



# **Physical Activity in the Classroom: Get Kids Active with Free Brain Boost Videos**

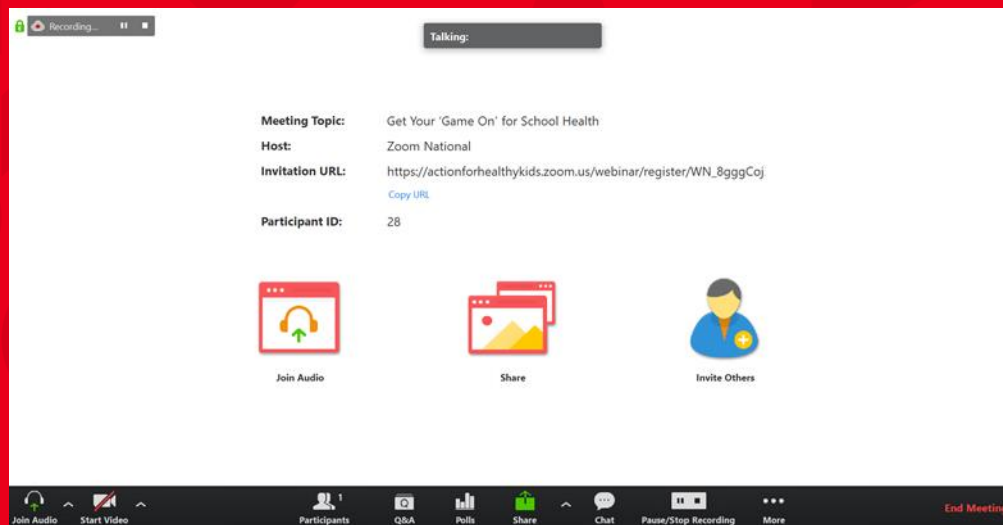
**Lori Rose Benson, Hip Hop Public Health  
Shira Ackerman, GoNoodle  
Sanjula Singhal, UNICEF Kid Power**

**Thursday, January 23  
12pm PT / 1pm MT / 2pm CT / 3pm ET**

**Active Classrooms Webinar Series  
December 2019 – February 2020**

# Welcome!

- Listen in with your telephone or computer speakers
- Everyone is muted
- Submit questions in the question box
- This call is being recorded
- Follow-up email with links to webinar evaluation, recording, handouts, and participation certificate will be sent out in the coming days



# Agenda

- Active Schools Overview
- Guest Speaker: Lori Rose Benson, Hip Hop Public Health
- Guest Speaker: Shira Ackerman, GoNoodle
- Guest Speaker: Sanjula Singhal, UNICEF Kid Power
- Q&A



# Our Mission

At Active Schools, we believe every kid has a right to at least 60 minutes of physical activity before, during, and after school each day – and every school has the responsibility to provide it.

Our goal is to make it easier for schools to provide an active school environment.

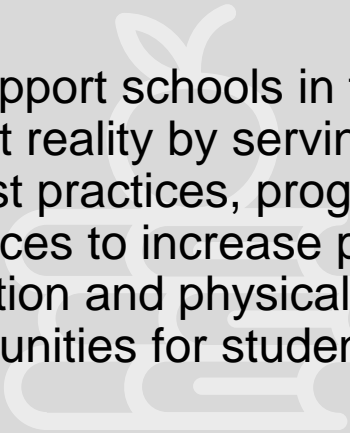


# A Vision That Kids Deserve

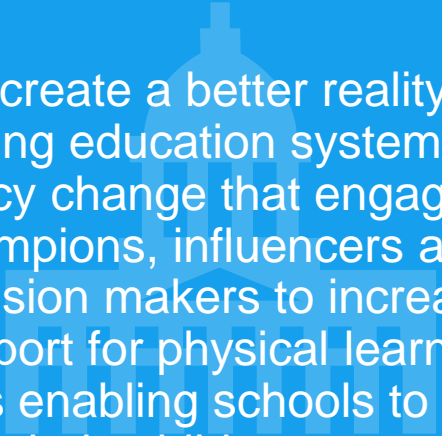
Reimagine school environments to provide opportunities for academic, social-emotional *and* physical learning so that all children have the ability, confidence and desire to lead active, healthy lives.



