



**Bring Play & Physical Activity back to your School**  
**Sustainable, Scalable & Evidenced-Based Program**  
**Fall 2025**

A world map visualization showing the distribution of 1000+ data points, represented by blue location pins. Each pin is accompanied by a numerical value. The pins are heavily clustered in North America, particularly in the United States, where values range from 1 to 996. Other significant clusters are visible in Europe and East Asia. The map includes labels for major countries, oceans, and seas. The distribution is global, with pins also appearing in South America, Africa, and Australia.

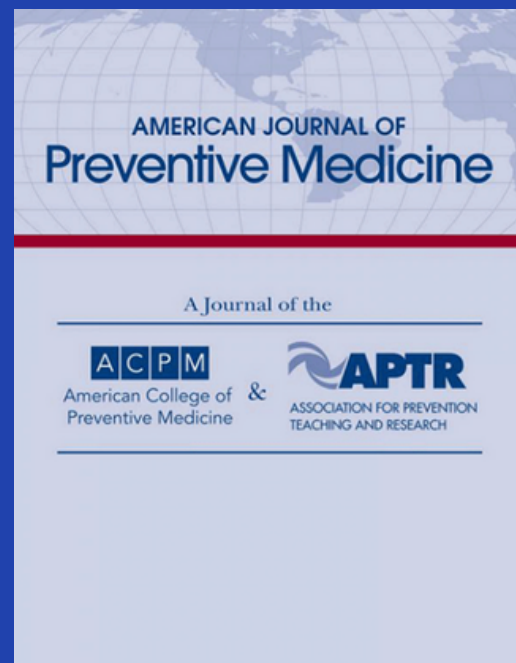
# 3,096

**1,036,037**

*Note : This does not include numbers from Japan or Indonesia which is over 25,000 kids*



# Multiple Studies proving the profound impact of Active Kids & Minds on a child's mind and body.



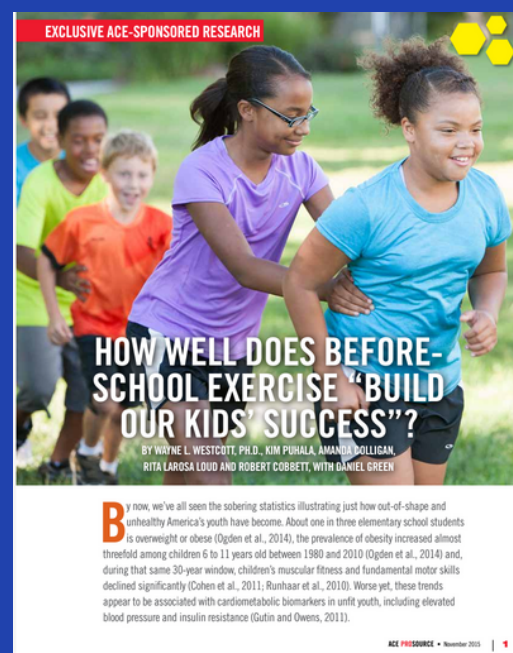
## Principal Investigator: Dr. Elsie Taveras.

Within a large sample of elementary and middle school students, a before school physical activity intervention was associated with improvement in physical and social-emotional health.



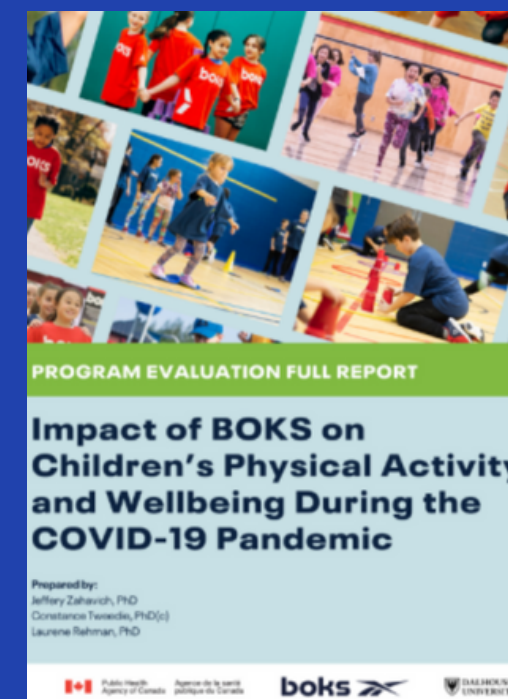
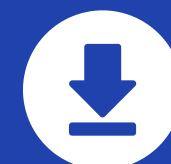
## Principal Investigator: Dr. Georgia Hall

"research on BOKS suggests that participation is associated with enhanced readiness to learn"



## Principal Investigator: Dr. Wayne Westcott

Dr. Westcott concluded that "The BOKS before-school physical activity program is effective for reducing percent body fat, fat weight, and increasing aerobic performance in preadolescent boys and girls"



## Principal Investigator: Dr. Laurene Rehman

- Children experienced a significant decrease in psychological distress and sleep disturbance.
- Improvements in peer relationships, cognitive function and life satisfaction.
- Noticeable changes in children's mood, behavior and ability to resolve conflict.







WHY WE ARE HERE

## Our Mission

Make **physical activity** and **play** part of every child's day!

## What We Offer

Active Kids & Minds (AK&M) offers **1,000+ free activities, multi-week fitness & sports curricula, training, and tools for kids of all ages** that can be used in a school, community, or home-based student setting.



# AK&M Overview

## HOW DOES IT WORK?

### Turnkey Program:

- Free adaptable physical activity and sports program for children of all ages designed to engage children in moderate to vigorous physical activity.
- Resources include 24 weeks of functional fitness lesson plans, sports plans, specialty and seasonal lesson plans, short movement breaks, training and more!
- Aligned with the United States Department of Health and Human Services Physical Activity Guidelines.\*
- Aligned with the National Physical Education Standards.\*

### Implementation:

- Led by community volunteers, parents, or teachers.
- Can be run before, during, and after school in any setting.
- Operates in schools, community organizations, and homes.

