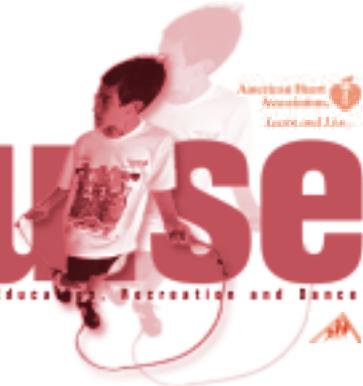


# ThePulse

American Alliance for Health, Physical Education, Recreation and Dance



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websites: [www.aahperd.org/jointprojects.html](http://www.aahperd.org/jointprojects.html)  
[www.americanheart.org](http://www.americanheart.org)



See The Pulse on-line at  
[www.aahperd.org/thepulse](http://www.aahperd.org/thepulse)

## State AHPERD and AHA Work Together

Chris Ayres, ED TAHPERD

During March of 2004, the Metropolitan Nashville Public Schools System of Nashville, Tennessee was under pressure to cut its budget and proposed to do so via the reduction of elementary school physical education programs. The plan was to trim the budget by eliminating 100 of 162 elementary school physical education teaching positions. What do you do when a large metropolitan school system announces they plan to eliminate two-thirds of its elementary school physical education teaching positions? In Tennessee, the decision was to get out front to be seen and heard. The American Heart Association (AHA) and the Tennessee Association for Health, Physical Education, Recreation, and Dance (TAHPERD) collaboratively mobilized to bring about an awareness of just what was at stake. Physical education in the Nashville Metro area was about to take a giant step backwards!

AHA enlisted Chief Science Officer Dr. Rose Marie Robertson to speak on the health benefits of physical activity for students. *The City Paper* ran the story on page one on March 23rd, the morning of the school board meeting. TAHPERD contacted numerous members in the Nashville area, and requested they attend the school board meeting. Several members spoke before the board during the standing room only meeting. The board listened to those present and concluded it would vote on the issue at its April meeting.

During the time period leading up to the April board meeting, both the AHA and TAHPERD joined forces to mount an advocacy campaign. TAHPERD members spoke before the State Board of Education and were cited in numerous area newspapers regarding the importance of physical education in the schools. Also, via the efforts of the AHA, editorials appeared in the Nashville City Paper addressing the impact of eliminating the positions. Ashley Wrye, Communications Director for the Nashville AHA, attended a meeting with elementary physical education teachers. Ms. Wrye gave each teacher cards to send home with their students to provide parents the opportunity to communicate with the Metro Council and the mayor's office in support of physical education. The AHA decided it would run an ad campaign and asked for TAHPERD's in-

Continued on page 2...

### The Pulse Newsletter

Volume 5, Number 2

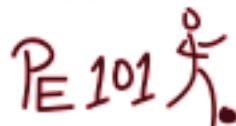
Joint Projects Office  
AAHPERD

1900 Association Drive  
Reston, VA 20191

[jkatounas@aahperd.org](mailto:jkatounas@aahperd.org)

1-800-213-7193 ext. 429

### KEEP EDUCATION ACTIVE



What can Physical Education do for children?

- A. assists in raising test scores
- B. teaches healthy habits for life
- C. reduces your child's risk of obesity, diabetes and heart disease
- D. ALL OF THE ABOVE!

Physical Education passes all the tests for your children.

Officials are NOW considering drastic cuts in Physical Education.  
Keep Physical Education in Metro Schools.

#### YOUR VOICE COUNTS!

Call:

Mayor Bill Purcell: (615) 862-8080

Metro City Council: (615) 862-8780

Or email them through: [www.nashville.gov](http://www.nashville.gov)

Text them to keep education active.



