



# CHALLENGE IMPACT REPORT

10 YEAR IMPACT OF THE NFL PLAY 60 CHALLENGE PROGRAM



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*Report based on data collected since 2006*

## OUR MISSION

TO BUILD HEALTHIER LIVES, FREE OF CARDIOVASCULAR DISEASES AND STROKE. THAT SINGLE PURPOSE DRIVES ALL WE DO. THE NEED FOR OUR WORK IS BEYOND QUESTION.

American

Heart

Association



## A MESSAGE FROM AHA CEO NANCY BROWN

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*In 2006, the American Heart Association (AHA) and the National Football League teamed up to get kids physically active and improve their health. Together, we've helped more than 4.5 million students engage in physical activity through the NFL PLAY 60 Challenge and this is improving their health.*

Students at schools who participated in the program improved their aerobic capacity and body mass index compared to non-participating schools, according to a national study by The Cooper Institute.

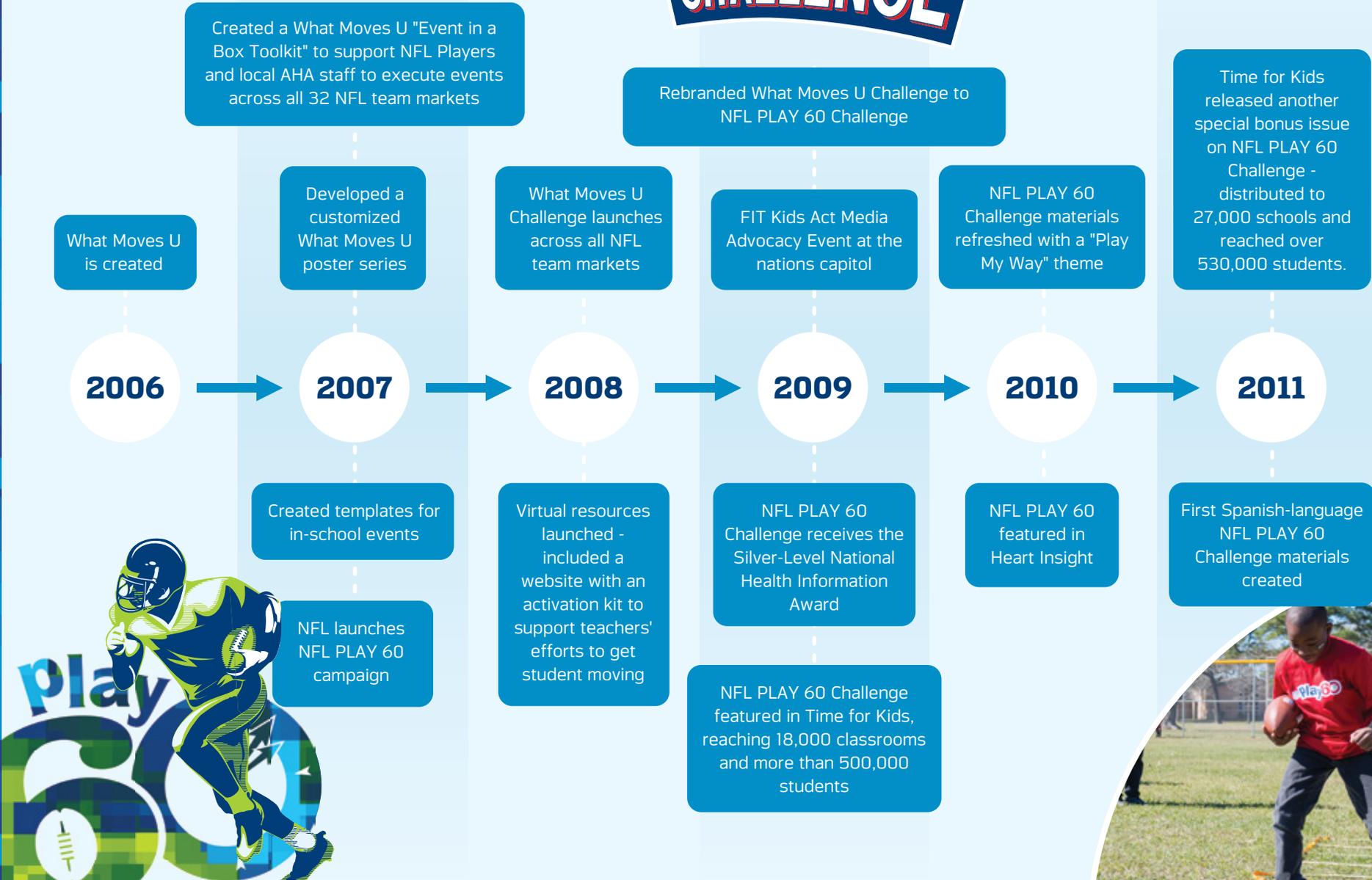
Together we launched the NFL PLAY 60 Challenge in 2009, a program designed to motivate students to achieve 60 minutes or more of physical activity before, during and after school.

The program provides schools and after-school organizations with resources to incorporate physical activity year-round. The Challenge comes to life when our AHA affiliates join forces with the NFL organizations to engage schools and after-school organizations in friendly competitions and events that encourage physical activity. NFL players bring the excitement and the message, while students spend the day playing with their heroes. That energy transforms to healthy action and helps lives change for the better.

In addition, we have shifted technology from being part of the problem to part of the solution, working to increase kids' physical activity through the launch of our NFL PLAY 60 app. Designed for smart phones and tablets, the app encourages kids to get active through a variety of fun activities such as walking, running, jumping, and dancing. You'll read more about this and other successes in the pages ahead.

Working with the NFL has allowed the AHA to meet kids where they are – in their communities – in a fun and engaging way! We're proud of how far we've come, but know there's still work to be done. We look forward to inspiring kids, their families and their communities to take steps toward an active and healthy lifestyle.