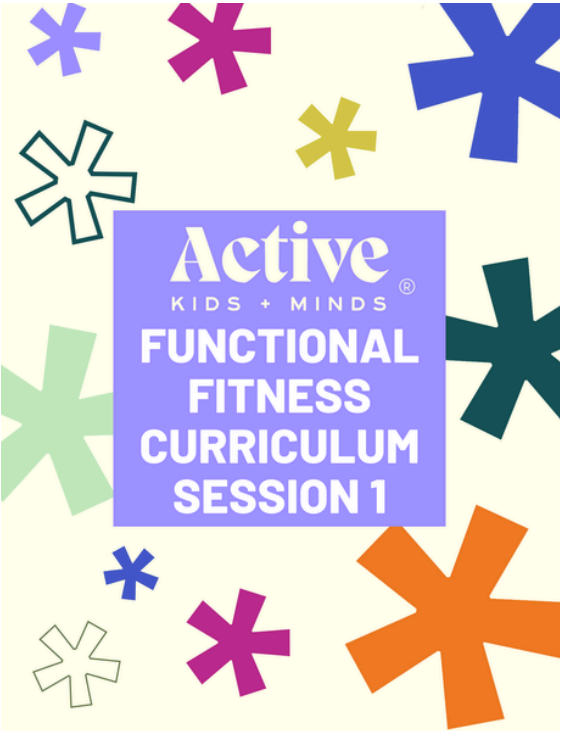
## FOR WHOM?

- Schools, community organizations, and homes globally.
- Accessible to early childhood, elementary, middle school, and high school children of all income levels and abilities.
- Schools, community organizations, and homes globally.





## SOME OF THE AK&M OFFERINGS



### June Fitness Calendar

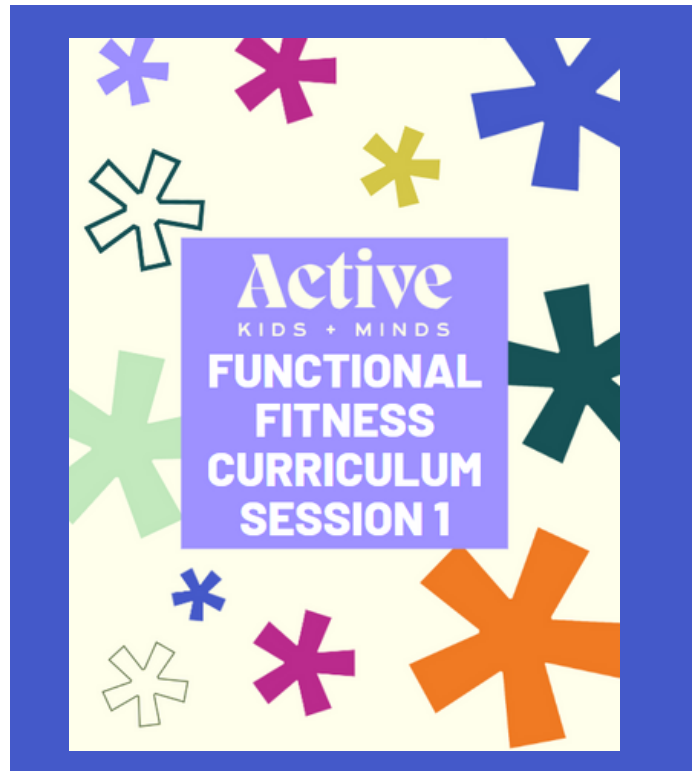
Theme: Summertime Fun time!

Weekly Challenges	Monday	Tuesday	Wednesday	Thursday	Friday
WEEK 1 Jump Into Summer	03 Jump Rope Burst	04 Burst It Out Jumps	05 Plyometric Burst	06 Tabata Jumping Jacks	07 ABC Workout Jumping
WEEK 2 Stay Healthy + Hydrated	10 Heart Health Ladder	11 Red Cup Balancing Act	12 Discover The Ocean	13 The Wave	14 ABC Workout Hydration
WEEK 3 Try Something New	17 Partner Scarf Toss	18 Hips, Shoulders, Neck, Pylon	19 Emotions Dance Burst	20 Rock, Paper, Scissors	21 ABC Workout New Adventure
WEEK 4 Bring On The Fun	24 Minute To Win It	25 Deskball Burst	26 Tic Tac Toe Whiteboard	27 Paper Bag Game	28 ABC Workout Summer Fun

#### How does this work?

- Click on the activity to see how to perform the exercise.
- Join the weekly challenge to set and crush your individual physical activity goals.
- Practice a new Active Burst Monday through Friday.





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### Skill of the Week Calendar

The underlying reason to learn any of these movements is to be able to use the strength developed in everyday life. This is called functional fitness.

WEEK	SKILL	MUSCLES	FITNESS PRINCIPLES	EVERYDAY LIFE
#1	Plank	G, S, CORE	Strength, Balance	Help stand up straight/support posture
#2	Running	H, Q, G, CORE, C	Cardio, Stamina, Speed	Keep a healthy heart
#3	Metrics	Beginning of Class Baseline	Cardio, Stamina, Speed	Keep a healthy heart
#4	Sit-ups	CORE, A	Strength	Sit and stand up straight
#5	Push-ups	P, B	Strength	Push something heavy
#6	Squats	H, G, G	Balance, Flexibility	Picking up your backpack
#7	Burpees	Whole Body	Power, endurance, coordination	Strength/cardio at the same time, like football
#8	Jumps (truck, squat, broad)	H, G, G, C	Agility, power	Get over and around objects
#9	Walking lunges	G, G, CORE	Accuracy	Alternating leg sports like skiing and skating
#10	Donkey kicks	S, CORE	Balance, strength	Be upside down, hold body-weight
#11	Metrics and survey	End of Class measurement	Cardio, Stamina, Speed	Keep a healthy heart
#12	End of Session Review	FUN!	FUN!	FUN!

