

American Heart Association

# Jump Rope For Heart

Jump Rope For Heart helps children form healthy habits and reflects the American Heart Association's commitment to reaching their goal for the nation by the year 2020: to improve all Americans' cardiovascular health by 20 percent, while reducing deaths from cardiovascular diseases and stroke by 20 percent.



## New Jump Rope/Hoops For Heart App

The App makes fundraising easier! You can send emails, texts and donation requests from your phone.

Search "Jump/Hoops" to download the app. Students can play games and help raise money to fund life-saving research while you are on the go!

**Jump Rope For Heart** is a national education and charitable giving event created by the American Heart Association and SHAPE America (Society of Health and Physical Educators). This event engages students with jump roping, while empowering them to improve their health and help other kids with heart-health issues.

Hosting a Jump Rope For Heart event is a great way to satisfy the physical education standards of the National Association for Sport and Physical Education and the American Heart Association for health education. Jump Rope For Heart also helps students learn the value of community service through charitable giving.

Funds raised during the Jump Rope For Heart event give back to children, communities, and schools through the American Heart Association's work:

- Ongoing discovery of new treatments through research
- Advocating at federal and state levels for physical education and nutrition wellness in schools
- Community education including CPR training courses for middle and high school students

Millions of students have joined us in being physically active and in fighting heart disease and stroke by funding research and educational programs. Be a part of this great event and your school will have the opportunity to earn gift certificates for **FREE P.E. equipment** from U.S. Games (see back page for more details).

## How It Works

Jump Rope For Heart campaigns are conducted by P.E. instructors or another school volunteer. The event can be scheduled anytime during the school year and is often taught in PE class. Once a school has registered, volunteers will receive a Heart Kit with everything needed to conduct a successful campaign:

- Step-by-step instructions on scheduling, promoting, and conducting the campaign.
- Educational modules for heart-healthy curriculum to support heart awareness as well as jump ropes to promote physical activity.
- Training and support from an experienced American Heart Association staff.

## What do I need to do to implement Jump Rope For Heart?

1. Find the best time on your school's schedule to schedule a 3-4 week lesson starting with a kick-off and ending with a celebration.
2. Schedule a meeting with your AHA Representative to discuss how it will best work at your school.
3. Get started with a fun kick-off event!
4. Teach a cardiovascular activity – like jump rope or basketball – and share the AHA's *5 For Life* lessons:
  - Increase fruit and vegetable intake
  - Reduce sodium intake
  - Reduce sugar sweetened beverages consumption
  - Say "no" to tobacco use
  - Increase physical activity



5. Celebrate all that your students learned – new jump rope tricks and heart healthy tips!

## US Games Incentives

Event Raises	US Games gift certificate value
\$1,500 to \$2,999	\$100
\$3,000 to \$4,999	\$200
\$5,000 to \$7,499	\$300
\$7,500 to \$9,999	\$400
\$10,000 to \$14,999	\$500
\$15,000 to \$19,999	\$800
\$20,000 to \$24,999	\$1,000
\$25,000 to \$29,999	\$1,300
\$30,000 to \$34,999	\$1,500
\$35,000 to \$39,999	\$1,800

\* Earn an **additional \$100 US Games** certificate for every \$1,000 increase over the total amount raised at your 2014-2015 event.

The certificates ensure that schools can have adequate supplies of core PE items such as playground balls, foam balls, jump ropes, scooters, etc.

Every item (and there are thousands) in the US Games catalog and on the website are eligible to be redeemed with the JRFH certificates!

## Why is partnering with the American Heart Association so important?

- Heart disease is the nation's No. 1 killer; Stroke is the No. 5 leading cause of death.
- Our children are developing significant health issues that can shorten their life expectancy:
  - Childhood obesity is now the No. 1 health concern among parents in the United States, topping drug abuse and smoking.
  - Almost a third of U.S. children and adolescents between the ages of 2 and 19 are overweight or obese. Children who are obese are more than twice as likely to die before age 55.
  - Sixty-one percent of children ages 9-13 aren't physically active outside of school.

**Most kids are born with ideal cardiovascular health:** Jump Rope For Heart teaches kids how and why it is important to maintain it! When kids develop unhealthy behaviors and unfavorable risk factors during childhood, they are more likely to continue them as adults! **Sign up for an event today!**