

The Pulse

American Alliance For Health, Physical Education, Recreation and Dance



American Heart Association
Learn and Live.

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websites: www.aahperd.org/ jointprojects.html	
www.americanheart.org	



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www.aahperd.org/thepulse

2006 AAHPERD National Convention, Salt Lake City, Utah

April 26-29

Join us in Salt Lake City, Utah for the 2006 AAHPERD National Convention. While at convention, take in the beautiful Utah scenery and outdoor activities but don't forget about the fabulous JRFH/HFH events. Here are some of the events and sessions you can expect to see April 26-29, 2006.

Free Throw Contest

Wednesday, April 26, 2:00 pm–4:00 pm
Start your convention off with a little friendly competition! On opening day of the exhibits, join us for your chance to win wonderful prizes and show off your free throw skills.

How to Organize and Conduct Successful Jump and Hoops for Heart Events

Thursday, April 27, 10:15 am–12:15 pm
Attendees will benefit from hearing from the "best in the business" on how to run a successful Jump and Hoops program. Learn how to plan, organize, and generate excitement to the event day. Equipment giveaways for attendees at each session!

Speakers:

Hoops for Heart – Jason Feid and John Dempsey, North Attleboro Middle School, North Attleboro, MA

Jump Rope for Heart – Ella Schultheis, Rick LaPaglia, Mark Salerno, French Road Elementary School, Rochester, NY

AAHPERD JRFH/HFH Grant Opportunity

Thursday, April 27 12:30–1:30 pm
All coordinators of Jump Rope For Heart and Hoops For Heart events have the opportunity to apply for grant opportunities

from the AAHPERD Joint Projects Office. Attend this session to learn tricks of the trade from the Joint Projects Committee and past grant winners.

Speakers:

Larry Doyle, Sue Long, and Jaylen Turner, present and past Joint Projects Committee members

Becky Engart, Mike Tenoschok, and Krista Winn, past grant winners

Rope Jumping for Fun and Fitness

Friday, April 28, 10:15 am–12:15 pm
Single Rope skills, partner routines, group routines and more! Rene Bibaud will share a very specific breakdown series to teach rope jumping to anyone. Learn a variety of skills and the progressions to help students learn skills more efficiently including rope throws, turns, movement, arm action skills and more. Double dutch turning, jumping, and tricks will be broken down in a way that will help teachers understand the components of this popular, yet complex activity. Learn turner tricks and routines to add some creativity to basic double dutch too.

Speaker:

Rene Bibaud, ROPEWORKS, Seattle, WA

Crouching Tiger Hidden P.E. Equipment—Chinese Jump Rope Secrets

Friday, April 28, 2:30 pm–3:45 pm
This session is designed to help P.E. teachers and Jump Rope For Heart Coordinators with an alternative to traditional jump rope. Chinese jump rope is a great low cost, small space, large group activity. Basic jumps and activities will be presented. There will also be some cross curricular activities presented with the Chinese jump ropes as well. So kick off your shoes and come have some fun.

Speaker:

Bruce Lloyd Brickman, Jordan School District, Riverton, UT

While at the 2006 AAHPERD Convention please show your support for the Joint Projects by attending these sessions, watching the JRFH demonstration teams that will be performing several times each day in the exhibition area, and visiting the AHA booth on the exhibit floor. See you in Salt Lake City!

– Jackie Katounas

At the Heart of the Matter

The Pulse Newsletter Volume 6, Number 1

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GRANT RECIPIENTS' PERSPECTIVES

Jump Rope for Heart Grant Helps to Purchase Equipment for Port Angeles Body Shop Program

By: *Krista Winn, Hamilton Elementary School, WA*

Elementary students in the Port Angeles School District (Washington state) don't just go to the gym for physical education; they go to "The Body Shop." The Body Shop is a comprehensive physical education curriculum designed to offer learning opportunities that promote the adoption and maintenance of a healthy lifestyle. Physical education is divided into four departments: the Engine Department (cardiorespiratory health), the Fuel Station (nutrition and performance), the Parts Department (structure and function of bones, muscles, and body systems), and the Maintenance Department (activities, assessments, and goal setting). Equipment for the Engine Department and the Fuel Station was purchased through a grant from AAHPERD.