KEY					
Hamstrings	H	CORE	CORE	Calves	C
Quadriceps	Q	Biceps	B	Pectoral	P
Glutes	G	Shoulders	S	Abdominal	A

### Lesson Plans

The Active Kids and Minds lesson plans are designed so that all participants are continuously moving with moderate to vigorous intensity for at least 20 to 30 minutes during class. Try to keep kids in constant motion starting from the warm-up until the end of class game, whenever possible. Active Kids and Minds lesson plans have the following components:

**DROP OFF/SET UP (5-10 MINUTES)**  
Participants are greeted by an Active Kids and Minds trainer who takes attendance and may distribute a colored wrist band, washable marking or sticker to divide the class into teams. Kids can enjoy free play with friends and socializing before class starts. Other trainers are working to set up the space for class.

**MEETING (2 MINUTES)**  
Set the standard for how Active Kids and Minds will run for the session. Review the appropriate Active Kids and Minds behavior and safety and announce the Active Kid of the Week. Briefly introduce the Skill of the Week and why it is important. Then, review the Class Agenda and finish with the Active Kids! Cheer!



**WARM UP (5-10 MINUTES)**  
The kids will do an active warm up at with a moderate level of exertion. It is very important that the kids get a good warm up since we want them to be constantly moving for the next 20 minutes.

**RUNNING AND/OR RUNNING-RELATED ACTIVITY (10 MINUTES)**  
We strongly encourage the kids to run during every class. We encourage you to run outside even in the winter.

**SKILL OF THE WEEK (10 MINUTES)**  
Every week all Active Kids and Minds participants practice a skill of the week. The first day, they are introduced to the skill and shown the proper form. In the subsequent days of the week, the skill can be practiced through stations, relay challenges and obstacle courses.

**GAME (5-10 MINUTES)**  
This can be a team or individual game. Trainers and volunteers should promote sportsmanship, encourage the kids to try their hardest and have fun.

**COOL DOWN, NUTRITION BIT, WRAP UP/TRANSITION (7 MINUTES)**  
A trainer leads the kids in a cool down stretch with some deep breaths. The lead trainer delivers an interactive discussion about the nutrition tip of the week. Kids collect their belongings and transition to class or school breakfast, as applicable. We suggest dismissing kids by grade: youngest first, oldest last.




### Week 1 Day 1

#### SKILL OF THE WEEK

## Planks

**STRENGTH, BALANCE**

Get into a horizontal position, resting on your elbows and toes. Keep midsection tight and body in one straight line. Hold position without moving, pushing heels back.



**Drop Off / Set Up 10 minutes**

- Arrive, check-in, receive name tag (1st week only) and color designation
- Put backpacks in designated grade area
- Free play (with trainers and volunteers)
- Trainers set up for class

**Meeting 10 minutes (For the initial class only!)**

- Set the expectations for how Active Kids and Minds will run for the session
- Review appropriate Active Kids behavior and safety
- Remind kids about the Active Kid of the Week
- Briefly state what the Skill of the Week is
- Review Class Agenda
- Cheer!

**Warm Up 5 minutes**

**FRUIT BASKET**

- Call out 2 fruits and the team will run to switch places in the gym or the field.
- Continue this for a few rounds.
- Continue calling fruits, but now instead of running kids need to skip or hop or gallop or walk on top toes etc.
- Finish the game by calling fruit salad - all the kids come in the middle and do 3 burpees. (Look for downloadable cards that accompany this game.)

**MATERIALS**

Cones

**KEY POINTS OF PERFORMANCE**

Keep belly and butt in a straight line

Keep knees off the ground

Keep weight evenly distributed between hands and feet




### Week 1 Day 1

#### SKILL OF THE WEEK

## Planks

**STRENGTH, BALANCE**

Get into a horizontal position, resting on your elbows and toes. Keep midsection tight and body in one straight line. Hold position without moving, pushing heels back.



**Running 5 minutes**

**GROUP RUN**

Group run for 5 minutes to get their bodies warm and ready

**Skill of the Week 5 minutes**

**EASY BEAR CRAWL RELAY**

Set up: 2 cones per team, place cones at start and end of gym.  
-Kid does bear crawl to end of gym, then turns around and sprints back to start. Next kid begins.

**Game 5 minutes**

**BOOKS BRIDGE**

Format: Partner Activity  
Materials: None  
Set up: Partner A gets into a plank position. Partner B is standing up. Partner B hops over Partner A's backside, then Partner A makes a mountain and pushes up to his toes, making bottom go up in the air. Partner B then crawls under Partner A back to the starting place. Partner B does this 3 times.  
-Partner B goes on the ground and Partner A does the hopping and crawling 3 times.  
-They get 2 turns in each position.

**Cool Down 2 minutes**

**DEEP BREATHS**

Take a deep breath in and slowly blow it out to the count of 10. Repeat this a few times. You can do this at the end of the game and as the kids line up to transition from class.

**MATERIALS**


Cones

**KEY POINTS OF PERFORMANCE**

Keep belly and butt in a straight line

Keep knees off the ground

Keep weight evenly distributed between hands and feet



### Week 11 Day 1

#### BUILDING HEALTHY PLATES (BREAKFAST)

**Learning Objective:**  
Kids will use what they have learned to brainstorm healthy breakfast ideas.



**Nutrition Bits**

- Explain that this week kids are going to use everything they've learned so far to brainstorm different healthy breakfasts, lunches, and snacks. Today we're starting with breakfast.
- Tell kids:
  - You will work with the person on your right. You'll have 1 minute to work together and come up with a healthy breakfast idea. Here are some things to keep in mind:**
  - Your breakfast should include foods from a few different food groups (fruits/vegetables/grains/dairy/protein).**
  - Keep in mind what you learned about foods you should try to eat often, sometimes, or once in a while.**
  - Be creative! There are lots of different ways to build a healthy breakfast.**
- Give kids 1 minute to talk with their partner and come up with their healthy breakfast ideas. If kids need some help getting started, you might want to share a favorite healthy breakfast of your own, or share an example from the table below:

**HEALTHY BREAKFAST IDEAS**

Plain yogurt with berries and granola (watch out for added sugar!)	Whole-wheat toast with peanut butter and sliced banana
Breakfast taco with scrambled eggs, salsa, and cheese; fruit on the side	Cereal (low in sugar) with milk and a fruit smoothie to drink
Oatmeal topped with blueberries, almonds, and a pinch of brown sugar	Mashed avocado on toast with a fried egg on top; cut up melon on the side
Whole-grain waffles topped with strawberries, blueberries, and maple syrup	Omelet filled with tomatoes, ham, and cheese; whole-wheat toast and fruit on the side

- Ask for volunteers to share the healthy breakfast they brainstormed and why they chose those different foods.

