



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
- ◆ **Personal Web Site:** www.AmericasHealthiestMom.com/
- ◆ **For a more detailed bio:** <http://www.shapeupus.org/JylSteinback.php>

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

Prevention Saves Lives and Money

Why is the Hip Hop Healthy Heart Program for Children™ **THE SOLUTION!**

It is the 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-6th 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-6th Grade Curricula:** *Language Arts, Poetry, Math, Science, Social Studies, Geography, Graphic Arts, Dance*

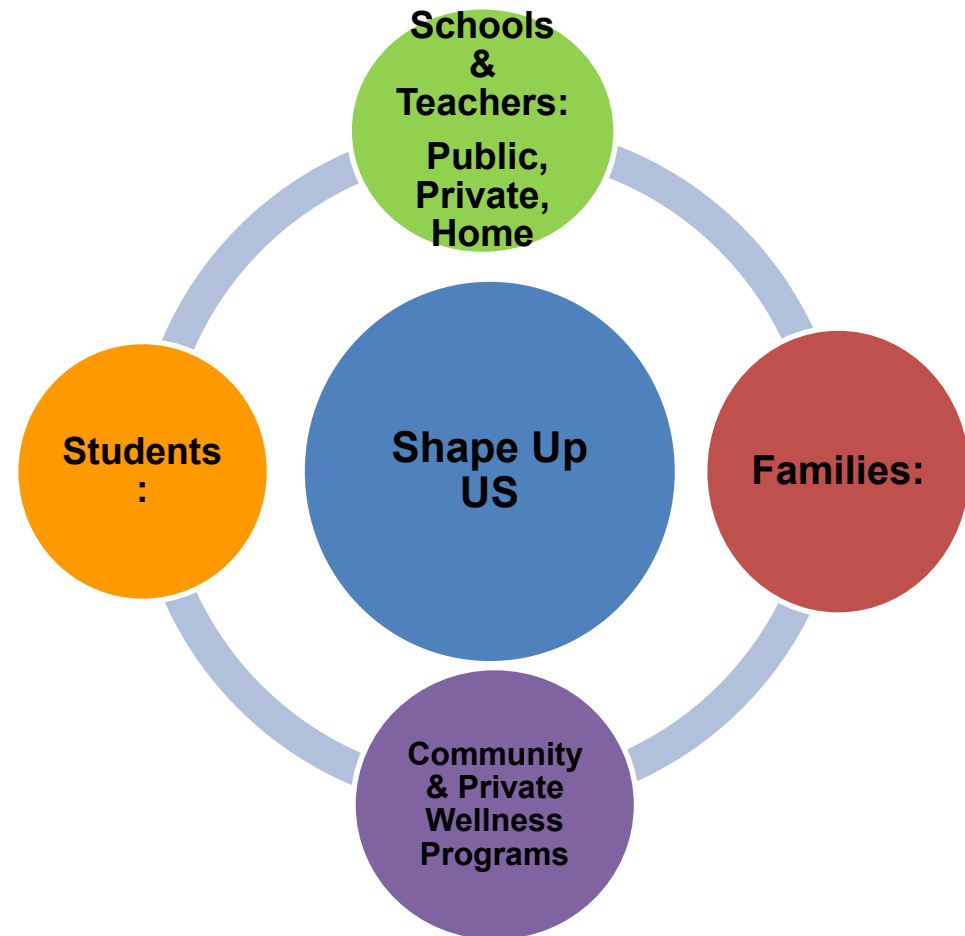


What is the Hip Hop Healthy Heart Program for Children™?

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

♥ Unit 1: Meet Doctor Beat – *Anatomy of the Heart*

♥ Unit 2: Benefits of Blood – *Learning about Blood*

♥ Unit 3: Go with the Flow – *Pathways of the Blood*

♥ Unit 4: Pump Up the Blood – *How the Heart Pumps 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**

♥ **Unit 1: Oh the Pressure!**

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

Exercises to Control Blood Pressure & Stress

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

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

♥ **Unit 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**
- ♥ **Unit 1: Eat Good Food, Dude!**
- ♥ **Unit 2: Groovin' Grains**
- ♥ **Unit 3: Vigorous Veggies**
- ♥ **Unit 4: Fantastic Fruit Group**
- ♥ **Unit 5: All About Oils**
- ♥ **Unit 6: Magnificent Milk Group**
- ♥ **Unit 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**

♥ **Unit 1: Physical Activity and Exercise – *The Benefits of Activity***

♥ **Unit 2: Health Benefits of Physical Activity**

♥ **Unit 3: Foods that Power Our Hearts and Muscle**

♥ **Unit 4: JUST CLAP FOR LIFESM**

♥ **Unit 5: It is ALL yours—**

Create Your Own Fitness Plan!

– 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**
- ♥ **Unit 1: Your Terrific Teeth**
- ♥ **Unit 2: Tooth Truth**
- ♥ **Unit 3: Plaque Attack!**
- ♥ **Unit 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**
- ♥ **Unit 1: Think Hip 'n Happy –The Power of Positivity**
- ♥ **Unit 2: The Gratitude Attitude – *Everyday Skills for Appreciating Life***
- ♥ **Unit 3: Storm the Brain “Brainstorming – *How to Select Your Best Ideas***
- ♥ **Unit 4: Seeing Fresh – *The Power to Look at Things with Fresh Eyes***
- ♥ **Unit 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

♥ Unit 1: **What is Money?** – Concepts for a Lifetime of Prosperity

♥ Unit 2: **Money Comes In**

♥ Unit 3: **Save First!**

♥ Unit 4: **Spend Wisely**

♥ Unit 5: **Budget for Today**

♥ Unit 6: **Invest for Tomorrow**

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**
- ♥ **Unit 1: Think Green** – Mindset for a Healthy Planet
- ♥ **Unit 2: Respect and Protect** – *Conserve and Preserve for Eco Fitness*
- ♥ **Unit 3: Air Aware** – *How to Repair Our Air*
- ♥ **Unit 4: Water Wise** – *Conserving our 2nd Greatest Natural Resource*
- ♥ **Unit 5: Power Up** – *Energy Savvy*
- ♥ **Unit 6: Green Thumb Gardening** – *Growing Your Own Garden*
- ♥ **Unit 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">▪ Vocabulary Lists▪ Hip Hop Rhymes▪ Language Arts Exercises including word scrambles, matching, crossword puzzles▪ Science Experiments▪ Geography | <ul style="list-style-type: none">▪ Social Studies Assignments▪ Nutrition assignments▪ Record Keeping Exercises▪ Letters to Parents▪ Recipes to make at home with parents▪ Answer Keys for Instructors |
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“It takes a village”... teacher, child, parent, grandparent , and community participation ... to encourage children to make positive lifestyle changes.

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 site.

What? Teachers registered for the program will have key code access on 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 4th-5/6th Grade through: 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

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www.ShapeUpUS.org



The Hip Hop Healthy Heart Program for Children™