Instead of learning how to win a race or hitting each other with balls in a wild game of dodgeball, students are learning the concepts and habits necessary to provide the foundation of health and fitness education. This success-oriented curriculum provides a program that helps students to align with district, state, and national standards. Students learn how to take care of the most important "machine" they will ever own.

The gyms are decorated to look like car garages. Students are greeted by physical education specialists wearing mechanics coveralls and must obey "No Parking" signs posted around the gym. Speed limit signs help reinforce pacing concepts such as walking, jogging, and running. Classroom management systems, based on Hellison's levels of responsibility, include earning "body bucks" to purchase bodyparts.

"The reason why I like the body bucks is because you want to try hard so you can get some bones to build a skeleton," Kelly, a fifth grade student, said. "The body bucks help us to cooperate with each other."

While visiting the Engine Department, students learn about the effect of physical activity on the heart and lungs. Activities and games in the Engine Department utilize locomotor and manipulative skills to focus on increasing heart rate levels from moderate to vigorous with the use of heart rate monitors and pedometers.

Whether it is participating in food nutrition content relays on the climbing wall, completing nutrition booklets from the Washington State Dairy Council, or monitoring food intake, students in grades K-5 learn about the Food Pyramid, nutrients, and the effect of food on performance as part of the Fuel Station.

Students learn about the structure and function of body systems in the Parts Department. Simon Says, Muscle Macarena, and a cardiorespiratory obstacle course are just samples of the activities used to teach these concepts and vocabulary words.

As part of the Maintenance Department, students learn the locomotor, non-locomotor, and manipulative skills necessary to enjoy participating in physical activities for a lifetime. Students participate in assessments, set personal goals, and monitor progress with the use of Maintenance Department "service logs"/P.E. portfolios. These portfolios are kept from kindergarten through 5th grade and then sent on to the middle school level. Brenna, a fifth grade student, said "Participating in the Body Shop program has really helped me learn to set goals and work to beat them."

In addition to weekly instructional PE classes, students participate in grade-level fitness workouts as part of the Body Shop curriculum. Six color-coded fitness kits are complete with score sheets, task cards, and the necessary equipment for 12 stations. The score sheets allow students to record personal bests, answer questions at the knowledge stations, monitor heart rates and reflect on individual progress. These score sheets are kept in their service logs.

"I like the exercise stations because they let me exercise at my own pace which makes me feel good," said Connor, a fifth grade special needs student.

"I like that our PE class is fun and safe," said Jennie, a fourth grade student. "Mrs. Winn teaches us how to exercise safely because she doesn't want us to get knees like hers."

The Jump Rope For Heart educational resources that are provided by the American Heart Association have helped to teach students the concepts and skills needed to lead healthy and active lifestyles. Students participate in cardio games and activities to reinforce these concepts. These activities lead up to our district-wide Jump Rope For Heart event each February.

Funds from receiving the national Jump Rope For Heart grant were spent on equipment to increase maximum participation in the Body Shop games and activities (music CDs, traffic sign poly spots, fitness concept posters, colored bean bags for blood cells, etc.), additional exercise equipment for the fitness stations (task card holders, dyna bands, rubber chickens, etc.) and has made more heart rate monitors available for student use. All of this equipment has allowed students to continue to actively participate in a safe and positive manner while trying to achieve personal best scores in the Body Shop.

Max, a fourth grade student sums it up best. "In the Body Shop we exercise and have fun at the same time. The Body Shop teaches you how to be healthy for life." ❤️

A Terrific Experience

By: Linda M. Ferris, Fairview Elementary School, OR

2005 was the International Year of Physical Education and Sport. The Opening speech for the AAHPERD convention was the most poignant and meaningful speech I have ever had the pleasure of hearing. Former President of Switzerland, Adolf Ogi passionately described how he is assisting the Secretary-General in his efforts to reach out to the world of sport in order to promote understanding and support for the work and ideals of the United Nations. He encourages and inspires us all to participate and make a difference in world peace, through sport. You can go to the web site www.un.org/sport2005 for the logo and information.

If, like myself, you have never before had the chance to attend the convention then you would be delighted to be given the chance to participate. I will forever be indebted to Jump Rope For Heart and AAHPERD for making this opportunity possible through their grant. I encourage you to submit your application.