**Optional Extension**

Ask kids to note what they eat for breakfast over the next few days and come prepared to share it at the next session.





# GET YOUR RUN ON

Enjoy eight weeks of running-focused lesson plans to get kids running and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and videos to support your program.

**Train for a 2k or 5k run. Do it with a friend, your class, or family!**

AT-SCHOOL

Active

## Week 1

### DAY 1

#### Warm Up (RPE 1-2)

##### FRUIT BASKET

Format: Divide class into four teams.

Materials: Cones.

Set Up: Assign each group to a cone, and assign each cone to be a fruit - watermelon, strawberries, bananas, grapes.

Object: Get moving.

Details:

- Call out two fruits and the teams standing by those cones will run to switch places in the gym or the field. Continue this for a few rounds.
- Continue calling fruits, but now instead of running, kids need to skip, hop, gallop or walk on tip toes etc.
- Finish the game by calling fruit salad - all the kids come in the middle and do three burpees. Look for downloadable cards that accompany this game in your Trainer Hub.

5 MIN

#### Running Related Activities (RPE 2-3)

##### ENDURANCE

Object: To increase cardiovascular and muscular endurance in a progressive manner.

Details:

- Pick a destination run. For example, run between the goal posts on your field.
- 3 minute walk, 1 minute jog
- Repeat twice. NOTE: depending on your group, you may want to try 2 minutes of walking followed by 2 minutes of jogging.

5-10 MIN

## Week 2

### DAY 1

#### Warm Up (RPE 1-2)

##### TRAFFIC

Format: Individual activity.

Materials: Print off cue cards from the Trainer Hub.

Set Up: Kids spread out around the periphery of the gym or field.

Object: Get moving.

Details:

Kids follow trainer cues to change movements:

- Red light - freeze and hold a balance.
- Green light - run.
- Yellow light - side shuffle.
- Speed bump - two foot jump.
- Carpool - get a partner and run together linking arms.
- Deer Crossing - gallop.

5 MIN

#### Running Related Activities (RPE 2-3)

##### MUSICAL RUN

Format: Individual activity.

Materials: Cones on the outside corners of the gym or field, and music.

Set Up: Kids spread out across gym or field.

Object: Build cardiovascular endurance while having fun.

Details:

- Turn on the music and kids start jogging.
- Every time you stop the music give the kids a new movement.
- The kids can walk, jog, sprint, side shuffle, and skip.
- Continue for up to 8-10 minutes.
- If you don't have music, you can cue the kids by blowing a whistle.
- We suggest mixing up the running interval times throughout this activity. For example: let them run for 30 seconds before blowing the whistle and then 45 or 60 seconds.

8-10 MIN

## Week 8

### FUN RUN!

#### Running Related Activity

##### ENDURANCE RUN

##### 2k Plan

15 MIN

- 2 minute brisk walk
- 1 minute jog
- 2 minute brisk walk
- 1 minute jog
- 2 minute brisk walk
- 2 minute jog
- 2 minute brisk walk
- 3 minute jog

##### 5k Plan

20 MIN

- 1 minute brisk walk
- 4 minute jog
- 1 minute brisk walk
- 4 minute jog
- 2 minute brisk walk
- 4 minute jog
- 1 minute brisk walk
- 4 minute jog

#### Game (RPE 2-3)

##### BALL BLOCK

Format: Group activity.

Material: One ball per group.

Set Up: Spread out throughout the activity space in groups of five to eight and provide each group with a ball.

Object: Fun and movement through games.

Details:

- Team members stand in a circle with legs shoulder width apart (each foot will touch a team member's foot).
- One kid starts with the ball and places the ball on the ground inside of the circle.
- The object of the game is to get the ball to go through someone else's legs by moving the ball with only one hand (the other arm should be placed behind your back while keeping legs spread apart). Whoever gets the ball through someone else's legs gets a point.
- Play the game until one kid gets five points or as time permits.
- Each time the ball goes through someone's legs, have everyone in the group do ten jumping jacks and then resume the game.

Variation: Try doing this game using your non-dominant hand.

## October Calendar

Theme: Running Into The Fall

Weekly Challenges	Monday	Tuesday	Wednesday	Thursday	Friday
WEEK 1 Hydration	1 Hurdles Jumps Squats Fast Feet	2 Run Skill Challenge	3 AK Ladder Challenge	4 Tabata FF Runners	5 Flexibility Friday Week 1
WEEK 2 Endurance	6 Burst It Out Jumps	7 Coin Flip For Runners	8 If Your Active and You Know It	9 Tabata Squats	10 Flexibility Friday Week 2
WEEK 3 Speed	11 Sprint Desk Drill	12 Adventure Run	13 ABC Workout	14 Tabata Plank	15 Flexibility Friday Week 3
WEEK 4 Fuel & Fun	16 Quick Track Moves	17 Fast and Low	18 ABC Workout	19 Tabata Stand Up Sit Down	20 Flexibility Friday Week 4
WEEK 5 Limer Up	21 Line Jump	22 4 Corner Lunge	23 ABC Workout	24 Tabata Jumping Jacks	25 Flexibility Friday Wall Stretch

### How does this work?

Click on the activity to see how to perform the exercise.

