

ThePulse

American Alliance for Health, Physical Education, Recreation and Dance

American Heart Association
Fighting Heart Disease and Stroke

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websites: www.aahperd.org

www.americanheart.org



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

Another School Year Comes to a Close...

It's hard to believe that another school year is coming to a close. And what a successful and eventful year it was for the Joint Projects! We had a wonderful convention in Philadelphia this spring despite several days of rainy, cold weather. The demonstration teams were outstanding, the sessions were great, and fun was had by all. Thanks to the AHA for all of the wonderful giveaways at their booth!

Among the highlights—Swin Cash of the WNBA's Detroit Shock signed autographs at the AHA booth before speaking to more than 225 attendees at the NAGWS Luncheon where Billie Jean King was the keynote. Swin commented on the impact of programs like Hoops and the excitement surrounding the future partnership between AAHPERD, the AHA and the WNBA on the HFH skills guides.

As we take a deep breath and head into the unwind of summer—relax and enjoy, but don't forget our mission to fight heart disease and stroke. The Fall brings a very important and exciting year for JRFH—the 25th Anniversary!

The yearlong celebration will kick off September 1, 2003 and run until August 31, 2004. Plan to go all out next school year and celebrate the 25th Anniversary along with 25,000+ schools across the nation.

All the best for a relaxing summer!

— S. Schoenberg



Betsy Beals, NCAAHPERD JRFH/HFH State Coordinator and Swin Cash, WNBA Detroit Shock



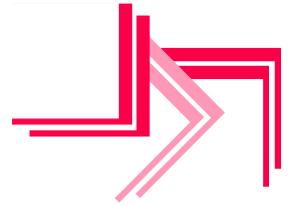
JRFH Demo Kids

At the Heart of the Matter

The Research Corner

New Opinion Survey

PARENTS BELIEVE PHYSICAL ACTIVITY KEY TO PREVENTING CHILDHOOD OBESITY



By: Paula Keyes Kun, NASPE Public Relations Manager

WASHINGTON, DC, April 29, 2003 - Amid growing concerns about escalating childhood obesity rates and the rise of Type II diabetes, many parents see daily physical activity as key to optimal health and academic success reports a new opinion survey released today by the National Association for Sport and Physical Education (NASPE). Nearly all parents (95%) think regular, daily physical activity helps children do better academically.

Importance of Physical Education

- Three in four parents (76%) think more school physical education could help control or prevent childhood obesity.
- The vast majority (95%) think physical education should be part of a school curriculum for all students in grades K-12.
- More than half (at least 54%) believe physical education is as important, or more important than academics such as math, science and English.

“In the last 20 years the proportion of overweight children between ages 6 and 19 has tripled to nearly one of every three kids,” said NASPE President George Graham, Ph.D., professor at The Pennsylvania State University. “A large reason for this is our children’s lack of physical activity. This is a national crisis. Physically inactive, overweight children grow up to become physically inactive, obese adults.”

“If parents see physical activity as a key to helping children do better academically and that physical education could help solve the obesity problem, then families, schools, and communities need to create more opportunities for children to have physical education and be more physically active,” Graham added. “For our children to be healthier, we must act now! We can’t delay any longer action to support daily physical activity education.”

For over 50% of parents, the lack of physical activity and sedentary activities were chosen as the most important causes for the rise of childhood obesity. Forty-six percent of parents chose eating habits as the main cause.

NASPE Executive Director Judith C. Young, Ph.D., said “In many school districts physical education is being cut back to provide more time to prepare for standardized testing in academic areas. This survey shows that parents think optimal health is most important (44%) for their children, followed by having friends/getting along with peers (20%), and academic success (16%) well behind as an important priority.”

Healthier Lifestyle

Asked to identify the keys to a healthy lifestyle for children, the most frequent responses were a balanced diet (54%) and daily or regular activity (53%). Parents believe their children should average about 75 minutes of physical activity per day. A majority of parents say they do one or more of the following things to get their child to be more active:

- Provide outdoor/indoor physical activity access at home
- Participate with them
- Plan family activities that include physical activity
- Register children for physical activity programs
- Remind them.

Most parents (73%) think parents and school officials should work together to make decisions about what students eat and drink at school. Most parents do not think five hours of nutrition education a year is enough, and expressed willingness to pay higher taxes to provide physical education and nutrition education classes. Nearly all parents (93%) think partnerships between local schools and businesses can be important sources for financial support for schools.



