



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™
and Clap4Health!

Community Leadership Award

From The President's Council on Fitness, Sports & Nutrition,
**Shape Up US was awarded the Community Leadership Award
by Linking Sports & Communities.**

- **Described by the media as:** a one-woman business dynamo, "enthusiastic, "weight loss guru, "America's Super (Healthy) Mom," and "National sensation."
- **35 years of 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**

<http://www.shapeupus.org/about/board-members> meet our board members

Shape Up US Partners



Healthy Schools Program



Shape Builds A Healthier Future!

Create **AWARENESS!** –Through **FAMILY FUN COMMUNITY Events**

Deliver **EDUCATION!** **The Hip Hop Healthy Heart Program for Children™** is a comprehensive wellness literacy education curriculum for K-6th grade 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!**

Inspire – **ACTION!** **Clap4Health!sm** A National Fitness Campaign and Fundraiser--Using Clapping as its method of delivery to get **ACTIVE, GET HEALTHY, and BE HAPPY!**

AWARENESS: Shape Up US Health and Wellness Expos

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

- Nationwide Movement dedicated to Healthy Communities
- Free State-By-State Wellness Expos that engage thousands of participants
- Partners with communities to provide a day of fun that promotes health and wellness and prevents chronic disease across all ages, races, genders, and ethnicities.
- Strengthen our community



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

<http://shapeupus.org/expo-videos/>



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

The Hip Hop Healthy Heart Program for Children™

**In 2025
Every school day,
56 million
Young people attend
more than
115,171 schools
across the nation**



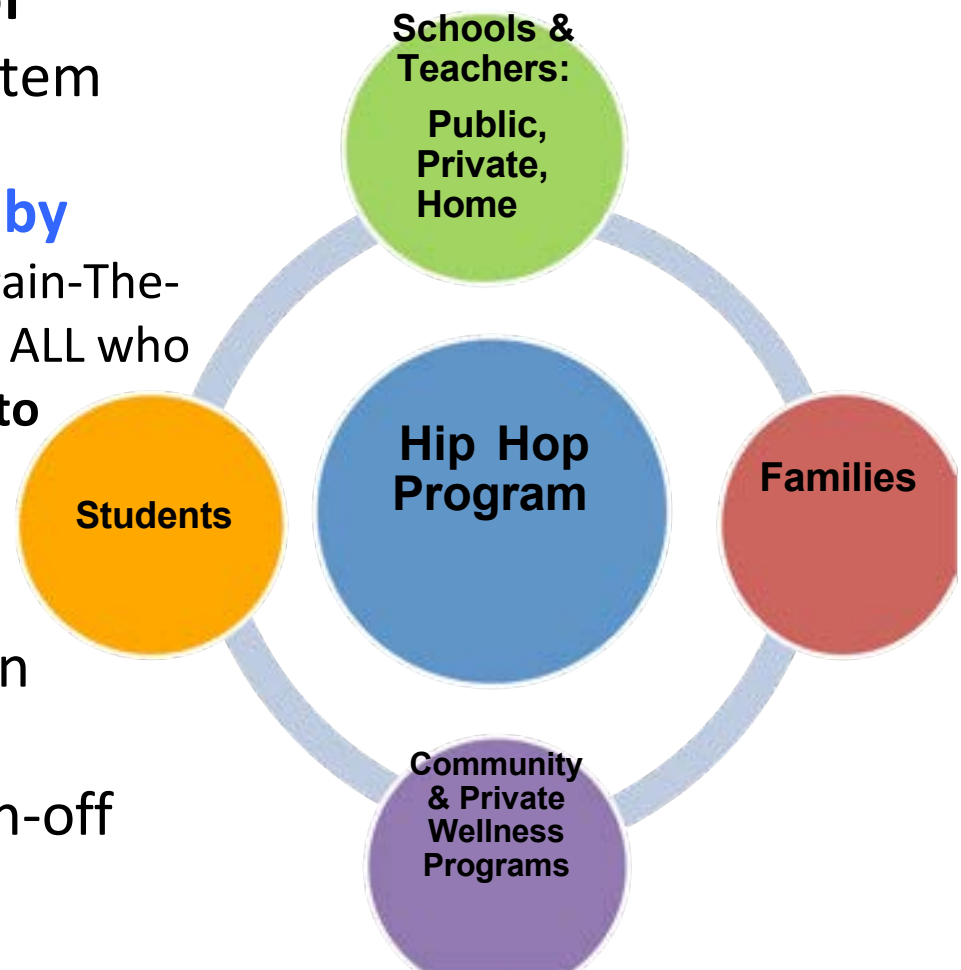
EDUCATION: Hip Hop Healthy Heart Program™

♥ A K-6th Grade comprehensive wellness literacy education curriculum that has been created to “**Build A Culture of Health**” through our education system

♥ Establishes a lifetime of wellness; by “Transforming 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!**

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

♥ Includes parent education and sign-off



EDUCATION: Hip Hop Healthy Heart Program™

A Healthy Literacy Curriculum

That Promotes Physical, Emotional, and Social Well-Being.

Created to “Build A Culture of Health” through our educational system.



An innovative approach that helps solve many of the most significant problems that face today's youth, all of which affect academic performance.

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*

♥ **Implemented:** Classroom Teacher, P.E. Wellness Coaches, After-School Programs, amps, homes

♥ **Provides:** An online curriculum and resources that “Transforms Our Children” through a Train-The-Trainer Model that will “Positively” affect ALL who engage in our Healthy Literacy Curriculum.

Encompassing The Whole Child (Mind, Body, and Emotions)



ACTION: Shape Up US launches *Clap4Health!*SM *A National Fitness Campaign*

An Innovative Movement for Wellness

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

Clap4Health!SM is a unique physical activity that promotes **health, happiness, and community engagement** through the simple act of clapping. This engaging movement allows **anyone to participate**, making it a fun and inclusive way to integrate physical activity into schools, homes, and communities.

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

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

www.Clap4Health.com



Eat Right Move More Walking Program

Step to health with our **EAT RIGHT, MOVE MORE Walking Program!**
Walking for just 30 minutes a day can:

- . Burn 150-200 calories.
- . Reduce your risk of breast cancer by 20%.
- . Lower your risk of heart disease by 30%.
- . Decrease your chance of developing type II diabetes by 50%.

Encourage children to “Walk the Walk” and enjoy lifelong benefits in health, relaxation, and independence.

Contact Information

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www.ShapeUpUS.org