This is a brief overview of my convention experience. I've included some hints that may be helpful to attendees in the future.

The Hyatt room prices were a bit steep for me but I wished to stay near the convention, so I put in an e-mail to our fantastic JRFH/AAHPERD grant coordinator, Jackie Katounas, to request a room mate. I was so fortunate to share a room with two other P.E. teachers/mom's. Judy was from Tennessee, and Janet was from Ohio. This was such a positive experience. Arriving the night before the convention starts is a great way to orientate you to the site, and get a good night's rest before the action packed conference begins. We had all searched the AAHPERD convention web site to preview offered sessions, so we just had to confirm and streamline our choices in the program booklet.

The first day Judy and I were coached by a superb Ohio college team for a 3 hour Net Ball session. We then were coached by World Class Badminton Champions for 3 hours after lunch (each participant earned their own badminton racket!). We played as we learned the games. Make sure to wear clothes for action and you will have a great time. Thank you AAHPERD for providing ice water! Throughout the week we attended diverse and excellent sessions ranging from teaching, assessing, community games, personal health, and cutting edge sport technology to coaching/college recruiting. Every session was excellent. I actually learned a little hip hop routine called Peanut Butter Jelly to bring back and teach my students (and I am not a dancer!) We just incorporated it into our evening family soc hop!

The most fulfilling session I attended was the the International Forum. All members were invited to brainstorm ways we could be involved in the International Year of Physical Education and Sport. The round table I chose to sit with had attendees from Turkey (an Olympic



committee member), Japan, South Africa, and Canada. The room was filled with dedicated professionals who are making the efforts to teach to the best of our ability. It made the world seem a small, friendly, and goal oriented place. We do wish to know what is happening internationally with regard to sport and physical education, we are a group who can get great things accomplished for our world.

AAHPERD provided a charter bus to transport us to and from evening productions. One especially talented High School dance group preformed a Kung Fu movement drama, written and choreographed by a senior student. We attended fun dances and shows. I felt like JRFH/AAHPERD had rolled out the "red carpet" of appreciation for us. We were invited to a lovely HFH 10th year anniversary Hawaiian Luau, where they acknowledged grant and awards recipients. The Alexandria Aces Basketball Performance Team demonstrated their expertise. One child actually balanced 10 spinning basketballs!

I thank my Oregon school JRFH representative, Lindsie Shelman, for her encouragement in promoting our school event. I thank Sunflower for quickly providing top rate "thank you" prizes to our students. I thank all the exhibitors for showing me their products and for all the freebie items they gave out.

With assistance from the grant funds, our school district purchased the Heart Adventure Course which we will share among the elementary schools. Our children will learn as they exercise, to keep their hearts healthy. From the bottom of our hearts we thank JRFH/AAHPERD for the grant. I thank you, sincerely, for the opportunity to attend the conference, and to reaffirm and share my passion for teaching Physical Education.

On a final note, please take the time to let your political representatives know of the value and need of our continued endeavors. Attend an AAHPERD National conference...I look forward to seeing you in Salt Lake City, Utah.

Submitted with appreciation for AAHPERD/JRFH, and for children who teach me everyday. ♥

Anniston Avenue Elementary Exceeds Jump Rope For Heart Goal

By: Gary Wilson, Mississippi Jump Rope For Heart State Coordinator, JPC Member

Anniston Avenue Elementary School, Gulfport, MS students continue to meet their Jump Rope For Heart goal set by physical education teacher Gary Wilson. The students at Anniston continue to amaze Wilson each year by raising considerably more donations than the prior year. He believes his school has not reached its maximum potential and is always exploring ways to get all his students participating in the annual Jump program.

The school has made great strides in exceeding its goal from the time Mr. Wilson began teaching at Anniston. He was employed at Anniston in 1998 and the school raised \$2,279.26. The 2004-2005 year was the most productive year with the school raising \$15,310. This is the third consecutive year that Anniston has been the top school in the state Jump Rope For Heart program.

Each year Wilson challenges his students to reach or exceed their goal by using a fun event to peak their interest. He and his former principal, Mr. Glen East, have

kissed a pig and dressed in skirts complete with long hair and make up. The 2004-2005 school year challenge was dressing in a red crawfish costume.

