

2015 SHAPE America Convention

March 19, 2015 @ 11:15-12:30

Seattle, WA


Let's Move! Transformation of a School District, City and Community



2015 SHAPE America National Convention & Expo

March 17-21 • Seattle, WA

***“90% of what I say will
be forgotten within
60 minutes”***



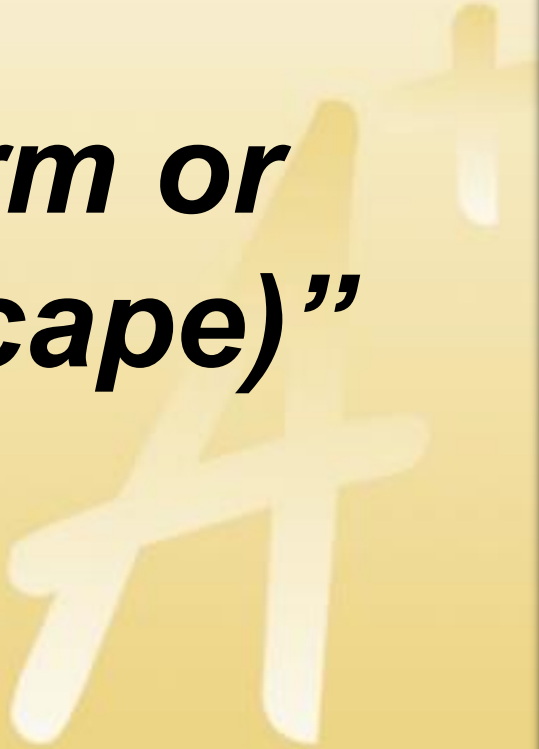
**“I hear and I forget, I see
and I remember, I do
and I understand.”**

– Chinese proverb




What is transformation?

“...a change in form or appearance (landscape)”



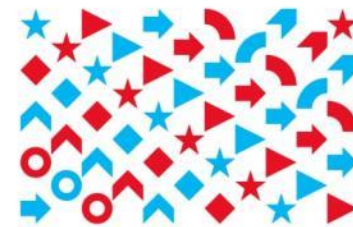
**Share a “best practice”
collaboration of the
Let’s Move! initiative...**





Let's Move! Active Schools

Making 60 minutes of physical activity the norm in America's schools



Let's Active
Move. Schools

#ActiveKidsDoBetter



An Active School incorporates physical activity before, during and after school for at least **60 minutes** every day.

Let's Move, Active Schools



a physical activity and physical education solution to ensure 60 minutes of physical activity is the new norm for schools.

**Why
60 minutes?**

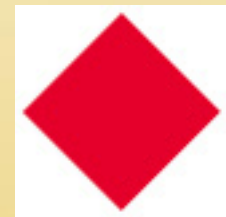




Higher test scores



Improved attendance



Increased focus





Better behavior



**Lower rates of
childhood obesity**



**A lifetime of healthy
habits**

Let's Move!

- **No cost**
- **Evaluates your program**
- **Creates action plan**
- **Resources**
- **Celebrate**

...join - no brainier!!!

***Let's Move!* Action Plan →**

- (1) Buy-in from staff**
- (2) Buy-in from superintendent**
- (3) Buy-in from school board**

***Let's Move! Action Plan* →**

Step 1 – buy-in from staff

- **Program improvement**
- **Registration**
- **Inventory**
- **Applying for Recognition**

Let's Move! Action Plan →

Step 2: buy-in from superintendent

- **National program**
- **Creates unity**
- **No cost**
- **Celebrate Success**



***Let's Move! Action Plan* →**

Step 3: buy-in from school board

- **National program**
- **Creates unity**
- **No cost**
- **Celebrate Success**



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Let's Move! Active Schools Board Proclamation – 11/18/13



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McALLEN ISD
Fulfilling Our Promise

Proclamation

State of Texas
County of Hidalgo
McAllen Independent School District

Whereas, childhood obesity has reached epidemic proportions in the United States;

Whereas, regular physical activity is necessary to support normal and healthy growth in children;

