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 year 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

- President's Challenge Program
- Rio Salado College
- Let's Move in School
- Learning Appeal, LLC
- Banner Children's
- Healthology
- Wells Fargo
- Hit MIT
- American Heart Association
- NFLPA Retired Players Phoenix Chapter
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
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 ™

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 Pressure
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!**
Raisers 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
and click on “Healthiest Family”

Missouri’s Healthiest Family – The Blanners
Contact Information

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