# We Work on Two Fronts



We support schools in their current reality by serving as a hub for best practices, programs and resources to increase physical education and physical activity opportunities for students.



We create a better reality by driving education system and policy change that engages champions, influencers and decision makers to increase support for physical learning, thus enabling schools to educate the whole child.





## **Active Classrooms Week**

#ThisIsYourBrainOnMovement

DECEMBER 9-13, 2019

Active Classrooms Webinar Series (7) – Dec 2019-Feb 2020

[www.activeschoolsus.org/active-classrooms-webinars](http://www.activeschoolsus.org/active-classrooms-webinars)

Active Classrooms Grant Opportunities (8) – close 2/28/20

[www.activeschoolsus.org/active-classrooms-grants](http://www.activeschoolsus.org/active-classrooms-grants)

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# Lori Rose Benson

## Hip Hop Public Health





# **Helping Young People Energize With Hip Hop Public Health**

Lori Rose Benson  
Executive Director & CEO  
@lorirosebenson @hhphorg



# Hello from Hip Hop Public Health!

Hip Hop Public Health is a 501(c)3 organization with a mission to foster positive health behavior change through the power of hip-hop music.

Based in New York City, our vision is for youth around the globe to be empowered with the knowledge and skills to make healthier choices, reducing preventable health conditions and the rising tide of childhood obesity.



**Active** Schools

# Who we are

## What we do

## How we do it

- ✓ Socially conscious artists, musicians, public health experts & educators
- ✓ Highly engaging, culturally relevant music and multimedia “edutainment” tools
- ✓ Multisensory model
- ✓ Making the healthy choice the cool choice to improve youth health literacy and promote health equity



Auditory



Visual



Kinesthetic



Interactivity



### YAAAS Bounce



Everyone will be saying Yaaas Bounce when they see you pull out these dance moves from our H.Y.P.E. Breakin' It Down series featuring Darryl DMC McDaniels and choreographers, Marc Santa Maria and LaShawn Jones.



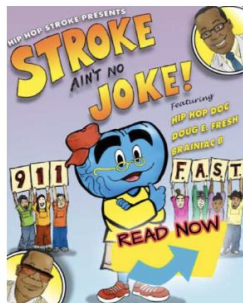
### Breathe In, Breathe Out



Let these chill, trap beats help you focus as you listen to Breathe In, Breathe Out from the Move-to-Improve World Beats NYC album.



### Stroke Ain't No Joke



# 100+ FREE Resources

## [www.hhph.org](http://www.hhph.org)

- Physical Activity Breaks
- Animated Music Videos
- Live Action Music videos
- Video Games
- Comics



Get energized for the day as you jump, squat and shake to Cross the Line from the Move-to-Improve World Beats NYC album.



Performed by Salad Bar: Starring Matsiyahu, Travis Barker, Ariana Grande and The Veggies



### Menu



Learn how to count up the calories and understand the ranges on restaurant menu boards with our Pay Attention animated music video featuring the Hip Hop MD and Artie Green.



## Search and Sort by:

- Content Area
- Grade Level
- Media Type
- National Learning Standards

### Veggie Luv



Live action and animated music video featuring Monifah and J Rome from the Songs for a Healthier America album.

