

ThePulse

American Alliance for Health, Physical Education, Recreation and Dance

The Pulse: At the Heart of the Matter

Welcome to the new Jump Rope for Heart and Hoops for Heart newsletter- The Pulse! The Pulse represents you, the event coordinator, the teacher, the researcher, the AHA staff member, the state executive director and anyone else who has his or her finger on the pulse of these events. The life of these events runs through you. Your commitment is felt across the nation in the thousands of kids who participate and in the millions who learn the benefits of physical activity to the fight against heart disease and stroke.

The Pulse let's you get to the heart of the matter with information such as managing a demonstration team, the most recent research advancements, the new millennium educational kits and initiatives from the Joint Projects Committee. Creative Ideas that Work features fresh ideas to spice up your next event. Stories from the Heart captures special moments during events, which make all the hard work worthwhile. Finally, your fundraising dollars can be found at work in The Research Corner. However, the most important feature of The Pulse is that it's written by event coordinators who work at the heart of these events every year. Which is why we would like your invaluable insight as well. If you have an article or some fresh ideas that you would like to share, please send your information to the address in the box above.

Currently, only one issue of The Pulse is distributed to all AAHPERD members through Update. The other issues will be circulated to state coordinators, AHA staff, Joint Projects Committee members and state AHPERD leadership. However, based upon your response, we would like to offer all issues of this newsletter to all AAHPERD members next year. So let us know what you think, give us a call or e-mail us! ♥

The Pulse Newsletter
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website: www.aahperd.org



At the Heart of the Matter

New Jump Rope For Heart & Hoops For Heart Program Administrator

Susan Schoenberg, M.S.

Susan has recently joined the AAHPERD staff having taken over the Joint Projects Program Administrator role. Susan has a B.A. in Health Fitness Management, minor in Business Administration and an M.S. degree in Health Promotion Management from Marymount University in Arlington, Virginia.

Susan has been interested in health and fitness most of her life. As a varsity athlete in college, a little league coach, and a former fitness specialist and personal trainer she realizes the importance of exercise and wellness in creating a well balanced, healthy life. Susan looks forward to working on the Joint Projects and is very excited about the future of the Jump Rope for Heart and Hoops for Heart programs.

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

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The AHA Research Corner

by Tina Sharp, AHA



THE BATTLE CONTINUES

One death every 33 seconds. More than 2,600 deaths every day. Over 950,000 deaths each year. Since 1900 cardiovascular disease has been the No. 1 killer in the United States every year except 1918. Today, cardiovascular diseases - including congenital cardiovascular defects, rheumatic fever/rheumatic heart disease, and stroke - claim more lives each year than the next seven leading causes of death combined. But the American Heart Association has launched a plan that will lead to significant progress in the fight against heart disease and stroke: To reduce coronary heart disease, stroke and risk by 25 percent by 2008. One key strategy that will help reach this goal calls for increasing finances to fund research that will play an important role in disease prevention and treatment.

As one of the American Heart Association's leading fund-raising programs, Jump Rope For Heart helps raise vital funds to support lifesaving research. Through the dedication and commitment of Jump Rope For Heart volunteers - such as coordinators and students - to fight heart disease and stroke and help save lives, more than \$262 million has been raised since the program's inception more than 20 years ago.

CHILDREN AND CARDIOVASCULAR DISEASES

About 32,000 babies are born each year with congenital heart and blood vessel defects. Although the death rates for congenital heart defects declined between 1987 and 1997, many different types of heart problems continue to affect at least one million Americans, including children. Though rare, children also have strokes and are susceptible to serious, debilitating conditions such as heart failure and rheumatic heart disease. Many of the risk factors that can lead to atherosclerosis and coronary heart disease begin in childhood: exposure to tobacco smoke, high blood cholesterol, physical inactivity, obesity and diabetes.



THE IMPORTANCE OF RESEARCH

Research is the starting point for all scientific advances. Pacemakers, new forms of surgery and lifesaving drugs could not have been developed without thousands of hours and millions of dollars spent in biomedical research. For instance, Exosurf Neonatal may be meaningless to some, but to the parents of a premature baby, this lifesaving drug counteracts the respiratory distress syndrome to which premature babies are susceptible because of immature, non-functioning lungs. Developed by Dr. John Clements, a national-level Career Investigator funded by the American Heart Association

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from 1964 through 1993, the drug received FDA approval in 1990.

