



# HipHop



**HEALTHY HEART  
PROGRAM FOR CHILDREN™**



# Meet Jyl Steinback



**Executive Director of Shape Up US, aka "America's Healthiest Mom"  
Creator of the Hip Hop Healthy Heart Program for Children™**

**2011 Community Leadership Award  
from The President's Council on Fitness, Sports & Nutrition**

- ◆ **Described by the media as:** a one-woman business dynamo", "enthusiastic, "weight loss guru", "America's Super (Healthy) Mom" and, "national sensation"
- ◆ **25 years experience** in the health and wellness industry.
- ◆ **Cookbook/Lifestyle Author** of 15 successful books *selling over 2 million copies*
- ◆ **Personal Trainer, Health Expert and Educator , Motivational Speaker**
- ◆ **National Spokesperson** for many leading manufacturers Including: Sara Lee
- ◆ Chicken of the Sea, Fleischmann's Yeast, ButterBuds, Canned Alliance, & more
- ◆ **Nutrition and Wellness Instructor** for the AZ Department of Education Character Counts
- ◆ **B.A. Education, Arizona State University**
- ◆ **Homeopathic Practitioner, American Medical College of Homeopathy, 2015**
- ◆ **Shape Up US Web Site:** [www.ShapeUpUS.org](http://www.ShapeUpUS.org)
- ◆ **Personal Web Site:** [www.AmericasHealthiestMom.com/](http://www.AmericasHealthiestMom.com/)
- ◆ For a more detailed bio: <http://www.shapeupus.org/JylSteinback.php>



# Meet Our Partners



## **President's Challenge Program** – [www.fitness.gov](http://www.fitness.gov)

Shape Up US is a partner with the President's Challenge Physical Activity and Fitness Program. The goal of the partnership is to provide **Hip Hop Healthy Heart Program for Children™**, a comprehensive wellness program, for K-6<sup>th</sup> grade students.

**The Hip Hop Healthy Heart Program for Children™ on their website under Resources:**  
[Alliance For A Healthier Generation Link](#)

## **Educational Partners:**

- **Let's Move in Schools** (<http://www.aahperd.org/letsmoveinschool>)
- **Rio Salado College** - [www.riosalado.org](http://www.riosalado.org)
- **American Medical College of Homeopathy** - [www.amcofh.org](http://www.amcofh.org)
- **ASSET – Eight AZ PBS Educational Outreach** - <http://www.asset.asu.edu/>
- **Imagine School** - [www.ClydeBakerProductions.com](http://www.ClydeBakerProductions.com)
- **School Districts and Parks and Recreations throughout the US**

## **Medical/ Health and Wellness Partners:**

- **Banner Children's Hospital**- <https://www.bannerhealth.com>
- **St. Luke's Health Initiatives**
- **American Heart Association** - [www.americanheart.org](http://www.americanheart.org)
- **Phoenix Children's Hospital** -



# Meet Our Partners

## **•Media Partners**

- Green Living Magazine
- Natural Awakening
- Jewish Life Magazine
- TV, Radio and Print in Every State

## **Partners that Contribute Funds, Goods and Services**

- Wells Fargo - [www.wellsfargo.com](http://www.wellsfargo.com)
- NFL Alumni

## **Fitness/Sports Partners**

- Grand Canyon State Games - [www.gcsfg.org](http://www.gcsfg.org)
- Sports Authority
- Dicks Sporting Goods

## **Healthy Eating Partners**

- Whole Foods Market - [www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)
- Spouts-
- Safeway - Eating Right Kids - [www.safeway.com](http://www.safeway.com)

**•Brian Berg**- our app developer for the Hip Hop Healthy Heart Program for Children- Just won:. **The 2014 The 20<sup>th</sup> Annual Communicator Award**- New York, NY (April 29, 2014)



# What is the Hip Hop Healthy Heart Program for Children™?

## A Solution!

**For Bringing Wellness back into America's Schools and Communities**  
at a time when it is under-funded in most every state's educational system.

**Through funding via a private/public partnerships that support:**

- ♥ **School Districts**
- ♥ **Individual Instructor Scholarships**
- ♥ **Student Materials**



# What is the Hip Hop Healthy Heart Program for Children™?

## It's Unique!

*There is no other K-6 Grade Wellness Education Curriculum like it in America*

- ♥ **Purpose:** To increase teacher effectiveness in teaching Common CORE competencies - communication, collaboration, critical thinking, problem solving  
**Most comprehensive K-6<sup>th</sup> Grade Wellness Program**
- ♥ **Cardiovascular Disease and Obesity Prevention Program**
- ♥ **Heart Health is its unifying Theme**
- ♥ **Music, Art and Positive Thinking Instill Permanent Healthy Lifestyles and make learning fun!**
- ♥ **Multidisciplinary Approach Integrates Physical Education into Existing K-6<sup>th</sup> Grade Curricula:** *Language Arts, Poetry, Math, Science, Social Studies, Geography, Graphic Arts, Dance*

