

## WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION

### **Project:** **Movin' Schools**

#### **Type:**

- Physical activity program/opportunity for students, school staff, and families
- Media campaign

#### **Setting:**

- School-based
- Community-based

#### **Partners:**

- State health department
- Other state government agency: Wisconsin Department of Justice
- State AAHPERD association
- Other state organization(s): American Heart Association
- Other: Wisconsin Education Association Trust, Gopher Sports

#### **Goals:**

- To increase physical activity among Wisconsin students aged 9 to 13.
- To increase public awareness of the benefits of and needs for physical activity.

#### **Description:**

The WDPI and Wisconsin Association for Health, Physical Education, Recreation and Dance developed a Movin' Schools program resource kit for school-based programs that included: messages promoting physical activity, tools to log many types of physical activity and convert to miles traveled, curriculum ideas for integration with social studies, ideas for involving other family members, form for description of local project, description of awards program including incentives for student and school participation, and tips for media advocacy. Schools participating in the Movin' Schools program developed creative ways to promote and increase physical activity among students, families, and their parents, including a community service component to promote volunteerism. Through an application process, 55 schools received awards to kick off year 2 (2002-2003) of the project as well as the CDC media campaign on physical activity.

#### **Successes:**

- Increased the number of students, school staff, and families participating in physical activity.
- Promoted physical activity and positive values among 10,000 students and strengthened state-level partnerships.



**Challenges:**

- Local staff and volunteer time to coordinate and implement program.

**Strategies for sustainability:**

- Obtained funding from the state Department of Justice (\$144,000) to continue the Movin' Schools Program.

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