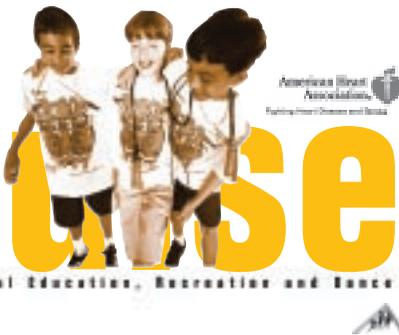


The Pulse

American Alliance for Health, Physical Education, Recreation and Dance



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New School Year, New Beginnings — Same Important Mission!

As the school bells begin to ring we look forward to the challenges ahead for the Jump Rope for Heart and Hoops for Heart programs. After another record-breaking year we will again look to set a new mark of excellence in both education and fundraising. Jump and Hoops raised a combined \$52 million last school year — a remarkable amount — but we are looking to raise much, much more for the fight against heart disease and stroke. You can help!

By conducting a JRFH or HFH event you play a very important role in fighting heart disease and stroke and in educating your students. The majority of money raised by schools is used for cardiovascular research and public education. As a JRFH or HFH coordinator you will receive educational materials for your class.

This year's educational materials have a new twist — rather than Jump and Hoops kits, we will be providing elementary and secondary kits so that schools will receive information that is geared to the correct grade levels. The kits — “Live Tobacco Free” — will focus on the increasingly important message of kids saying no to tobacco. Why the anti-tobacco message?

- Smoking is the leading cause of preventable death in the United States.*
- Almost 90 percent of adult smokers began at or before age 18.¹
- Each day, more than 3,000 kids become regular smokers,² — that is more than one million kids a year. Roughly one-third of them will eventually die from a tobacco-related disease.³

Each day in Physical Education class you impart the knowledge of a heart healthy lifestyle to your students. We want to provide you with the tools to arm your students with the information and courage to say no to a deadly, habit-forming drug that takes many lives unnecessarily each day.

By doing a Jump or Hoops event you are making a difference in your students lives and in the lives of countless others that benefit from research and public education dollars. If you have not yet registered for your JRFH or HFH event, I encourage you to do so today. Call your local American Heart Association at 1-800-242-8721. If you have already registered — thank you for your continued support and keep up the GREAT work. Have a fantastic school year!

— S. Schoenberg

websites: www.aahperd.org

www.aahperd.org
www.americanheart.org



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

The Pulse Newsletter

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* Statistics from the American Legacy website, www.americanlegacy.org.

1 *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*, U.S. Department of Health and Human Services, 1994.

2 U.S. Centers for Disease Control and Prevention (CDC), Incidence of Initiation of Cigarette Smoking United States 1965-1996, *Morbidity and Mortality Weekly Report (MMWR)*, 9 October 1998, Vol. 47, No. 39.

3 CDC, Projected Smoking-Related Deaths Among Youth United States, *MMWR* 8 November 1996, Vol. 45, No. 44

AAHPERD/AHA Partnership – The Power of Working Together

By: Robert Blackburn, JPC Past-Chairman

The American Alliance for Health, Physical Education, Recreation, and Dance has a partnership with the American Heart Association in the Jump Rope for Heart and Hoops for Heart Programs. In the 24-year history of the partnership, the Jump Rope for Heart program has raised more than \$327 million dollars and educated millions of people about heart disease and stroke.

An important part of the Joint Projects partnership is representation at each partners national meeting. As Alliance members know, AHA representatives always attend the AAHPERD National Convention and most of the state/district conventions. This year at the 2002 American Heart Association Delegate Assembly and Leadership Conference, Robert Blackburn, Chair of the Joint Projects Committee, and Lucinda Adams, Past President of AAHPERD, represented the Alliance in Dallas, Texas.

The Delegate Assembly and Leadership Conference focuses on various awards such as the AHA Gold Heart Award and meritorious achievement awards. Business meetings and strategic planning meetings also take place. A general session focusing on leadership is always the highlight of this meeting. This year, the presenter was Roger Nierenberg, Music Director for the Stamford Symphony Orchestra in Connecticut. As a music conductor for major symphony orchestras, he presented “The Music Paradigm” an interactive program between members of the Dallas Symphony Orchestra and the audience. The theme of the program was the relationship between orchestra members, playing great music and how organizations can achieve the same positive results by working together.

