NORTH ATTLEBORO MIDDLE SCHOOL STUDENTS HAVE HEART!

$88,000.00+ Raised for the American Heart Association

Submitted by: Jason Feid, HFH State Coordinator, Attleboro, MA

NORTH ATTLEBORO

We hear too often about the misfortunes or negative activities of today’s youth. At the North Attleboro Middle School we want to spread the word that students here are reflecting positive attributes of kids! On April 25th, 900+ sixth, seventh and eighth grade boys and girls participated in the school’s ninth annual “Hoops For Heart” fundraiser. Coordinated by school physical education teachers Jason Feid, John Dempsey, Rick Patch and Lillian Gregory, the students raised an astounding $88,000.00 and still counting. That money will go to the American Heart Association in the fight against the nation’s number one killer, heart disease and strokes.

To put these numbers into perspective, one needs only to look back at the previous eight years of the school’s participation and to their standings today compared to other schools across the nation. In our first year we had 30 students participate and we raised $630.00. The second year 103 students signed on and raised $2,700.00. Year number three brought in $16,811.24 and 323 students followed by their 2002 record breaking event where 503 students attended collecting $30,722.00. In 2003 $58,211.70 and 803 students were the final tallies. 2004 brought another increase with 876 students signed on raising $70,561.79. 900 students broke the $90,000.00 mark in 2005. Last year NAMS became the first school in the country to ever eclipse the $100,000.00 mark with 1003 students working together to raise an amazing $102,743.64!!!

In 2006 we were the number 1 school fundraiser in Massachusetts, New England, and the country out of over 33,000 schools. This year we are again first in New England (by $75,000.00+) and first place in all of the United States (by $50,000.00+)!!!

The event was held after school from 2:30pm-8:00pm on April 25th. The program began with a few surprises for the students. The crowd was addressed by guest speakers including Senator Scott Brown, Chip Sagrue from The American Heart Association, Miss Teen Massachusetts USA 2007, Kathleen McNiff, and Miss Massachusetts 2007, Michaela Gagne. The biggest surprise, however, was the New England Patriot’s Ty Warren. The event also included activities such as grade and school-wide “knock-out competition”, “fire-away”, “3 on 3 round robin tournament”, hula hoops, jump ropes, stationary bikes, stair-steppers, activity booths, and the very popular teacher dunk tank.

D.J. Nate Adams of The Special Touch was on hand to provide entertainment for the students. Local businesses donated the refreshments and prizes for the event. The

Story continues on page 2
At the end of June, Mike Davis, AAHPERD CEO and Danny Ballard, AAHPERD Past President, traveled to Dallas, TX to present a check for $60 million dollars to the American Heart Association at their annual board meeting. Mike and Danny were joined on stage by AHA Chairman of the Board Gary Ellis and the AHA President Dr. Dan Jones who graciously accepted the check on behalf of AHA. AAHPERD and AHA trade check presentations yearly as a symbolic gesture of the continued commitment to the growth of the joint projects.

NAMS physical education department would like to thank their media sponsors The Sun Chronicle and WEEI 103.7 Sports Talk Radio. Other vendors included Hockomock YMCA, NA Recreation, Table Top Games, and Velocity Sports Performance. A special thanks to Willow Tree Chicken and Pepsi for generously setting up and supplying food, drinks, and dinner free of charge for all 1000+ participants and 100+ volunteers. Thank you to the teachers, staff, and NAMS PTO who volunteered their time. Thank you to the North Attleboro High School students who served as score keepers and referees. A huge thank you also goes to Bally’s Total Fitness of East Providence, RI for their generosity. Bally’s Regional Manager Jerry Espinosa donated his time again this year and provided Bally’s Total Fitness T-shirts, towels, and water bottles for each student who spent at least five minutes participating in physical activity on the Bally’s stair-steppers and stationary bicycles during this year’s event. Finally, thank you to the community of North Attleboro for their continued donations and tremendous support. We are overwhelmed each year by the generosity of this great town.