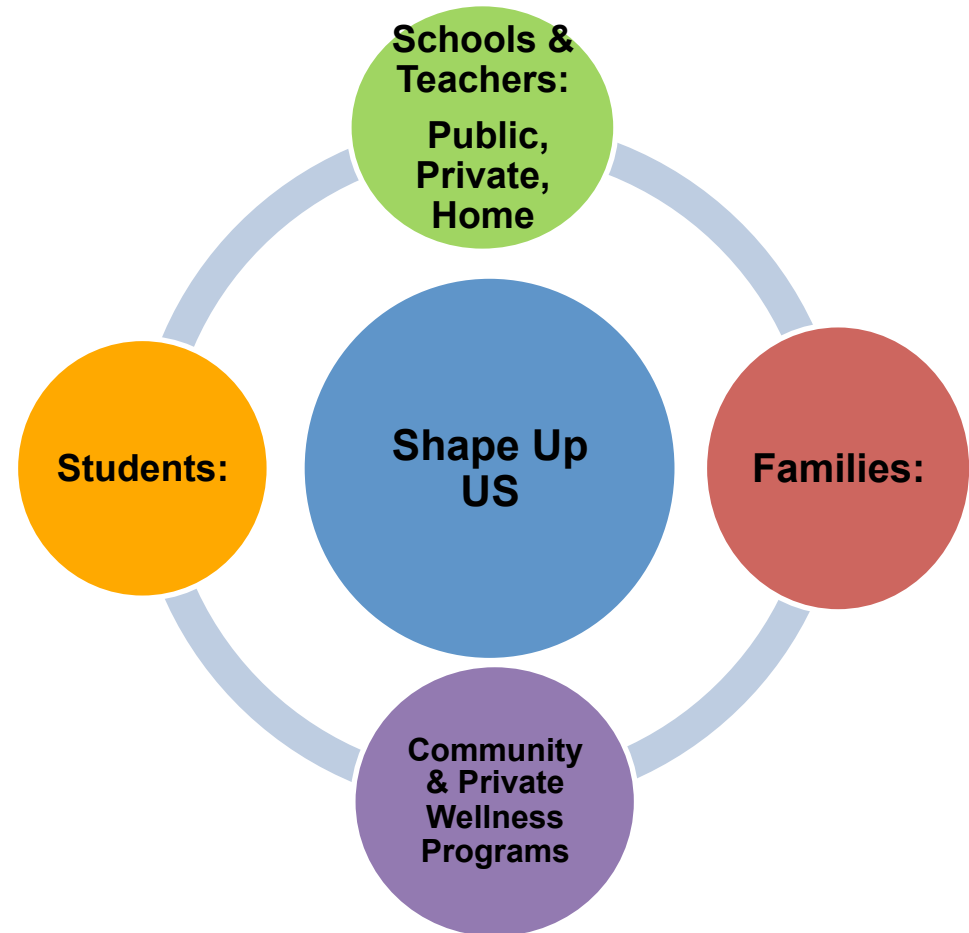


# What is the Hip Hop Healthy Heart Program for Children™?

**It's Designed for a Lifetime of Compliance!**

*There is no other K-6 Grade Wellness Education Curriculum like it in America*

- ♥ **Creates a Circle of Wellness that WORKS for a Lifetime!**  
*Flows from Teacher to Student, to Family, to the Entire Community*
- ♥ **Music, Art and Positive Thinking make learning fun to Instill Permanent Healthy Lifestyles**
- ♥ **Includes Parent Education and Sign-off**
- ♥ **Evaluation and Metrics:**  
*Effective, ongoing assessment measures program success*



# What is the Hip Hop Healthy Heart Program for Children™?

## It Satisfies State and National Curriculum Standards *Teaches Common CORE Standards*

- ♥ Includes Parent Education and Sign-off
- ♥ Evaluation and Metrics: *Effective, ongoing assessment measures program success*
- ♥ Affordable Teacher Education:  
200 Professional Development Hours @ \$2.00/credit





# What is the Hip Hop Healthy Heart Program for Children™?

**It's Comprehensive, Fun to Teach and Learn!**

*There is no other K-6 Grade Wellness Education Curriculum like it in America*

★ **8-weeks** ★ **8-modules** ★ **41 lessons** ★



**Module 1: Meet Doctor Beat** ... *Your Fascinating Heart*

**Module 2: Take Down the Pressure** ... *Maintaining Great Blood Pres*

**Module 3: Eat Good Food, Dude!** ... *Nutrition for Great Health*

**Module 4: Improve Your Groove** ... *The Many Benefits of Exercise*

**Module 5: Grin it, Win it** ... *Dental Health Means Heart Health*

**Module 6: Think Hip 'n Happy** ... *Positive Thinking for Healthy Heart*

**Module 7: Money Matters**... *First Steps to Financial Freedom*

**Module 8: Join the Green Team**... *Teamwork for a Healthy Planet*



♥ **Hip Hop Rhymes:** **41 rhyme/songs summarize the materials in each lesson**

♥ **Materials Include:** Comprehensive Teacher Training and Lesson Plans

★ Handouts ★ Answer Sheets ★ In-Class, At-Home and On-Line Activities

# Hip Hop Healthy Heart Program for Children™

## Meet Doctor Beat . . . The Fascinating Heart

### Module 1: Meet Doctor Beat

. . . The Fascinating Heart



- ♥ **Introductory Materials**
- ♥ **Lesson 1: Meet Doctor Beat** – *Anatomy of the Heart*
- ♥ **Lesson 2: Go with the Flow** – *Pathways of the Blood*
- ♥ **Lesson 3: Benefits of Blood** – *Learning about Blood*
- ♥ **Lesson 4: Pump Up the Blood** – *How the Heart Pumps Blood*
- ♥ **Lesson 5: Keeping it Real** – *Healthy Heart and Blood*

# Hip Hop Healthy Heart Program for Children™

## Take Down the Pressure . . . Mind/Body/Emotion Techniques

### Module 2: Take Down the Pressure

. . . Mind/Body/Emotion Techniques



♥ **Introductory Materials**

♥ **Lesson 1: Take Down the Pressure**

♥ **Lesson 2: Take a Breather/Stress Buster – Breathing**

*Exercises to Control Blood Pressure & Stress*

♥ **Lesson 3: Meditate to Create – Centering Energy for Accomplishment**

♥ **Lesson 4: Visualize to Maximize – Envisioning the Positive to Empower**

♥ **Lesson 5: The Amazing Power of Sleep – Sleep your Way to Health**

**Hip Hop Homeopathy – What Is Homeopathy?**

*–Ouches, Itches and Phooey Spewy*

*–Once in a Whilers & Longer Lasters*

# Hip Hop Healthy Heart Program for Children™

## Eat Good Food, Dude! . . . Nutrition for Great Health

### Module 3: Eat Good Food, Dude!

#### . . . Nutrition for Great Health

- ♥ **Introductory Materials**
- ♥ **Lesson 1: Eat Good Food, Dude!**
- ♥ **Lesson 2: Groovin' Grains**
- ♥ **Lesson 3: Vigorous Veggies**
- ♥ **Lesson 4: Fantastic Fruit Group**
- ♥ **Lesson 5: All About Oils**
- ♥ **Lesson 6: Magnificent Milk Group**
- ♥ **Lesson 7: Marvy Meat & Bean Group**



