



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™,
Clap4HealthSM and Eat Right, Move More.

Jyl received the Community Leadership Award
from The President's Council on Fitness, Sports & Nutrition
Shape Up Us - 2018 Community Leadership Award

- ◆ **Described by the media as:** a one-woman business dynamo", "enthusiastic, "America's Super (Healthy) Mom" and, "national sensation"
- ◆ **35 years experience** in the health and wellness industry.
- ◆ **Cookbook/Lifestyle Author** of 15 +successful books **selling over 2 million copies**
- ◆ **Newest Cookbook -Launch 2020 'Think Outside The Lunchbox' over 250 Plantricious and Delicious Recipes The Whole Family will Love**
- ◆ **Personal Trainer, Health Expert, Life Coach, Educator, Motivational & National Speaker**
- ◆ **B.A. Education, Arizona State University**
- ◆ **www.shapeUpUS.org -- www.clap4health.com - www.ThinkOutsideTheLunchbox.today**
- ◆ **Personal Web Site: www.AmericasHealthiestMom.com/**
- ◆ **For more about Jyl's: <http://www.shapeupus.org/board-members/> and <https://youtu.be/Zimk9izvCJo>**

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.

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|---|---|
| Adult Obesity: <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 http://ezinearticles.com/?Obesity-Statistics&id=405478 | Obesity Medical Costs: Direct Costs: \$93 billion http://www.forbes.com/2006/07/19/obesity-fat-costs_cx_mh_0720obesity.html |
| Adult Cardiovascular Disease: <ul style="list-style-type: none">♥ Affects 61.8 million Americans♥ The leading cause of death for ALL Americans age 35 and older http://www.healingwithnutrition.com/cdisease/cardiovascular/cardiovascular.html | Cardiovascular Disease Medical Costs: Direct and Indirect Costs: \$304.6 billion http://www.cdc.gov/NCCDPHP/publications/AAG/dhdsp.htm |
| Adult Diabetes: <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 http://www.diabetes.org/diabetes-statistics/dangerous-toll | Diabetes Medical Costs: Direct and Indirect Costs: \$174 billion http://www.diabetes.org/diabetes-statistics/dangerous-toll.jsp |

Prevention Saves Lives and Money

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

To Lifestyle & Behavior Changes

WE ARE SHAPING THE FUTURE OF LEARNING THROUGH SOCIAL EMOTIONAL LEARNING

It's a perfect time for parents and educators (classroom teachers, P.E. coaches, homeschool parents and families) to launch our **World Class Digital Curriculum - The Hip Hop Healthy Heart Program for Children™**
- An online “**Whole Child**” K-6th comprehensive healthy Literacy education curriculum/resources (mind, body & emotion) created to “**Build A Culture of Health**” through our educational system & directly into our homes.

VIDEO CLIP - <https://youtu.be/afkv2vMWXkQ>



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

It's Unique!

Instead of focusing solely on exercise and nutrition, an approach that has been tried repeatedly, the eight modules integrate a full-spectrum of self-discovery and self-esteem techniques in addition to health and wellness information. The techniques include stress reduction, creativity building, positive group dynamics, critical thinking, character development and community involvement.