For the second year, AAHPERD representatives presented a symbolic check, representing the amount of money raised by the Jump Rope for Heart and Hoops for Heart programs, at the new AHA Board meeting on Sunday morning, June



(Left to right): Craig T. Beam, CRE, AHA Chairman 2002-03, Lucinda Adams, past president of American Alliance for Health Physical Education, Recreation & Dance; Robert O. Bonow, MD, FAHA, AHA President 2002-03, Robert Blackburn, Ph.D., chairman of the AHA/AAHPERD Joint Projects Committee.

23, 2002. The Jump Rope for Heart and Hoops for Heart programs collectively raised over \$52 million this year.

In Past President Adam's presentation, she noted that, through our partnership, AAHPERD and the AHA are able to reach more than 5 million children annually. JRFH/HFH schools pass on the message of proper diet, exercise, and the importance of healthy living to their students so this generation will not face the ravages of heart disease and stroke of past generations. With approximately 1/3 of all elementary schools across the country conducting a JRFH/HFH event, we are making a major impact on tomorrow's future!

She also remarked on the many other accomplishments of our unique partnership. “We create educational materials, work on advocacy initiatives to keep physical education in schools, and work to teach children skills such as Cardiopulmonary Resuscitation (CPR) and how to identify the warning signs of heart attack and stroke. Thanks to our collaborative efforts, today's children will not only be wiser on how to prevent a heart attack or stroke but also how to react to one in a parent, grandparent, friend or neighbor.”

Alliance members and American Heart Association volunteers can both be proud of our partnership through the Jump Rope for Heart and Hoops for Heart programs! ♥

JUMP ACROSS THE NATION

Jump Rope for Heart on the White House South Lawn

By: Richard Hamburg, AHA Director, Government Relations

On June 20, 2002, the Jump Rope for Heart program was featured at President Bush's White House fitness event. Twenty Fairfax County (VA) public school students representing the Virginia Jump Rope for Heart demonstration teams showed off their skills at the White House Fitness Expo. Also in attendance were the representatives of French Road Elementary School (NY), the top Jump school in the nation, and the representatives of North Attleboro Middle School (MA), the top Hoops school in the country.

In order to prevent chronic disease before it occurs, President Bush has begun to place a heavy emphasis on physical activity and healthy lifestyles. During the fitness expo, the President announced his Healthier US initiative to encourage

Americans to take charge of their health by adopting healthy lifestyle habits.

The Healthier US Initiative is based on the premise that "every little bit counts." The initiative focuses on four areas: physical activity, healthy nutrition, preventive screenings, and healthy choices.

The White House has established a website to assist people in becoming familiar with the new initiative. Visit

www.whitehouse.gov/infocus/fitness

for more information. ♥

Illinois AHPERD Prepares to Celebrate 25 years of JRFH

By: Mary Kennedy, IL, JRFH State Coordinator

Illinois served as one of the first JRFH pilot programs in the nation and as a result will be celebrating its 25th anniversary one year earlier than the rest of the country. IAHPERD is planning several activities for its annual convention this fall that will highlight the anniversary and its long time coordinators.

In an effort to educate a new group of student teachers and keep the momentum going for another 25 years, IAHPERD task force members have been making presentations to university students about Jump Rope for Heart and Hoops for Heart. Presenters discuss the benefits of JRFH and HFH, ideas for successful events, and the educational materials available to coordinators. Educating students before they leave the university community is motivating more students to do an event at their first school.

Keeping in line with being heart healthy, the IAHPERD taskforce purchased an AED unit that will be available at all IAHPERD functions. The Taskforce was certified in CPR and AED use and similar trainings will be offered at future IAHPERD conferences. ♥

GREAT JOB IAHPERD!



Stories from the Heart



By: Amy Roquemore, The Dallas Morning News
Grapevine, TX

**1, 2, 3, 4... no one with a jump rope does more;
5, 6, 7, 8... twice, girl's fund-raising has taken the cake**

For 9-year-old Heritage Elementary student Victoria Jaeger, raising money for a good cause is as easy as jumping rope.

The bubbly, freckle-faced brunette has raised the most money in the state (of Texas) in the annual Jump Rope for Heart fund-raiser two years in a row. Her 2002 contribution, which totaled more than \$ 4,000, also helped her school raise more money than any other campus in northeast Tarrant County – a distinction its students have earned eight times in the last 11 years.

Both Victoria and her school were recognized at a recent awards luncheon held by the Northeast Tarrant Division of the American Heart Association.

The fourth-grader said she is proud of the accomplishment, although she has never set out to best the state's other participants. "I don't think it really matters who raises the most money," Victoria said this week. "It's just important that everyone does their best to help."

Jump Rope for Heart, sponsored by the American Heart Association and the American Alliance for Health, Physical Education, Recreation and Dance, raises money for medical research and heart disease prevention programs. Students in thousands of elementary schools across the country participate in the event each year.

They gather pledges from friends and family members and then, on a day in February, jump rope during physical education class to celebrate the event and promote their own heart health.

"We haven't made it a priority to be the school that raises the most money, but we do make an effort to convey to the students that this is an important cause," said Heritage principal Stacey Voigt. "Through the efforts of our students and parents, we have been very fortunate that we have received the award for many years."

Victoria has taken part in Jump Rope for Heart each of the three years she has attended the school. As a first-grader, she raised more money than any student in Tarrant County. She first earned state recognition in 2001 as a second-grader.

When the fund-raiser rolls around each year, she said, she writes letters to her family's relatives and friends, telling them about the event and asking for their support. This year her letter included information about her grandfather, who has suffered a heart attack and undergone two heart surgeries. Victoria said he serves as her inspiration, along with her grandmother who died of heart disease.

"It just makes me feel good to get other kids and other people involved, and I would like it if everyone took part in Jump Rope for Heart," she said.

Alicia Gossett, the district school site director for the local heart association chapter, said the organization is thrilled to have such a dedicated volunteer. "I wish we could clone Victoria, because it's not very often that you find a child who is as dedicated to this as she is," the director said. "She is truly an inspiration."

Victoria's parents, Philip and Elizabeth Jaeger, said they are proud of their daughter's blossoming benevolence. "Especially because Victoria is our only child, we have always felt it was important to teach her the importance of giving and helping others whenever she can," Mrs. Jaeger said.

But Mr. Jaeger offered a simpler explanation for his daughter's generous spirit. "She's just a great kid," he said. "I'm proud of both the commitment she's shown and the organizational skills she has to be able to do this."

Victoria said she will undoubtedly take part in next year's Jump Rope for Heart, but as always, her focus will not be entirely on the bottom line. "I'm going to try my best again next year and just see what happens," she said. "As long as I am helping, that makes me feel good." ♥

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The AHA Research Corner

Kids Getting a Steady Diet of Fast Food On the Tube

(AHA Meeting Report)

Honolulu, April 24—Television commercials aired during children’s shows now emphasize larger fast-food portions compared with Saturday morning ads in the 1970s, which focused mainly on sugary breakfast cereals, according to a study being presented at the American Heart Association’s Asia Pacific Scientific Forum. Researchers say this trend may contribute to the rise in childhood obesity.

Physical inactivity during leisure activities, including television viewing, has been implicated as a contributor to the prevalence of obesity in children and risk for heart disease later in life.

“This study cannot confirm an association between the products advertised and the health status of children and teens,” says Marlene M. Most, Ph.D., R.D., associate professor of research, Pennington Biomedical Research Center in Baton Rouge, LA. “However, our findings suggest that if young people were to consume many of the products being advertised to them, and also had a decrease in physical activity, this could contribute to obesity and heart disease.”

In 1976, most of the commercials directed at young people on Saturday mornings were for breakfast cereal (43 percent of total commercials). The next largest category was candy commercials followed by advertisements for fast-food restaurants, says Most.

“Although breakfast cereal commercials remain popular during Saturday morning programming, we noticed a real surge in commercials for fast food restaurants over the past 25 years,” she says.

Not only has the number of fast-food commercials increased, the type of commercials has changed over the years as well, Most says. In 1976, most fast-food restaurants emphasized the food itself, with lots of pictures of hamburgers, French fries and soft drinks. In 1992, however, the emphasis changed to the “fun” atmosphere of fast-food restaurants. Then in 2001, the focus shifted again to emphasize the value of larger “kid-sized”

portions now available. “As a dietician, it’s disturbing to see even larger food portions being directed at young people, since most Americans already eat portions way beyond what is heart-healthy,” she says.

Most and her colleague, John W. Windhauser, Ph.D., Manship School of Mass Communication, Louisiana State University, also in Baton Rouge, studied commercials aired during Saturday morning children’s television in 1976, 1984, 1992 and 2001. For each year they analyzed the commercials aired during a three-hour time block on Saturday mornings over a 10-week period.

Nutritional information for the food products being advertised was obtained from product labels as well as from USDA and Continuing Survey of Food Intake by Individuals databases. The food products being advertised to children were analyzed for major nutrients as well as fat, cholesterol, sugar and sodium content.