# Hip Hop Healthy Heart Program for Children™

## Improve Your Groove . . .The Many Benefits of Exercise

### Module 4: Improve Your Groove

. . . The Many Benefits of Exercise

♥ **Introductory Materials**

♥ **Lesson 1: Improve Your Groove** – *The Benefits of Activity*

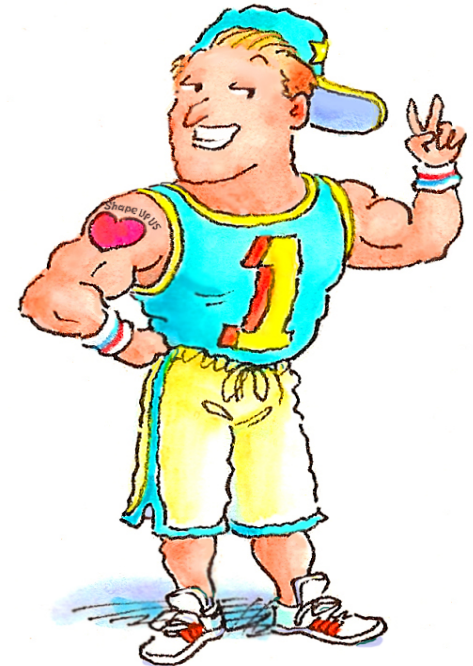
♥ **Lesson 2: Get Air with Aerobics** – *Discovering Aerobic Exercise*

♥ **Lesson 3: Manage Your Muscles** – *Learning about  
Resistance Exercise*

♥ **Lesson 4: Stretch it Up** – *Learning to Stretch*

♥ **Lesson 5: JUST CLAP FOR LIFE<sup>SM</sup>**

– *Kids Create their Own Fitness Program*



# Hip Hop Healthy Heart Program for Children™

## Grin it, Win it . . .Dental Health Means Heart Health!



### Module 5: Grin it, Win it . . .

## Dental Health Means Heart Health!

- ♥ **Introductory Materials**
- ♥ **Lesson 1: Your Terrific Teeth**
- ♥ **Lesson 2: Tooth Truth**
- ♥ **Lesson 3: Plaque Attack!**
- ♥ **Lesson 4: Rock n' Roll**  
**Brushing 'n Flossing**



# Hip Hop Healthy Heart Program for Children™

## Think Hip 'Happy . . .Positive Thinking for Healthy Heart

### Module 6: Think Hip 'n Happy

. . . Positive Thinking for Healthy Heart



- ♥ **Introductory Materials**
- ♥ **Lesson 1: Think Hip 'n Happy –The Power of Positivity**
- ♥ **Lesson 2: The Gratitude Attitude – *Everyday Skills for Appreciating Life***
- ♥ **Lesson 3: Storm the Brain “Brainstorming – *How to Select Your Best Ideas***
- ♥ **Lesson 4: Seeing Fresh – *The Power to Look at Things with Fresh Eyes***
- ♥ **Lesson 5: Grooving with the Group - *Positively Getting Along with Others***
  
- ♥ **Straight Talk About Bullying**

# Hip Hop Healthy Heart Program for Children™

## Money Matters . . . First Steps to Financial Freedom

### Module 7: Money Matters

. . . First Steps to Financial Freedom



#### ♥ Introductory Materials

- ♥ Lesson 1: **What is Money** – Concepts for a Lifetime of Prosperity
- ♥ Lesson 2: **Earning Money** – *Work and Reward*
- ♥ Lesson 3: **How to Save** – *Making Saving a Healthy Habit*
- ♥ Lesson 4: **How to Spend** – *Priority is the Key, Distinguishing Between Wants and Needs*
- ♥ Lesson 5: **Making Money Grow** – *Investing in the Future*



# Hip Hop Healthy Heart Program for Children™

## Join the Green Team . . . Teamwork for a Healthy Planet

### Module 8: Join the Green Team

. . . Teamwork for a Healthy Planet



- ♥ **Introductory Materials**
- ♥ **Lesson 1: Think Green** – Mindset for a Healthy Planet
- ♥ **Lesson 2: Respect and Protect** – *Conserve and Preserve for Eco Fitness*
- ♥ **Lesson 3: Air Aware** – *How to Repair Our Air*
- ♥ **Lesson 4: Water Wise** – *Conserving our 2<sup>nd</sup> Greatest Natural Resource*
- ♥ **Lesson 5: Power Up** – *Energy Savvy*
- ♥ **Lesson 6: Green Thumb Gardening** – *Growing Your Own Garden*
- ♥ **Lesson 7: Green Healthcare** – *You are What You Eat*

# Hip Hop Program Handouts

## Communication Tools for Parents

**Over 200 Ready-to-Use Handouts** that are designed to:

- ✓ **Get parents involved** in helping their children learn the lessons
- ✓ **Allow parents to keep track** of what their children are learning

## Handouts Include:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>▪ <b>Vocabulary Lists</b></li><li>▪ <b>Hip Hop Rhymes</b></li><li>▪ <b>Language Arts Exercises</b> including word scrambles, matching, crossword puzzles</li><li>▪ <b>Science Experiments</b></li><li>▪ <b>Geography</b></li></ul> | <ul style="list-style-type: none"><li>▪ <b>Social Studies Assignments</b></li><li>▪ <b>Nutrition assignments</b></li><li>▪ <b>Record Keeping Exercises</b></li><li>▪ <b>Letters to Parents</b></li><li>▪ <b>Recipes</b> to make at home with parents</li><li>▪ <b>Answer Keys for Instructors</b></li></ul> |
|--|---|

**“It takes a village”... teacher, child, parent, grandparent , and community participation ... to encourage children to make positive lifestyle changes.**

# Sample Hip Hop Healthy Heart Song: Music and Dance



## Rock Your Smile!

### Refrain

***Rock your smile, brush and floss!  
Stop those germs, be the Boss!***



### Verse 1

Squeeze some toothpaste on your brush,  
Brush 2 minutes, do not rush!  
Start at gums, then brush to crown,  
Front, back, top and down.

***Rock your smile, brush and floss  
Stop those germs, be the Boss!***

### Verse 2

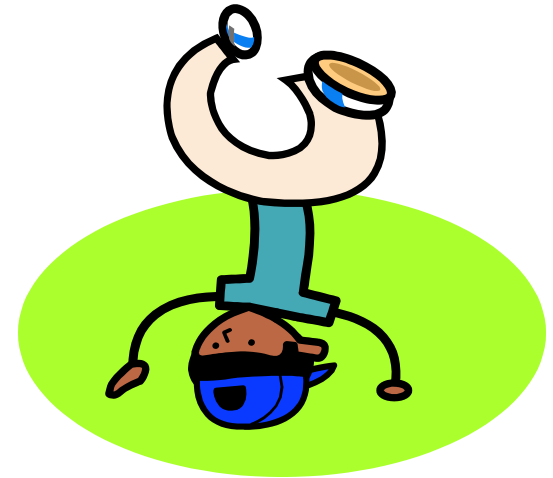
Brush it, don't rush it.  
Take your time and clean.  
Brush 2 minutes every time,  
Follow these steps and your teeth will shine!