### GO SLOW WHOA



Animated music video



### Everybody



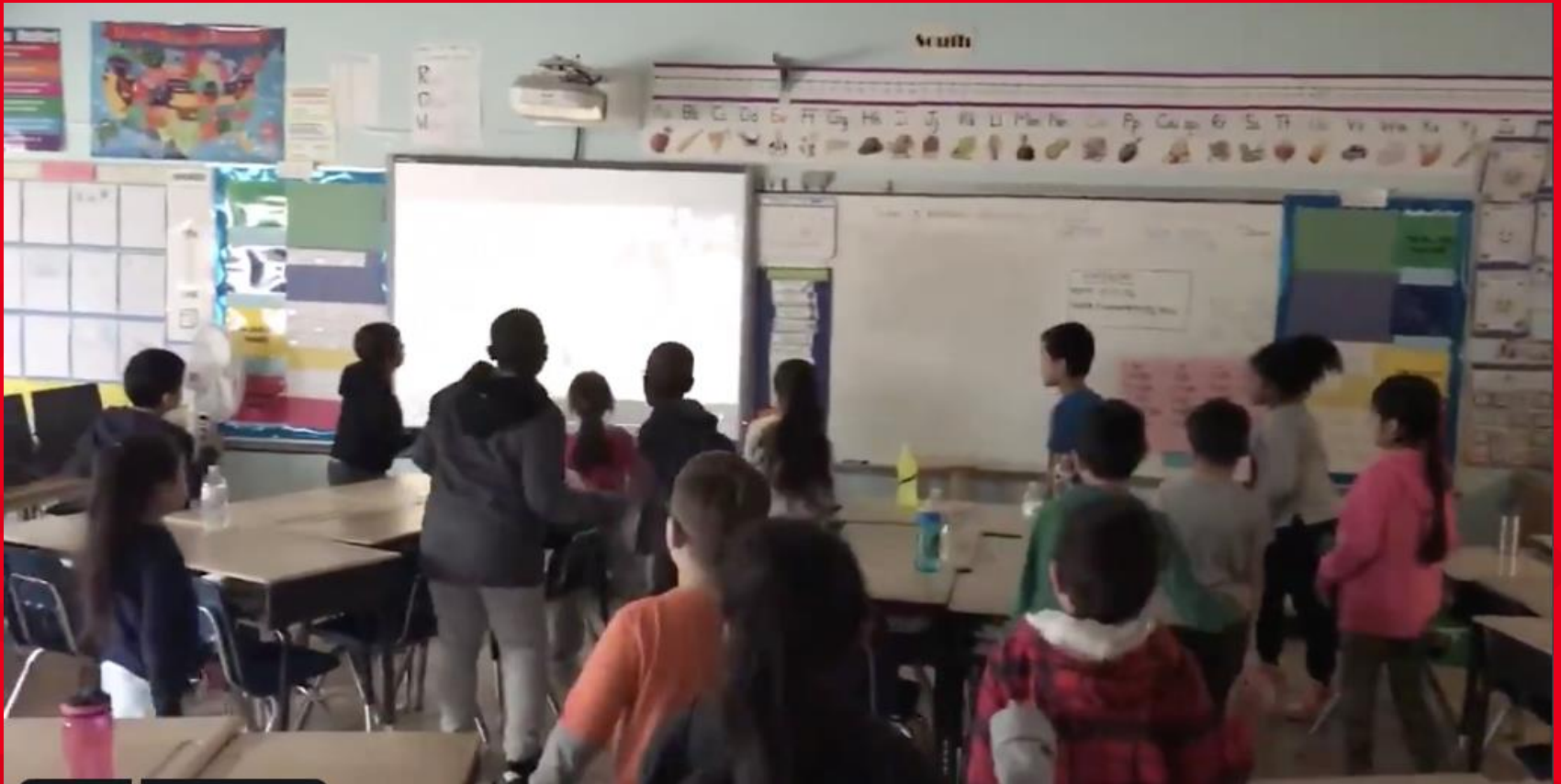
Live action music video featuring Jordin Sparks, Doug E. Fresh, Dr. Oz, Ryan Beatty and the Hip Hop MD



**Active Schools**



# Why should we integrate physical activity into classrooms?



# H.Y.P.E. The Breaks Vol. 1



- “**H**elping **Y**oung **P**eople **E**nergize”
- Innovative hip-hop dance physical activity breaks
- Energize, invigorate and motivate youth
- Contemporary and original music featuring Hip Hop icon, Darryl DMC McDaniels from RUN DMC
- Energetic, developmentally appropriate choreography
- Progressive movement themes
- Variety of intensity levels
- **Five 6-minute routines and three 10-minute routines:**
- Use as single physical activity breaks, mix and match, or build up to one-hour dance party!