Whereas, participation in physical activity improves self-esteem and body image in children and adults;

Whereas, research shows that fit and active children are more likely to thrive academically, behave better and have higher attendance rates;

Whereas, children spend many of their waking hours at school and therefore need to be active during the school day to meet the recommendations of the Physical Activity Guidelines for Americans;

Whereas, physical education classes will ensure that they are physically active during the school day, but also educate them on how to be physically literate and its importance to their lifelong health;

Whereas, the Physical Activity Guidelines for Americans recommend that children engage in at least 60 minutes of physical activity on most, and preferably all, days of the week;

Therefore, be it resolved the "Let's Move! McAllen ISD" campaign urges our students to recognize the value of nutrition and physical activity and to renew their commitment to make regular physical activity a part of their lives and quality physical education programs a part of this community's schools.

Now *Therefore*, I, Hilda Garza-DeShazo, Vice-President, Board of Trustees of the McAllen Independent School District do hereby proclaim the McAllen Independent School District as a "Let's Move!" school district.

"Let's Move McAllen ISD"

I call upon all residents to join the dedicated individuals who administer the Let's Move McAllen ISD in appropriate activities that support the health and well-being of our children and to become aware of their own nutrition habits, in hope of achieving a more healthful citizenry for today and the future.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the McAllen Independent School District to be affixed on this 18th day of November, 2013.

Hilda Garza-DeShazo, Vice-President
McAllen Independent School District

Attest:

Daniel D. Vela, Board Secretary
McAllen Independent School District



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

November 18, 2013

McAllen Independent School District (ISD)
C/O: Mario Reyna
2000 North 23rd Street
McAllen, TX 78501

Dear McAllen Independent School District:

On behalf of the President's Council on Fitness, Sports & Nutrition (PCFSN), I want to congratulate McAllen for its declaration of *Let's Move!* McAllen Independent School District (ISD). By committing the principals outlined in the Proclamation, your school district and community are taking important steps to help tomorrow's leaders succeed in the classroom—and in life.

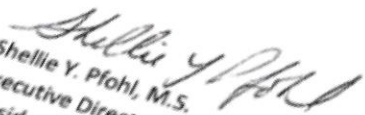
Today, we know that schools are facing all sorts of challenges. They are balancing multiple priorities and dealing with shrinking budgets while striving to do everything they can to help our children learn and grow. This is why the President's Council is so proud of McAllen for its support of *Let's Move!* Active Schools, which will help all schools and staff find innovative solutions to ensure that kids get at least 60 minutes of daily physical activity each day.

Let's Move! Active Schools is about all of us coming together to make being active a way of life for our kids. When kids have early, positive experiences with physical activity, they are more likely to adopt these healthy habits and integrate them into their everyday lives, both as youth and adults. Creating opportunities for physical activity throughout the school day not only leads to greater health outcomes and better classroom performance for students, but also sets them on the course for life.

With the district-wide commitment, McAllen ISD is leading the way in ensuring that our youth will grow up to lead healthy, productive lives. We hope that other districts, both in Texas and across the country, will follow the example you have set and join the *Let's Move!* Active Schools community.

Thank you and we wish you continued success.

Sincerely,


Shellee Y. Pfohl, M.S.
Executive Director

President's Council on Fitness, Sports and Nutrition

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McAllen ISD Back to School General Assembly on August 18, 2014



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Let's Move! Active Schools Board Proclamation – 9/22/14



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...and we (staff, school board members, superintendent, community and I) danced again!



Let's Move! Promos (15 seconds)

<https://www.youtube.com/watch?v=R3BQyg7UJbg>

<https://www.youtube.com/watch?v=tbYF7b1sX-8>


<https://www.youtube.com/watch?v=TB7UNdsBFNw>

<https://www.youtube.com/watch?v=i2-yPbH0Y5o>

<https://www.youtube.com/watch?v=o3sHNEJF2nc>

Let's Move! Active Schools **“Advocacy Action Plan”**

***Who is the target and
what was the plan?***



LET'S
MOVE



McALLEN



THE MONITOR

SANDRA SANCHEZ: Let's all move around -- McAllen ISD launches White House fitness plan

SANDRA SANCHEZ | Opinion Editor | Posted 11 months ago

Inside Lamar Academy in McAllen on Monday, dozens of P.E. teachers were getting schooled in athletics by a White House adviser who travels across the country helping school districts implement first lady Michelle Obama's Let's Move! fitness initiative.

