Creating a Physically Active School Year-Round
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INTRODUCTION

Now that your school has completed the six-week NFL PLAY 60 Challenge, take things to the next level and make physical activity a part of your school year-round. Obesity has gone prime time as an American health issue. It’s everywhere: in every neighborhood, every mall, every school and every workplace. Obesity is more than a cosmetic concern. It doesn’t just impact the way we look. It can change the course of our lives, and not for the better. It sets us on a fast track toward medical complications such as heart disease, type 2 diabetes, high blood pressure and high cholesterol.

Today, about one in three American kids and teens are overweight or obese, nearly triple the rate in 1963.1 Overweight kids have a 70-80 percent chance of staying overweight their entire lives. With good reason, childhood obesity is now the No. 1 health concern among parents in the United States, topping drug abuse and smoking.2 Among children today, obesity is causing a broad range of physical health problems that previously weren’t seen until adulthood. There are also psychological effects: Obese children are more prone to low self-esteem, negative body image and depression.

Excess weight at young ages has been linked to higher and earlier death rates in adulthood.3 Perhaps one of the most sobering statements regarding the severity of the childhood obesity epidemic came from former Surgeon General Richard Carmona, who characterized the threat as follows:

“Because of the increasing rates of obesity, unhealthy eating habits and physical inactivity, we may see the first generation that will be less healthy and have a shorter life expectancy than their parents.”4

However, there’s good news: Obesity can be stopped. And it doesn’t take high-tech treatments or cutting-edge medications. Really, the solution begins and ends with the daily decisions we make. In this toolkit, we will focus on the effects of physical activity on overweight and obesity. Physical activity has many positive health benefits, including improved physical fitness, muscle endurance, aerobic (lung) capacity and mental health (including mood and cognitive function). It also helps reduce the risk of sudden heart attack, cardiovascular disease, stroke, some forms of cancer, type 2 diabetes and osteoporosis. Additionally, regular physical activity can reduce other risk factors such as high blood pressure and cholesterol.

Children are not getting as much physical activity as they should, despite its many benefits. The American Heart Association recommends that children and adolescents (up to age 18) get at least 60 minutes of moderate to vigorous physical activity every day. Research indicates that most adolescents do not participate in moderate physical activity five or more times per week, and those patterns carry into adulthood.5,6,7 That is why it’s important to establish good physical activity habits as early as possible. Kids who are physically fit are less likely to be obese or have high blood pressure in their 20s and 30s.8 Another contributor to decreased physical activity is the amount of “screen time” children get. Americans are spending more free time than ever watching television, surfing the Internet or playing video games.9 The American Heart Association and American Academy of Pediatrics recommend that children limit screen time to no more than two hours per day. Sticking with the recommended two-hour daily limit can have a positive effect on children’s health. One study of overweight children ages 4 to 7 found that limiting TV and computer time to less than two hours a day helped to reduce caloric intake, sedentary behavior and body mass index over a two-year period.10 Prolonged sitting has also been found to have a negative metabolic impact on the body and is associated with increased cardiovascular disease mortality in both men and women.11,12

Physical activity needs to be addressed both inside the home and at school. A recent report revealed that physical education time has declined across many school districts since 2002.13 In some areas, school-based physical activity programs have been completely eliminated.14 Only 3.8 percent of elementary schools provide daily physical education or its equivalent for the entire school year.15

This is where you come in. By making physical activity and quality physical education a part of your school’s culture, you can begin to increase the amount of physical activity children participate in every day. It is vital that we take the steps now to make a change in our children’s lives to help them on to better futures. The American Heart Association and the National Football League have created this toolkit to do just that … help you implement physical activity in your school year-round. Follow the steps outlined here and use the resources and tools to start making an impact today!
OVERVIEW

Why Physical Activity?

Obesity and overweight have a negative impact on almost every organ system in the body. There is a direct correlation between increases in body mass index (BMI) and increased risk for numerous diseases and chronic conditions including diabetes, asthma, high blood pressure, liver problems, sleep apnea and some cancers. Beyond these physical effects obesity also influences children’s quality of life; obese children are at risk to have low self-esteem, a negative body image and suffer from depression.

Fortunately, obesity can be prevented and there are actions your school can take to help. Simple, healthy decisions make a big impact. These decisions include things like making the effort to be physically active every day. Physical activity not only lowers the risk of various adverse health conditions, it also brings many positive health benefits including improved fitness, increased energy, better mood and improved cognitive functioning. Children today are not getting enough physical activity and many schools are cutting down or eliminating physical education and/or recess altogether. Only 59 percent of middle schools in the United States require physical education through 8th grade, and only 31 percent of those schools have requirements for the number of minutes spent being physically active. The American Heart Association recommends that children and adolescents (up to age 18) get at least 60 minutes of moderate to vigorous physical activity every day and at least 30 of these minutes should be attained at school. As children age, their physical activity levels tend to decline. Considering this, the earlier physical activity habits can be developed, the better. What better place to reinforce healthy habits than at school?

The Plan

Sometimes it’s a challenge to motivate children, especially when it comes to a lifestyle behavior change. The most effective way to instigate change is to make it non-threatening, simple and attainable. By making physical activity (outside of Physical Education class) a part of the school’s culture through physical activity breaks, intramural sports, dance clubs, after-school programs, etc., children will more likely adopt it as a part of their lifestyle behaviors. This toolkit is filled with resources and tips on how to create a committee to instigate change, how to write out your plan, and examples of physical activity that can be incorporated into the school day.

Expected Outcomes

When children are exposed to physical activity daily, both at school and at home, they will learn the importance of this healthy behavior and even begin to enjoy it. The goal of year-round physical activity in schools is to introduce and instill this daily habit in children. We expect that not only will physical activity in schools begin to increase, but the health risks of overweight and obesity will begin to decrease among children as well as the precedence of obesity-related health issues. This toolkit is the beginning of a generational change where fewer children are faced with inactivity and the risk of overweight and obesity.

Now Comes You

As a school professional, your role in implementing physical activity into your school year-round begins with a commitment; a commitment to use this toolkit and share it with fellow professionals, parents, community members and organizations, and the students, to build a healthier, more physically active school environment.
**SECTION 1: GETTING STARTED**

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**Step 1: Make the Commitment**

The first and most important step is to commit to making year-round physical activity a part of the school day. The goal is for all children to get at least 60 minutes of moderate to vigorous physical activity every day, with at least 30 minutes attained at school.

Physical activity and physical fitness produce overall physical, psychological and social benefits, and inactive children are likely to become inactive adults. Evidence also suggests a relationship between increased physical activity and improved academic performance; studies have shown that normal-weight children also have higher scholastic achievement, less absenteeism and higher physical fitness levels than their obese counterparts.20, 21

By leveraging the American Heart Association’s health expertise and the National Football League’s commitment to physical fitness, we can achieve our goal of getting kids physically active for 60 minutes every day — with the help of educators like you.