### LESSON PLAN COMPONENTS

#### Running Related Activities

##### GO, BACK, HIT IT!

Format: Individual Activity

Materials: Cones

Set up: Teams based on colored groupings, cones at each end of the gym

Objective: Practice Skill of the Week

- The first kids in each line go first.
- The trainer yells "GO!" The kids run as fast as they can towards the end of the gym.
- The trainer can either yell "BACK!" or "HIT IT!"
- If they yell "BACK", the kids start running backwards as fast as they can.
- If they yell "HIT IT!" the kids drop to the floor (like a burpee), jump back up and start running again as fast as they can towards the end of the gym.
- The trainer can alternate calling Go, Back or Hit It as many times as they want until the kids reach the end of the gym.
- Cycle through the lines, making sure all kids have a few turns to GO.
- Note: When the kids are running, it is an all-out effort. They should not be slowly jogging to try and predict what the trainer will say next.
- Suggestion: You can modify the "Hit It" with a squat, jump or any other movement for the kids.

##### INSIDE GYM PERIMETER, STAIRS OR HALLWAY RUN

Format: Group Activity

Materials: Cones

Set Up: Organize the kids into groups or lines if using a restricted space

Objective: Improve endurance

- If your weather or timing does not permit running outdoors, kids can run the perimeter of the gym, through the halls or up and down stairs for a designated amount of time. In the gym, consider putting cones on each corner of the gym to keep kids towards the outside area. Please obtain approval from the principal before allowing kids to run a course through the hallways or stairs. In the gym, music can motivate the kids to keep moving.
- Have the kids vary the movements, first having them run, then shuffle, then skip etc.
- Have the kids start and stop or freeze and then change the movement or the direction they are running.
- Have the kids run the longer side of the gym, assuming it is a rectangle and shuffle or skip on the shorter side.
- Have the kids all start in different corners so they don't bunch up, stop moving or trip.
- Have the kids run with a buddy.



# Collaboration is key..



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada



- Public Health Agency of Canada
- Canadian Football League



- SunLife
- World Vision





## AK&M's scale around the world

Each market has its own unique needs when it comes to scaling AK&M. Typically, each location needs: The Program, Implementer, and a Funder.

### CASE STUDIES OF HOW AK&M SCALED IN THREE DIFFERENT COUNTRIES

#### USA

The program is rolled out using two models:

**Viral** - interested individuals can attend training, enroll in the trainer hub, enroll to launch the program.

**Funded** - grants provided to low-income schools for staff to run the program.

Grants have been provided by adidas, Reebok, Toyota, Blue Cross Blue Shield, CVS Health, the Boston Foundation, and Crossfit.

#### CANADA

The Public Health Agency of Canada provided a \$5mm grant to roll out the program over 5 years with the goal of implementing the program in 400 schools. **After 5 years the program is in over 4,000 schools.**

#### INDONESIA

SunLife has provided a \$1.5 mm grant to implement the AK&M program throughout Indonesia as part of its diabetes prevention strategy. World Vision is the implementing partner. **In year one (2022), they impacted over 20,000 kids, exceeding their goals.**



# How We Did It

# Millions of kids

# Horizon

# 2024

# 2009

- Basic lesson plans.
- Printed copies.
- Viral growth through word of mouth.

- Introduction of digital resources and the Trainer Hub for easier access to curriculum and support materials.
- 950+ content materials tailored to different age groups and school environments.
- Building strong relationships with partners.
- Trusted program of school boards across the country
- Rebranding reflecting a broader focus on both physical activity and mental health.
- Employment of a multi-channel marketing strategy to engage and retain our audience.

- In discussions with partner(s) who can support continued growth national and international growth.
- New trendy content (i.e., Pickleball, Volleyball, new Girl's curriculum, etc.)

## 3,000+ trainers

# 1 million+ kids enrolled

## 80K+ content downloaded

## 100K+ website visits

## 35K+ Trainer Hub visits

## 35+ content created



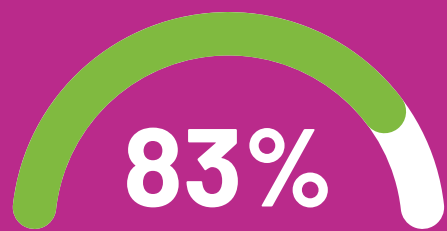
# Program Evaluation Report, 2020-21, Research conducted by Dalhousie University

## PARENTS/GUARDIANS

After 2-months of AK&M participation:

- Decrease in children’s psychological stress and sleep disturbance.
- Improvements in peer relationships, cognitive function and life satisfaction.
- Noticeable changes in children’s mood, behaviour and ability to resolve conflict.

## TEACHERS



of trainers believe that AK&M had at least some impact on children's **mental health**.



of trainers believe that AK&M had at least some impact on children's **physical health**.

# Users love AK&M



AK&M rocks! AK&M is awesome! Thank you for teaching AK&M. It is very fun. It gives you a lot of energy.  
**Wyatt, 7 years old student, Canada**



She’s definitely happier and more cooperative when she’s been active. She definitely needs that in her life. I need that in my life.  
**Mike, Parent of AK&M participant (Grade 4), USA**



I now pair reading, writing, and counting with what Active Kids has taught me. Now, the children are more active and happier  
**Anur, Teacher, Jakarta**

# What Makes Us Unique – involving ALL – Moms, Dads, Teachers, Community Members



## Grassroots/ Community-Led

Started by parents inspired by the book “Spark” by Dr. John Ratey.  
Grew virally through community engagement and word of mouth.



## Turnkey & Comprehensive Program

It is a fun, non-competitive opportunity for movement. AK&M has curriculum that has been developed in partnership with many experts, including the Special Olympics.



## Evidence-Based & Measurable Results

Proven to improve academic performance, mental health, and physical health.  
Curriculum is science-based and designed to inspire a lifelong love of movement.



## Focus on Holistic Health

Emphasizes the importance of physical activity for preventing chronic diseases, reducing anxiety and depression, and improving cognitive skills and classroom behavior.