# HISTORICAL TIMELINE



New resources developed for Challenge to support teachers

Begun developing the future NFL PLAY 60 app and online tracker

2012



Launched the free NFL PLAY 60 Challenge Online Tracker

2013

Launched NFL PLAY 60 app developed by Dreamkind

2014

Launched new digital resources working with Discovery Education: interactive lesson plans, family activities, and physical activity break videos featuring NFL players

2015



Working with Discovery Education, launched a Student Digital Exploration activity

2016

Hosted the first-ever AHA-NFL PLAY 60 Challenge Virtual Field Trip live from Houston during the NFL Experience at Super Bowl LI, reaching over 388,000 students

Research conducted by The Cooper Institute shows positive health outcomes for students that participate in NFL PLAY 60 programming, including the Challenge

2017

NFL PLAY 60 Challenge video support resources offered

NFL PLAY 60 app receives several milestone awards in the Apple store

Several NFL players supported the American Heart Association as their charitable organization of choice in the NFL's first #MyCauseMyCleats campaign

Launched a new version of the NFL PLAY 60 app that features a physical activity-based augmented reality game developed by Dreamkind

NFL PLAY 60 Challenge: Your Road Map to a Healthy Heart Virtual Experience premiered



# PROGRAM HISTORY

The NFL PLAY 60 Challenge is the NFL PLAY 60 in-school curriculum and a partnership program by the American Heart Association and the National Football League. The Challenge motivates students to achieve 60 minutes or more of physical activity before, during and after the school day and log their activity minutes over a four-week period.

The program also supports schools by encouraging physical activity throughout the day and helping teachers integrate health and fitness into their lessons. Take a look at how the NFL PLAY 60 Challenge has evolved over the years — and how it's making an impact on kids today.

## 2006-07

Many kids don't get enough physical activity, and over 33 percent of U.S. children, ages 2 to 19, are overweight or obese. In 2006, the American Heart Association and the National Football League began working together to help tackle the problem.

What Moves U, a component of the NFL's Get Active Campaign aimed at inspiring youth ages 9 to 13 to get active, was the first program NFL and AHA developed and implemented together. In October 2006, we launched the direct-to-kids What Moves U program with these components:

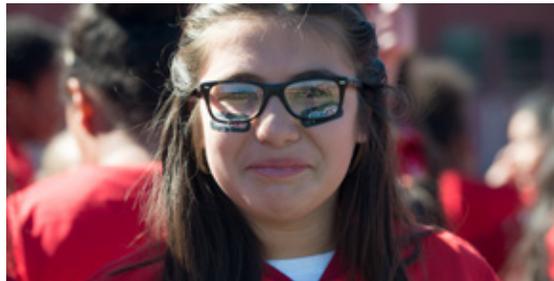


**Mass advertising.** Mass advertising. Outreach began by targeting some top outlets where teens spend time and get information. This included the Internet (key teen websites), television, teen magazines and at Regal Cinemas, with ads and public service announcements.

**In school.** Advertising was placed in school gymnasiums across key markets. In addition, school activation kits were distributed and included classroom lesson plans — designed for teachers by teachers — to incorporate physical activity into the learning environment.

**Website and loyalty program.** The What Moves U website served as the program hub and a destination site for the program. Participants were drawn to the loyalty program, where kids stayed engaged, earned points and entered contests for prizes.

**Events and contests.** Local NFL teams and AHA organizations partnered to develop grassroots events and contests that reached kids in local communities,



helping create a movement.

The What Moves U kickoff event at Adolph S. Ochs School and Academy in New York City on October 17, 2006, featured Peyton Manning using the program materials to get children active in the classroom.

In November, initial market research demonstrated a need for the campaign:

- Six out of 10 kids said they want to move around more in their classes.
- Team sports such as soccer, football, basketball, volleyball or softball are kids' favorite activities.
- Physical education classes are the most common way to get physical activity.
- More than one in three kids engage in activities/sports for more than one hour each day.
- One out of five parents consider their kids to be overweight.

## Program Impact



345

Schools/Organizations



12,850  
Classrooms



140,000

Students



## 2007-08

In order to better track how What Moves U program resources are being used and to better connect locally to NFL teams, an “Event in a Box” toolkit was developed to support streamlined implementation. It included a lesson plan with a script for the NFL player, plus materials for an activity. The goal: Motivate local AHA staff and NFL staff to work together to execute at least one event in each of the 32 NFL markets.

Additional learning materials for school activation included posters, lesson plans, how-to event templates and a morning movement DVD.



October 2007 marked the NFL's launch of NFL PLAY 60, a national youth health and fitness campaign focused on increasing the health and wellness of young fans by encouraging them to be active for at least 60 minutes a day.

In 2008, the NFL PLAY 60 Super Bowl Challenge, a special edition of the Challenge, was rolled out. This version is offered in the city where the Super Bowl is hosted each year. Participating schools that return their classroom score cards and entry form to the NFL receive a prize. Prizes have included an invitation to NFL PLAY 60 Kids Day during the NFL experience where kids get to explore the NFL's interactive theme park.

In addition, since 2013, grand prize schools are selected to receive a \$2,500 grant award from the NFL and the AHA to support the school's health and fitness education efforts. Each winning school is provided a ceremony to present the award.

### Program Impact

 12,850  
Classrooms

## 2008-09

At the start of the academic year, the What Moves U Challenge (WMU Challenge) launched in NFL team markets. The Challenge created engaging, fun environments that compelled students to be physically active for at least 60 minutes every day.



Schools were challenged to encourage their students to get a minimum of 30 minutes of physical activity during school and 30 minutes outside of the school day in a four-to-six-week push. The WMU Challenge consisted of six components, including a guide, a planner and teacher resources, that work together to support the program.

Virtual resources included a website, with an activation kit that supported teachers' efforts to get students involved. The tool kit included ideas on how to incorporate physical fitness in the classroom and how to promote the Challenge at school in fun, creative ways.