***Rock your smile, brush and floss  
Stop those germs, be the Boss!***

### Verse 3

Brush then floss with gentle pressure,  
Floss your teeth between,  
Your whole mouth will be much fresher,  
When you rock the scene.

***Rock your smile, brush and floss  
Stop those germs, be the Boss!***



# Sample Handout: Community Involvement



## Hip Hop Healthy Heart for Kids: Lesson 1: Eat Good Food Dude!

### Food Groups for the Food Bank

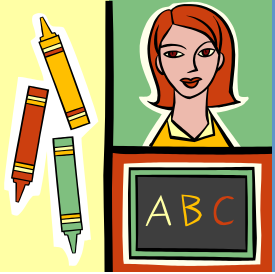
Dear Parent,

As we study nutrition, we are also learning that some people's tables need our help. We are asking students to bring one food to class that can be used for our week-long nutrition module as well as can be donated to our local food bank. Please choose a food that represents one of the food groups we are studying. We would appreciate non-perishable food in boxes, cans, or bags. Here are some examples:

- Grain Group - pasta, rice, couscous, quick bread mixes, pancake mixes, etc.
- Fruit and Vegetable group - cans
- Milk Group - cans of evaporated milk or boxes of powdered or shelf-stable milk, etc.
- Meat Group - cans or boxes of meat, fish, beans, powdered eggs, dried beans, etc.

Tomorrow, each student will put their contribution on the class **Food Group Table** in the correct category. At the end of the week all the food will be dropped off at the food bank.

Sincere thanks for your donation. It will help your child learn about nutrition as well as the positive aspects of sharing and assisting their community.



# Sample Vocabulary Handout

## Language Arts:

Dear Parent,

This week we are studying nutrition with the Hip Hop Healthy Heart Program for Kids™. Following are the words that we learned today in class. Please review them with your child tonight. We will be referring to them throughout the week.

- **Fat-Free** ADJECTIVE: A food that contains little or no fat; less than 0.5 gram of total fat per serving.
- **Food** NOUN: Material that is eaten and digested by an organism to produce energy, growth, and maintain life. Food is usually of plant or animal origin, and contains or consists of essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. A specified kind of nourishment: breakfast food; plant food. Nourishment eaten in solid form: food and drink.
- **Lean** ADJECTIVE: A food that contains little or no fat
- **Limit** VERB: to restrict or control by or as if by establishing limits
- **Low-Fat** ADJECTIVE: A food that contains 3 grams of total fat or less per serving.
- **Pyramid** NOUN: A building where the walls are triangular and meet at the top in one point.
- **Symbol** NOUN: Something that represents something else. Like a material object used to represent something invisible. For Example a pyramid is a symbol for success.
- **Energy** NOUN: The capacity to do work or vigorous activity; vigor; power.
- **Moderation** NOUN: Being within reasonable limits; not excessive or extreme.
- **Muse** VERB: To be absorbed in one's thoughts; engage in meditation.
- **Nutrition** NOUN: The study of the nutrients in foods and in the body; sometimes also the study of human behaviors related to food.

# Meet Our Advisors



## **Dr. John Stock, M.D., Pediatric Cardiologist**

- ♥ M.D. State University of New York, Science Center at Syracuse, 1986
- ♥ Pediatric cardiology training, Oregon Health Science University, 1997
- ♥ Specialty Area: fetal diagnosis of congenital heart disease and therapy for arrhythmias in the fetus, echocardiography and transesophageal echocardiography
- ♥ Member American College of Cardiology, American Heart Association, Society of Pediatric Echocardiography.

## **Patricia Triplett, MS, RN**

- ♥ Professor Emeritus at Glendale Community College Retired June 2009 **25 years experience** in the health and wellness industry.
- ♥ Master of Science in Nursing 1983 Arizona State University
- ♥ Baccalaureate of Science in Nursing 1979 Arizona State University
- ♥ **National** Associate in Arts Degree in Nursing 1970 Phoenix College
- ♥ Nursing Professor and Semester Coordinator 26 yrs Glendale Community College
- ♥ Served on Maricopa Community College District Nursing Curriculum and Glendale Community College Curriculum Committees, and Served on Nursing Department Curriculum Committee and was Committee Chair for several years. Developed and revised Nursing Curriculum on an ongoing basis.
- ♥ In collaboration with other faculty wrote three National League of Nursing Self- Study Reports for National Accreditation by National League of Nursing.
- ♥ Nursing Educator Maricopa Medical Center



# Meet Our Advisory

## Anthony “Buckets” Blakes, Harlem Globetrotter “Kids are my passion!”

- ♥ 8 years as Harlem Globetrotters, Guard
- ♥ Represents the Globetrotters as their Advanced Ambassador in the Harlem Globetrotter's educational program, "C.H.E.E.R For Character", "S.P.I.N. Program" (Some Playtime is Necessary) and "Smile Patrol".
- ♥ Presented at over five hundred schools across the world to spread the word on **C.H.E.E.R.** for Character. This acronym represents **C**ooperation, **H**ealthy mind and body, **E**ffort, **E**nthusiasm, and **R**esponsibility. Targeting elementary students from kindergarten to fifth grade – he teaches the benefits and reasons for acting in an appropriate manner so students can live a positive life and become role model.
- ♥ Established a sports mentoring program called “Scholastics and Baskets” for children to receive positive literature as well as learn the fundamentals of basketball.
- ♥ AA, University of Wyoming Professional basketball career in the National Basketball Development League and FIBA, European Basketball League

## Katherine E. Krieg, M.D., F.A.A.P. Pediatrician and Children’s Health and Wellness Expert Board certified in pediatrics

- ♥ Fellow of the American Academy of Pediatrician
- ♥ BA, English, Ohio State University
- ♥ Medical Degree, Ohio State University
- ♥ Medical Residency, Phoenix Children’s Hospital and Maricopa Medical Center
- ♥ Volunteers monthly at the San Marcos School Clinic providing health care to uninsured children.
- ♥ [www.childrensoasispeds.com](http://www.childrensoasispeds.com)



# Hip Hop Healthy Heart Program for Children™ Nationwide

## Creating a Positive Impact on American Schools:<sup>1</sup>

- ♥ 95,615 Public Elementary and Secondary Schools
- ♥ 29,273 Private Elementary and Secondary Schools
- ♥ 1.5 Million Home-Schooled Students
- ♥ 6.8 Million Teachers in the U.S.<sup>2</sup>
- ♥ 37.9 Million Students in K-6 Grades<sup>3</sup>