The 45 coaches and gym teachers from throughout McAllen Independent School District learned new ways to try and motivate youth to exercise at peak optimal levels. They also were given tips on how to incorporate physical to try movement and so in this roly-poly world we are feet becoming, jumping up and down while dividing sums not only And that makes good sense all around.

I applaud McAllen ISD for taking such an aggressive approach. And for being the first school district in the Rio Grande Valley — and one of the first in the nation — to commit all of its campuses to the Let's Move! Active Pam Powers, National Physical Education Physical Activity adviser, told the group they "have Washington's ear."

It's no secret that the RGV is ground zero for obesity rates in the United States. About one in four adults in McAllen are obese and so are many of our children. A 2012 Gallup poll ranked McAllen, Edinburg and Mission as more again the most obese metropolitan in America with 39.5 percent of citizens overweight.

Many studies link poverty and obesity rates and so it's not surprising that there are so many widening girls here. But, as McAllen ISD health and physical education coordinator Mario Reyna says, that doesn't have to continue. "We already know there's a problem and everyone keeps reporting on the problem. We're beyond that. We're about what's the solution?" Reyna said. "We're putting that kind of pressure on ourselves that we can do a lot."

That can-do attitude, I believe, will get us far. Reyna confided to me, however, that this initiative — which includes putting a lot of pressure on parents to eat healthy and exercise at least 60 minutes a day — might rub some people the wrong way. That makes me respect his attitude all the more because he and other district officials are more concerned about saving lives and making students and families fitter and healthier — not about winning a contest. That's admirable, that's leadership and that's what this area needs to lower obesity rates here.

The McAllen ISD school board on Monday issued a proclamation committing the entire district to the Let's Move! Active Schools initiative. I ran the proclamation Tuesday on our Opinion page and we applaud it. We also must heed McAllen ISD Superintendent... we are so much more than it ever has in the past."

...exciting being one of the... they're (doing)...

We Recommend

- If Only He Had Been Carrying a Gun, Oh, Wait (Blue Nation)
- Suspect in grisly Edinburg murder pleads guilty
- UT-RGV mascot selection on track
- Starbucks denies pregnant woman use of bathroom (Fox 31)

President's Council on Fitness, Sports & Nutrition

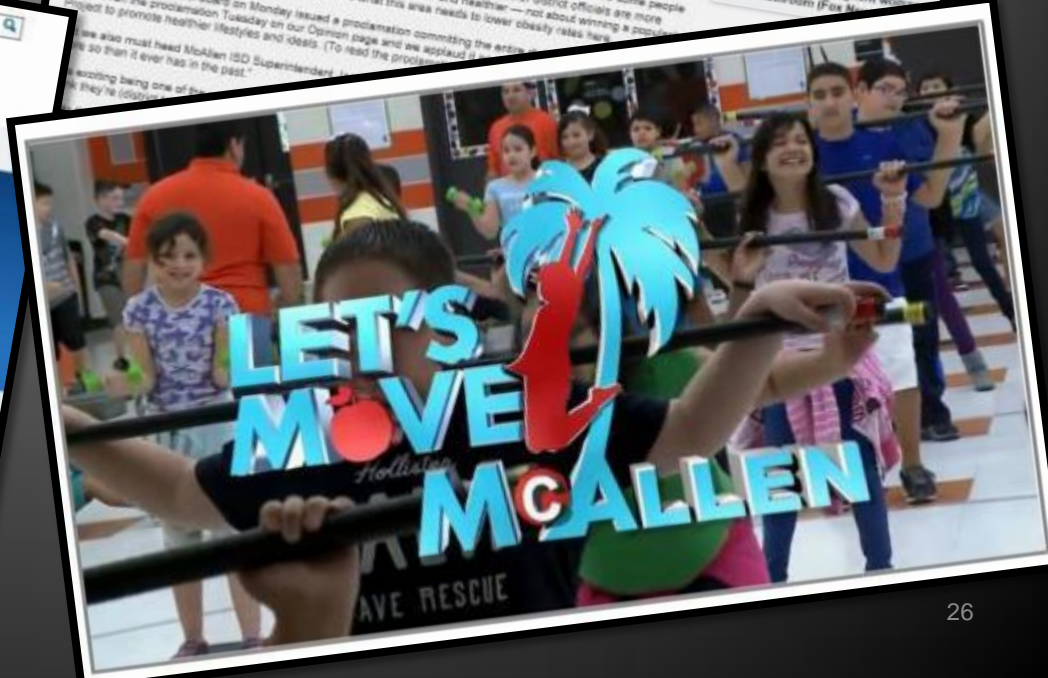
BE ACTIVE | EAT HEALTHY | ABOUT PCF SN | MEET OUR TEAM | RESOURCE CENTER | PARTICIPATE IN PROGRAMS