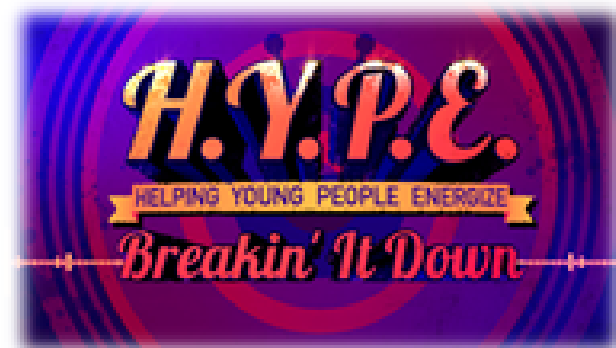


# H.Y.P.E. The Breaks Vol. 1





# H.Y.P.E. Breakin' It Down



- Same high-energy music and engaging choreography
- Breaks down hip-hop dance moves, step-by-step.
- Series features **twenty 2-minute videos**
- Choreographers demonstrate the moves with seated modifications
- Easy to introduce the moves at a desk in a classroom, or in limited-space settings
- Building blocks of the hip hop moves featured in “H.Y.P.E. The Breaks Vol. 1” series



# H.Y.P.E. Breakin' It Down





**Move-to-Improve**

# World beats nyc

MOVE TO IMPROVE  
SHOUT OUT  
CROSS THE LINE  
(JUMP SHOUT  
SHAKE MIX)  
GROOVE & FLOW  
JUST MOVE  
NYC ROLL CALL  
ISLAND HOPPING  
GROOVE & FLOW  
(FOCUS MIX)  
BREATHE IN  
BREATHE OUT  
MINDFUL BEATS

Think — Move — Achieve —



**Active Schools**



# Thank you from Hip Hop Public Health!

CONTACT:

Lori Rose Benson

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[www.hhph.org](http://www.hhph.org)

Follow us on social at  
[@hhphorg](https://twitter.com/hhphorg)



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# Shira Ackerman

## GoNoodle



# GoNoodle 101

Get moving and mindful!





# What is GoNoodle?

Hundreds of free Movement and Mindfulness videos made specifically for a classroom setting to give kids (and teachers) the movement and mindfulness breaks they need throughout their day to help them:

- Learn
- Bond and Build Community
- Stay Focused and Calm
- Have Fun!



# Why GoNoodle? What Teachers are Saying

“Thank you for making my life easier! I love that I can always find exactly what my students need on GoNoodle. It is the most used resource in my toolbox. Thank you for working so hard to bring joy into my classroom!!”

“Thank You for giving us the platform to move, I tell my students daily how important it is for brain function that we move and they love it! I totally do the moves too!”

“We use #GoNoodle short video dances to charge up our ‘brain batteries’ to do our best learning. It helps us feel strong, healthy, and happy.”

“Using @GoNoodle is such a great way to get students out of their seats & moving! This will also help attention in the classroom. They are secretly learning as they are dancing and don't even know it.



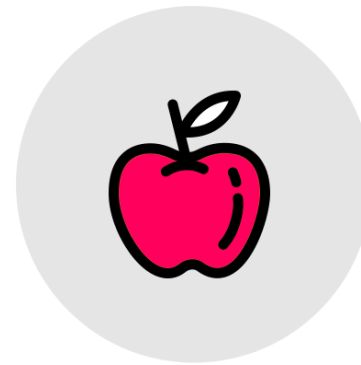
# Tips, Tricks and Suggestions: When to use GoNoodle



During morning  
meeting



Transitions



After Lunch  
or Recess



Before/After an  
Assessment

# Tips, Tricks and Suggestions: How to use GoNoodle

## The Discover Page: Newest and Featured Videos

The screenshot displays the GoNoodle Discover page interface. At the top, there is a navigation bar with the GoNoodle logo, a 'Discover' link, and tabs for 'Categories' and 'Channels'. A heart icon and a search icon are located on the right side of the navigation bar.

The main content area features a large banner for 'TRANQUIL TUESDAY' with the text 'Turn off your stressful energy and turn on your positive vibes...'. To the right of the banner is a video thumbnail for 'ON & OFF' with a duration of 4:14 and a 'Breathe' tag.

Below the banner, there is a section titled 'Featured on GoNoodle' displaying four video thumbnails:

- I'm Still Standing** (3:07) - Guided Dance
- Little Green Froggy** (2:40) - Call & Repeat
- Snow What I Mean!** (2:45) - Guided Dance
- Not Dog Time Machine** (3:42) - Workout

At the bottom of the page, there is a section titled 'Celebrate the week!' with the text 'This week we're celebrating'. Below this section is a progress bar with a play button icon and a timer showing 6/10.