## At the Heart of the Matter

State AHPERD and AHA Work Together  
continued from front page...

volvement. In response, the TAHPERD Executive Board voted to assist in the development and funding of the ads. In collaboration with an Atlanta ad agency, Ms. Wrye and TAHPERD Executive Director, Chris Ayres, developed an ad to be used in Nashville newspapers. The goal of the ad was to bring about an awareness of the issue and provide contact information of those who would influence the final decision.

The ad (seen on the previous page) ran in *The City Paper* April 19-23, and *The Tennessean* on April 26 with funding from both AHA and TAHPERD. On April 27<sup>th</sup>, the Metro Nashville Public School Board voted to use reserve funds to keep all of the physical education positions.

In a collaborative effort, both the American Heart Association and the Tennessee Association for Health, Physical Education, Recreation, and Dance spent thousands of dollars and countless hours in a campaign to keep physical education moving in the right direction in the Metropolitan Nashville Public School System. Although there is no real way to measure the impact of the ad campaign, the outcome was positive. This serves as an ideal example of how state AAHPERD associations and the American Heart Association can collaborate in more than just Jump Rope for Heart and Hoops for Heart. ♥

## NEW JUMP ROPE FOR HEART & HOOPS FOR HEART PROGRAM ADMINISTRATOR

**J**ackie Katounas has recently taken over the Joint Projects Program Administrator position. Jackie has a B.S. in Exercise and Health Promotion from Virginia Tech in Blacksburg, VA. She is a Certified Health Education Specialist (CHES) and has worked at AAHPERD for the past four years.

Jackie was a former participant of the Jump Rope for Heart Program and she understands the importance the programs have in the lives of children. The programs create memories, and an appreciation for a healthy, active lifestyle for a lifetime. She was a high school softball coach and while in this role learned how much children look for role models. The coordinators of the Jump and Hoops programs are these role models. It will be a great pleasure for Jackie to work with such influential, caring people. With great enthusiasm for the Jump Rope for Heart and Hoops for Heart programs, coordinators, and other volunteers she will work with each and every one of you to build a great future.

If you would like to contact Jackie about the Joint Projects she can be reached at:

1900 Association Drive, Reston, VA 20191  
(703) 476-3429  
(800) 213-7193 x429  
Fax: (703) 476-9527  
E-mail: [jkatounas@aahperd.org](mailto:jkatounas@aahperd.org)  
[www.aahperd.org/jointprojects.html](http://www.aahperd.org/jointprojects.html)



**10 YEAR ANNIVERSARY!**  
**HOOPS FOR HEART**

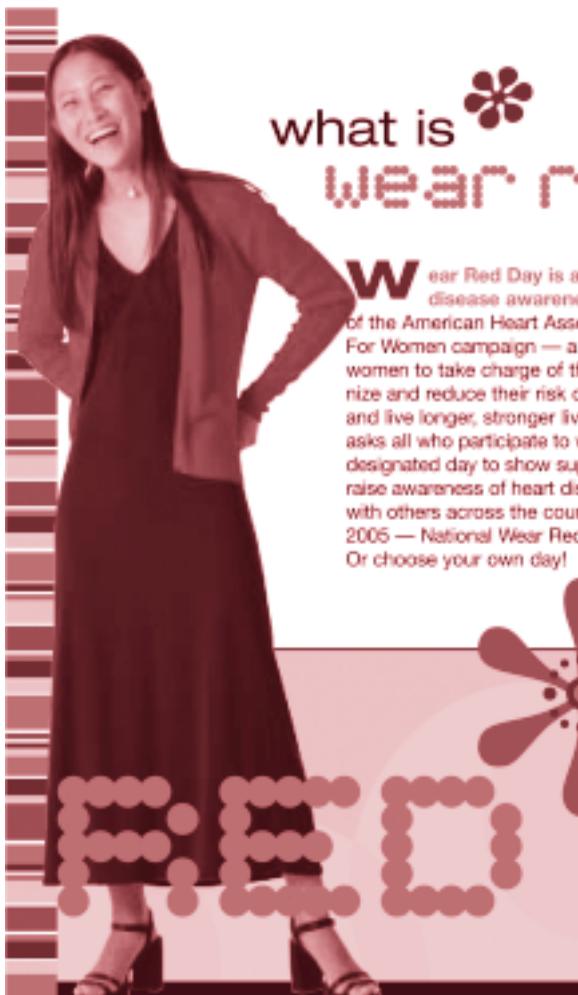
Celebrate the 10<sup>th</sup> Anniversary of Hoops for Heart