A micro-site gave students access to content and games, and printed playbooks let students track their progress.

NFL team markets and AHA affiliate staff engaged in the WMU Challenge by promoting it via local press releases and in-stadium announcements. Players and staff attended celebratory kickoff events at schools and in-stadium events for successful schools.

### Program Impact

 10,433  
Classrooms

 121,575  
Students



## 2009-10

In 2009, the American Heart Association teamed up with the National Football League's PLAY 60 campaign to take the partnership a step further. Together we created the NFL PLAY 60 Challenge (formerly What Moves U) to inspire kids to get at least 60 minutes of physical activity a day and to help schools encourage active lifestyles year-round.

The Challenge incorporates an in-school activity kit for teachers and school staff; program-specific, standards-based learning materials and school promotional materials; a website to download additional support tools; an interactive fitness-focused website for children; and community outreach events coordinated by NFL teams and AHA affiliates.

In March 2009, NFL players from the Baltimore Ravens and Washington Redskins, Atlanta Falcons owner Arthur Blank and preventive health expert Dr. Kenneth Cooper teamed up with Senator Tom Harkin (D-Iowa), U.S. Reps. Ron Kind (D-Wisconsin), Zach Wamp (R-Tennessee) and Jay Inslee (D-Washington), and representatives from the AHA and the National Association for Sport and Physical Education to advocate for the FIT Kids Act.

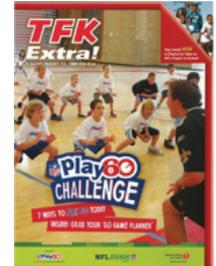
The groups hosted a press conference at the Capitol, and NFL players led a group of nearly 100 area schoolchildren in fitness activities. The FIT Kids Act is legislation that would support quality physical education for all public school children through grade 12 and ensure they receive important health and nutritional information.

In July 2009, the NFL PLAY 60 Challenge program received the Silver-Level National Health Information Award in the Health Promotion/Disease and Injury Prevention class under the Education division for Total Health Information Program. This award program recognizes the nation's best consumer health information programs and materials.

TIME For Kids World Report subscribers received a TFK Extra! bonus issue "NFL PLAY 60 Challenge" in September 2009, reaching 18,000 classrooms and more than 500,000 students. Teachers who

received the issue were asked to complete a survey. Here are the key findings:

- Was well-used. Teachers used the special bonus issue in a variety of ways, including reading and discussing it in class (sometimes as part of a lesson), and sending the activity sheets home with students.
- Helped students learn valuable curriculum skills.
- Was praised for its content and presentation.
- Made teachers appreciate the NFL for its involvement in children's educational issues.
- Added value to teachers' TIME For Kids subscription.
- Made teachers want another special bonus issue to reinforce curriculum skills in a fun and engaging way.



A few months later, in November, the NFL PLAY 60 Challenge program received the PR News' NonProfit Awards Program Honorable Mention in the category of Advocacy Campaign and Lobbying Efforts. The award program recognizes a campaign or an ongoing initiative where results demonstrate change, such as legislation passed, funds raised, key support and/or endorsements from other groups.

### Program Impact



351  
Schools/Organizations



10,200  
Classrooms



264,596  
Students



## 2010-11

The 2010-2011 NFL PLAY 60 Challenge continued a focus on activating the Challenge for four to six weeks in five to 10 middle schools in each NFL team market. Key components included:

- In-school activity kit for teachers and student game planners to track physical activity.
- Program-specific, standards-based learning materials and school promotional materials.
- Downloadable online materials for teachers.
- Community outreach events coordinated by NFL team markets and the AHA.

In addition, the 2010-11 materials were completely refreshed to reflect a “Play My Way” theme to better reach at-risk and inactive kids. Students take a quick survey to identify them as one of five athlete archetypes, and then get tailored tips and activities to help social athletes, competitive athletes and more.

In November 2010, the NFL was spotlighted for its PLAY 60 work in *Heart Insight* magazine. The feature included an in-depth look at the accomplishments by NFL team markets through the NFL PLAY 60 Challenge as well as other innovative NFL PLAY 60 programming.



### Program Impact

 **406**  
Schools/Organizations

 **10,500**  
Classrooms

 **254,167**  
Students

## 2011-12

In fall 2011, *Time For Kids* released another special bonus issue on the NFL PLAY 60 Challenge. It was distributed to 27,000 schools and reached over 530,000 students.



In addition, the NFL PLAY 60 Challenge began offering its first Spanish-language resources for students — an electronic version of the Student Game Planner.

### Program Impact

 **501**  
Schools/Organizations

 **10,490**  
Classrooms

 **281,753**  
Students

## 2012-13

New resources included 20 in-school physical activity breaks and 20 ideas for physical activity “homework” for students to do at home. These resources were added to the Teacher Guide, one of the key program resources, to help them get kids active for short breaks during and after school.



### Program Impact

 **424**  
Schools/Organizations

 **9,022**  
Classrooms

 **305,392**  
Students

## 2013-14

The NFL PLAY 60 Challenge continued to increase exposure by actively seeking more ways to reach more kids with its important health message. The Challenge was featured in USA Today's *Guide to Kids' Health* (Summer-Fall 2013 issue). In



addition, Challenge teacher training videos including tips on how to implement physical activity breaks in the classroom were developed, and new lesson plans added fresh content to the Challenge.

In fall 2013, we launched the NFL PLAY 60 Challenge Online Tracker. The tool helps schools and youth organizations track students' physical activity minutes. Participants that register and add at least one class are displayed on the national leaderboard. Teachers and students can compete with other classrooms across the nation for the most physical activity minutes and compare their results.



The first free NFL PLAY 60 app launched in January 2014. It was created in partnership with the NFL and developed by Dreamkind. Through gaming technology, a dynamic, interactive experience that transforms screen time from a sedentary experience to an active one was created. Together we worked to shift technology from being part of the problem to being part of the solution.

