

HOPSPORTS[®]

TRAINING SYSTEMS

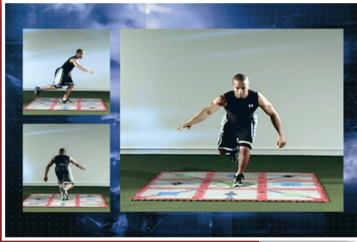
COMPELLING RESEARCH SUPPORTS THE MISSION OF HOPSports™



HOPSports™ has quickly become recognized as the “future for physical activity” for our nation’s youth. Using 21st century technology, HOPSports educates, trains and entertains youth of all ages while promoting nutrition and social messaging in a multi-screen, dynamic format. The flexibility of the HOPSports program allows easy implementation of current exercise trends, supports required state and district curriculum guidelines, and constantly updates entertainment options. This creates an effective, entertaining and adaptable training system to target physical activity and promote fun.

**Taking
Physical Activity
to the NEXT LEVEL**

fitness



dance



COMPELLING RESEARCH SUPPORTS THE MISSION OF HOPSports™

Improving the health and vitality of America's youth is the mission of HOPSports, Inc. This is accomplished by implementing innovative physical activities to encourage movement, educating youth on energy and nutrition, and delivering important societal messages in a cost-effective, entertaining, and youth-oriented format.

The mission has been propelled by:

- Performance and skill-based content which is NASPE Standards compliant.
- Positive educational and social messaging.
- Presentation by popular Olympic and professional athletes.
- Partnerships with major advocacy groups, corporations and foundations.
- Program which engages youth of all ages and accommodates class size variance.

The lingering question demanding resolution is simple: Is HOPSports the real deal or simply one more ineffective product promoting itself as a solution to youth inactivity and obesity?

With over 25% of North Carolina youth classified as overweight or obese, the selection of Wake County as a pilot sight for HOPSports caught the attention of prominent North Carolinians and Be Active North Carolina, all of whom recognized that HOPSports introduced students to physical activity through fun and entertainment while still teaching skills.

To be certain that HOPSports increased the physical activity of youth, Be Active North Carolina commissioned an independent research study which was conducted by the University of North Carolina-Greensboro, East Carolina University and Appalachian State University. The **purpose** was simple: Determine the effects of the HTS on student attitudes, skills and behavior, and teacher attitudes. The **goal**: To help policy makers and funders decide if HOPSports should be promoted as a resource for physical education in North Carolina schools as well as after school programs. The **findings** were remarkable: The final report presented convincing evidence that HOPSports is an effective program for promoting the physical activity of students in physical education class as well as after school venues.

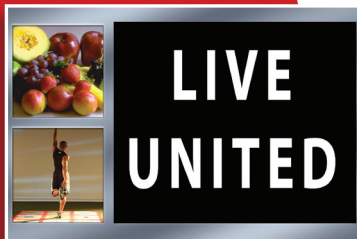
sports specific skills



nutrition



education



anti-tobacco



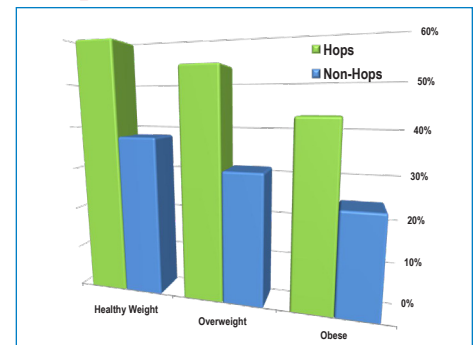
The EVALUATION RESULTS were significant.

- ✓ Students enjoyed HOPSports more than traditional physical education.
- ✓ Students enjoyed the media center and video content, describing the celebrity instructors, music and physical activities as fun and interesting.
- ✓ Student self-efficacy for dance was significantly greater for HOPSports students than traditional PE students.
- ✓ HOPSports students expressed greater intentions to participate in physical activities such as sport, dance, and exercise than traditional PE students.
- ✓ While no differences were found between HOPSports students and traditional PE students regarding self-efficacy for sport and exercise, HOPSports students ranked higher in observation, imitation, and practice of skills than traditional PE students.
- ✓ HOPSports students spent more time being physically active in the PE class than traditional PE students.
- ✓ HOPSports not only engages students in physical activity, but provides the physical education teacher a unique opportunity to partner their own pedagogy with instructional technology that will augment their effectiveness.
- ✓ Teachers reported that HOPSports is compatible with the physical education standards for the state of North Carolina and NASPE Standards. Physical activity outcomes as part of the study sought to address the impact that HOPSports had on the amount of moderate to vigorous physical activity (MVPA) achieved by students when they used HOPSports and when they did not. These outcomes were measured for overall results, sports specific activity, dance, gender, grade-level, ethnicity and body mass index.