“Back in the 1970s, TV commercials directed at children were being criticized for emphasizing high-sugar foods, such as some breakfast cereals, but no one had really studied this to see what was actually happening,” Most says. “We looked at almost 3,000 commercials aimed at children and teens and really got a good idea of not what was being advertised, but how commercials aired during children’s programming had changed over the past 25 years.”

From 1976, 1984 and 1992, only commercials shown during Saturday morning kid’s programming on the big three U.S. networks — ABC, CBS and NBC — were analyzed. The Fox network was added in 2001.

Another trend in commercials aimed at children is that candy commercials, which had been the second most frequent type of advertising in 1976, accounted for less than 10 percent of overall advertising during children’s programming in 2001. Most says there seems to be more advertising of fruit drinks and fruit products today, but most of them are as high in sugar as candy products advertised in the 1970s.

Continued on back page...

Top JRFH School Finishes Up Another Banner Year with a Trip to the White House!!

Submitted by: Cindy Trubisky, AHA Youth Market Director, Rochester, NY

This year French Road Elementary (FRES) holds the national title for the 4th year in a row for funds raised for the AHA's Jump Rope for Heart campaign. Over the past 20 years, French Road participants, coordinators, parents, volunteers and administration have made the school's Jump Rope for Heart event grow in leaps and bounds; and as a result they have set the precedent for the program. In March 2002, led by the Physical Education staff (Ella Schultheis, Mark Salerno, Rick LaPaglia), a parent committee, and administration at the school, more than 650 students in 3rd, 4th, and 5th grade jumped, wiggled, and danced their way into the record books of the AHA.

The school's goal was to raise \$1 more than the previous years \$76,000 — and the students at FRES jumped past their goal to a whopping...

\$77,067!!!

The Jump Rope for Heart event is an amazing teaching tool for the students at FRES. They learn each year what the AHA does to help them and their families, they participate in community service by raising funds for the AHA and they become lifelong supporters and responsible citizens at an early age.



Rick LaPaglia, Ella Schultheis, and Mark Salerno



FRES PE Teachers & Principal

what a great time! The latest dance crazes were in high demand and kids went nuts as the music blared. Healthy snacks and beverages added to the “party” atmosphere. The second annual “wall of honor” hung proudly in the gym and showed many more names than the previous year. Students were encouraged to jump “in honor” of a loved one or for their own health.

In addition, this year, to celebrate their success, the students had the opportunity to “dunk” the PE teachers and Principals in a special celebration. A challenge was given to students early in the year — if they achieved their goal, the teachers would be dunked! The students that got to do the dunking were the top fundraisers from each grade level (with dollars raised ranging from \$500-\$1,300 each). It was a great splash!!!!

To cap off an exciting and outstanding year, French Road Elementary JRFH coordinators, Ella Schultheis, Rick LaPaglia, Mark Salerno, and principal Steven Schafheimer were invited by the AHA to attend the President's fitness expo at the White House on June 20th, 2002. The FRES coordinators and the top Hoops for Heart coordinators were recognized for their amazing accomplishments. They had the opportunity to meet many celebrities; professional sports figures, and First Lady Laura Bush. They returned with many signatures on the 2001-2002 JRFH shirt and a school photo that will be proudly displayed on their “wall of fame”. All in attendance did a wonderful job at representing both the American Heart Association and AAHPERD. Congratulations on a fantastic year French Road Elementary School! ♥

Motivation and Momentum

By: Michele Kimminau, Youth Market Manager Desert/Mountain Affiliate



Have you ever had a coordinator that just exhausted you? I don't mean the ones who

don't return your calls. I am talking about a coordinator with so much energy and enthusiasm for her profession, you just have to take a deep breath, walk in the gym, and enjoy the ride.

I have a coordinator like that. Not only do I enjoy her, but her students adore her, and her co-workers hold her in the highest regard.

At Teller Elementary the physical education teaching position is funded as a 1/2 time position. Also at this school, each classroom teacher receives a small amount of money from a grant through Janus Funds to do great things in their classroom. These teachers, recognizing a gem when they saw one, voted to pool their grant money together to fund the other 1/2 of the Physical Education position, making it a full time position. I find this act of generosity almost unbelievable – but then you haven't met Chris.

Let me give you a little glimpse into the world of the Teller Elementary Physical Education program. As you walk down the hall to the gymnasium, you will first notice a huge, hilarious, and very ugly witch, with Chris' name on it. The witch reminds students to wear tennis shoes to gym class... or else! Above the gym doors you will see the words, "PE Diva". The students have given her that title.



