel.

"Increasing the level of habitual moderate to vigorous intensity physical activity in youth is a health promotion and a disease prevention strategy," the panelists conclude. Restoration of physical education and other school- and community-based programs could contribute mightily to that strategy, they say.

Recommendations of the 13-member panel are published in the June issue of *The Journal of Pediatrics*. Panelists were convened by the Constella Group, Inc., a professional health services company headquartered in Durham, N.C., contracted by the Divisions of Nutrition and Physical Activity and Adolescent and School Health of the Centers for Disease Control and Prevention.

"We were asked to review the literature and find evidence of the impact of physical activity on the health and well-being of children and to make recommendations based on the evidence, not just on what we all believe to be beneficial," says Dr. Strong, Charbonnier Professor Emeritus at MCG and founding director of MCG's Georgia Prevention Institute, where researchers are exploring issues such as the impact of activity on children's weight and cardiovascular health.

The hope is that the evidence-based recommendations will be taken to heart by children, parents and schools as well as an elite list of organizations that impact children's health, including the American Academy of Pediatrics, the American Heart Association, the National Association for Sport and Physical Education, the Robert Wood Johnson Foundation, and the U.S. Department of Health and Human Services. Representatives of those groups attended the January 2004 meeting of the expert panel.

Panelists reviewed more than 850 articles and 1,200 abstracts looking at the impact of physical activity on a wide range of health factors from body fat to lipid levels to how children perceive themselves.

Most of the studies in the literature had children performing 30 to 45 minutes of continuous moderate to vigorous physical activity three to five days per week. To achieve similar or greater benefits in the context of typically intermittent, ordinary daily activities would require a cumulative time of an hour or more, the experts write.

Jumping rope, soccer, basketball, and brisk walking are all examples of moderate to vigorous physical activity, Dr. Strong says, noting that sedentary children need to increase activity gradually. "Youngsters tend to get bored easily so they have to have variety," says Dr. Malina, who has doctoral degrees in both physical education and anthropology. "In addition, youngsters like physical activities that are challenging."

Experts say much of the needed activity can be achieved at school with appropriate physical education, recess, intramural sports and before- and after-school programs. "In this regard, CDC recommends daily quality physical education from kindergarten through grade 12," the panelists write. "Both physical education and recess afford opportunities to achieve the daily physical activity goal without any evidence of compromising academic performance. Restoration of intramural sport programs and expansion of the school day for such programs in middle and high schools may provide opportunities for all students to be physically active."

"We need to educate teachers and administrators that physical education is important for youngsters," says Dr. Malina, noting that historically when concerns about progress in math and science emerge, physical education and art get moved aside. "The evidence is clear, a renewed emphasis on physical activity in our schools will not have a negative impact on academics," he says.

The recommendations are reasonable and achievable by most children with some effort, the experts say. Parents, pediatricians, daycare centers, and preschools also play important roles in encouraging healthy behaviors, panelists say. Communities can as well by providing safe, appropriate settings such as bike paths and green space, they say.

And if an hour is good, is more even better? "I don't think there is any question that more is better within limits," Dr. Strong says, noting again the importance of the recommendations being based on available science.

The study is reported in "Physical Activity Recommendations for School-Age Youth" in *The Journal of Pediatrics*, Volume 146, Number 6 (June 2005), published by Elsevier.



GO RED FOR WOMEN CAMPAIGN GETS A BOOST FROM DR. JOANNE OWENS-NAUSLAR AND WALK4LIFE

PLAINFIELD, IL, AUGUST 2, 2005 - The American Heart Association's popular Go Red For Women Movement got an added boost of energy from JoAnne Owens-Nauslar, Ed.D, one of the country's most vocal personalities on the issues of physical activity, and the women-owned Walk4Life, Inc. company, based in Plainfield, IL. Dr. Owens-Nauslar is past president of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) and the National Association for Sport and Physical Education (NASPE).

Dr. Jo candidly and humorously promotes concepts such as the (1) Benefits of Living in a Peak Performance Body (2) You Don't Stop Exercising because You Grow Old, You Grow Old because You Stop Exercising (3) No Deposit...No Return – You Must Invest in Your Own Well-Being (4) Secure Your Own Mask First – so You can be a Great Role Model for Children and Youth, and (5) A Reality Check – Pedometers are a Great Awareness Tool to Measure Your Activity Levels.