### Free Throw Competition!

AAHPERD National Convention Chicago, IL  
April 12-16, 2005

Show off your skills and win great prizes!!!

Would you like to be involved? Contact the Joint Projects office at [scassette@aahperd.org](mailto:scassette@aahperd.org)



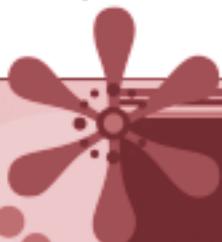
# what is wear red day?

American Heart Association   
*Learn and Live...*

**W**ear Red Day is a national heart disease awareness event and part of the American Heart Association's Go Red For Women campaign — a national call for women to take charge of their health, recognize and reduce their risk of heart disease, and live longer, stronger lives. Wear Red Day asks all who participate to wear red on their designated day to show support and help raise awareness of heart disease. You can join with others across the country on February 4, 2005 — National Wear Red Day for Women. Or choose your own day!

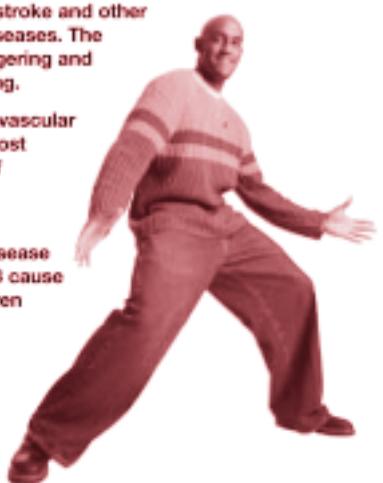
**Why have Wear Red Day in your school?** Because cardiovascular diseases are women's No. 1 killer, claiming about 500,000 lives a year. That means, on average, a woman dies from heart disease, stroke or another cardiovascular disease every minute. But you can help stop these deaths. By participating in Wear Red Day, you'll help raise awareness and empower women to take charge of their health and reduce their risk. You can also invite students and parents to join in and learn about their own heart health.

For more information, call 1-888-MY HEART or visit [americanheart.org/red](http://americanheart.org/red).



## Important Facts Everyone Should Know

- About one of every 2.5 women who die, die of heart disease, stroke and other cardiovascular diseases.
- Cardiovascular disease is the No. 1 killer of women over the age of 25.
- Every year since 1984 more women than men have died of heart disease, stroke and other cardiovascular diseases. The difference is staggering and the gap is widening.
- Congenital cardiovascular defects are the most common cause of infant death from birth defects.
- Cardiovascular disease ranks as the No. 3 cause of death for children under age 15.



©2004, American Heart Association 1304 RD-0045

## Getting started

1. Pick your date.
2. Announce it to staff, parents, etc.
3. Recruit a team to help.
4. Have FUN!

### Tips on how to Go Red!

- Share the important educational information in this flier with others.
- Invite students to make posters to hang in the school.
- Hold a contest for the most outrageous RED outfit!



## MUCH NEEDED EQUIPMENT

By: Vivian Bibler, A.P.E./P.E.,  
Northwood Elementary,  
Dayton, Ohio

**W**ow!!!! What a great time I had at the National AAHPERD Convention in New Orleans! The convention was awesome and in such a great city.

We have been fortunate to be able to offer our students high quality Physical Education classes despite limited equipment. As budgets are cut, it seems like PE equipment is the first place they look. So, it was exciting to be awarded the JRFH/HFH grant. The grant enabled me to order equipment for the first time in a few years. The students here at Northwood have really benefited.

Northwood Elementary needed equipment that was adaptable to all students including our special needs students as they are mainstreamed into regular Physical Education classes. The \$1,200 US Games gift certificate we received was spent on equipment to do just that. Therapy balls for students with special needs and as an exercise station, cooperative game activities to teach cooperation and teamwork, body sox to explore dance and movement in a non threatening atmosphere, a crawling apparatus for our younger medically fragile students who are learning how to crawl with opposition, and manipulatives such as bean bags, tactile balls, koosh balls, and extra large scooters with handles that attach together for special needs students who are in a wheel chair.

I am looking forward to using all of the new equipment that we were able to purchase with the grant money. The students are excited and get so fired up knowing that they are each able to have a ball for activities during movement education classes.

Thank you again for affording our students at Northwood the opportunity to have such equipment!!!! ♥

## GRANT MAKES A BIG IMPRESSION IN SCHOOL COMMUNITY

By: David Norwood, Physical Education Teacher, General  
Bryant E. Moore School, Ellsworth, Maine

**I** believe the most impressive, all be it unintentional, result of receiving the JRFH/HFH Grant in my community was the impression it made upon my administrators, school board and community. Although well known in the individual school that participates, Jump Rope for Heart remained a rather obscure, unrecognized program until receiving this grant. To represent my school district in New Orleans, I was required to go before the School Board as a way to inform them of the purpose of such a unique trip. In our community, all school board meetings are broadcast on local access television. Knowing this, I pounced on the opportunity to stand upon the physical education and Jump Rope for Heart “soap box”. I shared with the school board what a great source of pride our event is and what an amazing educational tool JRFH has become for our students. I was able to communicate the amazing effort our students put in to attain the over \$60 per capita in funds raised each year. I shared stories of children who discovered various ways in which heart disease has affected their families. As a result I received enthusiastic support for the trip and a great deal of appreciation for our students’ efforts for JRFH.

I made a conscious decision to use a portion of the grant money to purchase sophisticated equipment that would further excite my students about exercise and fitness. I have ordered a Polar Heart Rate Monitor which will be used to generate computerized heart rate graphs of various community members. The volunteers who use the heart rate monitor will wear it for a work day and then have this information downloaded into my computer. These graphs will be used by the students to learn the effects that daily activity has on heart rate. I have also ordered several “Insta-pulse” heart rate monitors from US Games. These will be used nearly every day by students to draw comparisons between their exercising heart rate in physical education and the heart rate activity on our community member graphs.

The trip to New Orleans was unlike any other professional experience I have ever had. The beauty of the city, the sun and warmth (I’m from Maine!) and the hospitality of the Joint Projects Committee were overwhelming. I attended many sessions that had a direct impact on my students when I returned. It was important to me that I return the gift of this trip to my students and the community.

Thank you AAHPERD for this tremendous opportunity. The effects of which will be felt for years to come in my community. ♥

## THANK YOU!

By: Jen Neubauer, Physical Educator and HFH State Coordinator, Linn-Mar Community School District, Swisher, IA

**D**uring my five years of teaching 6th-8th grade PE and Health in the Linn-Mar Community School District we tragically lost 3 of our students. At a very tender age our student body became aware of how quickly a life could be lost and just how precious life really is. Also during that time, in the summer of 2002, our Assistant Principal, Jeff Schneekloth, suffered a heart attack. Mr. Schneekloth was a former Physical Education instructor, he was in his mid-late 30's, he was an avid runner, and he looked fit. Why did this happen to him? Did our student body and our staff have to suffer tragedy once again?

Fortunately, Mr. Schneekloth made a full recovery and he was there to start the school year. Unfortunately, Mr. Schneekloth has a family history of heart disease and must watch his health closely. During our Hoops for Heart event that year Mr. Schneekloth was the person we chose to participate in honor of. He was there to tell all the students his story when we kicked off our event. Our students completed certificates and we used those certificates to make a Hoops for Heart Wall of Fame where students could honor survivors and remember those who had passed away. I'll bet a third of the certificates said "Mr. Snick"!

Yes, the American Heart Association has given us lots of great US Games gift certificates over the past 4 years. And yes, AAHPERD chose Linn-Mar to receive the grant. However, I have always told my students, "Our Hoops for Heart event is NOT a fundraiser for our school! This is a community service project!" I firmly believe that when we conduct our Hoops for Heart event, we are helping our community and we help people like Mr. Snick. We focus on the lives we can save and remember lives that have been lost. When we receive those gift certificates and the grant, that is the American Heart Association's and AAHPERD's way of saying Thank You.

Now, after being selected as one of the first 10 recipients of the JRFH/HFH 2004 Grants, I'm the one who needs to say Thank You...

Thanks for the opportunity to be a Hoops for Heart coordinator so that

- I can reinforce in our students how precious life is.
- I can give back to my community.
- the Linn-Mar Community School District could be the state of Iowa's role model in Hoops for Heart community service.
- I could go on a \$1,200 shopping spree for much needed equipment for a one year old school.
- I could fulfill one of my professional dreams — to network with fantastic Physical Education and Health professionals at the National AAHPERD Convention in New Orleans.
- I could promote this fantastic grant opportunity in hopes that other professionals may reap the same benefits I have. ♥

# 2003-2004 NATIONAL JRFH AND HFH AWARD WINNERS



## ROOKIE OF THE YEAR

Rookie of the Year Awards – JRFH  
Jamison Elementary School - Jamison, PA  
\$29,701.00

Rookie of the Year Awards – HFH  
Jay M. Robinson Middle School - Charlotte, NC  
\$18,739

## HIGHEST PER CAPITA AWARDS – based on enrollment and gross dollars raised

Jump Enrollment of 250-500  
Woodland Intermediate - Gurnee, IL  
\$45,665.00 • Enrollment 400

Jump Enrollment of Less than 250  
Community School of Naples - Naples, FL  
\$30,056.00 • Enrollment: 170

Hoops Enrollment of 351-700  
Glenmont Elementary School - Glenmont, NY  
\$25,882 • Enrollment: 556

Hoops Enrollment of Less than 350  
Northwestern Middle School - Poplar, WI  
\$10,372 • Enrollment: 320

## OPEN DOOR AWARD

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

### **Kathy Gay, VA**

When asked last year to be an ambassador she stepped up to the plate and contacted every school requested. The return on the investment was great. 2 of the schools she requested to participate came through. Even after retiring from the school system she is still volunteering her time to ensure that the coordinators say YES!

## HEART HEALTHY SCHOOL AWARD

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

### **Old Mill Elementary School, NJ**

Classroom teachers teach lessons on healthy snacks and review pyramid. PE teachers do jump rope activities. Nurses teach lessons on the functions of the heart and blood vessels. Computer class uses Heart Power Online. Art projects on healthy heart. Music class exercised to various heart rhythms.

## FAYE BILES EDUCATIONAL AWARD

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

### **Donna Moore, Safford Middle School, AZ**

Devoted PE teacher. Jump coordinator for 16 years. She has served on 3 boards. Donna supports the mission of the AHA as well as teaching HeartPower! Kits, ed kits and the skills kits. Donna has been in the fore-front with support of the Kintera program. She is the first to stand up and lead in the fight against childhood obesity, smoking and promoting daily exercise.

## PRINCIPAL OF THE YEAR

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

### **Deb Dimberg, Fairview Charter School, WI**

Gets personally involved with Jump events and encourages 100% participation, held workshop for other principals/coordinators to inform them about the AHA/JRFH; big supporter of local demo team. Shaves the theme for Jump event in back of her hair if the kids reach goal.

## ADMINISTRATOR OF THE YEAR

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

### **Christine Bearce, Longfellow School, ME**

Has been Involved with JRFH for 26 years, encourages all teachers, PTA/PTO to support JRFH/HFH; She organized and promoted a free PSA about HeartPower. Always has the media out to her events. She walks the walk and talks the talk. Christine has devoted her life to teaching students how to live a heart-healthy life.

## JRFH COORDINATOR OF THE YEAR

**Judy Murray  
Gilbert Magnet, NV**

## HFH COORDINATOR OF THE YEAR

**John Gentry  
Beaufort Middle School, SC**

# JUMP ACROSS THE NATION

## JUMP ROPE SIZZLING SENSATION

By: Emily Adams, Physical Education Teacher & JRFH State Coordinator, Kennesaw Elementary School, Kennesaw, GA

**R**ene Bibaud, the absolute best rope jumper I have ever seen, was able to come to Georgia for a few days in September. She started her tour with some schools in the metro Atlanta area. Her school performance included her jump rope performance, student participation, teacher participation, and motivational words to the kids. Her message included trying your best, working at your own level, and that it is okay to make mistakes. The kids enjoyed every minute of her show. After leaving the schools in the metro-Atlanta area, Rene headed to the Georgia AHPERD convention in Athens. She performed for the convention, held a rope jumping session, and performed at a local school in Athens. Since Rene participated in Jump Rope For Heart and performed on a jump rope demonstration team as a student when she was in elementary school, she was someone the kids really admired. Having Rene come to Kennesaw Elementary School has been the highlight of the school year performances. ♥



## Coordinator's Corner

### JRFH COORDINATOR DEDICATES EVENT IN DAUGHTER'S MEMORY

By: Kim Schuette, Regional Communications Director, Central Ohio, American Heart Association

**J**on Grundtisch, a longtime Jump Rope For Heart coordinator at Chapelfield Elementary School in Gahanna Ohio, had a special reason for participating in the program this year. In September 2003, his wife gave birth to twins. Prior to the birth the family learned that one of the twins, Ella, had hypoplastic left heart syndrome, a rare and very serious condition. She underwent surgery soon after birth and because of various complications did not survive. Jon held his Jump Rope For Heart event at school this past February during American Heart Month and dedicated it to Ella's memory. He brought to his students the message of how their participation in Jump Rope For Heart can save lives because the funds raised in Ella's memory will help research and educational programs continue so that other children born with this condition and other heart defects might have a better chance of a normal, healthy life. ♥



*Jon is pictured here with three of his students at his school's Jump Rope For Heart event in February 2004.*

## TOP 10 JUMP ROPE FOR HEART SCHOOLS

1	\$75,480	French Rd Elementary School	NY
2	\$55,775	Kamehameha Elementary School	HI
3	\$52,184	Kennesaw Elementary School	GA
4	\$47,712	May Chesak Elementary School	IL
5	\$45,665	Woodland Intermediate School	IL
6	\$41,860	Greater Atlanta Christian School	GA
7	\$37,358	Pleasant Ridge Elementary School	IL
8	\$36,741	Prospect Mill Elementary School	MD
9	\$33,449	New Hope / Solebury Elementary School	PA
10	\$33,100	Mason Heights Elementary School	OH

## TOP 10 HOOPS FOR HEART SCHOOLS

1	\$70,512	North Attleboro Middle School	MA
2	\$25,823	Glenmont Elementary School	NY
3	\$25,261	Bel Air Middle School	MD
4	\$22,716	Spring Ford Middle School	PA
5	\$22,433	South Charlotte Middle School	NC
6	\$20,325	Spring Branch Middle School	TX
7	\$18,979	Barrington Middle School-Prairie	IL
8	\$18,922	East Woods School	OH
9	\$18,740	Jay M. Robinson Middle School	NC
10	\$17,263	Central Elementary School	OH