

# Moving for Success: Concrete Strategies for School Leaders to Implement Enhanced Physical Education Policy and Practice

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# Presenters



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# Springboard to Active Schools



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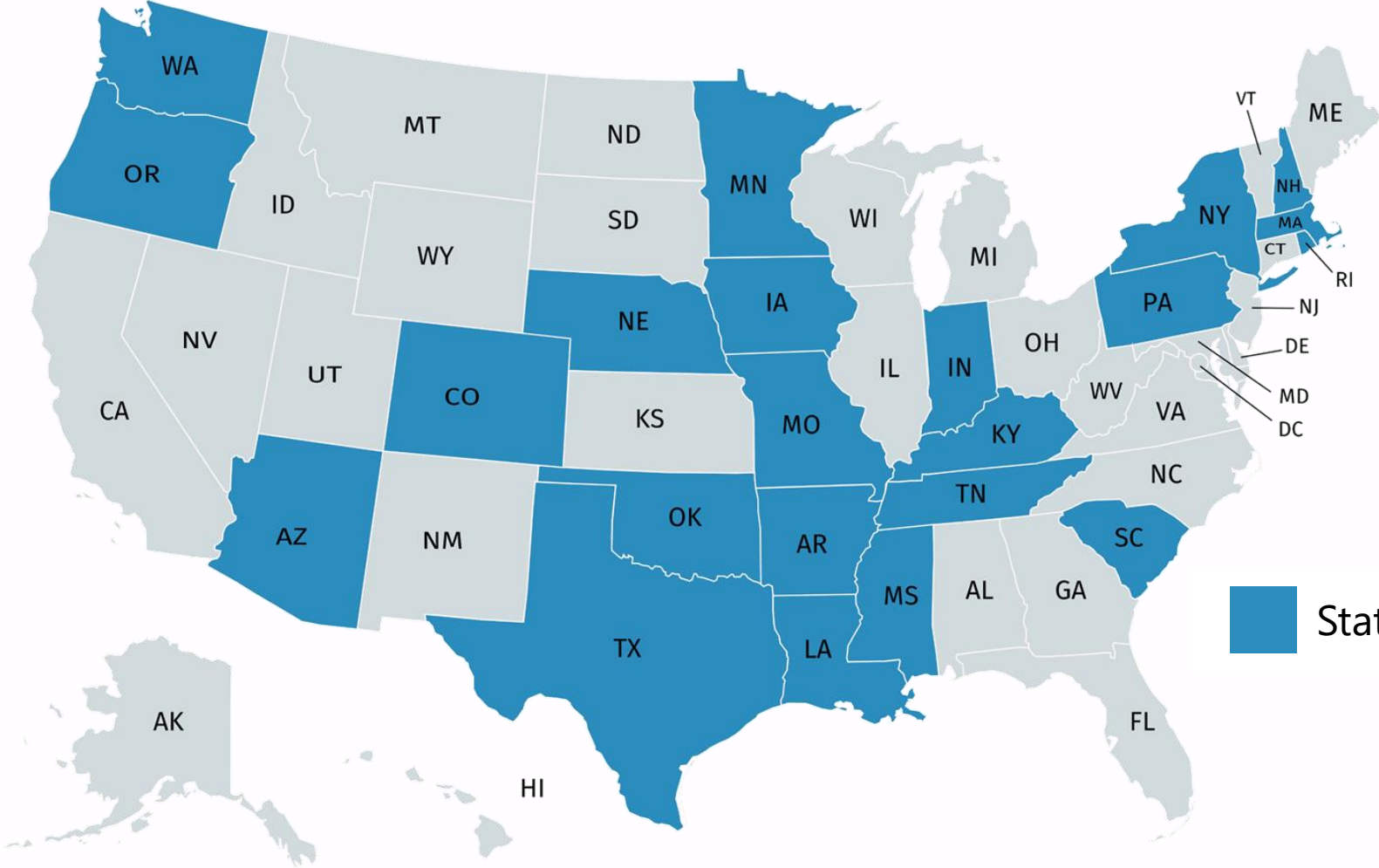
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**Lina Jew**  
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# About YOU!



