



# ShapeUpUS.org

*Building a Healthier Future*



# Who Needs Shape Up US?

## America's Children are at Risk:

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

♥ **Approximately 60% of obese children** aged 5 to 10 years had at least one cardiovascular disease risk factor; 25% had 2 or more risk factors

♥ **30% of boys and 40% of girls born in the U.S.** in 2000 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.

Source: Centers for Disease Control and Prevention (Atlanta, GA )



# Meet the Executive Director of Shape Up US



**Jyl Steinback, Executive Director of Shape Up US,  
"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 Chicken of the Sea, Fleischmann's Yeast, ButterBuds, Canned Alliance, Sara Lee, and more
- **Nutrition and Wellness Instructor** for the Arizona Department of Education Character Counts Programs
- **B.A. Education, Arizona State University**

Please visit <http://www.shapeupus.org/about/board-members> to meet all of the

**Shape Up US Board Members**

# Shape Up US Partners



# How Does Shape Up US Fight Obesity?

**MISSION:** Building A Healthier Future for Our Children

Create **AWARENESS** of the issue through events and expos

- \* Shape Up US Health and Wellness Expo
- \* Fundraisers

**EDUCATE** children in the schools and afterschool programs through online training/ curriculum for teachers, educators, live motivational assemblies and other training methods

- \* Hip Hop Healthy Heart Program for Children™
- \* CHOICE™
- \* Positive Psychology Training

Inspire **ACTION** by fitting our signature programs into partner events

- \* *JUST CLAP FOR LIFE™ !*
- \* COOKING DEMOS
- \* Healthiest Family/ Healthiest School

# AWARENESS: Shape Up US Health and Wellness Expos

## Shape Up US presents healthy lifestyle expositions in cities across the nation

- Day of fun open to the public; free to all who attend
- Celebrate the Hip Hop Healthy Heart Program™
- Provide timely info and wellness discussion in the community
- Strengthen community connections

**In 2013-14 Shape Up US Expos have over 8,000+ people and 150 businesses participate**



“Shape Up” community, promote wellness, create awareness and educate the public to prevent obesity, while providing a day of fun for the entire family.