The survey, which was conducted by Opinion Research Corporation International of Princeton, NJ, is based on interviews with a nationally representative sample of 2,038 adults (18 years of age and older, 50% male/50% female, 573 parents). The margin of error for the adult sample is + or - 3 percentage points; when broken into subgroups (those with children in the household) the margin of error is + or - 6 percentage points. The margin of error for the teen sample is + or - 4 percentage points. All interviewing was done from April 3 -7, 2003.

Information about the National Association for Sport and Physical Education (NASPE) can be found on

the Internet at www.aahperd.org, the web site of the American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD). NASPE is the largest of AAHPERD's six national associations. A nonprofit membership organization of over 18,000 professionals in the fitness and physical activity fields, NASPE is the only national association dedicated to strengthening basic knowledge about sport and physical education among professionals and the general public. Putting that knowledge into action in schools and communities across the nation is critical to improved academic performance, social reform and the health of individuals. ♥

Stories from the Heart

Jump for Josh

By: Patti Kassay, Physical Educator

Submitted by: Barbara S. Wilkov, AHA Youth Market Manager, Heritage Affiliate



My involvement with the American Heart Association has spanned two decades. I originally became involved in 1980 when I was just barely out of college. I always had an interest in First Aid and CPR and I became a certified teacher of CPR through the American Heart Association. It was great because the students I taught were in high school. My job was to teach students skills so they could act appropriately in emergency situations. Former students have returned to tell me that they have performed CPR or Obstructed Airway procedures that have saved someone's life. Anyone who teaches physical education or health has been in the same situation. It makes you proud when your students apply skills, act responsibly, and even save someone's life.

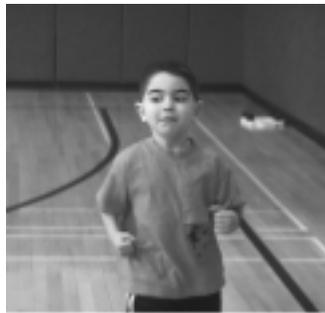
For the last 12 years my role with the AHA has changed. I've been teaching elementary P.E. and have become involved in Jump Rope for Heart. Even though I've coordinated JRFH for the last 11 years in various schools in my town, this is the fifth year we're doing JRFH at North Stratfield School in Fairfield, CT.

I encourage as many second through fifth grade students to become involved as possible. Yes, it is a fundraising activity. However, if a child is not interested in doing the fundraising, he is welcome to join us, as long as he has parental permission. My goal is to teach students rope jumping skills, so they can be applied in and out of school. We want our kids to stay active whether they raise money or not! The more the merrier.

This year, Jump Rope For Heart became very personal for my school community. We have a first grader named Josh who is the recipient of a heart transplant. What makes Josh so unique is that he has received two heart transplants in his short lifetime. He's a wonderful boy and everyone who knows him loves him. Josh is a gentle, kind soul, a forty year old in a seven year old body.

I don't usually do JRFH with first graders. They are still new to the school and they are beginning to learn jump rope skills. It also gives them something to look forward to in second grade, especially if they have older siblings who have been a part of the program. After speaking with the first grade teachers, we all agreed that because Josh is a first grader, and can be directly affected by JRFH, that we needed to involve the first grade in some way. I didn't want to make it a fundraiser for first grade and we wanted

to keep it under wraps until the day it was going to happen. I called Josh's mom, Michele, and told her of our plans. She said that Josh would be proud and honored that his peers would "Jump for Josh" (one of our first grade teachers came up with our slogan for the day).



JOSH

On a Friday, when first graders have P.E., I sat them down and told them that they would all be coming back to the gym at 2:45 to "Jump for Josh." I explained that many of them have older siblings who have taken part in JRFH over the years and that we would kick off the event with first graders, Josh's peers, coming back to the gym to jump rope. What better or more appropriate way to involve the friends of our very own heart transplant recipient. We also didn't want to make it anymore than a fun afternoon of jumping to honor our friend, Josh.

My emotions almost took over several times when I was explaining to the kids our plan for the afternoon. When we all assembled in the gym, it became even more difficult to contain myself, but I managed. As I looked around the gym, I saw 80 first grade faces, along

with their teachers and numerous other staff members who came back to the gym that afternoon to turn the rope for Josh. My heart swelled with pride as I watched the faces of the students. They were laughing, smiling, and having a good time. This was a great way to get our Jump Rope for Heart event underway. We also signed a huge "Jump for Josh" poster, took pictures, and captured it on video as well for Josh to enjoy.

None of this could have happened without the help of the staff. I'm fortunate to be in a school where the people I work with value what I do and are always there to help when I need it. Along with a great administration and parent group, we are able to pull this event off every year.

This year at North Stratfield, JRFH takes on a whole new meaning. We look forward to the day Josh returns to school. But in the meantime, I think we all have a different perspective on life because of what Josh and his family have been through this year. I know they are my heroes. They've helped me to understand what's important in life. Live it to the fullest and don't sweat the little things. Next week, second through fifth grade students at North Stratfield School will Jump Rope for Heart with Josh in mind. We will remember that his future is in our hands! ♥

Survivor Stories

Colleen Gleason



Submitted by: Carol Sapeta, AHA Youth Market Director,
Mid-West Affiliate

Colleen's mother wrote the following story:

When Colleen was born on October 13, 1992, she seemed perfectly healthy. But, at her 6-week check-up, her pediatrician noticed an unusual heartbeat. He immediately sent us to a cardiologist who informed us that Colleen had a severely enlarged heart. He said she had cardiomyopathy and that she was in heart failure. We were told her only hope was a heart transplant. They didn't even know if she could survive the wait for a new heart.

They transferred us to Children's Memorial Hospital so they could list her on the organ donation list. Miraculously, with the help of a lot of prayers and medication, Colleen not only survived, but was taken off the transplant list and we went home! She was still on medication and we had clinic visits every 3 months, but Colleen went on to lead a fairly normal life from the age of 8 weeks - 3 years.

In December of 1995, Colleen was suffering from what originally started as a bad cold. The virus attacked her heart and again we were told that Colleen was in heart failure. She was pretty strong at this point, so the doctors felt it was a good time to list her on the transplant list.

We waited in the hospital for 5 weeks, a fairly short wait for a new heart. On January 20, 1996, Colleen received her new heart. Her body accepted her new organ and she had no complications. We went home two weeks after her surgery!

Today, Colleen is a healthy, happy 10 year old. Now a 4th grader, she has never had an episode of rejection and has been doing great! She enjoys playing tennis, dancing, swimming, and riding her bike. She loves to travel and has many plans to see the world!

I cannot imagine my life without Colleen and we are so truly thankful for the family that made the difficult decision to donate their loved one's organs. Their gift gave our little girl a second chance at life! She knows we were blessed and is enjoying her life to the fullest! Colleen gives back through the JRFH event. This year she was the highest fundraiser for Jump Rope for Heart at her school (over \$600) and the American Heart Association presented her with a medal. ♥



"...we are so truly thankful for the family that made the difficult decision to donate their loved one's organs. Their gift gave our little girl a second chance at life!"



Colleen and her family.



Colleen with her brothers.

JUMP ACROSS THE NATION



Charles Lindbergh Elementary School Does It Again!

By: Linda L. Mangione, Youth Market Director,
AHA Northeast Affiliate

Lindbergh Elementary School located in Kenmore, NY has participated in Jump Rope for Heart since 1999.

This year's event raised over \$13,500! Since 1999 Lindbergh Elementary School has been the #1 Jump Rope for Heart school in Western New York and has raised over \$44,000 to help fight heart disease and stroke!

Todd Marquardt and Kelly Strong, the school's Physical Education teachers are also the Jump Rope for Heart Coordinators. They do an outstanding job of teaching students the importance of exercise and community service. Todd and Kelly build enthusiasm to get the whole school involved; over 500 students participate in the event!

“We have been involved with Jump Rope For Heart for the past four years. It has truly been a rewarding experience from our perspective as well as the childrens’. The implementation of the program is open ended so it can be molded around your schools needs and desires.” – Todd Marquardt

Lindbergh Elementary School is one of five other schools (Alexander Hamilton ES, Ben Franklin ES, Herbert Hoover ES, Theodore Roosevelt ES and Thomas Jefferson ES) within the Kenmore-Tonawanda School District that continue to participate in Jump Rope For Heart. Together, these schools have raised over \$85,000 to help the American Heart Association fight cardiovascular disease and stroke.

