



# ShapeUpUS.org

*Building a Healthier Future*



# Who Needs Shape Up US?


## America's Children are at Risk:

♥13.9% of 2-5 year olds are obese

♥18.5% of children (over 10 million 6-19 years olds) are 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

♥2014-2015 – 210,000 Americans under age 20 are estimated to have



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)

<https://www.diabetes.org/resources/statistics/statistics-about-diabetes>

# Meet the Executive Director of Shape Up US



## Jyl Steinback, Executive Director of Shape Up Us Dubbed "America's Healthiest Mom"

- ◆ Creator of the Hip Hop Healthy Heart Program for Children™
  - ◆ Clap4Health™ and Eat Right – Move More™
  - ◆ Newest Cookbook "Think Outside The Lunchbox"™
  - ◆ Community Leadership Award
- from The President's Council on Fitness, Sports & Nutrition

- Mom Of Four Amazing Kids
- Described by the media as: a one-woman business dynamo", "enthusiastic, "lifestyle guru", "America's Super (Healthy) Mom" and, "national sensation"
- 25 years experience in the health and wellness industry
- Best Selling Author of 15+ successful books *selling over 2 million copies*

<http://www.shapeupus.org/about/board-members> **Personal Trainer, Health Expert, and Educator, Motivational Speaker**



# Meet Shape Up Us Board & Advisory Board



**THANK YOU  
FOR BEING YOU!**



# Shape Up US Partners



Healthy Schools Program



**SPROUTS**  
FARMERS MARKET

**ENGAGING  
EDUCATION  
AND EVENTS**



plant-based  
canada



**GOPHER**

# Shape Builds A Healthier Future!

Create **AWARENESS!** –Through **Health and Wellness Expos**

**Deliver EDUCATION! The Hip Hop Healthy Heart Program for Children™** is a K-6<sup>th</sup> grade comprehensive wellness literacy education curriculum that has been created to **“Build A Culture of Health”** through our educational system. This program provides our children with the tools to flourish and be resilient! To guide them to blossom into their full potential (mentally, physically and emotionally). It **“Transforms Our Children”** through a Train-The-Trainer model that will **“Positively”** affect ALL who Engage in this program. It is the **Solution To Lifestyle and Behavioral Changes!**

# AWARENESS: Shape Up US Health and Wellness Expos

## Shape Up US presents Young Lions Ninja Warrior Obstacle Course and Healthy & Wellness Expos

- **Nationwide Movement dedicated to Healthy Communities**
- Free State-By-State Wellness Expos that engage thousand of participants
- Partners with the communities to provide a day of fun to and wellness to prevent chronic di of all ages, races, genders and ethn Strengthen our community



Shape Up” community, promote wellness  
create awareness and educate the public





# EDUCATION: Social Emotional K-6<sup>th</sup> Grade “Whole Child” Comprehensive Healthy Literacy Curriculum/Resources

## The Hip Hop Healthy Heart Program for Children™

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

**The Solution To Lifestyle &  
Behavior Changes**





# EDUCATION:

## ♥ Online- K-6<sup>th</sup> comprehensive wellness literacy education curriculum that has been created to

## Hip Hop Healthy Heart Program™

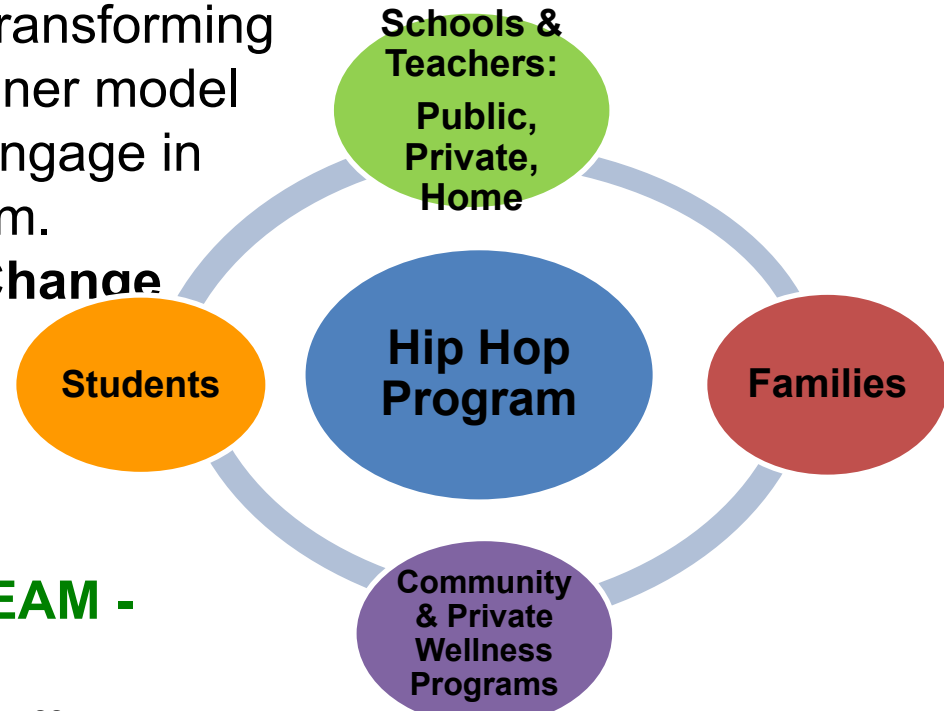
“**Build A Culture of Health**” through education system & directly into our homes

♥ **Creates a lifetime of wellness; by** “Transforming Our Children” through a Train-The-Trainer model that will “**Positively**” affect ALL who Engage in this program “**Whole Child**” Curriculum.

♥ **Solution To Lifestyle & Behavioral Change**

♥ **Music, art, physical activities and positive thinking** making learning

♥ **PLANT POWER! Plant –Base Nutrition for Healthy Kids and Workbook and JOIN THE GREEN TEAM - Teamwork for A Healthier Planet**



# EDUCATION:

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



**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 E.*  
-- *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*



# **ACTION: Shape Up US launches *Clap4Health!*<sup>SM</sup>** ***A National Fitness Campaign***

## ***CLAP4HEALTH!*<sup>SM</sup>**

### **Raises Awareness and Prevents Obesity Among Youth**

**A National Fitness Campaign - Using Clapping as its Method of Delivery**  
**GET ACTIVE! HEALTHY! and HAPPY!**

***Clap4Health!*<sup>SM</sup>** gives kids a chance--at Shape Up events, school, afterschool programs or at home--to be creative and experience the benefits of this exciting program

**Clapping makes YOU feel good!** Combined with dance and sports, it can deliver:

- Improved motor skills
- Enhanced benefits
  - Emotional



# ACTION: Eat Right – Move More™

## *A National Walking Program*

### **Walk The Walk -- Benefits of Walking**

#### **A National Walking Program- GET ACTIVE! HEALTHY! GET MOVING!**

Walking – which improves physical, mental and spiritual health – can be an important part of your child's daily exercise. [Studies suggest](#) that children between 5 and 19 need at least 12,000 steps per day for optimum health. For boys, the daily number of steps increases to 15,000.

#### **Walking makes YOU feel good!**

- Improved cardiovascular health
- Boosts Immune Function -Strengthen your immune cells with a 30-minute daily walk
- Enhances Brain Health- Who would have thought a walk could make you smarter?
- Stabilizes Mood
- Provides Emotional and Spiritual benefits

Introduce your child to walking and give them the lifelong benefits of health,



# Shape Up RADIO



**Shape Up RADIO**

**Get Healthy!**

**Get Happy!**

**Get Active!**



*ShapeUp*US.org

# Contact Information

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