McAllen (TX) School District Signs On To Let's Move! Active Schools

On Monday, November 12th, the McAllen Independent School District, from Texas, will be presenting a "Let's Move! Proclamation" at the Board of Trustees meeting beginning at 6:00 p.m. (Central Time). About 10-20 minutes after Proclamation, the District will also provide a "Physical Education" update. If you would like to observe the event in action — you can watch real live "streaming" of the "Let's Move! Proclamation" at the following link: www.mcallenisd.org. Scroll down to find the "Live Streaming" link for the Board Meeting.

For specific information on the steps McAllen Independent School District took to ensure that students engage in movement throughout the school day, see "Let's Move! Proclamation," or paste this into your browser: <http://paperkit.mcallenisd.schoolfusion.us>

Let's Move! Active Schools is a comprehensive program that empowers school champions (P.E. teachers, classroom teachers, principals, administrators, and parents) to create active environments that enable all students to get moving and reach their full potential. To learn more, visit <http://www.letsmoveschools.org>





AGENDA
CITY COMMISSION REGULAR MEETING
MONDAY, JUNE 23, 2014 – 5:00 PM
CITY COMMISSION CHAMBERS; 3RD FLOOR

- CALL TO ORDER** - Mayor Jim Darling
- PLEDGE OF ALLEGIANCE** - Mayor Jim Darling
- INVOCATION** - Commissioner Veronica Vela Whitacre
- PROCLAMATION** - McAllen Symphonic Town Band 40th Anniversary
Let's Move McAllen! Campaign
- PRESENTATION** - 2014 APWA Awards

A healthier Valley region

There's a synergy happening in our region with a movement toward wellness and better health overall. And it's sure to have long-term benefits for us all. Nonprofits, school districts and city governments are joining forces like never before to promote health, fitness and nutrition in our Valley.

Multiple organizations and committees appear to be converging and meeting at once to find ways for us all to live healthier and better and we couldn't be happier.

Wednesday morning, a group of area early childhood care providers and officials from private schools attended a meeting at McAllen City Hall to learn about how they can plug into the Let's Move! campaign, which the city of McAllen is part of. A kickoff event is being planned for Sept. 8 at McAllen High School's track to launch the first McAllen Kids Marathon, and McAllen's new Run, Ride, Share campaign for safer roadways and bike and hike trails is on the verge of being picked up as a statewide campaign — no name just a few examples of the many initiatives we have going on here now.

Indeed, the IGV seems poised to go from No. 1 in a nationwide Gallup poll for the highest obesity rates, to No. 1 in innovative efforts to slim down, educate and make healthier our communities.

McAllen City Commissioner Veronica Vela Whitacre told educators Wednesday that it's all about changing the culture and "fostering a conversation" toward healthier and safer living.

Whitacre has been a tremendous advocate for making roadways safer, not only for runners and bicyclists, but also for drivers. She is president of the Run, Ride, Share campaign committee, which soon is posting



10 area signs with the Run, Ride, Share logo along the Second Street and Bicentennial Boulevard bike and bike trails urging cars, pedestrians and cyclists to be cautious, courteous and watchful of each another.