# Tips, Tricks and Suggestions: How to use GoNoodle

The Categories Page: Videos by content, themes and curricula

The screenshot shows the GoNoodle website interface. At the top, there is a navigation bar with the GoNoodle logo, a hamburger menu, and three tabs: "Discover", "Categories" (which is highlighted with a purple underline), and "Channels". On the far right of the navigation bar are a heart icon and a magnifying glass icon.

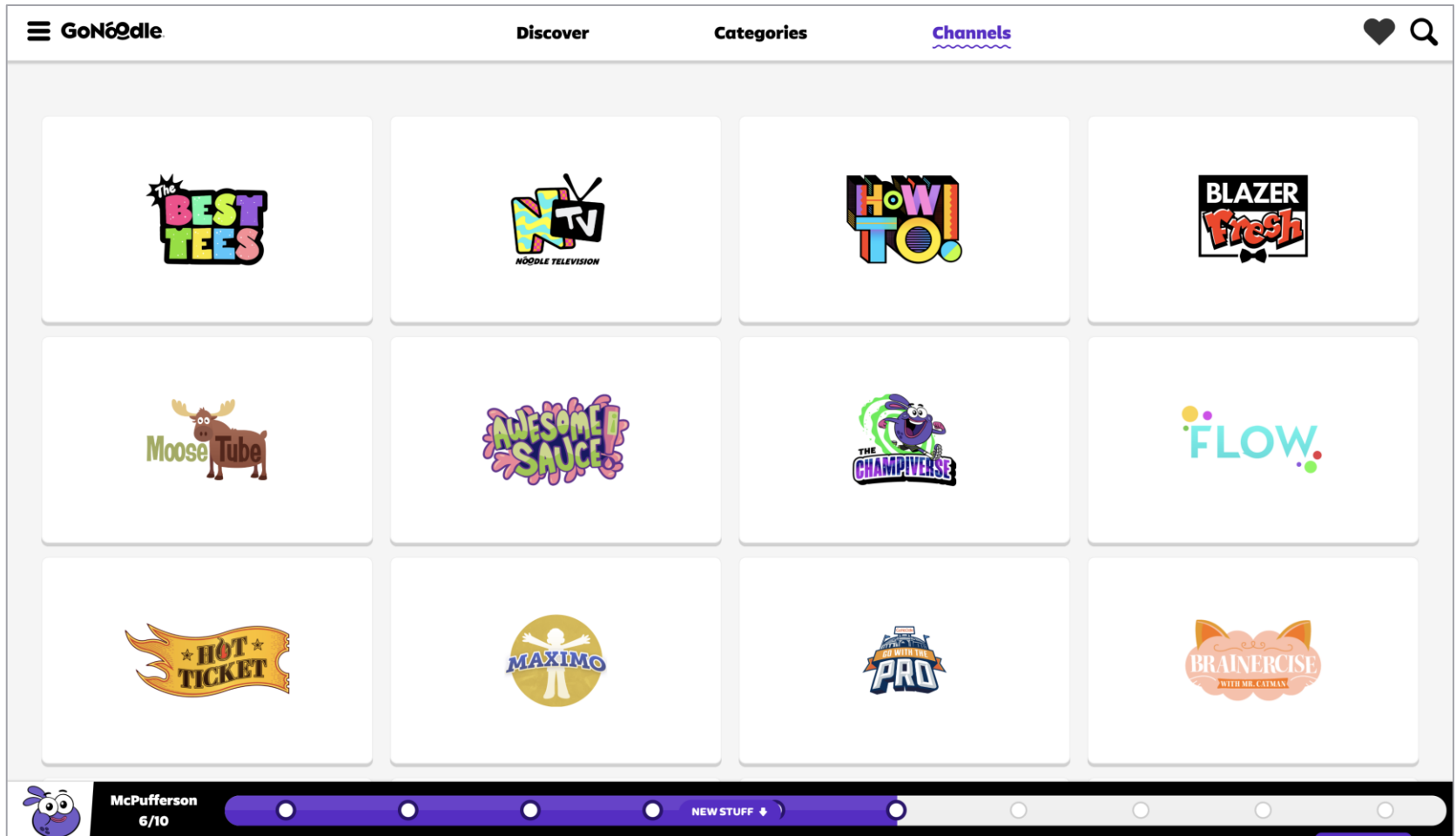
The main content area is divided into three sections, each with a header and a grid of video categories:

- Curricular** (indicated by a magnifying glass icon):
  - Math
  - Science
  - ELA
  - Social Studies
  - Health Education
  - Music Education
  - Reading Practice
  - Spanish
- SEL and Mindfulness** (indicated by a person icon):
  - Boost Confidence
  - Build Compassion
  - Enhance Focus
  - Manage Stress
  - Practice Self-Control
- Sensory and Motor Skills** (indicated by a person with a star icon):
  - Cross Lateral Skills
  - Coordination
  - Locomotor Skills
  - Body Awareness
  - Gross Motor Skills
  - Fine Motor Skills
  - Balance

At the bottom of the page, there is a footer bar. On the left is a cartoon character icon. Next to it is the text "McPufferson 6/10". To the right of this text is a progress bar with 10 circular indicators; the first 6 are filled with blue, and the last 4 are empty.

# Tips, Tricks and Suggestions: How to use GoNoodle

The Channels Page: Videos by type and group



# Some Favorites: Movement Videos



Make Patterns with  
Banana Banana Meatball!



Make transitions fun  
and easy with Line Up!



Build students' confidence  
with this empowering  
message!





# Some Favorites: Mindfulness Videos



Bring power back into yourself  
with your  
breath and body.



Melt away icky,  
frozen feelings.



Focus on working together.



# How Do I Get Started?



It's easy as 1, 2, 3!

1. Sign up for free with an email address
2. Log on to [gonoodle.com](http://gonoodle.com)
3. Choose a video and press play!

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# Sanjula Singhal

## UNICEF Kid Power

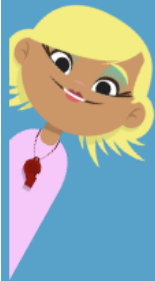


**Empowering A Generation  
of Students**

# WELCOME TO UNICEF KID POWER

- OUR VALUES & MISSION
- WHAT IS UNICEF KID POWER

*UNICEF Kid Power gives kids the power to save lives by connecting their everyday activity to real-world impact.*



Play a Kid Power Up to get students moving, learning and working together as a team.

The more Kid Power Ups completed, the more lives we'll save!



# WHAT IS UNICEF KID POWER?

- UNICEF Kid Power gives kids the power to save lives by connecting their everyday activity to real-world impact.
- It features a video platform that combines brain breaks and SEL activities, giving kids the power to save lives.
- **Free program** for every teacher in the U.S.
- Videos are called **Kid Power Ups**
  - *Get students moving, learning, and working together.*





# CAN'T STOP THE FEELING





# HOW IT WORKS: MOVEMENT THROUGHOUT THE DAY

Kid Power Ups provide short activity breaks that are fun for kids, while leveraging cutting edge research in social emotional learning to instill empathy, self-efficacy and teamwork.



## DANCE + PLAY

Get active with guided dance tracks set to fun beats



## YOGA + MEDITATE

Play games that kids enjoy around the world



## CONNECT

Learn from other kids and reflect on life lessons



## \*BONUS\*

Have fun moving & learning with the stars kids love

**Activity + Global Awareness + SEL = Real-World Impact**



# GLOBAL IMPACT

To date, UNICEF Kid Power kids have saved the lives of more than 99,000 severely malnourished children.



**15 Million**

Therapeutic Food  
Packets



**99,834**

Lives Saved



Do you know a lesson I learned in fourth grade that will help me in the future? Helping people is a lesson I learned. I will be writing about a reason fourth can help me move to fifth grade. Helping people is good because people think you are respectful and you can change the world. For example right now we are helping an organization called unicef. This organization is in charge of taking care of the world. They are always alert and unicef comes or sends food for that child in need. A couple of weeks ago we discovered

*"I asked my students to write about the most meaningful school lesson they learned this year.*

*Diego, one of my fourth graders wrote*

***"You can change the world!"***

# HOW TO SIGN UP

- Go to:  
[www.unicefkidpower.org/ActiveSchools](http://www.unicefkidpower.org/ActiveSchools)
- Takes **1 minute** to sign up
- Completely free program!
- If you use Clever in your school, click the link up top to “Sign Up with Clever”
- Get access to 100+ brain breaks and start saving lives!