The challenge each year has been successful and Mr. Wilson is always trying to find new ideas to get all students involved in the Jump program.

One of the exciting motivators he uses for competition among his students is to reward the top school fundraiser with having his/her name and amount of money collected painted on the gym wall. This section of the gym wall is designated as the Jump Rope For Heart Wall of Fame. This incentive has worked, the first student collected \$131.00 in 1999 and the 2004 student collected \$511.00. Gary also collects additional "Thank You Gifts" during the year and distributes them by drawing names at an award ceremony.

He attributes the schools success with students who are interested in the Jump program from the first day of school.



The tradition of the Jump program is one in which students have pride in the accomplishments Anniston has made over prior years. The outstanding support of the administration, staff and community are factors in the schools success. Mr. Wilson also gives credit to Emily Adams and Patti Zaino, Kennesaw Elementary, Kennesaw, Georgia, with sharing ideas on their outstanding program. ♥

JRFH/HFH Ideas That Will Make This Year's Event Memorable

By: Kris Brockbagen, JRFH Event Coordinator, Dallas, TX

My school has been participating in the Jump Rope For Heart for many years. Each year I get excited about implementing and trying new ideas. The Jump Rope For Heart school event continues to change and improve year after year. What started as a school community event has evolved to include important key members of our working community. Students have the opportunity to meet and talk with cardiologists, surgeons, and researchers. The professionals have a chance to share current heart/health research and meet individuals who raised money for heart research. This approach has allowed the two communities to come together for a positive common cause and for the chance to learn from one another.

To find researchers in your community, start by accessing the AHA web site.

You will find specific AHA funded facilities and their locations listed in your area. Each research site should have a published faculty directory. The directory will give you specific information about individual researchers and how to contact them. Send them each a written invitation to your event explaining that your event is being held in their honor.

Most of the medical professionals and researchers I have invited have enjoyed the opportunity to be involved in a school activity and meet the volunteers who raise money for their research. This past year I invited 33 researchers and 16 attended. Be sure to invite your local news station to come be a part of this special community event.



Before the event I contact the individual researchers/professionals who have agreed to participate. We collaboratively decide what their role will be at the event. The following ideas are suggestions on how to involve your guests and make this year's event memorable and educational.

- Ask your guests if they might like to wear tennis shoes so they can jump rope.

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Joshua Hermsen

By: Patti Kassay

Today is a very special day in the life of Joshua Hermsen. It is October 22, 2005, and Josh is celebrating his 3rd Anniversary with his new heart. This is Josh's second heart transplant. His first transplant came at 8 months old. On October 22, 2002, Josh became a heart transplant recipient for the second time.

In January 2004 Josh became very ill with a strep-type virus, which threatened his life. In some ways, this was scarier than the transplants. Fortunately, Josh recovered completely from this virus and was able to get back to a normal life. I see Josh in Physical Education twice a week. He also has Adapted Physical Education services, mostly to provide him a little repetition of skills and to help in the fitness area.

On Josh's second anniversary of this heart, his mom, Michele, brought in all sorts of goodies for Josh's class. She had ornaments that said—"Celebrate Life with Joshua—10/22/04", stickers, pens, and bumper stickers, all of which had a heart theme. My favorites were the bumper stickers. One said, "Organ & Tissue Donation—It's Worth a Family Discussion". The other said, "Don't take your organs to heaven.... Heaven knows we need them here!" That about said it all!

Josh is now 9 years old and in 4th grade. Fourth grade is a very challenging year for students, both academically and physically. For the first time students, in Connecticut, participate in the Connecticut Physical Fitness Assessment. I've been waiting for this year since I've known Josh with great anticipation. Will he be able to partake in the tests? How will he do? When we returned to school this past August, we started to prepare for the tests. Everyday the class came in they ran, worked on flexibility, upper body strength, and abdominal strength and endurance. Josh received permission from his doctors to participate in the testing. His mom whole-heartedly wanted him to participate. Josh's mom, Michele, is a very special person as well. She lives life to the fullest and that joy is shared with her husband, Matt, and their children, Josh, Mia, and Victoria. Their family continues to inspire me every day.