[http://www.census.gov/Press-Release/www/releases/archives/facts\\_for\\_features\\_special\\_editions/007108.html](http://www.census.gov/Press-Release/www/releases/archives/facts_for_features_special_editions/007108.html)

<sup>2</sup> Lloyd, Janice, Gannett News Service (January 5, 2008). *Home-schooling numbers rise*. Burlington Free Press. <sup>3</sup>Bureau, U. C. (2009). The 2009 Statistical Abstract. Retrieved from National Data Book



# Where Will the Program be Taught?

## Project Arizona - Followed by National Rollout

- K-6 Grade Schools
- After School Programs
- Home School Programs
- Summer School
- Summer Camp Programs
- City Parks and Recreation Programs
- Health Club Programs



## Who will want to teach and offer the program?

- K-6 Teachers
- Home school instructors
- Physical education instructors
- Certified fitness instructors (ACSM, ACE, AAFA certified instructors)
- Summer Camp Counselors
- School Nurses
- After-school staff

# What will Inspire Busy Teachers to Get Involved?

## Continuing Education!

Teachers nationwide will be eligible to receive 200 Professional Development Hours for the entire Hip Hop Healthy Heart Program for Children™

**Where?** Online registration through **Rio Salado College**

**How?** Upon completion of The Hip Hop Healthy Heart Program for Children™ through web-based lessons on the [ShapeUpUS.org](http://ShapeUpUS.org) site.

**What?** Teachers registered for the program will have key code access on [ShapeUpUS.org](http://ShapeUpUS.org) to the Hip Hop Healthy Heart Program for Children™.

# Partnership with Rio Salado College

## Rio Salado is one of the Top Online Global Colleges for Teacher Education

Because the Hip Hop Healthy Heart Program for Children is so important for the future of America, **Rio Salado College supports our Nation's Teachers**

### Hip Hop Healthy Heart Materials Fees:

- ✓ \$75.00 per module K-3 and 4<sup>th</sup>-5/6<sup>th</sup> Grade through: [www.ShapeUpUS.org](http://www.ShapeUpUS.org).

### Current Credit Hour Fees:

- ✓ Cost? \$50.00 per module for 25 hours of continuing education clock hours for each module. That is 2.00 per credit hour (does not include materials).

### Professional Development Clock Hours:

Teachers nationwide will be eligible to receive 200 Professional Development Clock Hours upon completion of all 8 modules.

- ✓ \$400.00 for Entire Program **\$2.00 per credit (not including materials)**

**Scholarship Opportunities available through partner donations**

# Contact Information

**Jyl Steinback**

Phone: 602-996-6300

Email: [Jyl@ShapeUpUS.org](mailto:Jyl@ShapeUpUS.org)

[www.ShapeUpUS.org](http://www.ShapeUpUS.org)



The Hip Hop Healthy Heart Program™

# Appendix

## Following are:

- ✓ Why the need for this Program?
- ✓ Hip Hop Program <sup>TM</sup> Features and Benefits
- ✓ What Will Instructors Receive Upon Completion of the Online Program
- ✓ Competitive Program Comparisons
- ✓ Shape Up US Health and Wellness Expo
- ✓ Hip Hop Program <sup>TM</sup> Marketing Campaign

# Creating a Positive Impact on American Health through our Nation's Schools



**Every school day,  
52 million  
young people attend  
more than 110,000 schools  
across the nation.**

**Our schools can make an enormous, positive impact  
on the health of the nation.**

# Why is this Program Needed for Children?

A new and unique educational program is needed to reach children and encourage healthy behaviors as early as possible.

## Obesity:

♥16% of children (over 9 million 6-19 years olds) are overweight or obese

## Cardiovascular Disease:

\*In a population-based sample

♥Approximately 60% of obese children aged 5 to 10 years had at least one cardiovascular disease risk factor

♥25% had two or more risk factors

## Diabetes:

\*For children born in the United States in 2000

♥30% of boys and 40% of girls are at risk of being diagnosed with Type 2 diabetes at some point in their lives



The CDC reports that school-based health education programs that encourage healthy behaviors are the most effective method of combating cardiovascular illnesses and can reduce the prevalence of obesity by 50% among elementary school children.

\*\*Sources: Center for Disease Control, Institute of Medicine

**Schools are the Ideal Setting:** The majority of young people aged 5-17 years spend time in schools each day. Schools provide an ideal setting for teaching children and teens to adopt healthy eating and physical activity behaviors.

# Why is this Program Needed for Adults?

Ensuring that all Americans have access to early, affordable and appropriate health education is essential to reducing disability and costs.

<p><b>Adult Obesity:</b></p> <ul style="list-style-type: none"><li>♥ Nearly two-thirds of U.S. adults are overweight</li><li>♥ 76% of men and 68% of women between ages 55 and 64 are obese</li></ul> <p><a href="http://ezinearticles.com/?Obesity-Statistics&amp;id=405478">http://ezinearticles.com/?Obesity-Statistics&amp;id=405478</a></p>	<p><b>Obesity Medical Costs:</b></p> <p><b>Direct Costs: \$93 billion</b></p> <p><a href="http://www.forbes.com/2006/07/19/obesity-fat-costs_cx_mh_0720obesity.html">http://www.forbes.com/2006/07/19/obesity-fat-costs_cx_mh_0720obesity.html</a></p>
<p><b>Adult Cardiovascular Disease:</b></p> <ul style="list-style-type: none"><li>♥ Affects 61.8 million Americans</li><li>♥ The leading cause of death for ALL Americans age 35 and older</li></ul> <p><a href="http://www.healingwithnutrition.com/cdisease/cardiovascular/cardiovascular.html">http://www.healingwithnutrition.com/cdisease/cardiovascular/cardiovascular.html</a></p>	<p><b>Cardiovascular Disease Medical Costs:</b></p> <p><b>Direct and Indirect Costs: \$304.6 billion</b></p> <p><a href="http://www.cdc.gov/NCCDPHP/publications/AAG/dhdsp.htm">http://www.cdc.gov/NCCDPHP/publications/AAG/dhdsp.htm</a></p>
<p><b>Adult Diabetes:</b></p> <ul style="list-style-type: none"><li>♥ Diabetes is the 5<sup>th</sup> deadliest disease in the US</li><li>♥ In 2007, 1.6 million new cases of diabetes were diagnosed in people age 20 years or older</li></ul> <p><a href="http://www.diabetes.org/diabetes-statistics/dangerous-toll">http://www.diabetes.org/diabetes-statistics/dangerous-toll</a></p>	<p><b>Diabetes Medical Costs:</b></p> <p><b>Direct and Indirect Costs: \$174 billion</b></p> <p><a href="http://www.diabetes.org/diabetes-statistics/dangerous-toll.jsp">http://www.diabetes.org/diabetes-statistics/dangerous-toll.jsp</a></p>