Walk4Life has agreed to help underwrite up to a dozen of Dr. Jo's Go Red For Women presentations across the country this year. In exchange for sponsorship benefits such as publicity, exhibiting space and product placement, the company will offer the popular health and fitness motivational speaker who combines humor with important heart health facts. AHA affiliates are encouraged to call 1-888-422-1806 or email jvanbyssum@walk4life.com. Each speaking engagement is negotiated to meet the individual needs of the local affiliate. ♥

What the JPC Does for You

Betsy Beals, JPC Committee member

Joint Projects National AHA/AAHPERD Committee (JPC) offers the opportunity for AAHPERD member volunteers to connect with American Heart Association volunteers who “oversee the development of marketing and promotional plans to ensure the continued growth of Jump Rope for Heart and Hoops for Heart.” JPC also offers suggestions and helps make decisions concerning JRFH and HFH and is representative of all areas of the United States. As a member of Joint Projects, I have had the opportunity to help in the selection of incentive gifts, to review and write educational materials for the Education Kits, to submit pictures for the annual calendar, to help select grant and award winners but, most importantly I had the opportunity to exchange ideas with others across our country on the best practices of running an event and how to teach quality daily physical education.

The big picture of Joint Projects reveals the teamwork that goes into the Jump Rope and Hoops for Heart programs. Youth Market Directors and Vice Presidents of Affiliates set goals and help increase monies available for heart and stroke research. Event Coordinators, Jump Rope Demo Teams, State AHPERDs and more than 10 million children in more than 29,000 schools hold events with a focus on physical activity for a lifetime and giving back to their community. Over the last 25 years \$350 million dollars has been raised for cardiovascular research and education programs. Both partners, AHA and AAHPERD have worked together to stress the importance of physical education, proper nutrition and a heart healthy lifestyle. In other words, these two extremely dedicated partners have touched millions of people's lives because of Joint Projects team's local, state and national success. ♥

Grant Recipients

JRFH IS REWARDING

Phyllis Jones

Harwinton Consolidated School has been hosting a school and community-wide event entitled, Jump Rope for Heart (JRFH) within the physical education program for the past eight years. Learning to jump rope and perform various jumping tasks are important parts of an elementary student's movement experience. In preparation for the event, physical education lessons include activities such as jumping rope, leaping, hopping and games with jumping skills.

For the event, stations or learning centers are set up around the gym. Regardless of whether or not students collect money, all participate in this fun event during their physical education class. Kindergarten, first and second grade students have activities such as rope twirling, leap frog, hoop-jumping and leaping. Grades three, four and five may have stations such as double-dutch jumping, pogo sticks, long rope jumping, hurdles, etc.

During the past year, Harwinton Consolidated School has integrated health and physical education together. Students receive both health and physical education instruction from the same teacher twice each week. To promote this new integration, some health stations were added to the JRFH circuit. A large food guide pyramid was taped onto the floor and students were asked to place food containers into the correct food group on the pyramid. Another station included healthful food puzzles for the students to build. In addition, when we are in the health classroom, we are using the lessons from the American Heart Association, such as the worksheets on healthy eating, the student reading books and the heart healthy classroom books. By integrating health and physical education together, we believe that students will understand the importance of choosing healthful foods, staying active and making positive life choices.

Attendance at the AAHPERD convention was a very exciting experience. The most enjoyable part was meeting physical and health educators from all over the United States. Talking with them and sharing ideas and programs was very rewarding. It's interesting to find out that we all have the same kinds of students with the same wants and needs, regardless of where we live. We are all trying to promote healthy and active children, adolescents and adults. ♥



WOW!

Timothy Meyler

Wow! I can't believe the Chicago AAHPERD national convention has come and gone and I still have fond memories. From meeting new people to learning various ways to improve my Physical Education program, Chicago was an experience that I will never forget. If you haven't been to a national AAHPERD convention, start making plans now! It will be well worth the effort.

Personally, I want to thank US-Games for their generosity in supporting the JRFH/HFH grant program and to Jackie Katounas who coordinated the various events for the grant recipients. I truly feel that everyone who attended the JRFH/HFH festivities had a wonderful time. Thanks again Jackie for a job well done!

Finally, let me say something to all the physical educators who are thinking about applying for a JRFH/HFH grant. DO IT! The money used from the grant I received will allow equipment/exercise videos to be checked out through my school's library, allowing students and their parents to be more physically active. Hopefully, this idea will continue to grow and our physical education library will become an integral part of my school's foundation.