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**Step 2: Determine Your Resources**

Resources: Make a list of your school’s available resources and use it to help define the Mission, Objectives and Activation Plan for your physical activity initiative. Include material resources (supplies and equipment), human resources and financial resources. This list will help you define the goals of your Activation Plan by leveraging the resources, materials and equipment available for your school.

1. What physical activity programs/initiatives already exist at your school? For example, physical education, intramural sports, the NFL PLAY 60 Challenge, etc.

   **TIP:** Use this list when examining your school’s physical activity needs. Are existing programs successful? Are they reaching all students? How can you build around these pre-existing components to reach the goal(s) you want?

2. What physical resources are available? For example, the number of gyms, walking trails, playgrounds and adequate, safe, age-appropriate equipment.

3. What human resources are available? For example, faculty, parent volunteers and other individuals. Don’t forget to consider how much time each person will be contributing and compensation (if any).

4. What budget/funding is available? If your school does not already have budget designated for physical activity programs outside of physical education, funds may need to be allocated. Financial costs may include staff compensation, materials, equipment and facilities.
### Step 3: Determine Your Stakeholders

These individuals have vested interest in your initiative. By identifying those who have interest in seeing the school’s environment change, you can better recruit people willing to take a part in implementing year-round physical activity into the school. Potential stakeholders could be involved in the following ways:

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Interest/Investment in Year-Round Physical Activity Systems Change</th>
<th>Potential Roles in Year-Round Physical Activity Systems Change</th>
</tr>
</thead>
</table>
| **Parents**           | • Increased physical activity of their child  
• Reduced risk of overweight/obesity of their child  
• Improved overall health of their child  
• Formation of a healthier home  
• Improved academic performance of their child  
• Improved self-esteem, mood and motivation of their child                                  | • Be a role model of good physical activity habits  
• Donate physical activity materials to school  
• Volunteer time to lead physical activity during, after or before school  
• Serve on the Physical Activity Subcommittee  
• Provide motivation to school  
• Help with promotion of initiative                                                      |
| **Faculty/Staff**     | • Improved physical health of the students  
• Improved overall health status of the school  
• Reduced absenteeism due to illness of students  
• Improved tests scores and academic performance of students  
• Increased attention span, reduction in behavioral problems and improved mood of students | • Be a role model of good physical activity habits for students  
• Implement physical activity in classrooms  
• Implement physical activity into school day (lunch, before and after school)  
• Serve on the Physical Activity Subcommittee  
• Seek donations and support for the school’s physical activity initiative  
• Help design policy and systems change in the school                                      |
| **Physical Education Instructor** | • Improved physical health and fitness of students  
• Improved class performance  
• Increased student participation and interest in physical education class  
• Increased variety of activities offered  
• Increased motivation among students and their families to be physically active     | • Be a role model of good physical activity habits for students  
• Implement new physical activity policy in class and encourage other teachers to do the same  
• Serve on the Physical Activity Subcommittee  
• Provide educational aspect of the importance of daily physical activity to students  
• Provide physical activity resources to students and their families  
• Donate equipment or gym resources  
• Provide parents with information on physical activity and its benefits  
• Serve as a reference point for other school faculty and staff when planning physical activities  
• Provide resources and training to school staff on physical activities  
• Host family fitness fun nights to expose students and their families to quality physical activity experiences |
<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Interest/Investment in Year-Round Physical Activity Systems Change</th>
<th>Potential Roles in Year-Round Physical Activity Systems Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>School Nurse</strong></td>
<td>• Decreased illness and absenteeism due to illness&lt;br&gt;• Improved health and decreased health risks of students&lt;br&gt;• Better body mass index scores of students&lt;br&gt;• Increased motivation among students and their families to be physically active</td>
<td>• Be a role model of good physical activity habits for students&lt;br&gt;• Provide educational aspect of physical activity to students&lt;br&gt;• Provide parents with information on physical activity and health benefits&lt;br&gt;• Serve as a reference point for other school faculty and staff when planning physical activities&lt;br&gt;• Serve on the Physical Activity Subcommittee&lt;br&gt;• Encourage students and parents to be more physically active</td>
</tr>
<tr>
<td><strong>Community Members</strong></td>
<td>• Improved school environment&lt;br&gt;• Healthier community&lt;br&gt;• Decreased risk of childhood obesity in their community&lt;br&gt;• A healthier environment to raise children</td>
<td>• Be a role model of good physical activity habits for students&lt;br&gt;• Donate finances or materials to school’s physical activity efforts&lt;br&gt;• Help with media and advertising of initiative&lt;br&gt;• Provide networking with other potential partnering organizations&lt;br&gt;• Provide tools and resources from their field of expertise&lt;br&gt;• Be an outside voice and perspective on the physical activity initiative&lt;br&gt;• Serve on the Physical Activity Subcommittee</td>
</tr>
<tr>
<td><strong>Physicians</strong></td>
<td>• Improved health status of their patients&lt;br&gt;• Decreased risk of overweight and obesity among patients&lt;br&gt;• Improved communication and motivation regarding physical activity with patients and their families</td>
<td>• Be a role model of good physical activity habits for students&lt;br&gt;• Provision of materials and tools for implementing physical activity&lt;br&gt;• Source of information regarding physical activity&lt;br&gt;• Advocate for physical activity among school staff/faculty, community, students and parents&lt;br&gt;• Donation of equipment, time or funds&lt;br&gt;• Serve on the Physical Activity Subcommittee</td>
</tr>
<tr>
<td><strong>Local</strong></td>
<td>• Improved community health&lt;br&gt;• Creation of a safe and healthy environment for children to learn and be physically active</td>
<td>• Be a role model of good physical activity habits for students&lt;br&gt;• Donation of materials, funds or staff in implementing physical activity in the school&lt;br&gt;• Resource for additional types of physical activity students can engage in, especially during the summer&lt;br&gt;• Serve on the Physical Activity Subcommittee&lt;br&gt;• Reinforce physical activity messages taught in school</td>
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</tbody>
</table>

After you identify stakeholders, contact them and talk to them about the year-round physical activity initiative you want to implement.

**TIP:** Hold an informational session covering the goals of the initiative. Come prepared to discuss each stakeholder’s role in implementing physical activity in the school.
Step 4: Create a Physical Activity Subcommittee

The Physical Activity Subcommittee can be composed entirely of school personnel, but the best approach is to include representatives from the school board, administrators, school staff (specifically those already on the school’s Wellness Council), the school nurse, local doctors or nurses, some parents (including PTA/PTO members) and some community members who do not have children in school. Tap into parents who are dietitians, fitness experts and health enthusiasts. And don’t forget to reach out to local American Heart Association volunteers or staff. Putting community members (who are not parents in the school) on your subcommittee is a great way to get community members involved and bring them together for a common goal. As a best practice, the physical education instructor should be involved and possibly take a leadership role. This group should have a minimum of five and at most eight members.

Responsibilities of the Physical Activity Subcommittee are as follows:

1. Write a Mission Statement: This is the action you want your initiative to achieve and is usually a very broad statement. For example, “To create a healthier, more physically active school environment for all children.”

2. Define Objectives(s): Objectives are the steps you will take to achieve your Mission Statement. These are more specific and include the action steps (what you will do, how you will do it and how you will measure success). For example, “Students will engage in 30 minutes of physical activity at school each day by participating in five-minute physical activity breaks in each class period as led by their teacher.”

   Reminder: The 30 minutes of physical activity at school (outside of physical education) does not have to happen all at once. Breaking it up into five-minute breaks throughout the day is an efficient way to accomplish all 30 minutes at school.

3. Determining daily physical activity needs. The American Heart Association recommends that children get 60 minutes of moderate to vigorous physical activity each day, with at least 30 minutes attained at school.

4. Elements for activation: Decide whether the initiative is to be implemented schoolwide or a few classes at a time.

5. Announcing and launching the physical activity initiative (See “Implementation/Moving Forward” in Section 2.)

6. Hosting a Kickoff event: (see “The Kickoff” in Section 2.)

7. Sustainability: Keeping the momentum going (See “Keep the Momentum Going” in Section 3.)

Step 5: Develop the Activation Plan

The Activation Plan may vary from school to school.

1. Determine daily physical activity needs.
   
   - Examine the number of minutes of physical activity students are currently getting each day (outside of physical education) and how many additional minutes your school can incorporate to reach the recommendation to reach the American Heart Association’s 60-minute recommendation.

   TIP: To reach the American Heart Association’s 60 minutes of daily physical activity recommendation, aim to develop your initiative outside of existing programs (like physical education and interscholastic sports).
• Find the best place(s) to add minutes of physical activity into the school day.
  
  **TIP:** Physical activity can take place before, during or after school; some options are during class, lunch periods, carpool pickup or hosting a field day.

• Explore the variety of physical activity options currently offered.
  
  **TIP:** The greater variety of physical activity available, the more engaged students will be. Consider activities such as flag football, yoga, dance, Tae Kwon Do and gymnastics to provide variety.

• Look at how the students travel to school, like biking, walking, carpool or the bus.
  
  **TIP:** A great way to provide physical activity is by locating safe walking and biking routes to school.

• Identify the type of physical activity students find appealing.
  
  **TIP:** Conduct a survey to gauge students’ interests and compare these results with your Activation Plan.

**Best Practice:** Getting students’ input is an important step. When physical activity is something they enjoy, students are more likely to participate. Incorporating a variety of physical activity options is a great way to ensure interest and participation. Also, involve students in the planning and in creating physical activity breaks.

2. Conduct a Needs Assessment of your school.

• A Needs Assessment will allow you to see where physical activity already exists at your school and how much is offered. This will provide you with insight into where physical activity will best fit, what resources exist as well as which ones are needed, and how many additional physical activity minutes are needed to fill the gap.

3. Elements for activation

• Decide if the initiative should be implemented schoolwide or piloted in a few classes at a time.
  
  **TIP:** If your goal is 30 minutes of physical activity at school per day, begin by implementing 15 minutes per day for the first couple of weeks, and then work up to 30 minutes. Making changes gradually may help make the implementation move more smoothly and will allow time to work out any obstacles.

• Set a timeframe for implementation.
  
  **TIP:** The first day of the new semester or after a holiday break is a great time to get students and staff excited about the new initiative.

• Consider how you will present the initiative.
  
  **TIP:** Try to avoid using words like “program” or “event.” That sounds like something that will end, rather than a permanent systems change in your school’s environment.
4. Evaluation

• Start thinking about how you will evaluate your initiative after a few weeks and/or several months.

**Best Practice:** Plan for your evaluation at the same time you are planning your initiative to ensure effective evaluation. Aim for “continuous improvement,” that is, incorporate what you learn from evaluation efforts as you go.

5. Announcing the initiative

• The Physical Activity Subcommittee will determine the proper process and channels for announcing and launching the initiative. This step will be key to ensuring that the message is delivered properly; support is established; and commitment, interest and enthusiasm are high.

**TIP:** Use the same process that you would to communicate other initiatives. For example: Physical Activity Subcommittee → Principal → School Personnel → Students → Parents → Community

6. Solicit donations

• After assessing your resources, it may be necessary to raise funds for your initiative.

**TIP:** Look at what resources you will need; financial, material, personnel could all be potential needs. Enlist the help of an American Heart Association volunteer, high school or college students, and community members as needed.

7. Set a timeline and decide when to launch the initiative (See “Implementation/Moving Forward” in Section 2.)

**Things to Consider:** There may be potential restrictions within your school or district that need to be addressed, such as liability, safety and waivers.
SECTION 2: IMPLEMENTATION/ MOVING FORWARD

Resources for Section 2:
- Parent Letter
- Quick Facts About Childhood Obesity
- Ideas for Promotion
- Lesson Plan Template
- Morning Activity Breaks and Heart Facts
- Physical Activity Breaks
- Physical Activity Pledge

Step 1: Announce the Year-Round Physical Activity Initiative and Physical Activity Subcommittee

- Make your initiative known.
- Decide who you want to involve in announcing the initiative.

**Best Practice:** Use all parties involved in the initiative, including parents, community members, administrators, faculty/staff, stakeholders, doctors’ offices, community centers, students, etc.

- Post information on the school/district website and place it in the school's communications to parents.
- Find the best channels to announce the physical activity initiative.
  **TIP:** Newsletters, announcements, intranet, school website, mass e-mail and student-created posters are good ways to spread the word.
- Pitch the initiative and Kickoff event to your local newspaper.

**Best Practice:** Include statistics and research to support the need for more physical activity during the school day. Explain how taking time from the curriculum for physical activity actually improves students’ performance and promotes healthier habits.

- Use the materials you have available to create excitement.
  **TIP:** Have students create posters in class to raise awareness within the school and community or have a school decorating day promoting the initiative.
- Have the Physical Activity Subcommittee make a presentation at a staff meeting to explain the initiative’s goals.
- Prepare the Physical Activity Subcommittee with how to best answer potential questions, comments and concerns regarding the initiative.
Step 2: Building Excitement
Provide rewards and incentives for participation:

- Give all committee members large (campaign-style) buttons that should be worn most days.
- Create an “I PLAY 60” one-inch round button for all participants to ensure everyone is pledged to participate.
- Designate a day for students and staff to wear a T-shirt or jersey from their favorite NFL team.

**Best Practice:** Create your own promotional materials (or use those created for the NFL PLAY 60 Challenge) to help spread the word and build excitement.

Step 3: The Kickoff

- Hold a kickoff assembly that the entire school can participate in.
- Set the date for your kickoff event.
- Allow plenty of time to plan your event.
  
  **TIP:** Start planning four to six weeks in advance.

- Promote the mission of your year-round initiative in the school.
- Don’t forget to involve community members and parents too. Allow them to participate in the kickoff assembly to help build support and generate excitement.
  
  **TIP:** Send information about the initiative home to parents.

- Invite an NFL player or local athlete to attend the kickoff event.
  
  **TIP:** If a professional athlete isn’t available, ask a student from your local high school sports team to get involved. High school students could get volunteer hours for participating.

- Have students take a pledge to PLAY 60. They can visit NFLRUSH.com/play60 to take the NFL’s online pledge.
  
  **TIP:** Have students sign pledges to “Commit to Year-Round Physical Activity” that are cut in various shapes such as shoes, footballs, hearts, tennis shoes, etc., to hang around the school or in the classrooms.

- Engage the whole assembly in a two-minute physical activity break at the beginning of the kickoff event.

- Adjourn back to the classrooms and ask teachers to re-emphasize the new physical activity initiative.
  
  **TIP:** Students can help teachers brainstorm ideas for physical activity in their classroom.

- Incorporate a safety aspect in your event.
  
  **TIP:** Discuss various safety topics such as hydration, stretching, CPR and using proper safety equipment. Teach students how to listen to their bodies while being physically active. A local police officer/EMT/school nurse, etc., could lead the students.

- Host interactive stations for students to learn about physical activity and safety.
Thoughts and Ideas for Implementation:

- Implement physical activity into the classroom. Address concerns regarding available equipment and training.

  **TIP:** The most consistently held classes are language arts, math and science, so try to implement short physical activity breaks in each of these classes.

**Best Practice:** Since short bouts of physical activity are proving to improve test scores, hold 1- to 2-minute breaks before or during testing.

- Provide ways for the entire school to be physically active for a few minutes.

  **TIP:** Lead a five-minute physical activity break each period over the daily announcement system.

- Find areas of the school that everyone can use at the same time.

  **TIP:** Make the gym available before, during and after school. Other locations such as the track, field or playground can provide schoolwide access to physical activity.

- Find longer walking routes to class or have students engage in simple movements while going from class to class.

  **TIP:** Students can participate in “high knees” when moving from periods two to three or do 25 jumping jacks before going to fourth period.

- Use lunchtime to engage in physical activity.

  **TIP:** Use the first 10 minutes of the lunch period to use the cafeteria, track, field or gym for some games. Or teachers can lead physical activity in their room before taking the class to lunch.

- Incorporate five-minute physical activity breaks during the morning announcements.

  **TIP:** Read a fun heart-healthy fact followed by a five-minute physical activity break.

- End each day with a few minutes of physical activity.

  **TIP:** A faculty/staff member could lead students in a physical activity before they leave class or while they wait for the bus or carpool.
SECTION 3: LOOKING BEYOND/ YEAR-ROUND PLAN

Resources for Section 3:
- Maintenance Evaluation
- Year-Round Physical Activity Pledge

Step 1: Keep the Momentum Going

- Conduct an evaluation of the initiative to gauge progress after four to six weeks.
  
  **TIP:** Students can complete the PACER test at the end of each semester (Find out more about the PACER and other health assessments at fitnessgram.net).

- Make sure the current physical education curriculum includes education about the importance of daily physical activity.
  
  **TIP:** Incorporate this information in other areas of the school day, such as homeroom or over the morning announcements.

- Ensure the physical education instructor emphasizes the importance of participating in the initiative for physical activity year-round.

- Examine the physical education curriculum to see if students are exposed to a variety of sporting/activity options.
  
  **TIP:** Expand the physical activity options offered in physical education or add variety in other parts of the day. Yoga, dance, pilates, Tae Kwon Do and gymnastics are some options.

- Get in contact with athletic directors and/or physical education instructors at elementary, middle and high schools to help implement the initiative.

- Meet with teachers to follow up on their progress incorporating physical activity in the classroom.
  
  **TIP:** Discuss the physical activity initiative in staff meetings to address concerns, successes and suggestions for change and improvement.

- Make physical activity a component of every school assembly. Try to incorporate a short physical activity break at the beginning and end of each assembly.

- Find ways to re-energize the entire school throughout the year.

- Give monthly awards to the classrooms that log the most physical activity each month.

- Recognize students and teachers for participation in physical activity.

- Create new ideas for physical activity.

- Hold a field day at school to celebrate different types of physical activity.

- Offer opportunities to win class-appropriate fitness resources for participation (if available).

- Students can submit their names, ideas, videos and challenges to players on the NFL PLAY 60 website. (NFLRUSH.com/play60)

- Hold an end-of-the-year NFL themed celebration party for the entire school.

- Student(s) get to attend a practice with the high school teams.
  
  **TIP:** Offer a “training” session with high school players.

- Enroll in the Alliance for a Healthier Generation Healthy Schools Program. (healthiergeneration.org/schools)

- Create a team to participate in American Heart Association Start! Heart Walks (startwalkingnow.org), Jump Rope For Heart (heart.org/jump) and Hoops For Heart (heart.org/hoops).
  
  **TIP:** Check the website of your local American Heart Association affiliate office for more information on walks, programs and events near you. (see heart.org for more information)

- Register for Heartsaver CPR in Schools program. (heart.org/cpr)

- Sign up for Be the Beat to train the next generation of lifesavers on sudden cardiac arrest. (bethebeat.heart.org)
Step 2: Encourage Staying Active in the Summer

Provide information to students and parents about summertime options for staying active:

- Communicate options for students, including school-sponsored camps, community activities, local camps, volunteer opportunities, clubs and other organizations.
- Continue the year-round physical activity initiative every year.
- Provide the NFL PLAY 60 Challenge guide to summer program directors to help keep kids active. (heart.org/NFLPLAY60Challenge)

**TIP:** Students can visit NFLRUSH.com/play60 and “Activities for Kids” on heart.org/healthierkids for more resources just for kids.

- Create physical activity packets to send home with students to use during the summer. Use resources found on heart.org/healthierkids for parents.
- Create a “Summer Physical Activity Log” for students to record their summer activities.
- Open the school gym, track and playgrounds during the weekends for students and their families to use.
- Work with local organizations such as city community centers, youth organizations, community dance groups and local gyms to promote summer programs or activities that may be available to students.
- Reach out to your community partners and get information on their summer programs. They may wish to distribute literature or speak on campus about their available programs.
- Find out what sports camps your local community has to offer.
Year-Round Physical Activity Pre-Initiative Evaluation and Needs Assessment

This evaluation is designed to assess your school before the year-round physical activity initiative has been implemented. The best time to complete this evaluation is during the beginning stages of planning, forming the Physical Activity Subcommittee and developing your Activation Plan. This evaluation will give you a good idea of where your school is regarding physical activity and the areas that need to be focused on the most.

1. Does your school promote the benefits of getting adequate physical activity to students?
   ____ Yes  ____ No

2. How many teachers in your school are interested in activating physical activity year-round?
   ____ All teachers  ____ 50%-74% of teachers  ____ Less than 25% of teachers
   ____ 75%-99% of teachers  ____ 25%-49% of teachers  ____ none

3. Which of the following activities have you used or are you currently using to promote physical activity at your school?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Used</th>
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<td>Sports, Dance Clubs, etc.</td>
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<tr>
<td>Other</td>
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</tbody>
</table>

4. Currently, how many students at your school, on average, participate in 60 minutes of moderate to vigorous physical activity on a daily basis, including in school and at home? Moderate to vigorous physical activity is defined as an activity level that results in heavy breathing and perspiration.
   ____ All students  ____ 50%-74% of students  ____ Less than 25% of students
   ____ 75%-99% of students  ____ 25%-49% of students

5. Please estimate the amount of moderate to vigorous physical activity most students at your school receive during the regular school day.
   ____ More than 30 minutes of moderate to vigorous physical activity
   ____ 15-29 minutes of moderate to vigorous physical activity
   ____ Less than 15 minutes of moderate to vigorous physical activity

6. Does your school offer extracurricular physical activities? Extracurricular activities may include intramurals, physical activity clubs, dance clubs and interscholastic sports.
   ____ Yes  ____ No

7. Do students have the opportunity to participate in physical activity during school on a daily basis? (such as recess, physical activity breaks, walking trails or physical education class)
   ____ All students participate in physical activity breaks on a daily basis.
   ____ Some students participate in physical activity breaks on a daily basis.
   ____ Most students participate in physical activity breaks on a daily basis.
   ____ No students participate in physical activity breaks on a daily basis.

8. How many subject areas integrate physical activity into their lesson plans?
   ____ All subject areas  ____ Some subject areas
   ____ Many subject areas  ____ No subject areas integrate physical activity
**Needs Assessment**

The Needs Assessment is to be completed with your Pre-Initiative Evaluation. This assessment will examine the needs of your school regarding resources, physical activity and initiative needs. Use this list to analyze the status of your school and to distinguish specific areas of need.

1. How many students attend this school? What grade levels?

2. How many students are in each grade? How many classes do we have in each grade? What is the average class size?

3. How many physical activity minutes each day are currently offered to students?

4. How many gyms do we have? Do we have any outdoor playgrounds, walking trails, fields or tracks?

5. What kind of equipment do we have? Do teachers have access to the equipment needed for physical activity?

6. How many teachers do we have at this school who would be interested in participating?

7. How long is each class period? Passing period? Lunch period?

8. How early does the school open for students? How late is the school open to students?

9. Do we offer physical education? Does a physical education instructor or other teacher supervise physical activity time?

10. Are all students required to take physical education? If so, how often?

11. Are there a variety of physical activities offered in physical education class?

12. Do we offer intramural or scholastic sports? Dance clubs or physical activity clubs? Describe.

13. Do we have any financial resources to spend on this initiative? If not, do we need some?

14. What are some areas that would require additional funding? (Equipment, promotional materials, personnel, etc.)

15. Are there other opportunities available to lead students in physical activity?

16. How large are the classrooms? How large is the cafeteria? How large is the gym?

17. Do PTA/PTO members or other parents want to contribute or volunteer for the initiative?

18. Do we have any community partnerships? If so, do they know about our initiative and do they want to help? If not, can we create some partnerships in our community?
Student Survey

This survey should be used during the planning stages of your initiative (at the same time as the Pre-Initiative Evaluation and Needs Assessment) to gauge the interest levels of your students. By finding out which physical activities the students in your school enjoy most, you can better plan an initiative that will engage and energize the students.

1. Do you enjoy being physically active?  ____ Yes  ____ No

2. If so, what kinds of physical activities do you like?

________________________________________________________________________

________________________________________________________________________

3. When you play with your friends, what kind of activities do you do?

________________________________________________________________________

________________________________________________________________________

4. What is your favorite type of physical activity?

________________________________________________________________________

________________________________________________________________________

5. Are you a member of any physically active clubs or teams? Circle which ones you participate in:

Football  Volleyball  Swimming
Basketball  Hockey  Track/Field
Baseball  Dance  Gymnastics
Tennis  Karate  Lacrosse
Soccer  Tae Kwon Do  Other ____________________________

6. What do you usually do for fun when you get home from school?

________________________________________________________________________

________________________________________________________________________

7. What kinds of physical activities would you like to do at school? Circle your top 5 from the list and write down other ideas you have:

Jump Rope  Jumping Jacks  Games
Running  Push-ups  Open-Gym Time
Stretching  Dancing  Yoga
Relay Races  Obstacle Courses  Tae Kwon Do
Hopscotch  Intramural Sports  Karate

Other ___________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Year-Round Physical Activity Initiative Maintenance Evaluation

This evaluation can be completed after the initiative has been implemented for a few weeks or months. Consider completing this evaluation at the end of a semester, after the first couple of months of the systems change before the start of a new school year. This evaluation will allow you to look back at a significant portion of the initiative to see which areas have been effective and which areas may need to be updated or removed. This is an excellent time to get feedback from the Physical Activity Subcommittee, stakeholders, students and parents.

1. Does your school promote the benefits of getting adequate physical activity to students?
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8. How many subject areas integrate physical activity into their lesson plans?

___ All subject areas

___ Many subject areas

___ Some subject areas

___ No subject areas integrate physical activity

9. What has been the most effective part of the year-round physical activity initiative?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

10. What has been the least effective part of the year-round physical activity initiative?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

11. What are some aspects of the year-round physical activity initiative you wish to maintain?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

12. What are some aspects of the year-round physical activity initiative you wish to change?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

13. What are some aspects you wish to add to the year-round physical activity initiative?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Parent Letter

This letter is designed to go home with your students during the planning stages of your school’s initiative. Be prepared for questions, comments, concerns and clarification on the physical activity initiative and prepare your Physical Activity Subcommittee on how to field these concerns.

Dear Parent/Guardian,

I’m pleased to announce that our school has decided to put an emphasis on helping students get physically active year-round. Following the completion of the NFL PLAY 60 Challenge, a joint program of the National Football League and the American Heart Association, we believe that the positive impact of regular physical activity on our students is strong and we would like to incorporate it as a permanent part of our school’s culture.

Today nearly one in three children is overweight or obese, causing children to suffer from hypertension, high cholesterol and type 2 diabetes more than ever. Research shows that one of the most effective ways to prevent the onset of childhood overweight and obesity is to get our children more active. The U.S. Department of Health and Human Services’ most current Youth Risk Behavior Surveillance System survey found that only 18.4 percent of students were active at least 60 minutes daily. Nearly twice that amount, 32.8 percent, spend three or more hours a day watching television and 22.9 percent play video games or engage in recreational computer use for three or more hours a day. It is clear that our children need to engage in more physical activity to instill healthy behaviors and future wellness. The American Heart Association recommends that children engage in at least 60 minutes of moderate to vigorous physical activity a day, with at least 30 minutes attained at school. We at [NAME OF SCHOOL] would like to help our students and your children reach that goal.

