KEY MESSAGES

FRAMEWORK

One Vision:
An America where being active is a way of life.

Two Objectives:
1. Create early, positive experiences for kids in sport and physical activity.
2. Reintegrate physical activity into daily life.

CREATING ACTIVE SCHOOL ENVIRONMENTS

1. Physically Active students do better in school.
   - Kids need at least 60 minutes of physical activity every day to reach their full potential.
   - Increased concentration and attention.
   - Improved attendance and classroom behavior.
   - Up to 40% higher test scores.

2. Physically active people live longer, healthier lives.
   - Reduces the risk of obesity, diabetes, and other related conditions that can last a lifetime.
   - Lowers anxiety, stress; fights depression.

3. Today’s kids are the most physically inactive generation in history.
   - Physical inactivity has reached epidemic proportions.
   - Kids nationwide have stopped moving. Only 1 in 3 kids is physically active daily.
   - Only 6 states require P.E. in all grades.
   - Only 9 states require recess in elementary school.

4. Increasing physical activity in schools can catalyze a healthier nation.
   - Kids need a chance to be active in the places where they live, play, and learn.
   - Kids spend a significant portion of their day in schools, so they are a critical place to start.
   - Competing priorities and limited resources make it challenging for schools to integrate physical activity into the school day. Together, we can give America’s schools the support they need to get students moving again.
5. **Everyone has a role to play, and by working together, we can change our kids’ futures.**
   - This requires leadership and collaboration at every level!
     - School community (teachers, staff, principals, administrators, superintendents, and school boards)
     - Parents and caregivers
     - Government (local/state/federal)
     - Businesses
     - Community-based organizations

6. **Every school needs a champion – anyone can be that champion.**
   - Real change starts with a champion. With the right resources, tools and support, one person in a school can help lead an effort to get students more physically active.
   - Champions are P.E. teachers, classroom teachers, principals, administrators, staff and parents who are dedicated to making their school an Active School.
   - Sign up and get started at [www.letsmoveschools.org](http://www.letsmoveschools.org)