As part of the Hoops For Hearts incentive package, the school will receive a $5,000.00 gift certificate for physical education equipment for their unmatched efforts. Our NAMS P.E. department was very excited at the large turn-out of the students for the event. We feel that it is so very important to recognize a fantastic group of kids working toward a positive goal!
Still Dedicated After All These Years

By: Mary Kennedy ILAHPERD JRFH/HHF
State Coordinator

After almost 30 years of doing the Jump Rope For Heart program I am hanging up my ropes for retirement from teaching and holding the event. During the last month I have taken the time to reflect on all of the events I’ve held and been a part of.

The first event I was involved with was a school district wide program held at a local armory. I can still remember looking at over 500 students jumping rope. It was an amazing sight. As the years went by it became easier to hold the events at individual schools. Themes like the 50’s, Hawaiian, or Western kept the student involved in the event. Then finally it became a week long event for my students during their regular physical education class periods.

For me it became a personal quest to help fight against heart disease and stroke when I lost my best friend to stroke and a former student named Mike to heart disease. The year that Mike passed away I dedicated the week to him. He had also participated in the event as a student. I know in some small way it helped ease the healing process with both of these personal losses.

The events I’ve held weren’t the largest nor did my students bring in the most money, but the students participated every year. I hope that in some small way I have affected the lives of all of the students who participated for at least a couple of generations.

After retiring I still plan on volunteering my time for the American Heart Association and AAHPERD as the state coordinator. I have seen first hand all of the great programs, grants, and research that the event has provided.

I don’t think anyone could have envisioned that the Jump Rope For Heart and, later, the Hoops For Heart programs would be as strong and growing after all these years. It has been great being part of the history of this event.

www.aahperd.org/jointprojects.html

Ropin’ Wranglers

By: Jarlath Mortenson JRFH/HHF
State Coordinator, Wyoming

The Pinedale Ropin’ Wranglers are a team of preschool through fifth grade students who jump rope to demonstrate how much fun exercise can be. The team consists of three divisions allowing all students in our community an opportunity to participate; Travel Over Night (TON), Travel Only Days (TOD) and Local Events Only (LEO). They practice twice a week for an hour and a half starting in the fall and continuing through March.

The TON team travels all over the state of Wyoming, averaging 2400 miles a season. During their travels the team visits about eleven of 22 counties, performing at over 40 assemblies reaching an estimated 1500 students. During their travels they still are able to eat healthy foods and exercise. This year their travels took them to the capital city of Cheyenne where they were introduced to the state legislature, performed in the capital rotunda and visited with Governor Dave Freudenthal.

The Ropin’ Wranglers are pleased to have had the opportunity to perform at the South Dakota and Wyoming combined state convention in Spearfish, SD; two Central District conventions in Rapid City and Cheyenne and the AAHPERD Convention in Salt Lake City, Utah.

The Pinedale Elementary School is proud to be a community of volunteers. Over the past 10 years the students of PES have collected funds for the AHA without accepting the thank you gifts. In an effort to be a TRUE volunteer, the students understand that doing something for someone else does not require a thank you gift.

www.aahperd.org/jointprojects.html
Stories from the Heart
by Kristine Brockhagen JRFH/ HFH State Coordinator, Texas

ONE THING I’M MOST PROUD OF

Over the summer, one of the fifth grade students lost his mother due to a heart attack. His younger brother had tried to revive her using CPR he had just learned in cub scouts, but to no avail. When Logan returned the following fall, I gave him a great big hug and told him how sorry I was to learn of his mother’s death and how much I would miss her. He went on to tell me, “I have been wanting to tell you something all summer. There is one thing I’m most proud of. I always participated in the Jump Rope For Heart program. It didn’t save my mother, but maybe it will save someone else’s.” In his mind he had a clear conscious knowing he had done everything in his power to save his mother.