Josh continued to train with the rest of his class, so as the day grew near for him to run, he was ready!! We took the

entire 4th grade over to the high school track to do the mile. It was a great field trip! The kids felt good about what they did and were proud to cross the finish line with a sense of accomplishment. My goal for them was to do their personal best, pace themselves, and finish- even if they had to walk.

The day came for us to run! Every student was present, every student ran, and every student finished! They all did me proud! It was an exhilarating feeling to see Josh cross over the finish line with his classmates. The kids in the stands were cheering him on. What an accomplishment for a boy who, just shy of three years ago, underwent heart transplant surgery. Josh's classmates have been a tremendous support system for him. They have been there to help him and encourage him. We have all gained from having Josh in our lives.

Josh played baseball this summer with his friends and participates in yoga. He has also participated in Jump Rope For Heart for two years. He is kind of our Jump Rope For Heart poster boy here at North Stratfield School. Who better to dedicate your jump to than Josh Hermsen? It certainly has taken on a new meaning at our school. When I think about the Josh Hermsens of the world, I realize how silly it is to get upset about the little things in life. If you have good health, you have it all. Live each day to the fullest and enjoy the people around you.

Josh came down to the gym this week with a bright green bracelet that says "Donate Life". He had just been to a "Transplantee Reunion", returning with a bagful of bracelets (similar to the Live Strong Bracelets). Now how great is that? He was able to share the joy of life with fellow transplantees and we are able to share it with him. The point being that we should all be organ donors. God Bless the selfless family that donated their child's heart so Josh could live. On this third anniversary of Josh's heart I see a physically stronger boy who exudes confidence in everything he does. He has a passion for life like no other and let's keep it that way. ♥



JRFH/HFH Ideas That Will Make This Year's Event Memorable...

(...continued from page 4)

- Have the researchers share their thoughts about what AHA funding has meant to them professionally.
- Be a guest speaker.
- Talk and meet with students/parents at the event.
- Researchers can quiz students' knowledge of:
 - the cardiovascular system.
 - risk factors that contribute to cardiovascular disease.
 - how to live heart healthy.
- Meet actual patients who have benefited from research funds from the AHA.
- Set up some medical devices to view and touch during this event such as a heart model, pacemaker, pacemaker defibrillators, left ventricle assist device, stents, etc. Some of the devices will demonstrate the progression and history in medical advancements.
- Display X-rays of individual patients who suffer from a vessel blockage. Show with another X-ray how the new technology has helped many of these patients live longer. (example: stents)

Some of the other activities that can be included to make this day meaningful:

- Make a game testing your visitors' heart knowledge. The participant chooses a card, reads a question, guesses and verifies answer on the back. Set up game on a table.
- Have a table with AHA materials and brochures. This is a perfect time for the parents to pick up literature regarding the risk factors topics.
- Hang up stroke/heart attack warning posters around the school for a month before the event.
- Teach your students about the cardiovascular system, risk factors that contribute to heart disease, the tools to stay heart healthy for a lifetime, and the importance of volunteering in community events.
- High school honor students from my school have been able to visit research labs, due to our relationship with some of the researchers.

I know by participating in the JRFH/HFH program each year that we make a

difference in the lives of our school and local community. The following researchers had this to say at or about our Jump Rope For Heart event....

Dr. Carry, a guest speaker spoke to our students about being a cardiologist. She introduced a patient whose life was saved due to a new drug that was developed by the AHA. She found the new drug information in her AHA Circulation journal.

One researcher told our 2nd grade students that he was in 2nd grade when he decided to be a researcher. His parents gave him a microscope for Christmas. He told the children that he still has that microscope in his lab.

Dr. Nina Radford (cardiologist and researcher) said, "By attending your JRFH event, it broadened my understanding of the American Heart Association. Just as important as its role in supporting research is its role as an educator both of the lay public and health professionals. Attending this kind of event also reminds us why as researchers, we want to advance science. When you are a researcher, you can sometimes get focused on your area of expertise- and in this complicated world, that area can be limited to a cell membrane component or a specific gene family- and forget the big picture. The big picture is that we hope our science will help people live long, productive happy lives. When you attend a JRFH event and see a room full of children who are so full of enthusiasm and promise, you can't help but be motivated to advance science so that each of those precious children has the opportunity to reach their potential."

Dr. Nina Radford also said, "The idea of "research" can be difficult for students to comprehend. The process of discovery and scientific advancement seems so foreign to them. To show students that researchers are just people (men or women of any cultural background) who like science is so very important. It shows them that if they wanted to, they could be researchers too."

If you have any comments or questions, please contact Kristine Brockhagen at brockhagenk@esdallas.org or call 214-353-5894. Kristine teaches physical education at the Episcopal School of Dallas. ♥

Make History at the World's Fair for Kids

Interested in making history? Join the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) at the World's Fair for Kids in Orlando, Florida and help us set a world record for the largest number of people to jump rope simultaneously. AAHPERD's goal is to gather 3,000 adults and children for three minutes of rope-jumping, in an effort to break the previous record of 2,350 people, set in 2004, and to draw attention to the importance of maintaining an active and healthy lifestyle.

All participants will receive a free pass to enter the fair for the event and will be able to stay and enjoy the fair grounds after the event's completion. Participants, their families and friends will also be able to purchase discount admission tickets to return to the fair on another day.

The event takes place on April 17, 2006 at 5:30 p.m. Registration begins at 3:30 and participants and guests are encouraged to come early to enjoy free entertainment and music. An award will be given to the largest single group of participants and all jumpers will receive a souvenir jump rope.

AAHPERD is the largest organization of professionals supporting and assisting those involved in physical education, leisure, fitness, dance, health promotion, and education and all specialties related to achieving a healthy lifestyle. AAHPERD's mission is to promote and support creative and healthy lifestyles through high quality programs and community outreach initiatives.

The World's Fair for Kids is an exciting new annual world-class event designed for families and kids of all ages. Come and explore a kid's universe through major attractions, educational and interactive activities, and fun, informative shows featured in the "Worlds" of Adventure, Creativity, Entertainment, Health & Fitness, Technology and Toddlers. Also enjoy entertainment featuring the best in music, film, and TV. This is an event you and your family will remember for a lifetime!

For more information, or to register for the event, please visit www.aahperd.org or www.wfkids.com. ♥

Best Practices

Successful Recruitment of JRFH/HFH Coordinators as State AHPERD Members

During the 2004-05 year, the average state AHPERD had 40% of the Jump/Hoops coordinators (that held an event) as members of their state AHPERD. We would like to better involve state AHPERD's in recruitment of more coordinators. These Best Practices are based on five states (Ohio, North Carolina, Washington, West Virginia, and Texas) that continually show a high percentage of AHPERD members that participate in the JRFH/HFH programs. This data is taken from the end of the year coordinator survey form submitted to AHA.

Percent of State AHPERD Members within Affiliates		
	2004	2005
Ohio Valley Affiliate (OVA) – KY, OH, WV	64.7%	65%
Mid-Atlantic Affiliate (MAA) – MD, DC, NC, SC, VA	61.7%	58%
Texas Affiliate (TXA) – TX	53.0%	53%
Heritage Affiliate (HTA) – CT, LI, NJ, NYC	47.7%	52%
Northeast Affiliate (NEA) – MA, ME, NH, RI, VT, NYS	51.2%	51%
Greater Midwest Affiliate (GMA) – IL, IN, MI, MN, ND, SD, WI	42.5%	45%
Florida/Puerto Rico Affiliate (FPA) – FL, PR	35.0%	43%
Southeast Affiliate (SEA) – AL, GA, LA, MS, TN	48.0%	37%
Pennsylvania Delaware Affiliate (PDA) – DE, PA	32.0%	30%
Heartland Affiliate (HLA) – AR, IA, KS, MO, NE, OK	31.0%	18%
Western States Affiliate (WSA) – CA, NV, UT	14.2%	14%
Pacific Mountain Affiliate (PMA) – AK, AZ, CO, HI, ID, MT, NM, OR, WA, WY	37.2%	12%

Best Practices are practices and procedures that have proven to reliably lead to a desired result. Although they do not guarantee success, each state AHPERD will increase the probability of success by implementing these practices and procedures. A commitment to using these best practices is a commitment to using all the knowledge and technology at one's disposal to ensure success in recruiting and maintaining members.