Her Jump Rope for Heart Event (you knew I'd get there eventually, right?) really is unique. Students need to be successful, and yet they need to be challenged. They need to be motivated to learn and try new things too. How do you mix these? Chris has figured it out!

"Jumping Events"



The Heart Throb. This is basically speed jumping. How many jumps can you do in 30 seconds? But doesn't it sound better as the "Heart Throb"?

The Millennium Mile. A very long line of students form. One person is the jumper and s/he travels down the line double jumping with each person in the line, and alternating with a single jump in between students.

The Millennium Mile II. Talk about a challenge! This involves two jumpers. One person is the rope turner, the other is the jumper. Their task, to alternate between partner jumping and then the rope turner jumping alone, while traveling in a circle. This involves tremendous concentration.

The Razzle Dazzle. Double unders with two jumps in between each double under.

The Marathon is a contest the students really try to master. Jumping as long as they can. I believe the record this year was about 20 minutes!

So, you can picture the Jump Rope for Heart Event – students



Continued on back page...

Top 15 Schools– JUMP ROPE FOR HEART

NO.	AMOUNT RAISED	STATE	SCHOOL
1	\$77,067	NY	French Rd Elementary School
2	\$58,305	HI	Kamehameha Elementary School
3	\$55,756	GA	Kennesaw Elementary School
4	\$38,732	GA	Greater Atlanta Christian
5	\$37,169	OH	Mason Heights Elem School
6	\$36,616	TX	The Episcopal School of Dallas
7	\$35,677	NC	McKee Rd Elementary School
8	\$33,301	IL	Woodland Intermediate School East Campus
9	\$30,604	PA	Northley Middle School
10	\$30,592	GA	Morris Brandon Elementary
11	\$30,540	IL	Pleasant Ridge Elementary School
12	\$30,407	MD	Prospect Mill Elementary School
13	\$30,044	CA	Mirman School
14	\$29,471	TX	Commonwealth Elementary
15	\$29,456	HI	Punahou School

...Continued from page 7

working alone and together, to master a skill. **But what about the fundraising?** Well, Chris has that all figured out too. The “Giving Events”, as she calls them, recognize both team efforts and individual efforts.

“Giving Events”

- **The Bill Gates Award** goes to the highest individual fundraiser.
- **The Fort Knox Award** recognizes the top classroom. Chris has a magic formula for this award that has to do with number of participants and donation averages so that one student doesn’t automatically push an entire classroom over the top.
- **The Teeny-Tiny Trinket Surprise** is given to each student bringing in at least \$12. This year Chris had a goodie bag filled with “teeny-tiny trinkets” like key chains, and lots of carnival-like prizes.
- **The Extra PE Award** goes to students who bring in at least \$30. These students get to “buy” an extra PE class. (What a great reward for a program trying to promote physical activity!) In addition, if a teacher makes a donation of \$10 or more, that teacher buys his/her whole class an extra PE Class!

- **The 100 Kings Award** goes to each student bringing in over \$100 in donations. This year Chris found awesome thank you gifts for these students. She discovered small frogs jumping rope, with a heart on the rope, hiding in a hospital gift shop and cleaned the poor shop out.

Chris has a way of motivating her students that is rarely duplicated. Her enthusiasm spills over into everything she does. Each year builds on the previous one, and the students look forward to February when they can again try to **Razzle Dazzle** each other. Thanks Chris for all of your hard work and amazing creativity! ♥

...Continued from page 5

“With this study we felt it was important to continue the examination of messaging to young people who are at an impressionable age in making food choices. Many of these patterns in food choices may continue for many years, influencing an individual’s health outlook for years to come,” she says. ♥

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Top 15 Schools– HOOPS FOR HEART

NO.	AMOUNT RAISED	STATE	SCHOOL
1	\$30,722	MA	North Attleboro Middle School
2	\$30,053	PA	McClellan Elementary School
3	\$24,362	MI	Avondale Meadows Upper Elementary School
4	\$24,113	CT	Eagle Hill-Greenwich School
5	\$23,749	OH	East Woods School
6	\$22,776	NY	Glenmont Elementary School
7	\$21,545	IL	Barrington Middle School Prairie
8	\$20,535	CT	Long Lots Elementary School
9	\$19,861	VA	Forestville Elementary School
10	\$19,813	MD	Silver Spring International Middle School
11	\$18,384	NC	South Charlotte Middle School
12	\$18,326	TX	Spring Branch Jr High
13	\$16,456	IL	Jefferson Junior High School
14	\$16,039	MD	Sykesville Middle School
15	\$15,866	PA	Haverford School