LOOK WHAT WE FOUND

One late spring afternoon while sitting at the lunch table, two first grade boys approached me with great excitement. “Look what we found!” In their collective hands were 18 pennies. The boys had been at recess and found the pennies while playing in the sand. Not knowing their intentions, I said, “Oh, that’s a wonderful find!” They said, “Mrs. Brockhagen, we want you to give this money to the American Heart Association.” I was excited that the boys, upon finding the coins, thought of someone other than themselves. I told them I would hold on to the money until the following school year when we did the Jump Rope For Heart event again. The following year, when the boys signed up to participate in the JRFH program, their collection envelope included 9 pennies.
The 2006 Jump Rope For Heart Grant that I received made it possible for me to travel to Salt Lake City, Utah to attend the AAHPERD National Convention in 2006, and to receive a $1200.00 gift certificate from US Games to enrich my physical education program. What an outstanding experience I had while attending the AAHPERD National Conference. Together with several thousand colleagues in the allied fields of health, physical education, recreation, and dance, I attended various presentations, caught up with new developments in our area, received a Jump Rope For Heart Grant Award in front of lots of my colleagues, won an autographed picture of SF Quarterback Steve Young at a silent auction, met and talked with many interesting people, and had an opportunity to visit the Arches National Park with a colleague, before returning to Maine.

I attended a different session by recently retired Arizona State University Professor, Bob Pangrazi on “Active & Healthy Schools: A New Role for Physical Educators”. I also attended a few sessions on Technology in Physical Education: “Where Does IT belong?” On the whole, I attended close to 45 hours of sessions. Thanks to the JRFH/HFH Grant, the Salt Lake City convention provided me with an opportunity to reflect both upon my professional beliefs and upon the direction that Physical Education appears headed in the future.

I used the $1200.00 of the grant money that was designated for purchasing Physical Education equipment, to purchase pedometers from US Games for my physical education program. The purchase allowed our school another opportunity to achieve three of the primary goals of physical education, which is: (1) to teach children the benefits of physical activity, (2) to have students moving more often, and in due course (3) ‘turn them on’ to a lifetime of active participation. Students at Rockport Elementary are discovering that the pedometers they are using, offer an accurate way if used correctly, to monitor their physical activities during class and when they are active at home. At Rockport Elementary, we realize that with escalating obesity and physical inactivity nation wide, it is important for our students to monitor their physical activity and to have our students set their own fitness goals for improvement. Pedometers are great tools for our students to achieve their fitness goals.

Through the JRFH/HFH Grant program, each of our fourth grade students has been given physical education home assignments based on the use of a pedometer that they borrow from our school. By having a pedometer to use, students have a wonderful opportunity to be active at school and outside of the school day. Pedometers are on loan to the students to enable them to reach their personal activity goals and in turn ultimately enable them to improve and maintain their physical fitness. The pedometers are fast becoming one of the best assessment tools in my physical education class. The use of pedometers emphasizes the importance of physical activity as well as the student’s physical well being to their parents. Students are using pedometers in Physical Education classes as well as for homework assignments aligned with the Maine Learning Results and the National Standards.

Apply for the AAHPERD JRFH/HFH Grant. If you are one of the recipients, the grant will afford you an opportunity of a life time to attend an AAHPERD National Conference and the grant money will make it possible for you to purchase physical education equipment to improve and to enhance your physical education program.
Jump Across the Nation

By: Natalie Stricklin, Physical Education Teacher, Oak Grove Elementary and Oak Grove Middle School, Paragould, AR

To boost excitement for our Hoops For Heart/Jump Rope For Heart event our school has drawings every ten minutes during the event. We give away all kinds of prizes but at the end of the day we give a grand prize. The grand prize is a bike donated by our local Wal-Mart. They are always looking for good ways to spend their donations money. They love to donate to us because it helps the American Heart Association and kids at the same time! ♥

Thousands of Kids Jump at Thingamajig

By: Caroline Taylor

Jump Rope For Heart was promoted at the 13th Annual YMCA Thingamajig. Thingamajig is an invention and fitness convention held each summer by the YMCA of Metropolitan Washington, and thousands of kids from all over the region attend.

YMCA summer campers from the D.C. area participated in Thingamajig and its many events. Children entered their creations in the invention contest, performed at the “Y Idol” talent contest, and got their hearts beating in the numerous fitness events being held.

Thousands of kids participated in the Jump promo which consisted of a 30 second jump contest and a quiz about healthy eating. In addition to jumping rope, other activities offered at Thingamajig were junkyard soccer, Dance Dance Revolution and a physical fitness obstacle course. ♥
Jump Rope For Heart is celebrating yet another fantastic year of successful events! Last year more than 12 million children were involved in a JRFH or HFH event, uniting parents, students and their communities in an important cause. Participation in JRFH and HFH gives students the opportunity to contribute to the fight against heart disease and stroke by raising money for research and education. Additionally, these students come away with a greater sense of community and knowledge that will help them to lead more active, healthier lives. None of this could be accomplished without the dedication of the amazing event coordinators who run JRFH and HFH events in each school.