# EDUCATION: Creating a Positive Impact on America's Health through our Nation's Schools

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

**Program 1: The Hip Hop Healthy Heart Program™ – K-6th Grade**

**Program 2: CHOICE – Middle and Secondary Schools**



# EDUCATION:

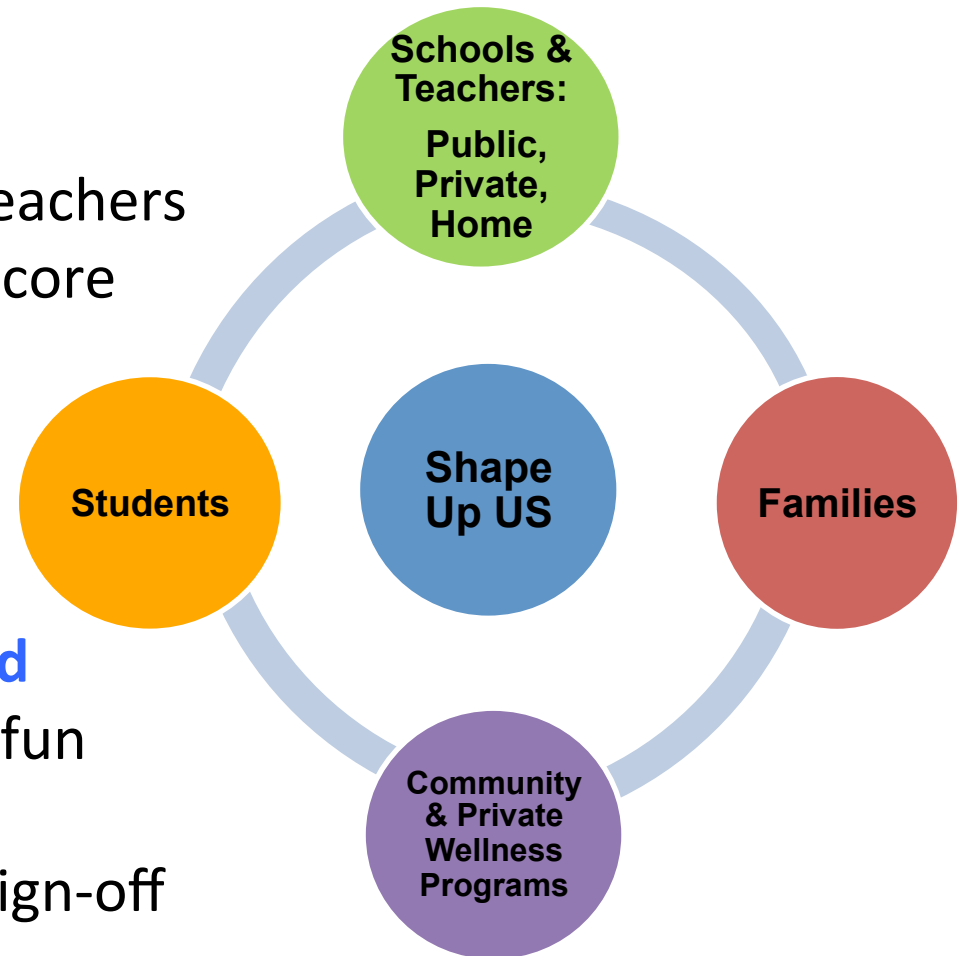
## Hip Hop Healthy Heart Program™

♥ **Accredited Continuing Education** for teachers and educators through Rio Salado Global College

♥ **Creates a lifetime of wellness;** teachers integrate e-learning lessons into core curriculum designed to flow from teachers to students to families to entire community

♥ **Music, art, physical activities and positive thinking** make learning fun

♥ **Includes parent education** and sign-off





# EDUCATION:

## Hip Hop Healthy Heart Program <sup>TM</sup>

**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

# EDUCATION: CHOICE – Eric James



**COMMITMENT:** Goals, dreams, and values.

**COURAGE:** Peer pressure and gang activity.

**HABITS:** Time management & planning.

**OBSTACLES:** Problem solving

**IMAGINE:** Dreams, Risk factors, and avoidance skills

**CHARACTER:** Understanding your rights and enhancing positive behavior.

**EVALUATE:** Emotional intelligence and preventive factors

Delivered to assemblies of youth, CHOICE opens the door for transformation through a one-man live performance.



# **ACTION: Shape Up US launches *Just CLAP!* A National Fitness Campaign**

***JUST CLAP FOR LIFE!***

**Raises Awareness and Prevents Obesity Among Youth  
by using CLAPPING!, as it's method of delivery**

**This program makes exercise fun!**

***Just CLAP!*** gives kids a chance--at Shape Up events, at school, afterschool programs or at home--to be creative and experience the benefits of this exciting program

Clapping makes kids feel good! Combined with other types of movement, like dance and sports, it can deliver:

- Improved motor skills
- Enhanced benefits
  - Emotional
  - Sociological
  - Psychological
  - Cognitive



Watch for the video and instructions of *Just CLAP!* at [www.ShapeUpUS.org](http://www.ShapeUpUS.org)

# ACTION: National COOKING DEMOS

Challenging Americans to prepare delicious, healthy, nutritious food

## Teams compete to create fabulous dishes:

- **Competitions** take place at Shape Up US Health & Wellness Expos and other public events
- **Educational and entertaining**
- **Contestants and crowds** learn how to easily prepare great food
- **Exciting! Creative! TOTALLY FUN!**





# ACTION: Healthiest Family Competition

## Shape Up US is searching for America's Healthiest Family

Tied into the Hip Hop Healthy Heart Program and all Eight Modules

### Does your family . . . .

- Practice heart health?
- Manage life's pressures and stress?
- Get preventative dental checkups?
- Prepare and eat nutritious meals?
- Exercise daily?
- Practice financial fitness?
- Contribute to a greener planet?
- *Missouri's Healthiest Family – The Blanner's*

*If so, please enter the contest by visiting: [www.ShapeUpUS.org](http://www.ShapeUpUS.org)  
and click on "Healthiest Family"*



# Contact Information

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