**Prevention Saves Lives and Money**



# Features and Benefits

Features	Benefits
<b>Program Organization:</b>	
<p><b>8 Modules for a 8-Week Program:</b></p> <ul style="list-style-type: none"> <li>* <b>Module 1: Meet Doctor Beat...</b> <i>Your Fascinating Heart</i></li> <li>• <b>Module 2: Take Down the Pressure ...</b> <i>Mind/Body/Emotion Techniques</i></li> <li>• <b>Module 3: Eat Good Food, Dude! ...</b> <i>Nutrition for Great Health</i></li> <li>• <b>Module 4: Improve Your Groove...</b> <i>The Many Benefits of Exercise</i></li> <li>• <b>Module 5: Grin It, Win It ...</b> <i>Dental Health Means Heart Health</i></li> <li>• <b>Module 6: Think Hip ‘n Happy ...</b> <i>Positive Thinking for a Healthy Heart</i></li> <li>• <b>Module 7: Money Matters...</b> <i>First Steps to Financial Freedom</i></li> <li>• <b>Module 8: Join the Green Team ...</b> <i>Teamwork for a Healthy Planet</i></li> </ul>	<ul style="list-style-type: none"> <li>♥ All Major Children’s Wellness Issues are addressed using Heart Health as the program’s framework including nutrition, exercise, dental health, and positive thinking.</li> <li>♥ 6-Week Program: Helps educators teach topics in a timely fashion that easily fulfills school wellness requirements.</li> <li>♥ Adaptable Program: Modules can be taught over a 6-week period or over a longer period of time to fit the teacher’s curriculum needs.</li> </ul>
<ul style="list-style-type: none"> <li>♥ Each Module features 4 to 7 (20-30 minute) lessons</li> </ul>	<ul style="list-style-type: none"> <li>♥ No Brainer Teaching! – Each easy-to-teach, 20-30 minute lesson is designed to fit into a Monday-Friday, six-week curriculum.</li> </ul>
<ul style="list-style-type: none"> <li>♥ <b>Modular Lessons</b> – <ul style="list-style-type: none"> <li>▪ <b>Core Lesson</b> – gives all the basics for a 20-30 minute class.</li> <li>▪ <b>Core Lesson Hip Hop Rhyme</b> – Summarizes the lesson topic.</li> <li>▪ <b>Optional Activities</b> offered with each lesson to provide more in-depth learning for students.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>♥ <b>Customizable</b> – according to available teaching time, class size, and students’ academic abilities.</li> <li>♥ <b>Core Lesson Hip Hop Rhyme</b> – can be taught as <ul style="list-style-type: none"> <li>▪ <b>Stand-Alone Lesson</b> - as part of a wellness lesson combined with music and language arts curriculum.</li> <li>▪ <b>Part of the Core lesson</b></li> </ul> </li> <li>♥ <b>Optional Activities</b> - take 20-40 additional minutes. They can be <ul style="list-style-type: none"> <li>▪ <b>Added to the Core Lesson</b></li> <li>▪ <b>Taught throughout the year</b> as multidisciplinary</li> </ul> </li> </ul>

# Features and Benefits (contd. 2)

Features	Benefits
<b>Program Organization (contd.):</b>	
♥ <b>Two Separate Lesson Plans for K-3 and 4-6<sup>th</sup> grades</b>	♥ <b>Lessons for Each Grade:</b> Teachers can customize the lessons for their grade and students abilities
♥ <b>Each Lesson designed to satisfy National Educational Health Standards, CDC School Guidelines</b>	♥ Can be used for K-6 wellness programs throughout the US including public, private and home school programs.
♥ <b>Modules follow USDA, American Heart Association, American Cancer Society, American College of Sports Medicine, and American Council on Fitness Guidelines.</b>	♥ Designed for program endorsement by all of these organizations.
♥ <b>Introductory Teacher Background Information</b> for each lesson	♥ <b>Written for Both Beginning and Experienced Teachers</b> offers the fundamentals as well as in-depth information for each topic. ♥ <b>Background Information Organized via Links to other Teaching Disciplines.</b> This helps teachers who need to co-focus their efforts on more than one teaching discipline at a time. Information is divided into Science, Social Studies/Geography, and Health/Nutrition.
♥ <b>Teacher Resource Information</b> in each lesson including book suggestions for the classroom library, related internet sites for each lesson	♥ <b>One-Stop Information “Shopping”</b> we have done all the initial research so teachers don’t have to search for supplementary information or materials.
♥ <b>Two Separate Lesson Plans for K-3 and 4-6<sup>th</sup> grades</b>	♥ <b>Lessons for Each Grade:</b> Teachers can customize the lessons for their grade and students abilities