The Texas Department of Transportation is considering taking the campaign statewide, Whitacre said. If so, however, they might change the logo colors to white and blue from green. But that doesn't bother Whitacre, or any in her volunteer committee, and she has even openly joked that they can make the signs pink if it helps to raise road safety here and elsewhere in Texas.

Agreed. And how exciting to think that a campaign started here might soon benefit folks throughout our state.

A campaign such as this will make streets safer for all, including our youth. That's beneficial as we plan a Dec. 13 Kids Marathon here. The Monitor is grateful to be a co-sponsor of the event — along with the city of McAllen, McAllen ISD and McAllen Boys & Girls Club. We invite area children, ages 5 to 13, to participate. Kids will run 1.2 miles during the Sept. 8 kickoff and then they'll log 25 miles incrementally — at school or on their own — and run their last mile altogether Dec. 13 as part of the McAllen Tarnale Fest. Those who complete the program will receive a special medal and lifelong marathon bragging rights.

Moreover, this younger generation is developing a culture of health and fitness that will stay with them throughout their (hopefully long) lives.

For more information on the Kids Marathon, go to mcallemarathon.com. For information on Let's Move! go to www.mcallem.net/letsmove.



EDITORIAL: McAllen is moving as part of Let's Move! Cities campaign

Posted: Friday, June 13, 2014 2:15 am

At Monday's McAllen City Commission meeting request for McAllen to participate in the Let's M

McAllen awarded four gold medals by national league

Story Comments

Recommend 0 Tweet 0 8+1 0

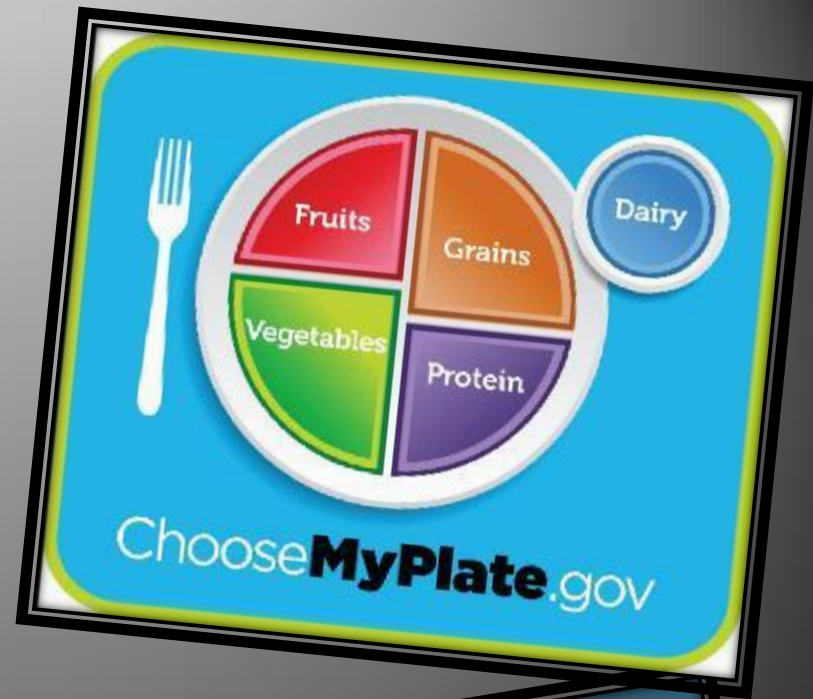
Posted: Wednesday, August 27, 2014 4:59 pm

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The City & School started building strong partnerships with respect to activities for the *Let's Move!* initiative, thereby forming the *Let's Move!* McAllen Steering Committee.

We brought the local newspaper (The Monitor) into the group as well as the Boys & Girls Club. Then we reached out to the early childcare providers by hosting a *Let's Move!* Childcare kick off meeting. As a result, not only are they joining the committee but we're helping those ECE Providers commit to the *Let's Move!* Childcare initiative.

Together, all of these community organizations can share resources, ideas and overall successes!





