

Advocacy in Action:

TIPS & TECHNIQUES

Move is the Word: Connecting Let's Move in School to National Physical Fitness and Sport Month

By

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MOVE is the Word

Advocacy is a 12-month journey filled with many events along the way. The month of May offers a wonderful platform to advocate for our profession, as it is recognized as National Physical Fitness and Sport Month and the first week being National Physical Education and Sport Week. This year NASPE's theme for the week of May 1-7th is **Let's Move in School**.

AAHPERD's **Let's Move in School** is a public awareness and action initiative targeted at physical education teachers, parents, principals, superintendents, and school boards. The goal is to ensure that every school provides a comprehensive school physical activity program, with quality physical education as the foundation, so all youth will develop the knowledge, skills, and confidence to be physically active for a lifetime. To learn more about **Let's Move in School**, and access the full list of resources available, go to www.LetsMoveinSchool.org.

The President's Council on Fitness, Sports and Nutrition offers a tool kit to

organize events for the month of May at: www.fitness.gov and at www.fitness.gov/getmovingamerica.htm. The United States Department of Health and Humans Services also posts a May tool kit at: www.healthfinder.gov/nho/maytoolkit.aspx#announcement.

Listed below are examples of what you can do to MOVE in May:

M = MOTIVATE EVERYONE TO GET MOVING

1. Register your school to participate in National Physical Education and Sport Week (www.LetsMoveInSchool.org)

2. Select one or more of the activities for your school during May week.

3. Outline your motivational event(s) and get approval from your administration.

4. Consider a kick-off program to promote Let's Move in School for the first week of May.

5. Invite parents to visit your class and join them to MOVE with their children.

6. Send "home-play" assignments so that the whole family can MOVE at home.

O = OFFER PROGRAMS

1. Offer afterschool wellness programs to educate and motivate everyone to MOVE.

2. Organize Project ACES during the first week of May (<http://lensaunders.com/aces/aces.html>).

3. Offer a family or community night of MOVEMENT to engage parents and community in your program.

4. Orchestrate collaborative events and activities with other community-based providers of fitness and movement activities, such as the YMCA, the Boys and Girls Clubs, Parks and Recreation Departments, and others (you provide the program and they provide the facility; you provide the facility and they provide healthy snacks; etc.).

V = VOICE

1. Create a proclamation that can be signed by local policymakers to officially declare that the school, city and state are endorsing the fact that the month of May is Physical Fitness and Sport Month (see example).

Example



PROCLAMATION

Whereas many residents of _____ would improve the quality of their lives through proper exercise and diet;

Whereas obesity-related diseases cost the United States economy more than \$147 billion every year;

Whereas physical activity reduces risk, at all ages, of heart disease, high blood pressure, and diabetes;

Whereas fewer than one third of individuals aged 6 through 17 participate in vigorous physical activity on a regular basis;

Whereas physical activity is necessary to support normal growth in children and is essential to the continuing health and well-being of youth and adults;

Whereas over 70 million children and youth in the United States have the potential to acquire the knowledge, skills, and values that can lead to a lifetime of physically active and healthy living;

Whereas the goal of Let's Move in School is to ensure that every school provides a comprehensive school physical activity program with quality physical education as the foundation so that youth will develop the knowledge, skills, and confidence to be physically active for a lifetime.

Whereas it would be appropriate to recognize May 1 through 7, 2011, as National Physical Education and Sport Week; and

Whereas the month of May has traditionally been recognized as National Physical Fitness and Sport Month to encourage broader promotion of physical fitness activities and programs in schools, parks, recreation departments, employee associations, hospitals, and other entities involved in physical fitness;

Now, therefore, I _____ the _____ of _____ do hereby proclaim May 1st -7th as Physical Education and Sport Week and the month of May as Physical Fitness and Sport Month. I urge all people of _____ to learn more about the importance of physical activity for their health, to incorporate physical activity in their daily lives, and to join in an effort to create a more enlightened public attitude and response.

Signed: _____ Date: _____

2. Invite the media to attend and participate in the activity events you plan.

3. Read daily quotes or quick educational facts to the entire school to start each day in May.

4. Voice your opinion with an editorial to your local newspaper supporting National Physical Fitness and Sport Month, quality physical education programs, support for the PEP Bill, support for statewide physical education legislation, etc.

E=EDUCATE ON THE IMPORTANCE OF MOVEMENT

1. Use the month of May to educate all faculty and staff about the joy of movement and the strong research link noted between physical activity and physical education on brain function, academic achievement, weight reduction, improved nutrition, etc.

2. Educate the public on the need for quality physical education and the strong connections to academic success, improving health and well-being. Use newsletters and flyers to disseminate this information.

3. Educate the public about the major benefits of exercise on the brain, how it can enhance a child's attention, memory, focus and ability to retain what is taught.

The month of May gives us an excellent opportunity to be an advocate in a MOVING way. Accept the challenge to offer at least one event at your school that will celebrate the **Let's Move in School** during National Physical Education and Sport Week, May 1-7. If we all work together, this could be the best 'Moving-May' ever!

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