ALREADY A MEMBER? [Sign In](#)

[C](#) Sign Up with Clever

OR

**New Member Registration**

ARE YOU AN EDUCATOR? ☐ YES ☐ NO

To join the Kid Power Team, provide your name, email address, a new password, and your school (or organization) info.

**ABOUT YOU**

**CREATE YOUR KID POWER ACCOUNT**

**HOW DID YOU HEAR ABOUT US? (Optional)**

**SCHOOL / ORGANIZATION**

School or organization not listed? [Add it here](#)

☐ EMAIL ME ABOUT SPECIAL KID POWER RELATED EVENTS, COMMUNITY UPDATES AND SPECIAL PROMOTIONS.

☐ PLEASE SEND ME NEWS AND UPDATES FROM UNICEF USA ABOUT OTHER WAYS TO SUPPORT CHILDREN AROUND THE WORLD.

[Next](#)

# HOW TO USE THE PLATFORM

See how close you are to  
unlocking your next RUTF  
packet

The interface is divided into two main sections: **YOUR GLOBAL IMPACT** and **YOUR LOCAL IMPACT**.

**YOUR GLOBAL IMPACT** section includes:

- YOUR NEXT RUTF**: A star-shaped progress indicator with numbers 7, 8, 9, 10. The number 10 is highlighted, indicating the next RUTF packet is nearly unlocked.
- UNLOCKED RUTF**: 4
- TOTAL LIVES SAVED**: 99483

**YOUR LOCAL IMPACT** section includes:

- Play more to earn more! Earn bonus COINS by playing videos every day each week.**
- Calendar**: Shows days Mon, Tue, Wed, Thu, Fri with coin counts (1, 2, 1, 8, 8). A note says "Collect your prior week's COINS every Monday!".
- CURRENT MULTIPLIER**: x3
- VIEW EXCHANGE**: A button circled in red, with "See Last Week" below it.

**Left Sidebar** includes:

- TEAM**: UNICEF KID POWER logo.
- MESSAGES**: 2 messages.
- TASKS**: 1 task.

**Video Activity Grid** (bottom section):

- SING YEAH YEAH YEAH**: 03:17. Buttons: **PREVIEW** (circled in red), **PLAY**, **SHARE**.
- HIP HOP STYLE**: 03:23. Buttons: **PREVIEW**, **PLAY**, **SHARE**.
- KEEP IT LOW**: 03:41. Buttons: **PREVIEW**, **PLAY**, **SHARE**.
- FALLING**: 03:44. Buttons: **PREVIEW**, **PLAY**, **SHARE**.
- FREE**: 03:54. Buttons: **PREVIEW**, **PLAY**, **SHARE**.