Designed for smartphones and tablets, the app engages kids ages 6 to 14 in an "endless" runner game. Users literally run, jump, pivot and turn in place to navigate their onscreen avatar through obstacles. In the first six months, the app was downloaded 457,597 times and reached No. 1 in kids 9 to 11, No. 1 in kids, No. 6 in health and fitness for iPhone rankings, and No. 2 in several other categories.

### Program Impact



740  
Schools/  
Organizations



11,769  
Classrooms



875,636  
Students

## 2014-15

New lesson plans, physical activity break ideas and homework ideas were developed to support teachers. Additionally, a condensed version of the Student Game Planner gave online schools a boost.

### Program Impact



697  
Schools/  
Organizations



10,960  
Classrooms



703,846  
Students

## 2015-16

The NFL PLAY 60 Challenge continues to innovate by using modern technology to amplify its reach and health impact. In 2015, the NFL and the AHA, working with Discovery Education, created new digital resources at [aha-nflplay60challenge.org](http://aha-nflplay60challenge.org) to help teachers, families and kids jumpstart their physical activity in the classroom and at home. In the first year of working together, these resources included:

- Interactive lesson plans with supplemental presentations and family extension activities to engage classrooms and families in physical activity opportunities.
- Physical activity break videos featuring NFL Player Washington Redskins linebacker Ryan Kerrigan.

In 2015, the NFL PLAY 60 app achieved several milestones in the Apple store. On the iPad, the app was ranked No. 1 in kids 9 to 11 section, No. 4 in kids overall and No. 1 in health and fitness. On the iPhone, the app was ranked No. 3 in kids 9 to 11 section, No. 9 in kids overall and No. 9 in health and fitness.

### Program Impact



785  
Schools/  
Organizations



10,146  
Classrooms



714,451  
Students

## 2016-17

Working with Discovery Education, the AHA and the NFL developed several new resources for the school year. This includes a Digital Exploration for kids, which teaches kids about the importance of physical activity and how it affects the body, plus more lesson plans and family activities.

In addition, the NFL and the AHA, together with Discovery Education, hosted the first-ever AHA-NFL PLAY 60 Challenge Virtual Field Trip, which was live-streamed in classrooms across the country, reaching 230,048 students. Houston Texans players Whitney Mercilus and Christian Covington and the American Heart Association's Mercedes Carnethon, Ph.D., taught students the science behind cardio and strength exercises that NFL players use to stay fit and active. This event is archived and continues to reach students — and so far has reached more than 380,000 students through the live and on-demand viewership.

Due to the success of the Virtual Field Trip, an additional Virtual Experience, Your Roadmap to a Healthy Heart, premiered during NFL PLAY 60 in weeks three and four of the football season. Minnesota Vikings Kyle Rudolph and Everson Griffen, and American Heart Association volunteer Dr. Courtney Baechler took students on a journey to help them learn how the heart really works and how you can boost heart health with 60 minutes or more of physical activity a day.

In week 13 of the 2016 football season, several NFL players supported the American Heart Association as their charitable organization of choice in the NFL's first #MyCauseMyCleats campaign.

In the spring of 2017, research conducted by The Cooper Institute through its NFL PLAY 60 FitnessGram® Project revealed annual improvements in aerobic capacity and body mass index for students participating in NFL PLAY 60 programming (e.g., NFL PLAY 60 Challenge and/or Fuel Up to Play 60) compared to non-participating schools. Published in the American Journal of Preventative Medicine, this study involved a participatory research network of over 1,000 schools across all team markets tracking data for over four years.

In fall 2017, the NFL and the AHA launched a new version of the NFL PLAY 60 app, developed by Dreamkind, that included search and collectability features in a physical activity-based augmented reality game.

Kids can search for and collect a variety of football-themed players, play minigames and compete in a football-themed strategy game using the players. The endless runner game will continue as part of the app, providing a variety of ways for kids to get physically active.



## Program Impact

 **896**  
Schools/Organizations

 **10,250**  
Classrooms

 **1,229,522**  
Students

# NFL PLAY 60 CHALLENGE 10-YEAR IMPACT

Together the AHA and the NFL have made a tremendous impact, reaching over **5,100 schools/organizations, 119,000 classrooms and 4.5 million students** nationwide over the last 10 years. The breakdown:



**107,550 CLASSROOMS AND  
1,275,000 STUDENTS**

reached through printed program materials distributed in each of the NFL team markets .



**4,330 SCHOOLS/ORGANIZATIONS  
AND 1,270,797 STUDENTS**

reached through NFL team markets and AHA affiliate outreach and program implementation.



**815 SCHOOLS, 11,920  
CLASSROOMS AND  
656,848 STUDENTS**

reached through the NFL PLAY 60 Challenge Online Tracker.



**532,044,718 MINUTES**  
of physical activity logged through NFL PLAY 60 Challenge Online Tracker.



**388,293 STUDENTS**  
reached through the first Virtual Field Trip.



**1,300,000 STUDENTS**  
reached through the NFL PLAY 60 app.



# NFL CLUB IMPACT: 2009-2017

The NFL PLAY 60 Challenge comes to life in each of the NFL team markets through local NFL and AHA staff activation. Together, they engage schools and organizations in the program, support them in implementing the Challenge, and plan events and activities that celebrate students' success during the Challenge. In the pages ahead, get a glimpse into the events and activities that have inspired kids to be physically active for 60 minutes or more everyday. Let's take a look at the impact in each of the NFL team markets since program inception!



## ARIZONA CARDINALS

### HIGHLIGHT YEAR ACTIVITIES: 2013-2014

The Cardinals held a Field Day Celebration at the end of the Challenge with 18 schools and 450 students in attendance. Students played football-themed games, got a tour of the University of Phoenix Stadium (home of the Cardinals) and met Cardinals cheerleaders.