The results of research ultimately reduce the toll of illness, disability and premature death. In fact, given the pervasiveness of cardiovascular diseases, research sponsored by the American Heart Association has the potential to impact millions of lives.

AN INCREASED NEED FOR RESEARCH SUPPORT

Since 1949 the American Heart Association has spent more than \$1.7 billion for cardiovascular research, and the amount of funds dedicated to research has grown substantially over the past 46 years. Although the American Heart Association committed \$121.2 million toward 1,246 Association research awards in 1997-98, it lacked the additional \$44 million needed to fund 246 meritorious grants and fellowship applications. This means that many scientific projects must be shelved, and the knowledge that would result from them deferred. The Association is committed to finding innovative ways to help close this funding gap and fully reach the objectives of its research program.

More than 30 percent of the American Heart Association's total annual expenditures support cardiovascular research. This figure compares favorably with that of other volunteer health organizations. In fact, of the major areas to which funds are committed (public and professional education, community service programs and research), research receives the greatest share of new financial commitment. ♥

AAHPERD/AHA Joint Projects Committee Update

by Bonnie Little, Chairperson- JPC
hossbe@mindspring.com

The Joint Projects Committee met in November to discuss several topics relating to Jump Rope For Heart, Hoops For Heart and future ventures for the American Alliance for Health, Physical Education, Recreation and Dance and the American Heart Association. These are exciting and changing times that will allow for the growth of both organizations.

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Stories from the Heart

by Kris Brockhagen

But, I've already jumped!!



During the first year participating in the Jump Rope for Heart program I was busy getting the students excited about jumping and raising money. On the day of our event, the students and visiting parents arrived to a decorated gymnasium. One of my 2nd grade boys greeted me at the door and I said, "are you excited about jumping today?" He went on to tell me, "but I've already jumped Mrs. Brockhagen." I assured him this was the day we were jumping. He continued saying, "but I've already jumped Mrs. Brockhagen." I asked him to explain his comment. "Well, I brought my jump rope with me when I asked for donations. I jumped in front of everyone who donated!" He went on to raise close to \$500 that first event.

The American Heart Club

I received a very special letter from one of my students this past summer.

Dear Mrs. Brockhagen,

I earned \$50.00 selling lemonade and am donating to the American Heart Association. Here is a copy of the letter I sent to them.

Dear American Heart Association,

My name is Claire Johnston and I am 11 years old. I am a student at the Episcopal School of Dallas upper campus. My Physical Education teachers were Kris Brockhagen and Bill Jones. Kris has a club called Jump Rope for Heart and has donated a lot of money to you.

I have earned \$50.00 in a lemonade sale and have decided to donate it to you because my grandfather died from a heart attack and my grandmother has just died from lung cancer. This made me think of Jump Rope for Heart and you. All this is on my own time. I made up a summer club that is called the American Heart Club. Some of my friends and I get together and gather money in some way and then donate it to you. So far, this is our first success.

Kris has told us many stories of other people's lives and how you saved them. I think all of this is great. Thank you for everything. ♥

Millennium Education Kit

With the dawn of the new millenium, a new look in the JRFH educational materials is also appearing. Beginning in 2000, two separate kits will be available for use in schools. One kit will focus on enhancing rope jumping skills and the other kit will emphasize educational concepts necessary to reduce the risk of heart attacks and stroke. The kit for teaching rope skills will be used for the next 3-5 years, whereas, the educational kit will be updated annually and will focus on a different heart health concept each year.

The “Jump Rope Skills Guide” is designed to teach kids how to perform various jump rope skills including single rope skills, partner skills, long rope skills and double dutch. The kit includes a spiral bound book of jump rope skills, a video, a compact disc, and two wall charts. The book highlights a wide variety of skills and includes prerequisites for learning the skill, cues, steps, teaching tips, and pictures of performance for each skill. Additional information regarding equipment selection, safety issues, and approaches to teaching and dealing with special needs students is included.

The video explains how to teach a rope jumping routine, demonstrates a few basic skills and provides an actual routine that can be taught in a physical education class setting. This video can also be used as a teaching tool for teachers and students. The compact disc provides music with an appropriate beat for jump rope practice and routines. Finally, two wall charts are included in the kit depicting some of the basic skills.