The NFL PLAY 60 Challenge has provided our school with a toolkit for Creating Physical Activity Year-Round to guide us in implementing this new initiative on campus. With the efforts of our staff, faculty, students, parents and community members, we believe that success is achievable. Our goal is for students to be on the road to actively achieving better health and healthy habits that will last a lifetime.

By participating in year-round physical activity, your child will join other students in a meaningful opportunity to learn healthy behaviors. They will discover the importance of taking care of their hearts and bodies through physical activity. You can help us by supporting your child’s engagement in our school’s initiative. With your encouragement and motivation, your child will feel more confident in participating in a healthy lifestyle. We will periodically send home information regarding your student’s and our school’s progress in this initiative, as well as information on how you can get involved.

We are excited about this initiative and the experience it offers our students. We hope you will support your child’s participation in this lifesaving behavior. To learn more about the American Heart Association, and how to keep your own family healthy, visit heart.org/healthierkids.

Thank you for your support!

Sincerely,

For questions or concerns regarding year-round physical activity at [NAME OF SCHOOL], please contact:

[insert contact information]
Quick Facts About Childhood Obesity

These facts can be provided to potential stakeholders, parents, faculty and staff, as well as community members and organizations, to give a quick background of childhood overweight and obesity. These facts support the school’s initiative in implementing physical activity year-round.

• Nearly one in three American kids and teens is overweight or obese.
• Children who are overweight from the ages of 7 to 13 may develop heart disease as early as age 25.
• Childhood obesity is now the No. 1 health concern among parents in the United States, topping drug abuse and smoking.
• In addition to obesity’s physical toll, obese children often suffer from low self-esteem, negative body image and depression.
• As many as 45 percent of children with newly diagnosed diabetes have type 2 diabetes, which is largely preventable with proper diet and physical activity, unlike type 1 (previously called juvenile diabetes).
• Physical activity is often inaccessible at home, with less than 25 percent of neighborhoods having a recreation center or park within half a mile.
• Only 17 percent of high school youth are currently reaching the recommended amount of 60 minutes of daily physical activity.
• Only 50 percent of youth report having access to parks, playgrounds and other recreational areas to engage in physical activity.
• Overweight kids have a 70-80 percent chance of staying overweight their entire lives.
• Excess weight at young ages has been linked to higher and earlier death rates in adulthood.
• Only 3.8 percent of elementary schools provide daily physical education or its equivalent for the entire school year.
• In some areas, school-based physical activity programs have been completely eliminated.
• Physical activity brings lots of positive health benefits, including improved physical fitness, muscle endurance, aerobic (lung) capacity and mental health (including mood and cognitive function), as well as helping improve test scores.

Ideas for Promotion

Below are some examples of how to promote your physical activity initiative to the community. There are also sample pledges that could be blown up onto an oversized banner for the entire school to sign. Or the pledges can be personalized for students, faculty/staff and parents.

• Promote and provide information about the school’s new physical activity initiative in school newsletters, mailers, bulletin board and the school website. Advertise on the radio or local news station. Have someone from the school’s Wellness Council or Physical Activity Subcommittee speak at the PTO/PTA, school board and staff/faculty meetings.
• Create a compilation of “Success Stories” from the NFL PLAY 60 Challenge and send it out to parents and the community to encourage expansion of the physical activity programs:
  – Ask students to submit their “Success Story.” Feature a student every day to read his or her story over the morning announcements.
  – Create a booklet of all the students’ stories to send home.
• Ask all of the language arts or home room classes to make a poster promoting physical activity at school. Hang the posters throughout the hallways, in the cafeteria and the gym to create excitement and motivation in the school.
• Create a large version of the “I Commit to PLAY 60” for the entire school to sign. Hang it in the gym and ask teachers to take their class to sign it during the day. After the whole school has signed the commitment, hang it somewhere where everyone can see it (like the cafeteria) to serve as a symbol of the schoolwide commitment to be physically active.
• At the kickoff, get the school and students excited about the continued commitment to physical activity:
  – Have students read success stories.
  – Set up various physical activity stations in the gym.
  – Invite guest speakers from local youth organizations, the American Heart Association, the NFL, high school sports teams, etc., to attend and encourage physical activity (ask groups if they’d be interested in donating resources to the school to promote physical activity).
  – If a player from a sports team will be joining your event, decorate the school and assembly area in the team’s colors. Invite players to share their tips for being physically active. Find out if players would be willing to hold “training sessions” for the students a few mornings or afternoons a week. This time may be counted as volunteer hours or extra credit.
Incorporating Physical Activity Lesson Plans

This is a blank sample of a lesson plan with a break set aside for physical activity. The purpose of this tool is to identify where to incorporate physical activity breaks in your daily lesson plans. By writing a 2–5 minute physical activity break into your lesson plans, you are automatically setting aside time. Begin making it a habit to include physical activity breaks as regular parts of your lesson plans, much like you would objectives and materials.

Lesson Plan Template

<table>
<thead>
<tr>
<th>Unit/Topic</th>
<th>Lesson #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Content Standards</td>
<td>Level #</td>
</tr>
<tr>
<td>Outcomes</td>
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</tbody>
</table>

Lesson Objectives (key knowledge and skills students should achieve in the lesson)

Integrate 5–6 minutes of physical Activity into lesson plan.

Lesson Structure

<table>
<thead>
<tr>
<th>Time</th>
<th>Introduction</th>
<th>Teaching Approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Main Content</th>
<th>Teaching Approaches</th>
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</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Conclusion</th>
<th>Teaching Approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Physical Activity Break (5–6 minutes)</td>
<td>Use Physical Activity Breaks for ideas or create your own.</td>
</tr>
</tbody>
</table>

Resources (key knowledge and skills students should achieve in the lesson)

Safety Consideration/Materials

Assessment
Morning Physical Activity Breaks and Heart Facts

These facts and activities are a great way to incorporate physical activity into the school’s daily routine. By taking 2-5 minutes each day during the morning announcements to read a fun heart fact and engage in a physical activity, your new initiative will quickly become a part of your school’s culture.

Fun Fact: Your heart is in the middle of your chest, about the size of your fist. Some people think it’s on the left, but it isn’t! It’s just slightly tilted to the left.

Physical Activity: Have students do 20 jumping jacks, 10 sit-ups and 5 push-ups as fast as they can and then jog in place for 15 seconds. After, see if they can find different places to check their pulse (like neck and wrist).