### OVERALL IMPACT: 2009-2017



144

Total Number of  
Schools/Organizations



32,415

Total Number  
of Students

## ATLANTA FALCONS



### OVERALL IMPACT: 2009-2017



777

Total Number of  
Schools/Organizations



252,993

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2010-2011

Students at Big Shanty Intermediate School in Kennesaw, Georgia, had the opportunity to learn quick, healthy recipes from 11-year old Chef Lizzy. Chef Lizzy and an Atlanta Falcons Cheerleader shared a simple smoothie recipe with the students. All the students received a cookbook from the American Heart Association featuring healthy recipes for them to try at home.



## BALTIMORE RAVENS

### HIGHLIGHT YEAR ACTIVITIES: 2016-2017

The Ravens held an assembly at two schools with players, mascot “Poe” and Ravens cheerleaders. Eleven kids who participated in the Challenge were invited to take part in a pre-game ceremony that recognized them as “youth fitness ambassadors” for their commitment to daily physical activity.

*\*Total number of students reached through NFL PLAY 60 messaging*

### OVERALL IMPACT: 2009-2017



145

Total Number of  
Schools/Organizations



139,584\*

Total Number  
of Students

## BUFFALO BILLS



### OVERALL IMPACT: 2009-2017



286

Total Number  
of Schools/  
Organizations



55,715

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2016-2017

The Bills held a Buffalo Bills PLAY 60 Pep Rally and Fitness Party to inspire kids to get active and eat healthy. To kick off the Challenge program, 18 players joined one of the participating schools in a pep rally and provided healthy tips as well as leading the 4th graders in fun physical activities at a PLAY 60 gym class. At the conclusion of the Challenge and Fitness for Kids challenge, the Bills hosted an annual PLAY 60 Fitness Party in the ADPRO Sports Training Center for over 300 local children. This fun fitness party included a day of fun physical activities and healthy tips. Kids learned a hip-hop dance routine to start off the party and then were joined by a group of Bills players that led 12 activity stations. The party ended with each student receiving a gift bag filled with Bills themed goodies.



## CAROLINA PANTHERS

### HIGHLIGHT YEAR ACTIVITIES: 2010-2011

The Carolina Panthers provided \$1,000 grants to the top two performing NFL PLAY 60 middle schools. The top school received a team PLAY 60 pep rally. In addition, students from participating schools took part in an on-field "tunnel run" prior to kickoff of a Panthers home game.

### OVERALL IMPACT: 2009-2017



41

Total Number of  
Schools/Organizations



20,664

Total Number  
of Students

## CHICAGO BEARS



### OVERALL IMPACT: 2009-2017



151

Total Number of  
Schools/Organizations



15,160

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2012-2013

Bears players and Staley da Bear mascot visited each participating school for a kickoff event. Bears players visited the winning school for a special fitness assembly. The Bears also provided \$8,000 in sports equipment grants to the top three schools.



## CINCINNATI BENGALS

### HIGHLIGHT YEAR ACTIVITIES: 2013-2014

The Bengals held a kickoff event at each participating school with a Bengals player. The events garnered a total of 500,000 media impressions with coverage in local press and social media.

### OVERALL IMPACT: 2009-2017



23

Total Number of  
Schools/Organizations



15,714

Total Number  
of Students

## CLEVELAND BROWNS



### OVERALL IMPACT: 2009-2017



195

Total Number of  
Schools/Organizations



37,070

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2012-2013

All participating schools were represented on the field at the PLAY 60 celebration game. The winning Challenge school had an assembly with seven players and Chomps, the Browns mascot, which included a Q&A about the players' health habits.



## DALLAS COWBOYS

### HIGHLIGHT YEAR ACTIVITIES: 2011-2012

The Dallas Cowboys lead NFL PLAY 60 Challenge assemblies and classroom visits that included a visit from Cowboys players and team mascot Rowdy. Students participated alongside players and Rowdy in fun physical activities. These visits helped to inspire students to be healthy by getting 60 minutes or more of physical activity daily and eating healthy.

### OVERALL IMPACT: 2009-2017



207

Total Number of  
Schools/Organizations



37,592

Total Number  
of Students

## DENVER BRONCOS



### OVERALL IMPACT: 2009-2017



118

Total Number of  
Schools/Organizations



13,275

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2011-2012

The Broncos held two kickoff events at Boys and Girls Club sites. A Hometown Huddle event also included a fitness station, run around the stadium, nutrition talk and healthy snacks.



## DETROIT LIONS

### HIGHLIGHT YEAR ACTIVITIES: 2012-2013

The Lions awarded 1st and 2nd place grants of \$1,000 and \$500 to high-achieving schools in the Challenge.

### OVERALL IMPACT: 2009-2017



33

Total Number of  
Schools/Organizations



18,047

Total Number  
of Students

## GREEN BAY PACKERS



### OVERALL IMPACT: 2009-2017



130

Total Number of  
Schools/Organizations



19,680

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2012-2013

The Packers awarded the school with the highest per-student-average physical activity minutes an all-expense paid trip to Lambeau Field to tailgate, tour the stadium and hang out with a Packers player.



## HOUSTON TEXANS

### HIGHLIGHT YEAR ACTIVITIES: 2016-2017 Super Bowl Edition

The Texans implemented the Super Bowl NFL PLAY 60 Challenge in conjunction with Super Bowl LI. The winning school received a \$2,500 grant and in-school celebration. Participating Challenge students were invited to attend the Super Bowl LI Kid's Day Experience.

### OVERALL IMPACT: 2009-2017



291

Total Number of  
Schools/Organizations



40,377

Total Number  
of Students

## INDIANAPOLIS COLTS



### OVERALL IMPACT: 2009-2017



142

Total Number of  
Schools/Organizations



23,933

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2009-2010

The Colts held a kickoff event with players, mascot Blue, the YMCA area president and an American Heart Association board member who shared the importance of physical activity. Colts players led families through exercise and game stations. The winning school got a Super Bowl Trophy visit.