The second kit entitled “Kids Can Make a Difference” focuses on recognizing the warning signs of both a heart attack and stroke. Students are taught how to recognize the signs of heart attack and stroke, and respond to a heart attack or stroke emergency. The kit includes a teacher’s guide, two versions of a student newsletter appropriate for grades 1-3 and 4-6, posters and copy masters. In the kit, teachers will receive 50 copies of each of the two newsletters but can make additional black and white copies of the newsletters from the copy masters. Included in the copy masters are also

a family letter and a student award certificate. Two posters are also included in this kit. One poster emphasizes not delaying but calling 911 when you think someone is having a heart attack. The other poster lists the warning signs for both heart attack and stroke. The materials are flexible and easy to use.

It is the hope of AAHPERD and the American Heart Association that these materials will have an impact in the fight against coronary heart disease and stroke and will be a beneficial resource for teachers and students. ♥

Jump Start to Demo Teams

Why should I form a demonstration team?

Jump Rope for Heart demonstration teams can be one of the most visible and effective ways to promote the JRFH program. Demo team assemblies:

- build participant enthusiasm
- attract media coverage
- increase event income and participation
- promote the mission of the AHA and AAHPERD in a fun and entertaining way

Demo team members benefit in many ways. For example, team members:

- gain health benefits of jumping rope on a regular basis
- meet many people and make new friends
- receive opportunities they may not get in school or other sports
- travel to other schools and communities as JRFH “ambassadors”
- gain poise and self-confidence performing and speaking in front of large groups
- become role models for other students
- learn teamwork and cooperation
- participate in a volunteer activity for a good cause

Demonstration teams are vital to the success of Jump Rope for Heart. As an official AHA demonstration team, you and your students serve as ambassadors for the Jump Rope for Heart program and provide registered JRFH schools a valuable service. Your time and energy are much appreciated.

(Jump Rope for Heart Demonstration Team Resource Guide) ♥

Creative Ideas that Work

By Joyce Signor, JRFH Michigan State Coordinator



Critical Factors for Success with JRFH and HFH

Although Jump Rope for Heart and Hoops for Heart are designed to be flexible and can accommodate all kinds of school situations and school sizes, there are several factors that are very critical to success in all situations. They can be summarized with two words: Preparation and Enthusiasm.

Preparation includes planning, promotion, involvement of students, staff, and community. Plan for and schedule the site several months ahead. Enlist the support of the principal and all of the staff. Classroom teachers can arrange units about heart health, heart anatomy and physiology, nutrition, and smoking to coincide with the JRFH/HFH event. Music teachers can teach songs about the heart and art teachers can have poster contests. Involve the parents and the community in as many ways as possible. Enlist the support of medical and health professionals in the community. Display the prizes, create posters and bulletin boards promoting heart health and healthy lifestyles. Prepare letters and announcements to be sent home to parents and to the media about healthy lifestyles. Plan for and teach jump rope skills and cardiovascular fitness in physical education classes.

Generate enthusiasm for the event. Your enthusiasm is contagious but students and adults need reminders. These events provide a great opportunity to make the parents and school community aware of the objectives of the physical education program and promote healthy lifestyles: daily physical activity, good nutrition and no smoking.

Coordinators have used many innovative ways to promote and involve their students and communities:

- Students can decorate paper hearts and dedicate the event to a relative with heart problems.
- Students can write letters to their local American Heart Board inviting them to their event.
- Incorporate a health fair with the JRFH or HFH event.
- Expand the event to a healthy heart week or

month and schedule several events during that time: assemblies, health profession speakers, blood donations, poster contests.

- Score board displaying the number of participating students vs. heart disease or the amount of money turned in vs. heart disease.
- Contests between classes for highest rate of participation.
- Use music, decorate with balloons, establish a mood of celebration.
- Invite high school sports teams and/or professional athletes to your event. ♥

More Creative Ideas that Work

By Tommy Esparza, JRFH/HFH New Mexico State Coordinator

- Having a poster contest is a great idea to build enthusiasm and promote the event. You could use some of the prizes the community donated for the top winners.
- If you have an early registration period, you could again use some of those community freebies to do a daily drawing.
- If doing an event during class, a good way to insure that most students return their permission slip is to do door prize drawings during the event using their permission slip.
- If at all possible, have a deadline for turning in registration before the time of the event. Even if students bring forms and money in the day of the event, it will cut down on having to handle large amounts of money and organizing the event.
- Students collecting money should still be given an extra 2 weeks to raise their donations.
- Have medical personnel (nurse) on hand at all times.
- Players need to be identified by wristbands, stickers, or some other visual form.