We truly appreciate their hard work and continued support! ♥



Congratulations Scarsdale Middle School

By: Sandra Tiberii, AHA Director of Youth Markets, Northeast Affiliate

Congratulations to Scarsdale Middle School of Scarsdale, NY for completing their first school wide Hoops for Heart event this past March. Students in the CARE Club implemented the event that raised \$3,865. Scarsdale students had the support of CARE Club advisors Emily Vallario, Brian Brosnon and Melissa Lam as well as Aresh Mohit of High-5 and Chris Osterhoudt of the Scarsdale Recreation Department. It was a true team effort! ♥

NC Jump Rope for Heart/ Hoops for Heart Grants

Submitted by: Betsy Beals, North Carolina JRFH/
HFH State Coordinator

To encourage more professionals to participate in Jump Rope and Hoops for Heart NCAAPERD rewards professionals that have helped raise funds for our association. If a member raises more than \$1000.00 they receive free membership for one year. Also, professionals can apply to receive a grant to help their physical education program. North Carolina is very proud of their fund raising efforts this year. Note the check being presented by Donna Ashcraft, Vice-President AHA Youth Market Mid-Atlantic Region to our NCAAPERD President David Claxton—\$94,952.22! ♥



NCAAPERD JRFH/HFH Grant Winners

WALL OF FAME

By: Gary Wilson,
Mississippi JRFH State Coordinator

The Jump Rope for Heart program is the best community service project in which our students can become involved! The rewards to the students and the JRFH coordinators can last a lifetime.

Five years ago, I started painting the name of the student who collected the most money for JRFH at Anniston Elementary School on the gym wall. The student's name was placed on the Wall of Fame section in our gym. The students really strive to have their name placed on the wall because it is an honor to be the best. Bailey Smith was a Kindergartner in 2002 and she had her name placed on the wall because she collected \$217.25. This year she collected \$42.00, but she shows her competitive spirit by writing me the enclosed letter. The JRFH program does make a difference in the lives of our students as well as the individuals whose lives are saved by heart research through money these students collect. ♥

Letter from Bailey Smith, Anniston Avenue Elementary

Dear Coach,

Thank you for the Jump Rope for Heart present. It was very thoughtful of you. I'm glad I collected \$42. I hope I get the hand-held fan. I hope next year I collect enough money to get my name on the wall again. I hope next year you have extra prizes again.

Love,
Bailey



2002-2003 NATIONAL JUMP & HOOPS AWARDS

NATIONAL AWARDS:

Top 10 Schools Based On Highest Income

(separate Jump & Hoops)

Rookie of the Year (separate Jump & Hoops)

Highest Per Capita Award - based on enrollment/gross dollars raised (separate Jump & Hoops)

- ♥ **Jump:** Total school enrollment of 250-500, most money raised
- ♥ **Jump:** Total school enrollment of less than 250, most money raised
- ♥ **Hoops:** Total school enrollment of 351-700, most money raised
- ♥ **Hoops:** Total school enrollment of 350 or less, most money raised

Outstanding Jump Rope for Heart Coordinator

Outstanding Hoops for Heart Coordinator

Administrator of the Year Award: (for a Superintendent, Instructor of PE and/or Principal that has helped grow the Jump or Hoops program within their controllable areas)

'Open-Door' Award: Recognizes a Jump/Hoops volunteer that has helped bring other peers into the program either through 'opening doors' to AHA staff when these doors might have previously been shut and/or helped the AHA recruit new customers by referring the AHA staff to other coordinators that have successfully completed an event.

Faye Biles Educational Award: Recognizes a Jump/Hoops coordinator that has been instrumental with implementing AHA school related programs within their school (Jump/Hoops ed kits, skills kits, HeartPower, CPR in Schools, etc...)

Heart Healthy School Award: Recognizes a Jump and/or Hoops school that has been instrumental with implementing AHA school related programs within their entire school (Jump/Hoops ed kits, skills kits, HeartPower, CPR in Schools, etc...)

CRITERIA OF WINNERS AND PRESENTATION OF AWARDS

- ▶ AAHPERD or State AHPERD membership **is not** an eligibility requirement for these awards.
- ▶ In recognizing the award winners, Affiliate schoolsite managers will be notified by the national center of their winning school(s). At that time, logistics will be determined as to how best deliver and present the award to the winning school (e.g. state AHPERD convention, district wide convention, etc...). All winners will be published in AAHPERD's The Pulse newsletter.
- ▶ The AHA national center will ask each affiliate for nominations for subjective awards in late June/early July. A sub-group consisting of current JPC members and current AHA Affiliate Schoolsite Managers will meet via teleconference to determine the award winners.
- ▶ All winners will be notified on or before August 15, 2003. Winner's names will be published in the Fall "Back-to-School" issue of *The Pulse*.

**For questions about the National JRFH and HFH awards
please contact your AHA Affiliate at 1-800-242-8721**