Thanks again to everyone who participated in the AAHPERD convention and a special good luck to all the grant winners with their physical education programs. ♥

JUMP ROPE FOR HEART: SETTING THE TONE

Michael Tenoschok

Every day for the past 2 weeks the physical education department has been hauling box after box into the equipment room in the main gym. The contents, fitness equipment that will build the foundation of a "Fitness for Tone" class for high school girls that will begin this fall. Our school has never had a high school elective class targeting girl's fitness before. The Jump Rope for Heart Grant initiative will allow us to make this course a reality. What will a \$1,300 grant buy? Enough Swiss Exercise Balls, Dyna-bands, dumbbells, medicine balls and step aerobic boxes to make a drill sergeant drool. This equipment combined with the free weights, jump ropes and Heart Rate Monitors that the school currently has will help the instructors to produce a first-rate comprehensive fitness class that will rival any commercial enterprise in our community. This equipment will also be utilized to provide introductory fitness units at the middle school level for both boys and girls. The curriculum plan includes the incorporation of all aspects of fitness including: cardiovascular endurance, muscular strength and endurance, flexibility, body composition, as well as core muscle development, Tai Chi principles and Plyometrics. Thank you AAHPERD and JRFH. A little money can make a big difference! ♥

2004-2005 NATIONAL JRFH AND HFH AWARD WINNERS

Rookie of the Year

ROOKIE OF THE YEAR AWARDS – JRFH

SPRING RUN ELEMENTARY – MIDLOTHIAN, VA
\$31,009.13

ROOKIE OF THE YEAR AWARDS – HFH

SEQUOYA MIDDLE SCHOOL – HOLTSVILLE, NY
\$12,079.00

Highest Per Capita Awards

based on enrollment and gross dollars raised

JUMP ENROLLMENT OF 250-500

PLEASANT RIDGE ELEMENTARY – GLENVIEW, IL
\$44,180.00
Enrollment 438

JUMP ENROLLMENT OF LESS THAN 250

BATTLE GROUND ACADEMY-LOWER – FRANKLIN, TN
\$20,619.00
Enrollment 200

HOOPS ENROLLMENT OF 351-700

GLENMONT ELEMENTARY SCHOOL – GLENMONT, NY
\$25,034.00
Enrollment 556

HOOPS ENROLLMENT OF LESS THAN 350

WASHINGTON GRADE SCHOOL – PIATT, IL
\$11,458.00
Enrollment 340

OPEN DOOR AWARD

Recognizes a JRFH or HFH volunteer that has helped bring other peers into the program by 'opening doors'.

HONORABLE BELLE S. WHEELAN, COMMONWEALTH OF VIRGINIA

Instrumental in opening the door to Chesterfield County, VA. The Honorable Belle Wheelan who began serving on the Mid Atlantic Affiliate Board of Directors was approached Dr. Billy Cannaday, Chesterfield County School Superintendent. Because of that friendly exchange, Chesterfield County is now open to the Mid Atlantic Affiliate. This first year, 18 schools completed a Jump Rope or Hoops for Heart event.

HEART HEALTHY SCHOOL AWARD

Recognizes a JRFH or HFH school that has been instrumental with implementing AHA school related programs within the school.

DEB SURDAM, PARKVIEW ELEMENTARY SCHOOL, IL
Deb uses the information she has gotten from the AHA web site, Heart Power activity sheets and health information,

to share with students and parents through the school newsletter. Parkview has been hosting Jump Rope for Heart since 1999. They also have a 5th grade running club and 2nd graders get to take turns bringing home a Get Yourself Moving bag filled with balls, paddles, jump ropes, etc. The intention is to get the whole family moving while enjoying some family fun together.

FAYE BILES EDUCATIONAL AWARD

Recognizes a JRFH or HFH coordinator that has been instrumental with implementing AHA school related programs within their school.

CAROL SANDERSON, AUSTIN ELEMENTARY, TX

Carol is very organized and has put together materials that not only help her students in class but for the rest of their lives. She is creative and uses resources from the community such as doctors, nurses, djs, etc. She has taught the youth market director how to implement Jump Rope for Heart into the TAKS and heart healthy games to teach other coordinators.

PRINCIPAL OF THE YEAR

Recognizes an outstanding School Principal that has helped grow the JRFH or HFH programs.