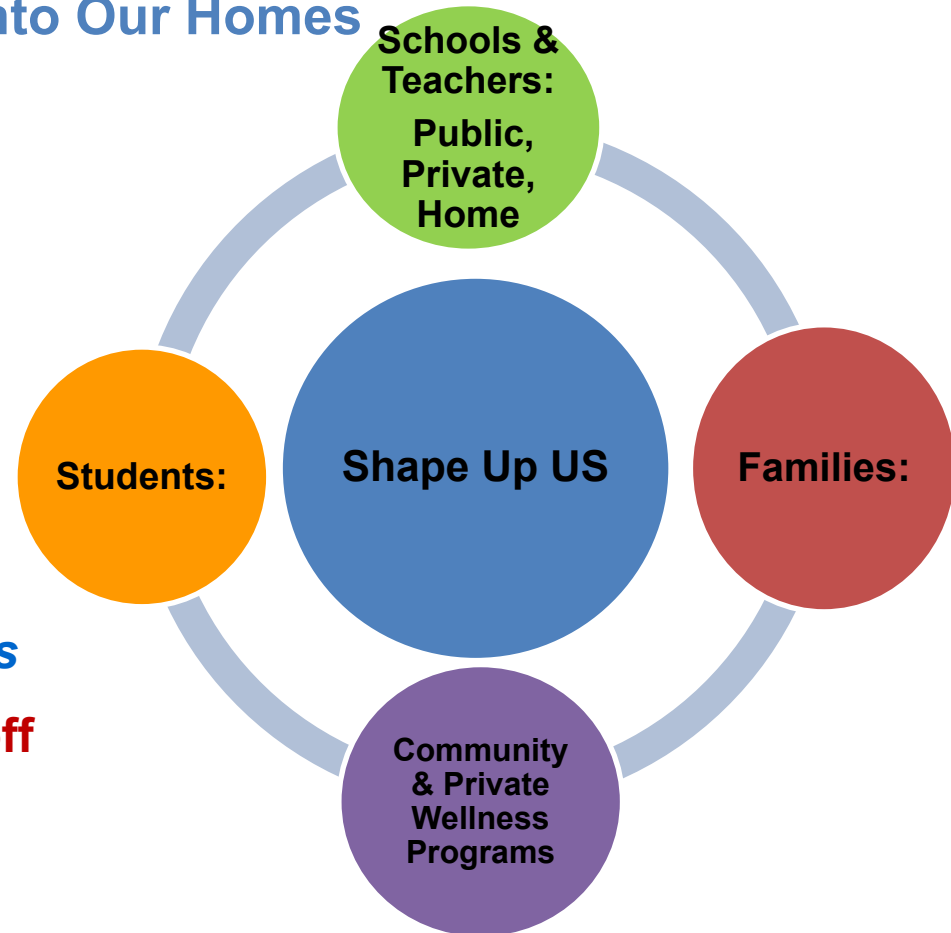
- It focuses on the “**Whole Child**” instead of solely on exercise and nutrition; the eight modules of the **3HHH** program integrate a full-spectrum of self-discovery and self-esteem techniques in addition to health and wellness information. The techniques include: stress reduction, creativity building, positive group dynamics, critical thinking, character development and community involvement.
- **First plant base curriculum ever created for K-6th grade**
- Created it's own fitness program called, “**Clap4Health!**” **Be Happy! Be Health! Be Active!**

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

It's Designed for a Lifetime of Compliance!

Created to “Build A Culture of Health” through our Educational System
& Directly into Our Homes

- ♥ **Creates a Circle of Wellness that WORKS for a Lifetime! That is Sustainable.**
- ♥ *Flows from Teacher to Student, to Family, to the Entire Community*
- ♥ **Music, Art, Physical Education and Positive Thinking make learning fun**
- ♥ *Instilling 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™?

A World Class Digital Curriculum/Resources We Are Engaging Students and Empowering Educators and their Families

This program provides an innovative approach to solve many of the greatest problems that face today's youth, **all of which affect academic performance.** It provides our children with the tools to flourish and be resilient! To guide them to blossom into their full potential (mentally, physically and emotionally).

Uses a unique mix of art, music, and positive thinking to motivate children to build a foundation of wellness. Instead of focusing solely on exercise and nutrition, an approach that has been tried repeatedly, **the eight modules integrate a full-spectrum of self-discovery and self-esteem techniques.**



It's Comprehensive, Fun to Teach and Learn!

There's *no other K-6 Grade Wellness Education Curriculum like it in World*



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*

- **PLANT POWER!** – *Plant-Based Nutrition for Healthy Kids*
- **MINERAL POWER!**
- **WATER POWER!**

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

-- **Clap4Health** and Kids Yoga

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

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

The POWER Of Our Word

BULLYING

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

♥ **Delivering an interactive, hands-on learning experience that kids will remember!**

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

SUPERFOODS

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

Module 3: SUPERFOODS:

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

PLANT POWER

Plant Based Nutrition for Healthy Kids

Introductory Materials

- ♥ Unit 1: Let's Eat!
- ♥ Unit 2: Fruits
- ♥ Unit 3: At The Root Of All
- ♥ Unit 4: Growlin' for Grains!
- ♥ Unit 5: Make Room for Legumes!
- ♥ Unit 6: Let's Hear it for Veggies!

Bonus Unit: Power of Water! (Bragg Health Foundation)

Bonus Unit: Minerals - Power of Minerals! (Jigsaw Health)



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

Clap4Health! and KIDS YOGA

- ♥ 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: Clap4LifeSM
- ♥ Unit 5: It is ALL yours—

Create Your Own Fitness Plan!

Bonus Unit: Kids Yoga

– *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
- ♥ The Power of Your Word



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 300 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.

Contact Information

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The Hip Hop Healthy Heart Program for Children™