

## THEIR HEALTH IS AT RISK

We'd do anything to help our children live long, healthy lives. That's why the American Heart Association is dedicating resources to many areas of children's health — but there is much more work to be done.

### Some Are Born With It — Congenital Heart Defects

Congenital heart defects are the most common form of infant death from birth defects.

- Each year about 36,000 babies are born with a heart defect.
- In fact, each year nearly four times as many children die from congenital cardiovascular defects as from all forms of childhood cancers combined.

Many children are alive today because of treatments not available even 10 years ago.

**Funded research and advancements have saved and changed their lives!**

### Others Acquire Risk — An Alarming Trend

While some kids are born with heart problems, others are at risk of developing them because of poor nutrition and lack of exercise. Sadly, childhood obesity has reached epidemic proportions.

- Today, nearly 1 in 3 American kids and teens is overweight or obese.
- Children who are overweight from the ages of 7 to 13 may develop heart disease as early as age 25.
- In addition to the physical toll, obese children often suffer from low self-esteem, negative body image and depression.

### Obesity, Diabetes and Heart Disease

Diabetes makes the risk for heart attack especially high. At least 65 percent of people with diabetes die of some form of heart disease and stroke when the disease is left untreated.

- As many as 45% of children with newly diagnosed diabetes have type 2 rather than type 1 (previously called juvenile diabetes) disease — largely preventable with proper diet and physical activity.



**With your support, we can help protect and improve children's health. Your efforts to educate your students and raise funds for research and outreach are vital to improving kids' lives.**

## WORKING FOR KIDS' HEALTH

Jump Rope For Heart and Hoops For Heart are national education and fund-raising events sponsored by the American Heart Association and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD).

These events engage elementary and middle school students with jumping rope or playing basketball while empowering them to improve their own health and help other kids with heart-health issues. And....both programs are great ways to satisfy the physical education standards as determined by NASPE (National Association for Sport and Physical Education) and AAHE (American Association for Health Education).

Dollars raised give back to communities and schools through American Heart Association programs, including:

- Discovery of new treatments through research
- Advocating at federal and state levels for physical education and nutrition wellness in schools
- Training courses for middle and high school students in CPR





## JUMP ROPE FOR HEART AND HOOPS FOR HEART HELP STUDENTS GROW

- Kids learn the value of community service and become empowered to contribute to their community's welfare.
- Children join together in helping other kids with special hearts.
- Students learn how to develop heart-healthy habits while being physically active.
- Participants learn jump rope and basketball skills they can use for the rest of their lives.
- Students help your school earn gift certificates for free P.E. equipment!

### FREE EQUIPMENT FROM U.S. GAMES

Depending on the dollars raised, your school will be eligible for gift certificates for free equipment...

Event Raises	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

If your school raises \$40,000 or more, you will earn even more in U.S. Games Gift Certificates!



### HOW IT WORKS...

Jump Rope For Heart or Hoops For Heart events are conducted in school by physical education instructors, coaches or teachers. They can be scheduled whenever it's most convenient—during physical education class, lunch or before or after school. Once you register, you'll receive an event kit with everything you need to conduct a successful Jump Rope For Heart or Hoops For Heart event:

1. Step-by-step instructions on scheduling, promoting and conducting the event.
2. Heart-healthy curriculum to support heart awareness with the event.
3. Tips for fund raising. Participants ask friends and family for donations. Our new online tool makes raising money even easier!
4. Training and support from an experienced American Heart Association staff person or volunteer.



### WE NEED YOU TO TAKE ACTION!

Visit [americanheart.org/jump](http://americanheart.org/jump) or [AMERICANHEART.ORG/HOOPS](http://AMERICANHEART.ORG/HOOPS) today and register your school to conduct a Jump Rope For Heart or Hoops For Heart event. Please help us protect and improve children's health!