JANEAN HANSEL, MAY CHESAK ELEMENTARY, IL

Janean Hansel felt strongly that the JRFH/HFH events could not be dropped from the school district. Supplied with AHA community information, she passed on information regarding how the money raised goes back into their community through heart health education, AED's in the police/fire vehicles, and in the hospital. She has been instrumental in keeping JRFH and has shown the value of this fundraising event for their students and their community.

ADMINISTRATOR OF THE YEAR

Recognizes an outstanding Superintendent and/or Instructor of PE that has been instrumental with growing the JRFH and HFH programs.

ANDY KRUPA, LIVINGSTON SCHOOL DISTRICT, NJ

Served as the District Supervisor for Health and Physical Education for the past 10 years. His most recent project was the creation of a District wide AED implementation/ Protocol Strategy. The Jump and Hoops events have grown tremendously over the past three years due to Andy's support and encouragement.

JRFH COORDINATOR OF THE YEAR

MIRA ROBERTS

Whitehome Middle School, NJ

HFH COORDINATOR OF THE YEAR

SUE LONG

Frankfort Middle School, WV

JUMP ACROSS THE NATION

NORTH ATTLEBORO MIDDLE SCHOOL STUDENTS HAVE HEART!

**RAISE \$90,000.00+ FOR THE
AMERICAN HEART ASSOCIATION**

NORTH ATTLEBORO - We hear too often the misfortunes or negative activities of today's youth. At the North Attleboro Middle School they want to spread the word that student's there are reflecting positive attributes of kids! On April 28th, 953 sixth, seventh and eighth grade boys and girls participated in the school's seventh annual "Hoops for Hearts" fund drive. Coordinated by school physical education teachers, Jason Feid and John Dempsey, the kids raised an astounding \$90,000.00+ that will go to the American Heart Association in the fight against the nation's number one killer, heart disease and stroke.

North Attleboro Middle School became the first Hoops for Hearts school to win the overall national title. This was accomplished by beating French Road Elementary school, NY who came in with just over \$87,000.00 in the Jump Rope for Heart Fundraiser. French Road had been national champions for the past 10 years.

The event was held after school from 3pm-8pm and included activities such as grade and school-wide "knock-out competition", "fire-away", "3 on 3 round robin tournament", hula hoops, jump ropes, stationary bikes and board games.

D.J. Nate Adams was on hand to entertain and local businesses donated the refreshments and prizes. Prior to the start, the students were treated



*North Attleboro Middle School Teachers
Matt LaCasse, Jason Feid, Andrew Mingo, John Dempsey*

with some motivational words by former Boston Celtics guard Dana Barros, who now operates the Dana Barros Sports Complex in Foxborough. Barros shared his experiences growing up, his love for basketball, the requirements needed to reach goals and about playing against Michael Jordan.

The teachers, Feid, Dempsey, Andrew Mingo, and Matt LaCasse made good on their commitment as members of Rome's Haircutters brought their wares to the middle school. The teachers agreed to have their heads shaved bald on live television if the students reached their goal of \$80,000.00.

Mr. Feid noted, not only did they help a worthy cause but also the school will receive a \$4000.00 gift certificate for physical education equipment for their tremendous efforts. 5% of the money raised through all American Heart Association programs goes directly to MAHPERD and another 5% to AAHPERD. "We were all very excited at the large turn-out of the students, its great to see and recognize a fantastic group of kids working towards a positive goal." ♥

JRFH at SCSDB

Kim Speer

In 1998, the physical education program at the Multihandicapped School at The South Carolina School for the Deaf and Blind (SCSDB) did not have a jump rope in their equipment room. Kim Speer, physical education teacher, did not think her students could jump rope. After relentless encouragement from Sarah Jane Armstrong, her elementary physical education teacher and mentor, Kim purchased a few ropes to see what the students could do.

Kim's students are much different from the norm. They must have a hearing or visual impairment to attend her school and then all of the students have one or more disabilities including, but not limited to: mental challenges, cerebral palsy (both ambulatory and in wheelchairs or walkers), behavior problems, autism, learning disabled, etc... Kim did not think her students could coordinate the movements to jump rope and thought the challenge of adapting rope jumping for her students would just be too much with all the additional paperwork needed with special needs children.

Once again, the students proved they were up to the challenge. Some of the students with cerebral palsy in both arms and legs could jump rope if it was turned for them. The excitement grew throughout the school as the students showed their teachers their new skills. With excitement in the air, Kim and Sarah approached the principal about having a JRFH event and she was very supportive.