Grants
The grant program is designed to recognize coordinators for their expertise, passion and dedication to the JRFH and HFH programs. The grant applications received last year were outstanding and the coordinators are remarkable in their event efforts.

Grant recipients receive:
• $1300 for professional development including an AAHPERD membership and an all expense paid trip to the National AAHPERD Convention.
• $1,200 US Games gift certificate to purchase equipment for their physical education program.

Hoops For Heart Money at Work
Through the AAHPERD/Research Consortium Grant Program, approximately $350,000 has been awarded to HPERD researchers, funded with proceeds from Hoops For Heart. The 2007 Research Consortium’s Grant Committee reviewed a total of 34 proposals and recommended eight grants. A new section containing summaries of this grant money at work is now in The Pulse. Make sure to read the first research article on the back cover!

2006-2007 Jump Rope For Heart
& Hoops For Heart Recap:
• 7.1M students participated in an event, while almost 2.2M students raised money.
• Over 28,000 schools completed an event.
• 75% of the $64M raised this past year went towards research and education.

Grants, Incentives and Discussion Board

Something To Talk About!
Log on and share stories, ideas, and/or questions with other coordinators at the Jump Rope For Heart/Hoops For Heart Discussion Board at www.aahperd.org/jump or www.aahperd.org/hoops.

Jump Rope For Heart and Hoops
For Heart Coordinator Grants
The submission date for grants has been moved up to allow for adequate travel planning for grant winners. All application materials are available on the AAHPERD website at www.aahperd.org/jointprojects. Please submit grant materials for the 2007-2008 school year before October 15, 2007. Winners will be notified by December 15, 2007!

Jump Rope For Heart and Hoops
For Heart Coordinator Incentives
AAHPERD is offering discounted memberships to 50 JRFH/HFH Coordinators who have held events for 3 or more years. Coordinators can receive a one year AAHPERD membership for only $75 – that’s 40% off! Visit www.aahperd.org/jointprojects to download the membership form today!

The Pulse
Inactivity and obesity are public health concerns that are global in proportion (Vincent, Pangrazi, Raustorp, Tompson, & Cuddihy, 2003). These concerns are equally valid for younger adolescent age children. Factors such as motivation are believed influential as potential predictors of which individuals will choose physical activity over other more sedentary pursuits based on levels of enjoyment and perceived benefits that result from movement experiences (Kosma, Cardinal, & Rintala, 2002). The current study examined physical activity, free time motivation, and perceptions of physical activity in middle school age children (N = 252). Three phases of data collection included surveying an initial pool of participants and identifying a range of motivational profiles to take part in more intense physical activity monitoring. Later, select participants were engaged in semi-structure interviews in an attempt to extract themes for key health-related concepts concerning physical activity. Results indicated that external motivational factors were correlated to minutes of Moderate to Vigorous Physical Activity (MVPA) per day for participants engaging in all three phases of the study ($r = .31, p < .05, n = 56$). A school (private versus public) X gender comparison was run on the five motivational scale scores and MVPA of participants. This 2 X 2 multivariate analysis of variance indicated that males had higher activity levels than females, $F(1, 55) = 11.92, p > .001, \text{Eta}^2 = .19$, with no differences noted between public versus private school participants ($p > .01$). A continuum of five influences emerged that are theorized to impact free time decision making related to physical activity, including rules, followed by fun, success, dedication, and finally passion. The professional implications of these results are that attempts to increase physical activity have gone beyond mandating basic physical education programs and having parents enroll children in recreation programs. Practitioners have to design interventions that influence children at levels stimulating perceptions of success and deeper motivational factors. These data demonstrate that some middle school age children do not engage in the recommended MVPA as per the CDC recommendations (Department of Health and Human Services, 2005). The concepts of fitness and health are in some cases weight and body size based, creating a concern about body image for some participants. Further, children who are successful and have strong feelings about physical activity were found in this sample of middle school children and evidence of high amounts of MVPA resulted.