Human Resources Grant Administration

**Staff Development Opportunities
September 2014**

| Date | Training Description |
|---|--|
| September 17 Marketing Workshop & Training 10:00am - 12:00pm Room 1000 | The objective for this training is to educate and provide information to our staff on how to manage many responsibilities in addition to their daily planning, personal commitments, household responsibilities and other tasks that make the demands of life. Let's learn to discuss interest and need. Presented by Susan Oliver, HR Trainer. |
| September 17 Project Management & Training 10:00am - 12:00pm Room 1000 | This course is designed to provide an overview of all of the following: project with critical thinking, problem-solving, and decision-making for the purpose of getting the right direction. Subsequent the course will focus on planning and planning will cover up the path and objectives that will help you to achieve your goals and objectives. Presented by Susan Oliver, HR Trainer. |
| September 18 Project Management & Training 10:00am - 12:00pm Room 1000 | This course is a continuation of the introductory session on Public Safety. The course will focus on the importance of Public Safety. The course will cover the importance of Public Safety. The course will cover the importance of Public Safety. The course will cover the importance of Public Safety. Presented by Susan Oliver, HR Trainer. |
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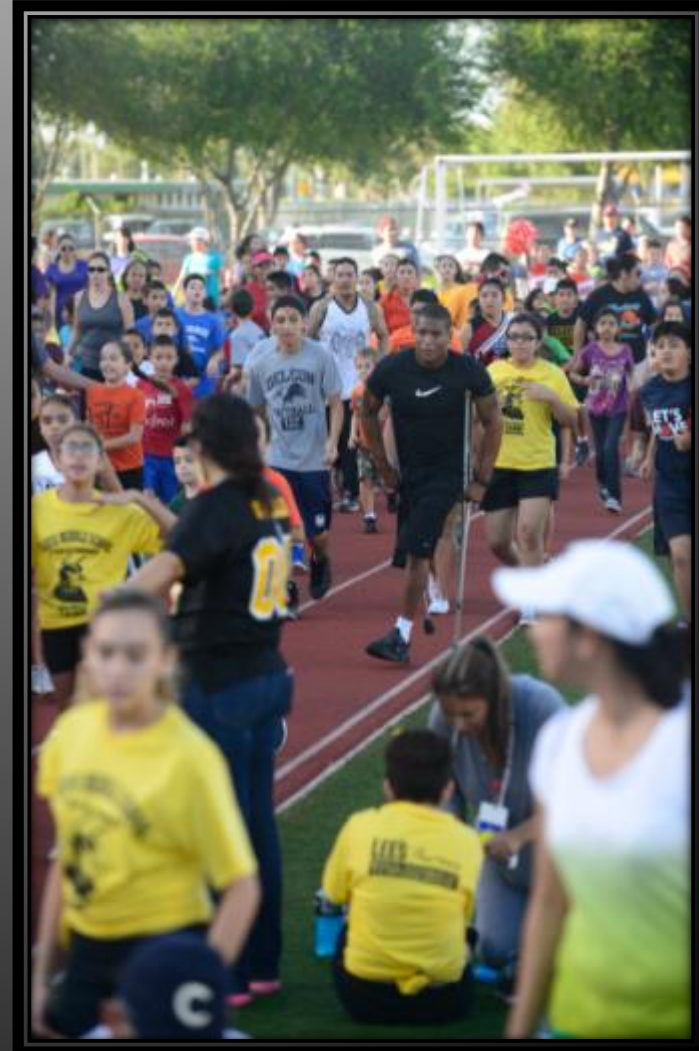


Let's Move! – Anthony Robles Visit September 5, 2014





Let's Move!
McAllen Pep Rally
September 6, 2014





<http://www.mcallenisd.org/letsmovemcallen/>

**What are you going to do
to “*Move Forward and
SHAPE our Future?*”**

Let's Move!
**Rio Grande Valley of
Texas**

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Pharr San Juan Alamo ISD

La Joya ISD

Edinburg CISD

Zapata CISD

***Mission CISD**

****Alliance for a Healthier Generation***

***Let's Move!* Active Schools**

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