## JACKSONVILLE JAGUARS

### HIGHLIGHT YEAR ACTIVITIES: 2014-2015

The Jaguars held events at two schools that included nutrition and physical activity stations. Jaguars players spoke at the events.

### OVERALL IMPACT: 2009-2017



178

Total Number of  
Schools/Organizations



91,826

Total Number  
of Students

## KANSAS CITY CHIEFS



### OVERALL IMPACT: 2009-2017



54

Total Number of  
Schools/Organizations



13,146

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2010-2011

The Chiefs held assemblies at three schools to wrap up Challenge implementation. The assemblies featured players, KC Wolf mascot and American Heart Association representatives.



## LOS ANGELES CHARGERS

### HIGHLIGHT YEAR ACTIVITIES: 2013-2014

The Chargers conducted a kickoff event at each participating school and two wrap-up celebrations for top performing schools with Chargers players.

*\*Data is inclusive of communities across the San Diego market.*

### OVERALL IMPACT: 2009-2017



69\*

Total Number of  
Schools/Organizations



14,700\*

Total Number  
of Students

## LOS ANGELES RAMS



### OVERALL IMPACT: 2009-2017



101\*

Total Number of  
Schools/Organizations



29,696\*

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2016-2017

The Rams held a kickoff event at the LA Coliseum for participating schools and students. Twelve local news stories featured the Challenge, garnering 845,599 media impressions.

*\*Data is inclusive of communities across St. Louis and Los Angeles markets.*



## MIAMI DOLPHINS

### HIGHLIGHT YEAR ACTIVITIES: 2011-2012

Dolphins events included a Junior Training Camp for children with players, a pep rally at a local school and PLAY 60 Kids Day in which participating schools and children were invited to Sun Life Stadium to learn about the importance of a healthy lifestyle and participate in fun physical activities. The Dolphins also awarded the winning Challenge school \$10,000.

### OVERALL IMPACT: 2009-2017



98

Total Number of  
Schools/Organizations



54,285

Total Number  
of Students

## MINNESOTA VIKINGS



### OVERALL IMPACT: 2009-2017



73

Total Number of  
Schools/Organizations



26,266

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2014-2015

The Vikings engaged a variety of sites, integrating the Challenge into summer camps, after-school and summer programs, physical education classes at Minneapolis schools and faith-based communities.



## NEW ENGLAND PATRIOTS

### HIGHLIGHT YEAR ACTIVITIES

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The Patriots shared NFL PLAY 60 Challenge messaging across the New England market.

*\*Estimated number of schools/organizations and students reached through NFL PLAY 60 Challenge printed materials.*

### OVERALL IMPACT: 2009-2017



237\*

Total Number of  
Schools/Organizations



33,800\*

Total Number  
of Students

## NEW ORLEANS SAINTS



### OVERALL IMPACT: 2009-2017



91

Total Number of  
Schools/Organizations



16,827

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2012-2013

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The Saints held a Junior Training Camp kickoff event. They also held a PLAY 60 Day at the winning Challenge school and hosted a wrap-up Junior Training Camp with Saints players. Media coverage from the events resulted in 879,740 media impressions.



## NEW YORK GIANTS

### HIGHLIGHT YEAR ACTIVITIES: 2012-2013

The Giants held a Family Game Night, classroom visits by players and a NFL PLAY 60 wrap-up event. The Giants also hosted a NFL PLAY 60 Essay Contest for students to share how PLAY 60 changed their lives.

### OVERALL IMPACT: 2009-2017



13

Total Number of  
Schools/Organizations



6,700

Total Number  
of Students

## NEW YORK JETS



### OVERALL IMPACT: 2009-2017



53

Total Number of  
Schools/Organizations



7,336

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2013-2014

The Jets hosted a kickoff event with a player that included fun physical activities. The Jets also held a wrap-up event at their training facility. Several children from participating schools attended the Jets-Dolphins game.



## OAKLAND RAIDERS

### HIGHLIGHT YEAR ACTIVITIES: **2013-2014**

The Raiders held a Junior Training Camp that included football activities with players, cheerleaders and mascot Raider Rusher.

### OVERALL IMPACT: **2009-2017**



59

Total Number of  
Schools/Organizations



14,501

Total Number  
of Students

## PHILADELPHIA EAGLES



### OVERALL IMPACT: **2009-2017**



84

Total Number of  
Schools/Organizations



24,945

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: **2016-2017**

The Eagles held a pep rally at each participating school and awarded top performing Challenge schools with a Field Day. Eagles player Jordan Matthews recorded four audio clips for schools to play for their students during the Challenge to motivate them and build enthusiasm.



## PITTSBURGH STEELERS

### HIGHLIGHT YEAR ACTIVITIES: 2011-2012

The Steelers held assemblies at participating schools to celebrate the completion of the Challenge. At the events, the Steelers strength and conditioning coaches conducted fitness stations for top Challenge students. Media coverage of the events exceeded 1.2 million impressions.

### OVERALL IMPACT: 2009-2017



35

Total Number of Schools/Organizations



14,911

Total Number of Students

## SAN FRANCISCO 49ERS



### OVERALL IMPACT: 2009-2017



37

Total Number of Schools/Organizations



11,900

Total Number of Students

### HIGHLIGHT YEAR ACTIVITIES: 2011-2012

The 49ers held a kickoff event at one of the participating schools and featured "Minute to Win It" style challenges. American Heart Association volunteers provided presentations on how to incorporate physical activity in the classroom.



## SEATTLE SEAHAWKS

### HIGHLIGHT YEAR ACTIVITIES: 2014-2015

The Seahawks provided participating schools and YMCA sites with incentive packs including eye black, tattoos, t-shirts and shoelaces for children. The top five participating sites received health and fitness grants.