## Empowerment & Collaborative Effort

Empowers community role models and provides leadership opportunities for older children. Emphasizes a preventative approach involving parents, schools, private, and public sectors.



# How to Get Start Active Kids & Minds to your School



## Next Steps

Login to  
Trainer Hub

ENTER YOUR USERNAME  
AND PASSWORD.

Sign Up on  
the Trainer  
Hub

VISIT OUR WEBSITE AT:  
TRAINER HUB


Coordinate &  
Logistics

WORK WITH YOUR PRINCIPAL,  
OTHER TEACHERS OR PARENTS ON  
THE WHO, WHEN AND WHERE

Send out an  
email to the  
parents and  
let the sign-  
ups begin



# Trainer Hub




[Sign Up](#)

Please be patient as it may take up to 10 seconds for the next page to load

[Already have an account?](#)

Problems? [Contact info@activekids.org](mailto:info@activekids.org)



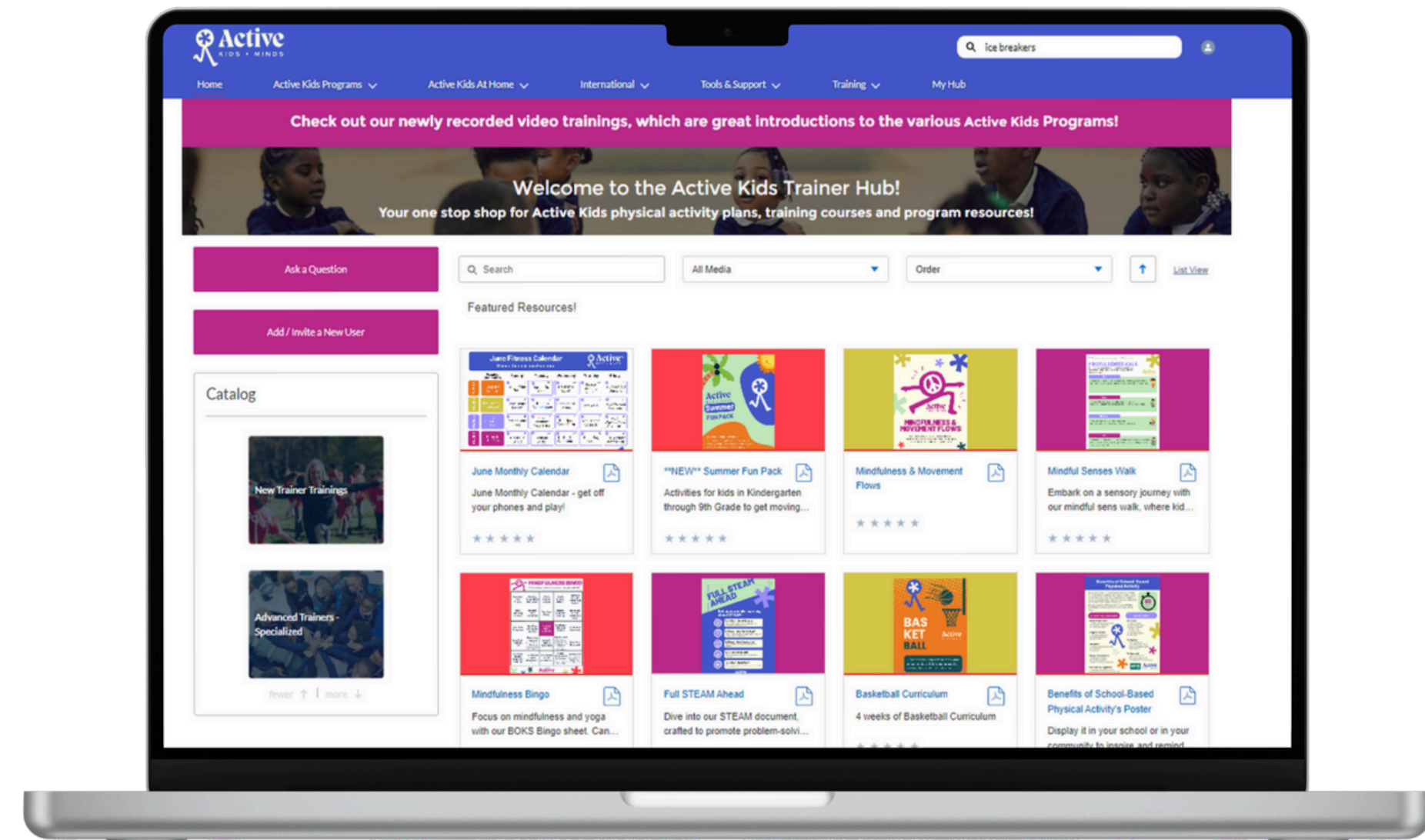
Your username is your email now!  
Use the forgot password link below if you have .ak or .boks at the end of your username and have not reset it yet or if you get a notice that your account is disabled

[Log in](#)

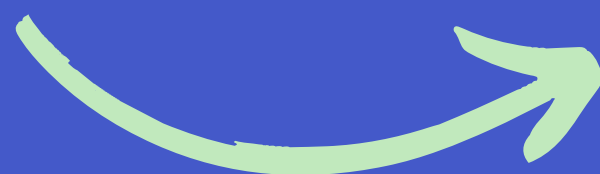
[Forgot your password?](#)

[Sign Up](#)

[Sign In or Create an Account with](#)



**Sign up for Active  
Kids & Minds it's  
FREE.**



**SCAN ME**



# Thank you!

Join the Movement  
Invest in Prevention  
Active Kids & Minds!