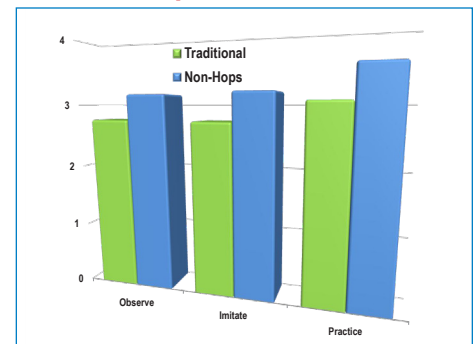
The OUTCOMES were compelling.

- ✓ Youth were significantly more active on average during days when HOPSports was used in the PE classroom.
- ✓ HOPSports had a significantly greater impact on girls' activity levels than boys, although both girls and boys increased physical activity levels.
- ✓ Although boys are traditionally more physically active than girls, HOPSports equalized physical activity between boys and girls.
- ✓ Students of different ethnicities had similar levels of activity when HOPSports was used in the PE classroom.
- ✓ The difference in MVPA between individuals with healthy weights and those who were overweight or obese was smaller when HOPSports was used in PE class than when it was not used. HOPSports reaches the kids who need it most!

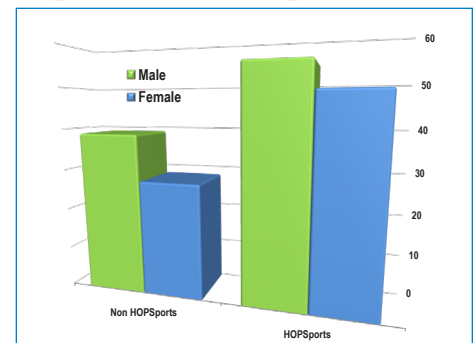
PE by BMI



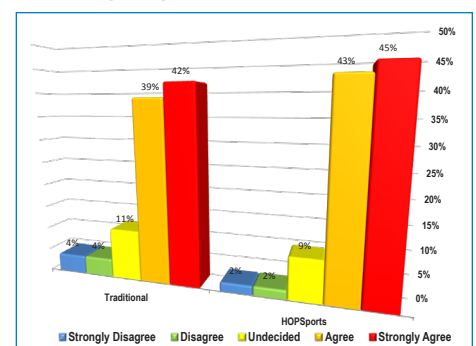
Skill Development



Physical Education by Gender



Intention to increase PA



"In 23 years of teaching, HOPSports is the best money I have invested in our Physical Education program and the most exciting! It meets the individual needs of all our students and athletes, while increasing the amount of moderate to vigorous participation using a wide variety of activities."

– Jean Drennan
Physical Education
Teacher and District
Resource Teacher
Blue Valley School
District
Overland Park, KS

"In my 18 years as an administrator in Miami-Dade County Public Schools, I have never seen our physical education teachers NOT wanting a workshop to end."

– Dr. Jayne Greenberg,
District Director
Physical Education and
Health Literacy
Miami-Dade County
Public Schools

"YEA!... our HOPSports Training System arrived. We were so excited... we used the instruction manual step by step... It was so easy... we amazed ourselves...The Video Library is packed full of exciting lesson plans that will turn on our students!"

– Barbara Marshall,
Physical Education
Curriculum Specialist
Tulsa Public Schools

"I think you have cornered the market in fitness. The possibilities are endless. Thanks for making DCPS a part of your journey. My mind spins at the thought of all that can be achieved."

– Barbara Rockwood (OAS),
Executive Director of Health,
Physical Education and Athletics,
District of Columbia Public Schools

The STUDY concluded.

"HOPSports appears to be an effective means of promoting MVPA among youth. ...The most significant value of HOPSports may, therefore, be in its provision of a variety of relatively easy-to-facilitate activity lessons, some of which, such as Hip Hop Dance, PE instructors may not feel comfortable teaching or modeling. In addition, activity lessons like the Circuit Ladders may benefit from the HOPSports system which provides continuous video modeling, upbeat music and verbal cues as part of the lesson. Finally,... a significant advantage of the HOPSports system may be the ability of the module to engage a classroom of students while the PE instructor moves throughout the room providing feedback on participant form."

Chenoweth & Associates conducted a cost-benefit analysis of the HOPSports program for Be Active North Carolina. Chenoweth found that the cost of a HOPSports program will be offset by MVPA-generated medical care cost saving over time. A return on investment of 38% is likely justifying the cost of HOPSports from a monetary point of view.

LEASE-TO-OWN

HOPSports has developed an accessible lease-to-own option which offers you the ability to pay for the system over the course of a few years. More information is available at www.hopsports.com by clicking first on Resources, and then on Leasing Option.



supports and partners with many organizations to promote physical activity in our country. Here are just a few:

