

## **SOUTH DAKOTA DEPARTMENT OF EDUCATION AND CULTURAL AFFAIRS**

### **Project:**

#### **South Dakota Physical Activity Initiative Targeting Preteens**

### **Type:**

- School physical education
- Professional development
- Media campaign/event

### **Setting:**

- School-based
- Community-based

### **Partners:**

- State health department
- Local health department(s)
- Other state government agency: State Game, Fish, and Parks Department
- State AAHPERD association
- Local parks/recreation department
- Media outlet(s): public service announcements, billboards, Christmas tree promoting physical activity at the annual tree display at the state capitol

### **Goals:**

- To increase knowledge and resources related to physical activity for professionals working with adolescents aged 9-13 years.
- To design and use an assessment tool to collect data on the quality and quantity of physical education programs in schools throughout our state.
- To fund 11 local education agencies (LEAs) to develop action plans addressing obesity and inactivity among youth aged 9-13 in their schools and community.
- To design and conduct a statewide media campaign targeting youth aged 9-13.

### **Description:**

Training was provided for various professionals, including the South Dakota Association for Health, Physical Education, Recreation and Dance and state extension services. Area schools and out-of-school programs have also received support. An evaluation of South Dakota's physical education program, both in and outside of schools, was conducted. Dr. Patty Hacker of South Dakota State University submitted survey results. Five LEAs, one cooperative extension agency, and the Sioux Falls Outdoor Campus received funding to develop and carry out action plans. Pierre School District collaborated with Boys/Girls Club to offer out-of-school physical activity to youth aged 9-13 with use of the "Fitness Authority" curriculum. Beadle County Extension, Huron School District, used "Teen Tool Time" to make the connection between good nutrition and physical activity, surveyed youth physical activity, purchased snowshoes, and developed lesson plans to teach snowshoe basics and safety. Brookings School District purchased heart monitors to



use in physical education and health instruction, developed log sheets and directions, and had students measure recovery heart rates using the Harvard Step Test. Chamberlain Academy, Chamberlain School District, purchased equipment to be used collaboratively by a private youth facility, the public school, and the local community. Tiospaye Topa instituted a student Get Moving Program and incorporated it in its walking club. A media campaign distributed flying discs to all state parks, city recreation departments, and the State Fair, accompanied by suggested activities that align with state physical education standards. A Christmas tree promoting physical activity was included at the annual tree display at the state capitol and kids' physical activity magnets were given away at the tree. Over 40,000 people tour South Dakota's Capitol Christmas tree display each year. The Department of Education and Cultural Affairs and the Department of Health partnered with the Department of State Game, Fish, and Parks to sponsor a Halloween Hike at one of the parks and distributed 7,000 2003 Walk in the Park bandannas to local school districts adjacent to parks.

**Successes:**

- Involved numerous local school districts.
- Ran a state-wide media campaign. The largest newspaper featured a series of articles on physical activity and childhood obesity. Because of the state's small population, the media campaign was economical.
- Provided professional development to teachers.

**Challenges:**

- A major challenge is follow-up with the local school districts.

**Strategies for sustainability:**

- Physical activity will remain a major focus with professional development focusing on physical activity standards.
- Evaluation results will guide future programming and planning.
- Release of the National Media Campaign will sustain South Dakota's media efforts.
- The State Game, Fish, and Parks Department built two disc-golf courses after being advised on design by local high school and college youth. They will maintain courses for continued use.
- Bandannas listed a schedule for all special activities that will take place in the state parks through 2003. It is hoped that more people will take advantage of the programs. Collaboration with the State Game, Fish, and Parks Department was invaluable and plans are to continue joint efforts to promote physical activity.

**Contact:**

Janet Ricketts

South Dakota Department of Education and Cultural Affairs

(605)773-4257

janet.ricketts@state.sd.us

www.state.sd.us/deca