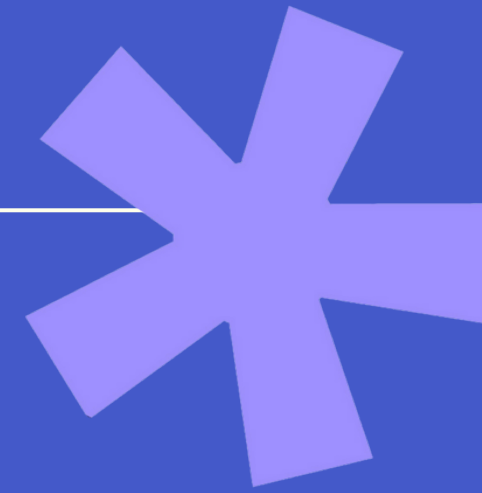


# APPENDIX

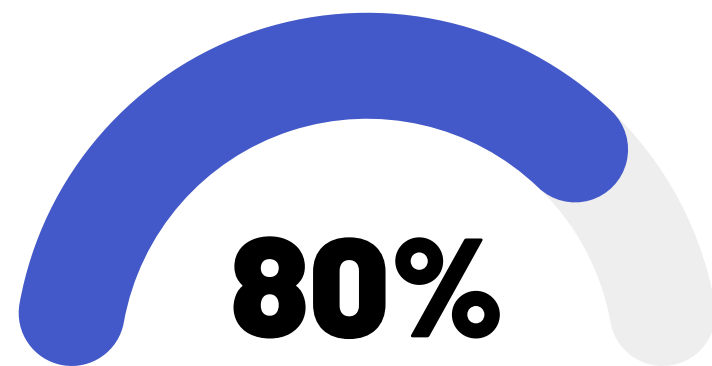




# WHY



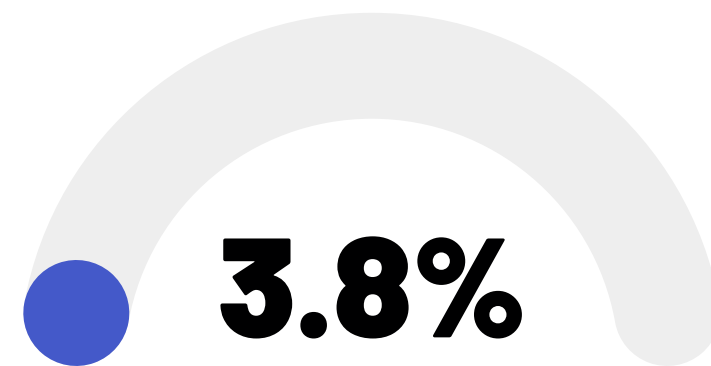
# Kids' health and their future is compromised ...



of the world's adolescent population is insufficiently physically active.



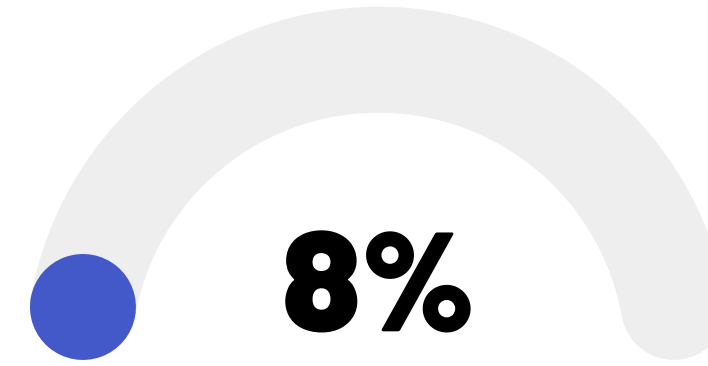
**OBESITY**



of elementary schools nationwide provide daily physical education.



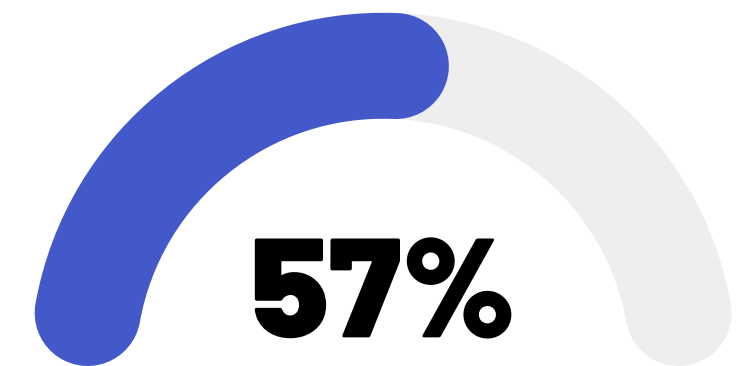
**DEPRESSION**



of 12-15 year-olds meet the CDC's guidelines for 60 minutes of physical activity per day.



 **SCREEN-TIME**



of the teen girls said they felt "persistently sad or hopeless". That's the highest rate in a decade.



**ISOLATION**



**The Department of Defense serves as the largest employer in the USA -- a microcosm that reflects the current state of affairs, offering insights into broader employment trends.**

## Obesity and Physical Inactivity is Costly



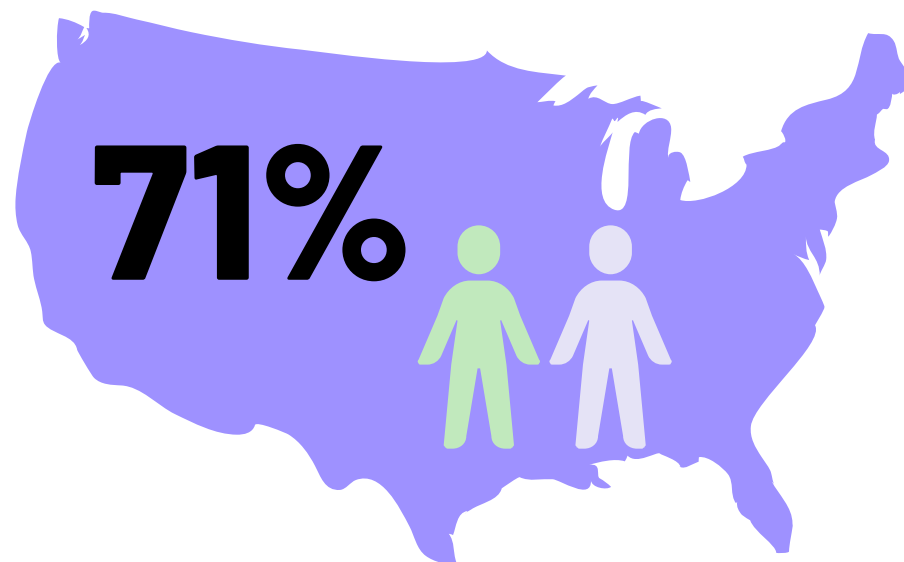
**\$ 1.5 Billion  
Per Year**

- The Department of Defense (DOD) spends roughly \$1.5 billion annually in obesity-related healthcare costs for current and former service members and their families, as well as costs to replace unfit personnel.
- Lost workdays due to overweight and obesity for active-duty military personnel is 658,000 days per year. This costs the Department of Defense \$103 million per year.
- Physical inactivity is associated with costly basic training discharge across the services.