# Features and Benefits (contd. 3)

Features	Benefits
<b>Content (contd.):</b>	
<ul style="list-style-type: none"> <li>♥ <b>Variety of Ready-to-Use Handouts</b> for each lesson that incorporate multidisciplinary teaching including one or more of the following subjects: science, math, health, language arts, music and physical education.</li> <li>♥ <b>Handouts include:</b> <ul style="list-style-type: none"> <li>▪ Vocabulary lists</li> <li>▪ Hip Hop Rhymes</li> <li>▪ Language arts exercises including word scrambles, matching, crossword puzzles and much more</li> <li>▪ Science experiments</li> <li>▪ Social Studies assignments</li> <li>▪ Nutrition assignments</li> <li>▪ Record keeping exercises</li> <li>▪ Letters to parents</li> <li>▪ Recipes to make at home with parents</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>♥ <b>Handouts offer activities</b> that promote reading comprehension, writing, critical thinking, information analysis, organization, comparison, and synthesis.</li> <li>♥ <b>Handouts can be distributed:</b> <ul style="list-style-type: none"> <li>▪ For the lesson of the day</li> <li>▪ Throughout the year to reinforce the topic.</li> </ul> </li> <li>♥ <b>No-Brainer Teaching:</b> Answer sheet available for each handout.</li> <li>♥ <b>Communication tools for parents:</b> <ul style="list-style-type: none"> <li>▪ Many of the handouts are designed to get parents involved in helping their children learn the lessons.</li> <li>▪ Allow parents to keep track of what their children are learning.</li> </ul> </li> </ul>
<b>Material Format:</b>	
<ul style="list-style-type: none"> <li>♥ <b>Valuable Appendix for Each Lesson</b> – offers supporting charts, wall photos, and extra activities and questions to use during the lesson or throughout the year</li> </ul>	<ul style="list-style-type: none"> <li>♥ <b>Extra materials offer:</b> <ul style="list-style-type: none"> <li>▪ Back-up to improve the quality of the lesson</li> <li>▪ Creative teaching options</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>♥ E-Cookbooks available</li> </ul>	<ul style="list-style-type: none"> <li>♥ Teachers have an in-hand book that is not too daunting in size.</li> </ul>
<ul style="list-style-type: none"> <li>♥ <b>Plug and Play DVDs</b> that offers in Fall of 2015 <ul style="list-style-type: none"> <li>▪ <b>Handouts</b> and other ancillary material</li> <li>▪ <b>Hip Hop Rhyme Performances</b></li> <li>▪ <b>Core Lesson presentation by Master Educators for in-service</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>♥ Reduces the size of the hard-copy book</li> <li>♥ Teachers can easily print what they want and need to teach each lesson</li> <li>♥ Offers teaching options. Teachers can either teach the material themselves or play lessons on the DVD.</li> </ul>
<ul style="list-style-type: none"> <li>♥ <b>Web Site that to download modules</b></li> </ul>	<ul style="list-style-type: none"> <li>♥ Easy to access. Can use a key code to access after payment.</li> </ul>

# Hip Hop Healthy Heart™ – Competitive Program Comparisons 1

## **Project Adventure, Inc. [www.pa.org](http://www.pa.org) Since 1976**

**What is it?** This international non-profit organization specializes in providing experiential adventure programs to schools, agencies, and corporations seeking positive growth or change through physical fitness and personal and physical challenge.

**Differences:** Unlike the Hip Hop Healthy Heart program that focuses on comprehensive heart health education for K-6 grades that can easily be incorporated into curriculums throughout the US, Project Adventure focuses on strenuous physical challenges many of which require special equipment that is developed and sold on the organizations web site. In addition, the Hip Hop Healthy Heart that is an extremely affordable program while Project Adventure's programs can be extremely expensive for both teachers and schools to implement.

## **Action for Healthy Kids [www.actionforhealthykids.org](http://www.actionforhealthykids.org) Since 2002**

**What is it?** Action for Healthy Kids offers a smorgasbord of free tools for teachers and schools to help improve nutrition and increase physical activity. A public-private partnership of more than 60 national organizations and government agencies representing education, health, fitness and nutrition. Made up of volunteers that work collaboratively with state-based teams and partner organizations, they develop and distribute programs to create school environments that support health and academic achievement.

**Differences:** Unlike Hip Hop Healthy Heart, this non-profit program offers no certifications or specifically designed program that can be used nationwide for instruction or assessment.

# Hip Hop Healthy Heart™ – Competitive Program Comparisons (contd. 2)

## **National Center for Health Education [www.nche.org](http://www.nche.org) Since 1975**

**What is it?** This is a non-profit organization whose mission is to lead the nation in the implementation of lifelong comprehensive health education. NCHE conducts programs and initiatives in advocacy, convening, information exchange, technical assistance, and research and evaluation, all focused on improving the health of Americans.

**Differences:** This organization gives a road map for creating healthier children, but unlike Hip Hop Healthy Heart, it offers no specific program nationwide teaching program or teacher certification that can be used for assessment.

## **Teach Free [www.teachfree.com](http://www.teachfree.com) Since 2008**

**What is it?** This is a wellness program funded and managed by the National Cattlemen's Beef Association which develops and implements check-off programs on behalf of the Beef Board and state beef councils. Producer-directed and consumer-focused, the National Cattlemen's Beef Association is the trade association of America's cattle farmers and ranchers. This site offers a variety of well-produced, free interdisciplinary handouts that all focus nutrition via the beef industry.

**Differences:** Unlike the Hip Hop Healthy Heart Program, this site offers no certification programs, or assessment tools.

## **Shaping Americas Youth <http://www.shapingamericasyouth.com> Since 2004**

**What is it?** Shaping America's Youth Network is a networking tool for educators and any other interested parties to find and execute wellness programs focused on addressing and improving the condition of childhood obesity.

**Differences:** Unlike the Hip Hop Healthy Heart Program which is a comprehensive, interdisciplinary K-6 wellness program, this program focuses on childhood obesity.

# What are Shape Up US Health and Wellness Expos?

**Shape Up US offers free state-by-state healthy lifestyle events designed to create awareness about heart disease prevention.**

These events help families, teachers and schools assess and address their personal and community wellness needs while strengthening their community by connecting them with local and national businesses, media, sports teams, universities, non-profit organizations, and city service organizations (fire and police departments, hospitals, and local governments) that focus on wellness.

**Live Events Support the Hip Hop Healthy Heart Program for Children™:** Shape Up US has joined the national effort to stem the tide of heart disease by developing a unique and exciting K-6th grade educational program called the Hip Hop Healthy Heart Program for Children™. Each event introduces the Hip Hop Healthy Heart Program for Children™ through a day of fun for the entire family.

**Sponsors and Vendors:** : Each event hosts over 50 local and national sponsors and participating vendors that support and reinforce the healthy lifestyle themes presented in the Hip Hop Healthy Heart Program™.

<b><i>Hip Hop Program Theme</i></b>	<b><i>Participating Vendor Categories</i></b>
<b>Heart Health</b>	Cardiologists, Hospitals, the American Heart Association
<b>Dental Care</b>	Dentists, Dental Schools, Dental Hygiene Product Manufacturers
<b>Fitness</b>	Health Clubs, Sporting Goods Stores, Fitness Clothing and Equipment Manufacturers, National and Local Sports Teams, Marshall Arts, Dance and Gymnastic Schools, Personal Trainers, Sports Parks
<b>Nutrition</b>	The American Dairy Council, Grocery Stores, Restaurants, Healthy Food Manufacturers, Cooking Schools
<b>Tools for a Positive and Productive Lifestyle</b>	Fire Departments, Local Police, Utilities, Real Estate Companies, Insurance Companies, Banks, Tax Preparation Companies, Homeopathy Schools, Universities, Driver Education Schools, Home Improvement Stores, Printing Companies, School Alumnae Associations, Department Stores

# What are Shape Up US Health and Wellness Expos? (contd. 2)

**Activities:** Thousands of participants at this all-day event enjoy the following exciting non-stop activities: fitness contests, games, hands-on kids cooking, food tastings, arts and crafts, bouncers, healthy giveaways, face painting, raffles, drawings and so much more.