### OVERALL IMPACT: 2009-2017



151

Total Number of  
Schools/Organizations



26,870

Total Number  
of Students

## TAMPA BAY BUCCANEERS



### OVERALL IMPACT: 2009-2017



126

Total Number of  
Schools/Organizations



15,367

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2016-2017

The Buccaneers awarded the top three participating schools with a grant. The winning school also received a "P.E. Makeover," which included an upgraded fitness trail, thousands of dollars in new physical education equipment and a visit from Buccaneer players for a celebratory field day event.



## TENNESSEE TITANS

### HIGHLIGHT YEAR ACTIVITIES: 2012-2013

The Titans held eight PLAY 60 assemblies that included Titans players, a presentation and a player Q&A session about physical activity and nutrition. The winning Challenge school received a Super School event that included Titans players, cheerleaders, the Titans mascot, exercise stations run by players for children and a \$10,000 grant.

### OVERALL IMPACT: 2009-2017



60

Total Number of  
Schools/Organizations



34,370

Total Number  
of Students

## WASHINGTON REDSKINS



### OVERALL IMPACT: 2009-2017



20

Total Number of  
Schools/Organizations



4,932

Total Number  
of Students

### HIGHLIGHT YEAR ACTIVITIES: 2010-2011

The Redskins joined the Recess by the River community event to kick off the Challenge. Quarterback Donovan McNabb attended the event and led over 400 kids in a group exercise and interacted with them at a variety of activity stations. The top 20 most-active kids were awarded an unforgettable Redskins game day experience at the Redskins game on December 12, 2010.

# PARTICIPANT TESTIMONIALS

"I've got more than 30 years of experience teaching physical education and I've organized Turkey Trots, Fun Runs, Track Events, and so much more. But NOTHING was as beneficial, purposeful in changing kids lives as PLAY 60 Challenge and Jump Rope for Heart. These programs really get the kids engaged and lead to long-lasting changes."

*Connie Allen, Physical Education Specialist, Kyrene De La Mariposa Elementary School*

"The PLAY 60 Game Planners really helped the students take ownership of their own activity time. Once they started tracking it, they were amazing at how little activity they were getting. It really helped motivate them to be more active."

*Nathan Schout, Physical Education Teacher  
Phoenix Christian School*

"The PLAY 60 Challenge Field Day at University of Phoenix Stadium was amazing! The kids had so much fun with the obstacle courses, throwing, caching, dancing and interacting with former football players! We can't recommend this program and event enough."

*Terri Young, Physical Education Teacher  
Desert Canyon Elementary School*

"My students really enjoy the NFL PLAY 60 Challenge program as we had 100% participation. I love the individual scorecard tracker for each student. They took to filling it out (each day) very seriously, which also helps to hold them accountable! The booklet also contains a lot of great healthy tips."

*Anne Dolce, Music Teacher/Health and Safety Committee  
Chairperson, Panama Central School*

"Our students love the NFL PLAY 60 Challenge Program. The Challenge really helped my students come together as a team. They pretend they are the Buffalo Bills and it has been fun to see them support one another using positive teamwork skills and by encouraging each other to move more! I also added additional classroom activity breaks with the students. They really enjoy these and I can see that they do a better job focusing on their school work after the breaks. This Challenge rocks!"

*Sharon Sans, Special Education Teacher, Stanley G. Falk School*

"The NFL PLAY 60 Challenge was an awesome experience. This program gave the kids something to work towards in regard to their fitness levels. I hope this program continues to be a success across the nation to help fight obesity."

*Travis Collier, Former Physical Education Teacher, Banks Trail Middle School*

"The NFL PLAY 60 Challenge program has encouraged our students to stay active. The Challenge helps get our students excited about exercise and movement, and they have the opportunity to be rewarded which is a bonus! Our students use the tracker to not only challenge each other but practice recording their physical activity to promote lifelong fitness. Thank you to the American Heart Association, the Cleveland Browns, and University Hospitals for the encouragement and exciting rewards! We love this as teachers/coaches and promoters of lifelong fitness!"

*Josette Folk, Physical Education Teacher, Louisville Middle School*

"My students love the NFL PLAY 60 Challenge. As a Physical Education Teacher, I love having a tool that helps me encourage my students to be active during AND outside of the school day. The positive influence of NFL players keeps my students motivated and makes the Challenge fun."

*Kera Williams, Physical Education/Wellness Teacher, Marion Elementary*

"I love that the idea of getting 60 minutes of activity a day and it is something that all the students can relate to. The NFL PLAY 60 Challenge helps us talk about how the students can get their 60 minutes each day. What is great, is when the students come into class and tell us what they did to get their 60 minutes the day before. You know the students are listening because they are eager to share how they are staying active. The NFL PLAY 60 Challenge program and resources help students see the importance of playing for at least 60 minutes a day!"

*Tony Attanasio, Physical Education Teacher, Nichols Elementary*

"The NFL PLAY 60 Challenge program helps increase the awareness of and reinforce the importance of maintaining our physical health is crucial. 60 minutes a day is a simple and impactful goal that all ages can remember and achieve with effort. As a teacher, the NFL PLAY 60 Challenge program helps me emphasize to my students the importance of at least 60 minutes of daily physical activity and the kids enjoy participating!"

*Andy Gosnell, Physical Education Teacher, Allen Elementary*

"The NFL PLAY 60 Challenge has been a great way to implement fitness into the lives of our students and also their families. We welcome the opportunity to make the PLAY 60 program a "family challenge" to keep the family exercising together. Our students have witnessed the benefits of daily physical activity and how their commitment can lead to a healthier lifestyle for them as well as their family!"

*Nancy Mumaw, Physical Education Teacher  
Northwestern School Corporation*

"The NFL PLAY 60 Challenge is an important part of our spring curriculum at Bridger Middle school. It offers our students a unique physical and educational value and is something we all look forward to each year!"