**658K Days  
Per Year**

## Ineligible to Serve



In 2018, 71% of young people in the United States would not be able to join the military if they wanted to.

### 3 most common reasons young people are ineligible.



Overweight  
or obesity



Educational  
deficits



Criminal or  
drug abuse  
record

Individuals in the 17-24 age range account for 90% of military applicants.

# ... we must return play, physical activity and sports to the future generation.

## OVERALL HAPINESS

"Feel-good" chemicals in the brain are released by the brain during physical activity and help to improve mood, energy levels and even sleep.



## PERFORMANCES

Improved cognitive skills and classroom behavior.



## BETTER HEALTH

Best prevention against noncommunicable diseases (NCDs) - cardiovascular disease, cancer, diabetes, and depression.



## COMMUNITY AND CONNECTION

Human connection. Taking back time from smatphones and social media to connect with others.



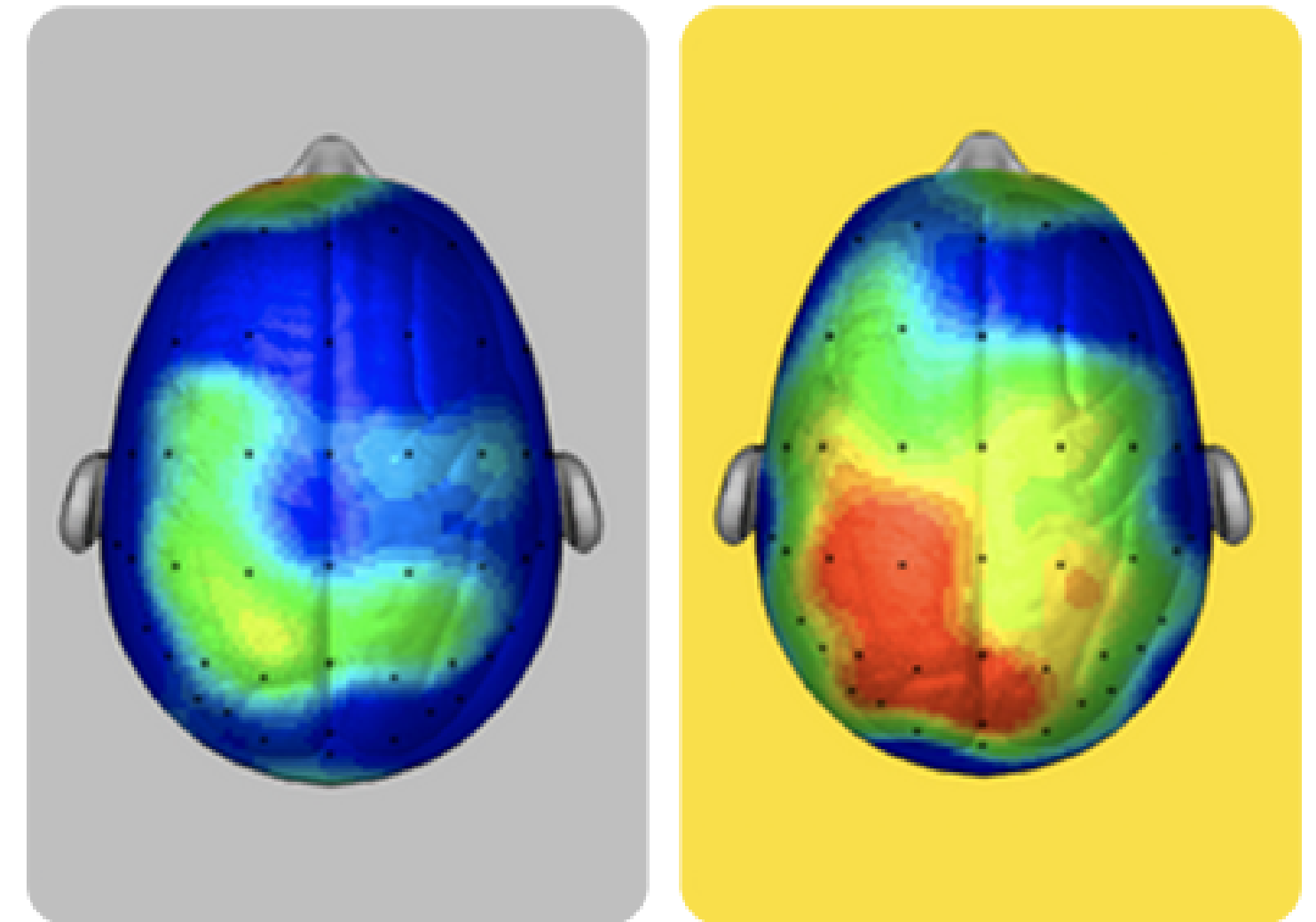
# Movement is Medicine



## Spark(ed) by Science

Active Kids was inspired by the book "Spark", which found:

- Exercise is... "Miracle-Grow for the Brain"
- Aerobic activity shaped 19,000 students from Naperville, Illinois making them the fittest and some of the smartest in the Nation.
- "Exercise is the single most powerful tool that we have to optimize the function of our brains."



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