**Entertainment:** Continuous live entertainment features local and nationally recognized musicians and entertainers, as well as dance and martial arts troupes.

**Hosts and Venues:** These big-venue events are hosted by school districts that get their teachers, students and parents involved in the planning, execution and clean-up of the events. Shape UP US events take place at school football fields, city parks, corporate headquarters and indoor arenas.

**Marketing:** Advertisements and public service announcements through TV, radio, print, e-mail blasts, movie theatres, and flyers throughout the community (schools, supermarkets, and local businesses) brings thousands of participants statewide.

**Our Focus:** Our focus is helping families and educators understand the benefits of the Hip Hop Healthy Heart Program for Children™ and inspiring educators to register at the Hip Hop Healthy Heart Booth in order to bring the curriculum into their classrooms. Teachers can earn professional development hours for each of the 6 individual modules through [Rio Salado College](#), the largest global on-line college. Public, home school, fitness, day care, camp, park and recreation educators can register at the Hip Hop Healthy Heart Booth for both the Rio Salado development hours (\$99.00) and for the program materials (\$25-35). They can also opt to purchase the materials without taking the course through Rio Salado. (In this case they will not receive any development hours.)

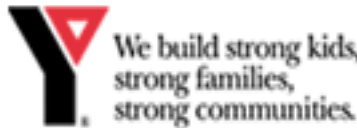
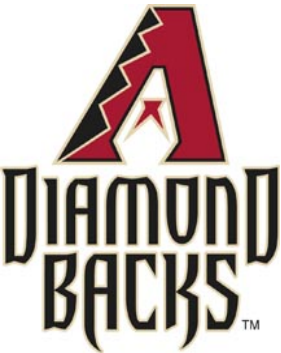
# Shape Up US Health and Wellness Expos





# Shape Up US Live Events Sponsorship

Over 70 Sponsors:



# Health and Wellness Expos Testimonials

Hello Jyl,

Just wanted to thank you and let you know how much my family and I enjoyed the Shape-Up-Arizona event. My oldest son, Leon who is 5 and in Kindergarten received a flier from school promoting the event. He was so excited we looked forward to it all week. When we went I also brought my youngest son, Koal, who is 4 and Autistic and ADHD, and my mom. My son Leon loved the bouncy rooms the most, but also loved going to each booth. My youngest, Koal kept me chasing him the entire time, but we did stop at the sports booths to try each Sport. So all in all, we all had a great time and got lots of exercise!. And the best part of course, was that it was free! My mom and I were very impressed. Thanks again and we look forward to the next event.

**Alicia Peres, Participant from Mesa, AZ**

Thank you again for everything you have done for us and exposed us too. I think that "we" as a family are Happier and moving in a better direction then before we met you. Thank you for that Jyl!

**The Russo Family, winners of the Six-Week Shape Up US Program, aired on Channel 12 Phoenix, AZ**

Dear Jyl,

What a great event Shape Up Arizona was! We celebrated my daughters 14th birthday at the event, she and her friends had a fun time and I enjoyed all the information and "treats" your sponsors provided! Looking forward to your next event.

**Cathy M. Kuflik (Event Photographer/participant with family)**

We were glad to be part of such a great event! You did an Awesome Job! My kids enjoyed every minute of it and I did too!

**Paula Ruiz, Fun4Kids-PartyRentals Owner**

First, I wanted to thank you for having me out there at your event! Congratulations on a stellar kick off! I hope that you are successful in your mission of spreading the word about preventing heart disease. Thank you very much!

**Alex Gerstel, Public Relations, Phoenix Suns**

It was wonderful being part of your most successful event! Thank you for your positive energy and leadership! **Dr. Bob Ruotolo, Z10 Stars**

The Shape Up Arizona event was a lot of fun and really well organized. We had a great turn-out at our booth and I got to meet all kinds of great contacts. We definitely want to be a part of Shape Up AZ 2009. Thank you for everything Jyl!

**Kerrin Kleinschmidt, American Heart Asscication (Cause Marketing Director)**

Shape up Arizona event has been a successful vehicle in launching our newest line of products "Eating Right for Kids". Our goal was to communicate our Brand to customers on a one on one basis. The field environment made this possible by stream lining the interaction with people. We were able to connect with new customers and define our product by playing games, giving live samples and handing products for new consumer to take home. The Shape up Arizona staff gave me a perfect location and time frame to reach new customers. Targeting kids K – 6 is the perfect audience for our line of product. Eating Right for Kids is looking forward to the next event to show case our product in a fun and professional avenue.

**Ted Daniel, Safeway Consumer Brands Manager**

# Media Marketing Campaign

## Shape Up US State-by-State Live Events Introduces the Hip Hop Healthy Heart Program for Children™

**Shape Up US offers free state-by-state healthy lifestyle events designed to create awareness about heart disease prevention.** Each event introduces the Hip Hop Healthy Heart Program for Children™ through a day of fun for the entire family. These events help families, teachers and schools assess and address their personal and community wellness needs while strengthening their community by connecting them with local and national businesses, media, sports teams, universities, non-profit organizations, and city service organizations (fire and police departments, hospitals, and local governments) that focus on wellness.

**Implementation:** A comprehensive media campaign targeting print, broadcast and online media

**Media Contact Lists:** will be researched and compiled into a master media list for each event/market.

Targeted media will include:

- **Radio** (morning drive-time shows, public affairs programs, news directors, etc.)
- **Television** (morning shows, general news programs & reporters who cover health, family, lifestyles and features)
- **Newspapers** (health/wellness, fitness, family/parenting, education, food/nutrition, lifestyles features & philanthropy/non-profit editors)
- **Magazines** (health, family & general editorial publications)
- **Internet** (top local web sites)
- **Top Tier National Media** including outlets such as “Good Morning America”, “Early Show”, “Today”, “Oprah Winfrey Show”, USA Today, Parents, Fitness and more.
- **National Sales Force** working with a sales team throughout the US and Mexico (our program will be translated into Spanish)
- **Movie Theatres** (Big Screen) - Pre-Show Public Service Announcement