Did you know? If you walk 1,000 miles a year—in your lifetime you’ll have walked around the world twice!

Physical Activity: Play music while instructing students to march around the room swinging their arms and raising their knees.

Daily Tip: Be sure to get plenty of water every day. Being physically active increases your body’s need for water. Try to drink plenty of water to be at your best!

Physical Activity: Instruct students to lay on their stomachs and “swim” by lifting their legs, chest and arms up and fluttering their feet and moving their arms up and down like they are swimming. Don’t allow feet, arms, shoulders or head to touch the ground while moving.

Did you know? Your body has 639 skeletal muscles. Hey, you’re stronger than you think!

Physical Activity: Lead the students in stretches that reach each muscle of their body in their arms, legs, stomachs, sides, necks and backs.

Fun Fact: Your heart is a hard worker! It pumps fresh blood to every cell in your body in less than 60 seconds.

Physical Activity: Have students jog in place for 60 seconds while music plays.

Did you know? Regular stretching can actually help improve your sense of balance, which can improve coordination and athletic performance.

Physical Activity: Lead students in a series of basic yoga poses. Downward dog, plank, child’s pose, mountain and tree are some examples.

Daily Tip: Sleep is needed to rest your brain and muscles, and to replenish your body. Without sleep your brain will not work as well, muscles get tired faster and energy levels decrease.

Physical Activity: Pretend to sleep walk! Have students walk around like zombies or sleep walkers with their arms out straight and legs rigid. Make sure they keep their eyes open to avoid injury. Add humor by allowing students to “sleep talk” or mutter like a zombie. A fun song to play during this would be “Thriller” by Michael Jackson.

Did you know? Regular physical activity may improve your quality of sleep, memory and decision-making skills.

Physical Activity: Practice your memory skills by getting all the students in a circle and calling out an action that has the same first letter as their first name (like Leaping Lindsey). As you progress around the circle, students must first call and act out the name and action of the students before them before saying their own action name.

Daily Tip: Fruits and vegetables are filled with the nutrients your body needs to stay healthy. Challenge yourself to try a new fruit or vegetable every week. Make sure to mix up the colors. See how many different colors of fruits and vegetables you can eat each week.

Physical Activity: “Carrot-Picking” stretches. During this stretch, students will stand with their legs as far apart as possible and bend at the hips stretching their arms between their legs toward the ground behind them. Bring arms to the ground right below them, then to the ground in front of them. Have them repeat all three “carrot-picks” five times.

Fun Fact: People who are physically fit, like athletes, have hearts that can pump about three times more blood than someone who isn’t in shape! This is because regular physical activity increases the size and power of the heart muscles. Additionally, athletes typically have a slower resting pulse rate because their hearts are more efficient per pump.

Physical Activity: Have students count their resting pulse rate using a clock with second hands, then jog in place for 45 seconds and re-count their pulse rate.

Did you know? Cigarette smoking almost doubles a person’s risk for a stroke.
Physical Activity: Have students do 10 jumping jacks. Now pass out a coffee-stirrer straw to each student and instruct them to hold them in their mouths and breathe through the straw. This is similar to how it feels to breathe with emphysema, a condition that results from smoking. Now, have students do another 10 jumping jacks, this time breathing through the straw while they jump, to see how it feels to be physically active with emphysema.

Daily Tip: Limit screen time and aim for at least 60 minutes of moderate to vigorous physical activity each day. Try a new activity such as football, dancing, martial arts or swimming – anything that will get you excited about staying active.

Physical Activity: Play a song with dance moves like the "Macarena" or “YMCA” for students to dance to.

Fun Fact: Aerobic activity increases heart rate and flow of oxygen-rich blood to muscles. It includes activities such as brisk walking that if done regularly can build endurance and burn calories.

Physical Activity: Students get into pairs and play leapfrog around the classroom.

Did you know? A typical heart beats 30 million times a year without taking a rest!

Physical Activity: Discuss how important physical activity is to keep your heart strong so it can do its job. Do some strength activities like push-ups, crunches, chair dips and lunges.

Daily Tip: A 12-ounce can of soda has up to 10 teaspoons of sugar and not a single nutrient! Instead, try drinking fat-free or low-fat (1% fat) milk or water to quench your thirst.

Physical Activity: Using tape, mark out a hopscotch grid on the floor of the classroom. Place signs or pictures of soda, water, and fat-free or low-fat (1% fat) milk in the squares. Instruct students to move through the grid only landing on the healthy beverage choices while jumping over the unhealthy ones.

Fun Fact: Physical activity doesn’t just strengthen muscle. It’s also been shown to help relieve stress and increase self-esteem.

Physical Activity: Have students practice proper breathing while being physically active. Lead the students in a brisk walk around the room. Instruct them to breathe in through the nose and out through the mouth. Have students cool down with slow, rhythmic breathing with their eyes closed to practice relaxation.

Did you know? A person can sweat more than a liter of water an hour while exercising in hot weather. Remember to drink plenty of water!

Physical Activity: Move physical activity outside with a water bucket game. Divide the class into teams of four. Have each team stand in a single-file line. At the front of each line, place a bucket containing a gallon of water with a sponge inside. About 50 yards across from each line place an empty bucket with a piece of tape marking the “1-Liter” mark. Instruct the students that one at a time, members of their team will fill up sponges from the water bucket, then run it across to the team’s empty bucket and squeeze out all the water from the sponge. Then, they will run the dry sponge back to the next team member in line to fill and empty the sponge again. Continue to until a team successfully fills the bucket to the “1-Liter” mark.

Daily Tip: If you don’t have time to eat breakfast at home, keep fiber-rich, whole-grain mini bagels, nuts and dried and fresh fruits on hand. They can be taken in the car or on the bus. Apple slices and bananas are also easy and not too messy!

Physical Activity: Play “Apple Jacks.” Have the class start jumping jacks, each time shouting out a new healthy food. Move through the alphabet (example: apples, bananas, cantaloupe, dairy, eggs, fruit, grains, etc.). Move down the rows, each student calling out a food with the next letter. If someone calls out an unhealthy food, or can’t think of a healthy one, ask the rest of the class for help. Continue jumping jacks until the entire alphabet has been completed.

Did you know? If all the arteries and veins in an adult were tied together and laid on the ground, they would be over 60,000 miles long!

Physical Activity: Have a game of tug-of-war! Divide the class into two teams (or into four if it is a large class) and place one team on each side of the rope. Place a piece of tape on the ground and a ribbon tied around the center of the rope. The first team to pull the other across the line on the ground wins.

Daily Tip: Go fish, and eat more of it! Whether it’s broiled, baked or grilled – try eating fish twice a week with healthy oils like salmon, trout and herring.

Physical Activity: Be a fish! Have students act out their favorite fish (or sea animal like a whale or a shark) by moving their arms and legs like fins and “swimming” around the room. Add humor by having students make fish faces and bubble sounds.
Physical Activity Breaks

Try these physical activity breaks, or those found in your NFL PLAY 60 Challenge Teacher Guide, when implementing physical activity into your classroom. Feel free to make them your own and remember to have fun!