The event was so much fun but they were afraid to set a goal for the school. Most of the 120 students are lucky to bring enough money to go to McDonald's on a field trip. How could a goal be set? A goal of \$500 was agreed upon but they still thought that would be high. Again, the students took on the challenge and raised almost \$2000 that year and have continued to average that much each year since, raising around \$10,000 for the American Heart Association to fight heart disease and stroke in five years.

Mrs. Armstrong was so impressed with the students, that she asked us to present at the SCAHPERD conference on how to include students with disabilities in a JRFH event. The Jump Rope for Heart Event at SCSDB is a daylong activity in the Multihandicapped School. ALL students participate to the best of their ability. Some students jump rope in the traditional fashion and some may turn the rope for others to jump. Some students push a ball or roll a ball back and forth over a "rope". Others may sit and "bounce" on an aerobic ball. Creative ways for all students to "jump", "bounce", or use a rope to participate are demonstrated. Lots of fun is had by all.

SCSDB was then asked to become a Demonstration Team for South Carolina. WOW... We did not know if we were good enough for that. The students were excited about having a team in the multihandicapped school so try-outs were held. The first team was made up of students performing basic individual skills, a few intermediate individual skills, basic long rope skills and a few jumpers could perform double-dutch from the cold start position.

The 2004-05 Team was unbelievable. These kids have worked so hard to learn new skills and practiced two days a week as a team in the afternoon from October to April. The team has expanded to allow the School for the Blind to join. Most of these students have visual impairments only. This year the team performed on opening routine, several advanced individual skills and long rope skills. They also performed their signature long rope skill called the "Leap Frog". Leap Frog is performed by two students jumping inside one long rope then one student leaping over the other student without missing a beat.

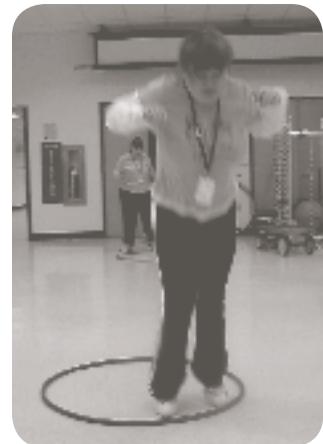
Each demonstration is finished up with a performance by one of the student assistant coaches, Chris. This student is hearing impaired, intellectually challenged and has severe cerebral palsy in both arms and legs, but never gives up until he accomplishes the goal he has set for himself. He is able to run in and out performing double-dutch after four years of being on the team. It is the drive and determination of students like Chris that keeps Kim on her toes to always challenge her students to perform more than they think they can. ♥



A student may be totally blind, intellectually challenged and will not follow directions to jump on command. We use aerobic balls to teach rhythm and movement.



The students will sometimes jump or bounce on a mini tramp with teacher assistance and encouragement.



As they become more comfortable and less resistive or afraid, we will add a hula hoop to teach them to jump over the hoops raised on the floor (tactile cue for blind students) and then later to jump a hoop like a rope. The hoop holds its shape which really helps visually impaired/blind students.

TOP 10 JUMP ROPE FOR HEART SCHOOLS 2004-2005

1	\$87,651 French Road Elementary NY
2	\$61,011 Kamehameha Elementary School HI
3	\$57,544 Commonwealth Elementary TX
4	\$53,665 May Chesak Elementary School IL
5	\$47,090 Greater Atlanta Christian School GA
6	\$44,180 Pleasant Ridge Elementary School IL
7	\$41,220 Prospect Mill Elementary School MD
8	\$40,205 New Hope / Solebury Elementary School PA
9	\$37,310 Mason Heights Elementary School OH
10	\$36,051 Woodland Intermediate School IL

TOP 10 HOOPS FOR HEART SCHOOLS 2004-2005

1	\$90,000 North Attleboro Middle School MA
2	\$30,064 Bel Air Middle School MD
3	\$25,034 Glenmont Elementary School NY
4	\$22,148 Barrington Middle School-Prairie IL
5	\$21,837 South Charlotte Middle School NC
6	\$21,093 Moorestown Upper Elementary School NJ
7	\$20,459 Jay M. Robinson Middle School NC
8	\$20,208 Spring Branch Middle School TX
9	\$19,738 Heritage Lakes Elementary School IL
10	\$19,384 Haverford Middle School PA