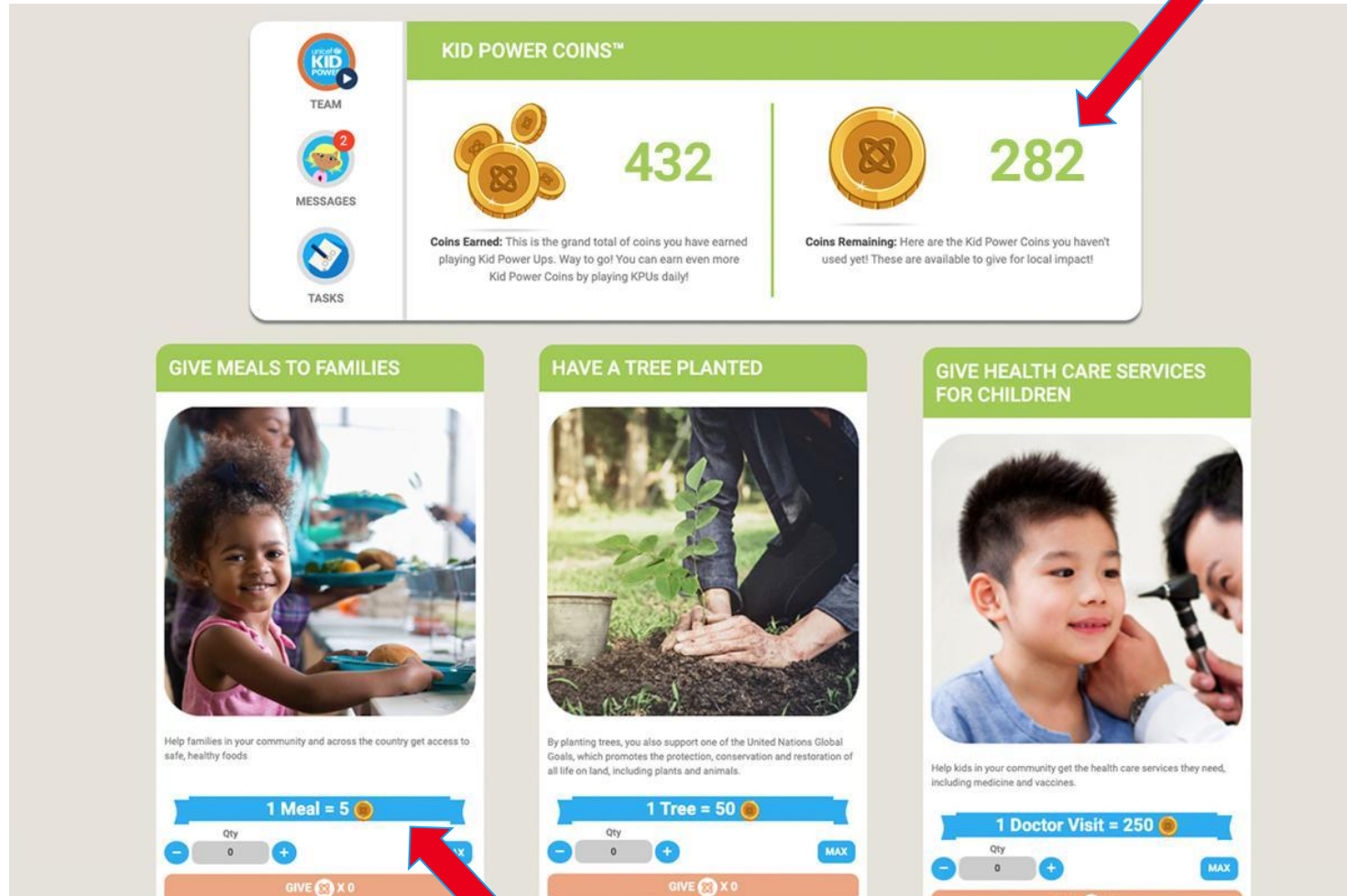
Just press play to start your  
brain break!

Active Schools



# HOW TO USE THE PLATFORM

See how many Coins you have left



Decide how to spend your Coins

Active Schools



# ROAD TO WRESTLEMANIA 36 SWEEPSTAKES

- **Four winning schools will:**
  - Be named a WWE Community Champion
  - Receive a \$2,000 grant from WWE to be used to make a difference in their school or community
- **How to be Eligible to Win:**
  - 5+ teachers registered from the same school
  - Collectively complete 10+ Kid Power Up videos between 1/6/20 -3/27/20
- Learn more at: [www.unicefkidpower.org/wwe](http://www.unicefkidpower.org/wwe)





**Sign up for free brain breaks that  
make real-world impact at  
[www.unicefkidpower.org/ActiveSchools](http://www.unicefkidpower.org/ActiveSchools)**



# **Thanks for joining Physical Activity in the Classroom: Get Kids Active with Free Brain Boost Videos**

**Lori Rose Benson, Hip Hop Public Health  
Shira Ackerman, GoNoodle  
Sanjula Singhal, UNICEF Kid Power**

**UP NEXT: Physical Education Teachers  
Can Influence and Support Classroom  
Physical Activity**

**Wednesday, January 29, 3-3:45pm ET /  
2-2:45pm CT / 1-1:45pm MT / 12-12:45pm PT**