Interactive Reading

When to use: During the class period as a part of the lesson for an educational physical activity break. This activity can be adapted to various subjects.

Instructions

• The teacher or student will read a current events article or section from a book or magazine that pertains to your class lesson.
• Pick a key word (or words) such as “United States” or “America” that appears frequently throughout the reading piece.
• Instruct the students to do a certain physical activity every time they hear this keyword. Some examples are to jump out of their seat then sit back down quickly, do a jumping jack, or act out the word if it is a noun or verb (like “earthquake” — students stand up and shake; or “bear” — students act like a bear making claws with their hands and growling).
• Continue actions until the entire reading is finished.

Simon Says, “Be Fit!”

When to use: Anytime during the school day. This would be fun to do with a large group of students, during lunch or an assembly.

Instructions

• Lead the students in a physically active game of Simon Says.
• All of the same Simon Says rules apply: Do not stop doing what “Simon Says” until he or she says “Stop.” If you stop or start a motion without Simon’s instruction, you are out.
• The moderator of the game (Simon) will call out various physical activities like jumping jacks, knee-highs, push-ups, balancing on one leg, arm circles, touching your toes, jogging in place, etc.
• Create a friendly competition by announcing the winner at the end of the game.

Activity Speed Rounds

When to use: Toward the end of a class period or day, or during open gym time.

Instructions

• Ask students to push their desks to the center of the room (if needed).
• Set up equipment in stations around the room such as jump ropes, hula hoops, workout bands, basketballs, or signs that say activities like “jumping jacks” or “sit-ups.”
• Students will evenly disperse to the stations and begin doing the activity as fast as they can for 30 seconds.
• Students will switch stations every 30 seconds when you blow a whistle or yell “Switch!” and move to the station to their right.
• Keep the students rotating around the room until they have visited every station or arrive back at the station where they started.

Passing Period Physical Activity

When to use: During the passing periods throughout the school day. Engage staff and faculty to be motivators to the students during each passing period by standing in the hallways providing encouragement or doing the movements with them.

Instructions

• Get students, faculty and staff excited about passing periods with fun movements on the way to class. Try giving each day of the week its own physical activity theme (for example, “Marching Monday” or “Twirling Tuesday”).
• Have students skip to class.
• Have students do lunges to class.
• Have students do five jumping jacks every time they enter a new hallway.
• Have students do the grapevine to class.
• Create hop-scotch paths for students to use in the hallways.
Year-Round Physical Activity Pledges

These pledges can be personalized to the students based on their interests. Students will sign a commitment pledge to participate in physical activity year-round at school. Display the pledges around the classrooms, hallways, gym and cafeteria to remind the students (and school) of their commitment to PLAY 60. Have students also pledge to PLAY 60 online at NFLRUSH.com/play60.
RESOURCES INDEX

1. School Health
   - National Association for Sport and Physical Education aahperd.org/naspe/
   - Alliance for a Healthier Generation: School Wellness Policies healthiergeneration.org/schools

2. Childhood Obesity Information
   - American Heart Association’s Understanding Childhood Obesity heart.org/sourcebook
   - National Association for Sport and Physical Education and American Heart Association’s Shape of the Nation 2010: Status of Physical Education in the USA aahperd.org/naspe/publications/upload/Shape-of-the-Nation-2010-Final.pdf

3. Walking and Biking Routes, and Other Physical Activity Ideas
   - Alliance for a Healthier Generation’s Organize for Safe Walking and Bicycling healthiergeneration.org/schools.aspx?id=3331
   - CDC’s Division of Adolescent and School Health (DASH) physical activity toolkit cdc.gov/healthyyouth/physicalactivity/
   - CDC’s Kids-Walk-to-School Program cdc.gov/nccdphp/dnpa/kidswalk/

4. Initiative and Policy Planning
   - American Heart Association Circulation Journal (Specifically, Cardiovascular Health Promotion in the Schools circ.ahajournals.org/cgi/content/full/110/15/2266?eaf and Promoting Physical Activity in Children and Youth: A Leadership Role for Schools circ.ahajournals.org/cgi/reprint/114/11/1214)
   - Alliance for a Healthier Generation’s Make Sure Afterschool Physical Activities Serve All Students healthiergeneration.org/schools.aspx?id=3381
   - NASBE’s Fit, Healthy, and Ready to Learn: A School Health Policy Guide nasbe.org
   - The National School Boards Association (NSBA) nsba.org/schoolhealth
   - The American School Health Association’s (ASHA) School Health: Findings from Educational Programs ashaweb.org

5. Liability and Policy
   - National Policy and Legal Analysis Network to Prevent Childhood Obesity nplanonline.org
   - Alliance for a Healthier Generation: School Wellness Policies healthiergeneration.org/schools.aspx?id=3129

6. Funding
   - CDC’s Healthy Youth Funding Database (HY-FUND) cdc.gov/nccdphp/dash/funding.htm
   - Fundsnet fundsnetservices.com
   - The Foundation Center’s Foundation Finder fdncenter.org/funders

7. Activation/Action Planning
   - The Robert Wood Johnson Foundation’s Healthy Schools for Healthy Kids rwjf.org/files/publications/other/HealthySchools.pdf
   - CDC’s Division of Adolescent and School Health (DASH) physical activity toolkit cdc.gov/healthyyouth/physicalactivity/

8. Awareness and Community Support
   - CDC’s Steps Program’s Media Access Guide: A Resource for Community Health Promotion, as an example of raising awareness and support cdc.gov/healthycommunitiesprogram/tools/index.htm

9. Building Excitement
   - NFL PLAY 60 Challenge Cheerbook heart.org/nflplay60challenge
RESOURCES INDEX (continued)

10. Kickoff
   - NFL PLAY 60 Challenge materials heart.org/nflplay60challenge
   - Alliance for a Healthier Generation’s Tips for Teachers and Healthy School Parties healthiergeneration.org/schools

11. Summer Physical Activity
   - NFL PLAY 60 Challenge Take Home Resources heart.org/nflplay60challenge
   - American Heart Association Summer Health Tips and Tips for a Healthy Home heart.org/healthierkids

12. Developing School Health Committees
   - School Health schoolhealth.com
   - Alliance for a Healthier Generation healthiergeneration.org/schools

13. Lesson Plans
   - Lesson plans that incorporate physical activity heart.org/educator

REFERENCES

17 National Association for Sport and Physical Education. Shape of the Nation Report. 2010.
18 Aaron DJ, Stori MS, Robertson RJ, Kriska AM, LaPorte RE. Longitudinal study of the number and choice of leisure time physical activities from mid to late adolescence. Arch Pediatr Adolesc Med 2002; 156:1075-80.