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2000 AAHPERD National Convention a

March 21-25, 2000 • Orange County Convention Center • Orlando, Florida

Dedicating Yourself to the Heart

Wednesday, March 22 • 1:30–2:45 PM

Presenter: Kristine Brockhagen, Dallas, TX
Episcopal School of Dallas

Come join a discussion on how to make your Jump Rope for Heart/Hoops for Heart event more meaningful to your school community. By inviting special guest speakers, dedicating the event, educating the parent community, and empowering students to be educators, your event will become one that is supported by the school and parent community each year.

Beyond Fundraising: Where do the dollars go?

Wednesday, March 22 • 3:00–4:15 PM

Presenter: Susan Schoenberg, AAHPERD
National Center Reston, VA

Over the years funds raised by the Jump Rope for Heart and Hoops for Heart events have helped make great strides in research and program development by The American Heart Association and AAHPERD. Come learn how conducting an event can save lives and promote healthy, active lifestyles across the nation. American Heart Association and AAHPERD representatives will also be on hand to explain how the money is distributed throughout both organizations.



The 2000-2001 JRFH Educational Kit: Kids Can Make A Difference!

Thursday, March 23 • 10:15 AM–12:15 PM

Presenters: Nancy Raso-Eklund, Roosevelt
Elementary School and Washington
Elementary School Green River, WY
Christi Kay, Buford, GA

Over the years Jump Rope for Heart educational kits have given teachers high quality tools to convey everything from key physical activity components to living a tobacco-free lifestyle. As we enter a new century the tradition of providing event coordinators with practical jump skills and valuable health education information will continue. Join us for the unveiling of the next series of educational kits: Kids Can Make A difference: A Heart and Stroke Plan as well as the 2000 Jump Rope Skills Guide

Hoops for Heart: Taking Your Event to New Heights

Thursday, March 23 • 12:30–1:30 PM

Presenters: Patty Hartenbower, Missouri
Western State College, St. Joseph, MO
Vicki Jensen, St. James
Cathedral School, Orlando, FL
Jaylen Turner, Spring Valley High
School, Huntington, WV

Whether you are looking for a new “spin” on your existing Hoops for Heart event or even if this is the first time you’re giving Hoops for a Heart a shot, this session will highlight the critical success factors necessary to conduct a fun, educational and profitable event. Hoops for Heart coordinators from the middle, high school and college levels will explain creative ways to coordinate an event from start to finish, using a variety of formats which will not only enhance basketballs skills but teach kids the importance of fighting heart disease and stroke as well.

and Exposition Connections



State Coordinator's Meeting and Breakfast

Thursday, March 23 • 8:00 AM–9:30 AM

Hoops for Heart Tournament Friday, Friday, March 24, 2000 • 8:30 AM–4:30 PM

Exhibit Hall
Sign up at the AHA booth

AHA Booth/Exhibit Hours:

Thursday, March 23 2:00 PM–7:30 PM
Friday, March 24 8:30 AM–4:30 PM
Saturday, March 25 10:00 AM–2:30 PM

If you would like to volunteer at the AHA/Jump Rope for Heart/Hoops for Heart booth or at the Hoops for Heart tournament call Aileen Frazee 1-800-213-7193, ext. 489