*Dylan Irons, Physical Education Teacher, Bridger Middle School*

"Three Trails Elementary loves to participate in the NFL PLAY 60 Challenge because it gets our students and staff moving and thinking of new ways to be healthier in our everyday lives. Go Chiefs!!"

*Stacey Huffington, Physical Education Teacher, Three Trails Elementary*

"As a physical education teacher, I strive to model and instill the need of daily physical activity and healthy eating each day. We've integrated the NFL PLAY 60 Challenge and the American Heart Association programs into the culture of our school. These programs have been critical in implementing the importance of life long healthy habits. We've seen students become leaders and advocates in supporting this endeavor. I truly believe that there is a direct correlation between academics and daily physical activity with a focus on nutrition. I tell my students "Active bodies = Active minds". Our annual traditions include the NFL PLAY 60 Challenge and Jump Rope for Heart which actively engages our community in assisting us in making a difference. It inspires me and shows me that these programs truly make a difference in the lives of so many."

*Shannon Pellegrini, Physical Education Teacher, Lake Asbury Elementary School*

"Implementing the NFL PLAY 60 Challenge was an exciting experience. We came up with innovative and practical ways to get students moving each day. Students were eager to participate and complete the Challenge. The students enjoyed finding ways to stay active and charting their own progress in the daily log book. They especially enjoyed the opportunity to interact with the LA Rams and visit the colosseum. Bringing awareness of the importance of activity in student's lives to achieve balance and well-being. The 60 minutes of activity for many included activities with their entire families being involved. Students made an effort to improve themselves while having fun in the process."

*Maricar Catalan, 5th Grade Teacher, Denker Avenue*

"My seventh-grade students participated in the NFL PLAY 60 Challenge last school year thanks to the American Heart Association. With the help of the Los Angeles Rams organization, the program motivated students to get out and strive to be more active. Students even motivated family members to become more active because of the online physical activity tracker. By the end of the Challenge, most students were motivated to move more than the previous week! My 50 students who attended the PLAY 60 Rams day had a blast and enjoyed meeting current and former players. Thanks for making a memorable experience for my students."

*Kelby Fowler, 7th Grade Physical Education Teacher, Calle Mayor Middle School*

"The Giant players brought the coolness factor back to games like flag tag and red light-green light during their NFL PLAY 60 Challenge visit. We look forward to seeing the kids play these games during recess! The kids loved participating alongside the players."

*Ms. Afonso, Assistant Principal, North Arlington Middle School*

"The NFL PLAY 60 Challenge player visit was so exciting. I don't know who had more fun, the players or the kids. It really pumped up the kids about being active for at least 60 minutes a day."

*Ms. Fitzpatrick, Physical Education Teacher  
North Arlington Middle School*

“The Challenge helped me teach students to realize the direct correlation between exercise and using your brain better. Exercise helps students focus inside the classroom. The Challenge was exciting for kids who may not be as engaged about physical education. The competition format was motivating for students.”

*Joe Loftus, 5th grade Teacher, Altamont Creek*

“The NFL PLAY 60 Challenge program was the igniter for a healthier lifestyle for my students. The one month of documented activity evolved into a daily interest, excitement and even love for activity!”

*Coach Theo, Physical Education Department, William Meredith Elementary*

“The NFL PLAY 60 Challenge program has taught my students that implementing exercise and physical activity as daily routine rather than an occasional practice leads to a happier and healthier way of life. Many of them have seen the benefits of daily physical activity through the NFL PLAY 60 Challenge and have made the commitment to continue leading a healthier lifestyle.”

*Jason Miller, 5th Grade Teacher, Eleanor Roosevelt Elementary*





"The NFL PLAY 60 Challenge helped to increase awareness of the value of moderate to vigorous activity for my students. It promoted the importance of 60 minutes of exercise a day and improved the overall activity levels of many students. Students were motivated to track their activity, and I saw an increase in their activity levels as the weeks went on. The program also provided a reward for our school, which the students were SO proud to win and be able to give back to their community. The grant we were awarded will impact many students to come because PE equipment is very expensive and our school doesn't have a large budget for equipment. This grant will allow me to purchase some much needed items to provide quality instruction in PE class. The students that helped earn the grant brainstormed a list of equipment with me that they would like to see added to the PE program and I am using their list to guide the purchases I will make. It was a great program to participate in; my students enjoyed it very much!"

*Victoria Gray, Physical Education Teacher, Hollywood Hill Elementary*

"One of our goals this year has been to get our kids outside and active, which allowed us to win the NFL PLAY 60 Challenge. We are super proud of our kids for getting outside and our parents and community for encouraging them to stay active."

*Amber Cronin, Principal, E.L. Bing Elementary*

# REPORT CONCLUSION

The American Heart Association is proud of the work we have accomplished over the past decade but will not stop there. There is more work to do to help children live healthier, active lives but we know this does not come easy. Physical inactivity and obesity are challenging problems to solve as there are a variety of factors that influence children's health behaviors. With NFL's continued support, together we will continue to define new innovative strategies, technologies and local engagement opportunities that involve even more youth and families in physical activity across the United States. The need for our work is without question – active youth are more likely to become active, healthy adults with a lower risk of developing chronic diseases such as heart disease, stroke, high blood pressure, type 2 diabetes and osteoporosis.

Looking forward, we hope that you will join us in our work and help to inspire children, families and communities to PLAY 60!

- ✔ Make physical activity fun for children.
- ✔ Reduce sedentary time like watching television or playing video games.
- ✔ Expose children to a variety of physical activities and sports.
- ✔ Be a role model for active lifestyles and provide children with opportunities for physical activity.
- ✔ Encourage children to get 60 minutes or more of physical activity throughout the day – it doesn't have to be all at once, as long as it adds up to at least 60 minutes at the end of the day.



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