STAFFING

Staffing at state AHPERD's is an important role to the overall success of the JRFH/HFH programs. People who have passion and dedication to the events make a stronger impact on those not yet involved.

Recommendations:

- Many of the states that are successful have a full-time Executive Director
- Executive Boards can help with larger issues and planning for the future
- Hire forward thinking, positive staff members that have backgrounds in Physical Education and/or experience with JRFH/HFH events.
- Keep the Jump and Hoops state coordinators positions filled. These positions act as a liaison to your state AHPERD, AAHPERD, and AHA.

COMMUNICATION

Communication is vital in any environment. With consistent and frequent communication the relationship between AHA, AAHPERD, and state AHPERD's can grow stronger in turn creating a comforting environment for members and potential new members.

Recommendations:

- Communication with your AHA affiliate and/or Youth Marketing manager should happen a minimum of twice a year
- Continual contact throughout the year via phone calls and e-mails is encouraged
- Communication with schools
- Using e-newsletters/e-mail updates for timely information. Keeping coordinators in the know at all times.
- Market the convention and the opportunities available through convention regarding the JRFH/HFH events.

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- Executive Director makes personal contact with coordinators
- Thank you letters for hosting an event
- Calls to teachers if an event was canceled
- Work with AHA staff to identify areas that are considered 'Locked-Out' from participating in Jump/Hoops. Identify possible resources within AHPERD that would help to unlock these areas.
- Teachers that have been a coordinator, mentor new coordinators

ADVERTISING & PROMOTION

Familiarizing teachers with logos and information about the JRFH/HFH events, and your state AHPERD through advertising and promotion as this will stimulate interest and a recognition/knowledge of what resources are available through AHA, AHPERD that support JFFH/HFH.



Recommendations:

- Publish ads in your state AHPERD journal. At least 1 full page ad per issue
- Publish articles and include ads in your state AHPERD newsletter about the events, demo teams, coordinators, etc.
- Use E-Newsletters and/or e-mail updates to get information to coordinators in a timely manner.
- Create a link on the home page of your Website to JRFH/HFH information.
- On your letterhead for general correspondence show the partnership of AAHPERD and AHA to the JRFH/HFH events.
- Hand out promotional give-a-ways at convention booths.

CONVENTION

Convention offers countless opportunities to recognize those coordinators who are already involved and adding to the success of the JRFH and HFH events. It is also a platform to inform others of the possibilities of these events.

Recommendations:

- Offer workshops on how to run successful events (at least one JRFH and one HFH)
- Plan social hours, luncheons, and/or breakfasts for the coordinators to honor and thank them.
- Provide a ribbon or specially marked badge to coordinators to indicate their involvement with the events.
- Double booth exhibit space for JRFH/HFH (AHA).
- Assist demo teams in getting to your convention and provide them with demo space.

AWARDS, SCHOLARSHIPS & GRANTS

Giving back to the coordinators who run successful events shows dedication to their efforts.

Recommendations:

- Recognize outstanding coordinators, top schools, and top student participants. An easy environment to present these awards is state AHPERD convention.

- Giving scholarships to university students bringing more awareness of the program at the college level and more interest for them to carry on events after graduation.
- Offer financial assistance through grants
- Promote AAHPERD Joint Projects grants.

MEMBERSHIP

Incentive memberships and great service can entice new members and encourage current members to stay loyal.

Recommendations:

- Offer a free or reduced membership to coordinators
- Hold campaigns to encourage current members to recruit new and lapsed members
- Allow for networking opportunities with other professionals in the field.
- Promote publishing opportunities in your state AHPERD journal and Newsletter.
- Provide updates on the profession through e-mails, publications, and conferences.
- Provide professional development opportunities.

RECRUITMENT

Recruitment is a two way street, AHA staff encourages teachers to join state AHPERD and state AHPERD encourages members to become coordinators of JRFH/HFH events.

Recommendations:

- Write letters to schools that provide them with information about the events, AHA, and your state AHPERD.
- Make phone calls to teachers to answer any questions they may have about the events.
- E-mail superintendents to familiarize them with the events and to further support why the events are so important.
- Develop a student association to get these future leaders "hooked" on your state AHPERD and JRFH/HFH events.
- Implement a college level recruitment initiative by going to student majors clubs, and professors. ♥