Interested in conducting a JRFH/HFH event? Call 1-800-AHA-USA1



| Top 10 Schools in the Nation for JRFH and HFH | | |
|---|--------------------------------|----------------------|
| Affiliate | JRFH Name of School | Gross Dollars |
| New York State | French Road Elementary | \$42,656.00 |
| Hawaii Operating Unit | Kamehameha Elementary | \$40,887.86 |
| Texas | Sugar Mill Elementary | \$36,434.00 |
| Southeast | Warner Elementary | \$33,388.00 |
| Hawaii Operating Unit | Punahou Elementary | \$31,832.94 |
| Midwest | Pleasant Ridge Elementary | \$31,599.00 |
| Northland | Kennedy Elementary | \$31,105.60 |
| Southeast | Kennesaw Elementary | \$31,074.00 |
| Texas | The Episcopal School of Dallas | \$30,160.00 |
| Southeast | Olive Branch Middle School | \$28,595.00 |
| Affiliate | HFH Name of School | Gross Dollars |
| New York State | Rye Country Day School | \$29,623.00 |
| Heritage | Long Lots Elementary | \$18,114.00 |
| Southeast | Hahira Middle School | \$17,542.00 |
| New York State | Glenmont Elementary School | \$16,768.00 |
| Heartland | Maize East Elementary | \$13,970.00 |
| Pennsylvania Delaware | Haverford Middle School | \$12,309.00 |
| Heritage | Eagle Hill-Greenwich School | \$11,725.00 |
| Ohio Valley | East Woods School | \$11,447.00 |
| Desert Mountain | Albuquerque Academy | \$11,063.50 |
| Southeast | Olive Branch Intermediate | \$10,451.00 |

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First of all, a sincere thanks to all JRFH and HFH coordinators and volunteers across the country. You're continued support and efforts spread the message of our fight against heart disease and stroke. Without you, we wouldn't be where we are today. The dollars generated through your programs have attributed to tremendous breakthroughs in cardiovascular research and individuals both young and old benefit from your hard work and devotion. You are the backbone of our organization.

Be watching for a new look. The American Heart Association has adopted new branding guidelines that will give the association a uniform look and image worldwide. The new guidelines will appear in the Jump Rope For Heart and Hoops For Heart program materials in the coming year. The Jump Rope For Heart and Hoops for Heart logos will maintain their current look, and the AAHPERD logo will continue to represent the partnership of these national programs.

In past years, Jump Rope For Heart and Hoop For Heart state coordinator trainings were offered biannually at the national level. In an effort to make these trainings available to a larger audience and include more participation at the grass roots level, the JPC, with approval of the AAHPERD/AHA leadership has recommended a restructure of these training models. Beginning in the summer of 2000, the training for state Jump Rope For Heart and Hoops For Heart coordinators will be provided by the local American Heart Association affiliates as an extension of existing resources and opportunities through their annual affiliate staff training.

Advantages include:

- Summer training would less likely conflict with coordinators regular school schedule
- Geographic training locations allow ease of travel to workshops
- Participation from additional local event coordinators would be encouraged
- Each affiliate would have the flexibility to tailor their training with respect to the needs of the individual states within their affiliate

The JPC will forward recommendations for training models to each affiliate, however, planning for these trainings will be provided by the Affiliate Task Force. This provides another opportunity for input and direction of the programs from within local AAHPERD/AHA representation at the Affiliate Task Force level.

The fundamental role of the JPC has always been to provide a voice for both AAHPERD and AHA to

encourage the direction and growth of the partnership between the two organizations. An important part of this is continued feedback, questions, and ideas from you in order to stay informed of existing needs and challenges that lie ahead.

As the role of the JPC expands, issues other than that of Jump Rope For Heart and Hoops For Heart surface. Among other initiatives, the American Heart Association's goals and strategic hierarchy includes the support of state required physical education programs K-12, increased numbers of youth and adults who recognize the importance of and engage in moderate intensity exercise, and also identify professional education and support systems needed to support the use of American Heart Association's standards and guidelines. AAHPERD represents the perfect partner to the American Heart Association to achieve these goals.

As professionals in the field, your knowledge, expertise and support is not only valued, but essential! Please let us hear from you. Phone, write, fax, or e-mail your ideas, concerns and/or comments to help us further represent your views. ♥

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- Try to have an adult at each court to serve as "Heart-eree" and oversee concerns that students do not know how to solve themselves.
- If a PA system is available, use it. It will make running the event much smoother.
- If possible, have extra basketballs available for checkout for those players that are not participating at the time and do not have their own ball.
- Giving ribbons or extra certificates for top fundraisers is also a big incentive.
- Have water and restroom facilities readily available. If your principal allows, a healthy concession stand could be set up to raise money for the school or the event.
- All courts need to be named or numbered so players or individuals will know where to go.
- The coordinators folder is full of information. Review everything before beginning.
- Always call your AHA staff or State Coordinator if you have any questions or doubts.