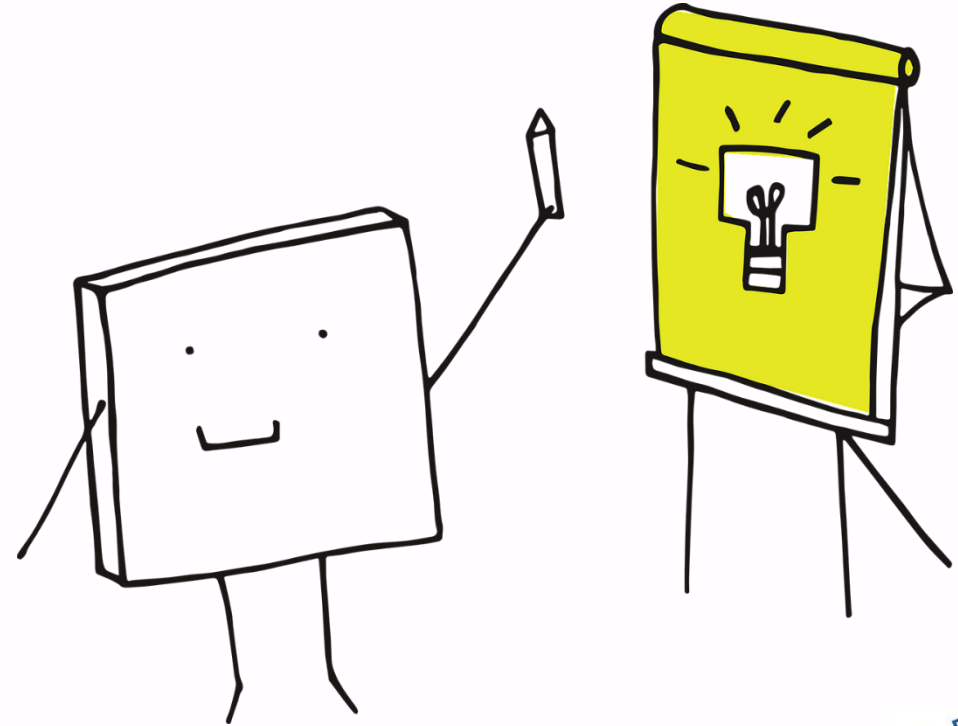
 States represented



# Group Agreements



- Be present and engaged
- Step up, step back
- Take care of yourself
- Mute when you are not speaking
- Be flexible



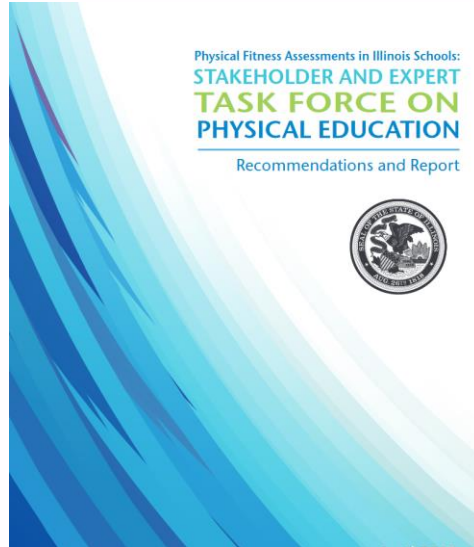
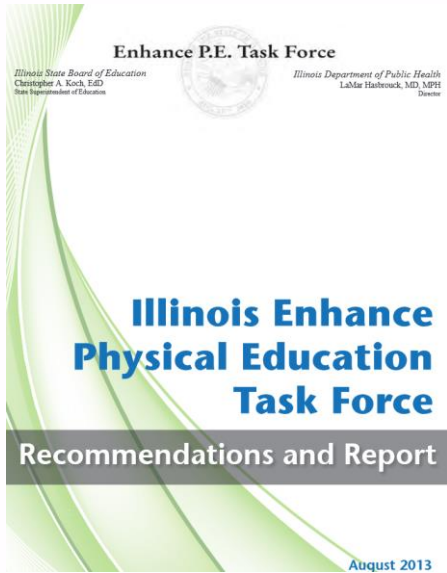
# Technology Overview



The screenshot displays a Zoom meeting interface. At the top, a green status bar reads "You are viewing Brittany Chen's screen". Below this, a "View Options" dropdown menu is open, with the "Annotate" option highlighted by a red box. The main content area shows a presentation slide with the title "Engaging Youth in a Comprehensive School Physical Activity Program" and the text "Laurie Jo Wallace; Lauren Ansong; Brandon Morgan; Ivy Schmalzried Health Resources in Action October 16, 2019 2-5pm EST". The slide also features the "Health Resources in Action" logo. On the right side, a participant list shows "Another participant" and "You" (highlighted with a yellow box). At the bottom, a toolbar contains several icons: "Mute" and "Stop Video" (both highlighted with a red box), "Invite", "Participants" (with a '2' icon), "Share", "Chat" (highlighted with a red box), and "Record". A "Leave Meeting" button is visible in the bottom right corner.



# IPHI and PE Advocacy



**PUMP UP P.E.**  
Promote Health, Learning & Lifelong Fitness



# Icebreaker



What does  
enhanced PE mean  
to you?





# Learning Objectives



- Identify concrete strategies to address challenges
- Craft talking points
- Apply effective messages and communications strategies



# Opening Remarks



## **Dr. Jean Sophie**

Superintendent, Lake Bluff Schools  
District 65, Illinois



# PE: Return on Investment



## Better Learners

- Cognitive performance
- Ability to achieve

Enhanced PE and  
School-Based Physical Activity

## Better Health

- Physical fitness
- Reduced risk of disease
- Less stress
- Improved mental health

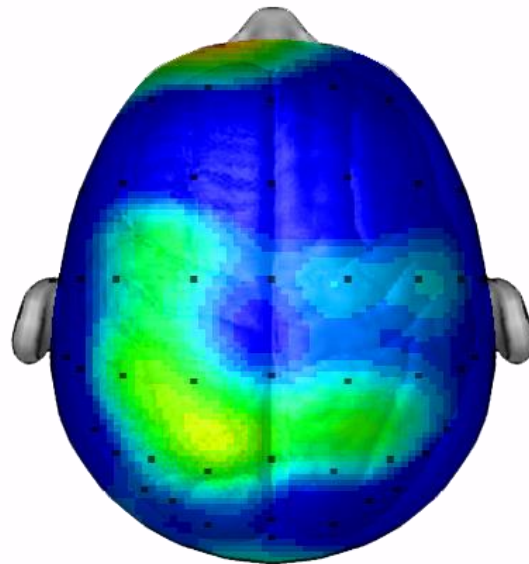
## Better Behaviors

- On-task
- Less disruptive
- Fewer disciplinary incidents

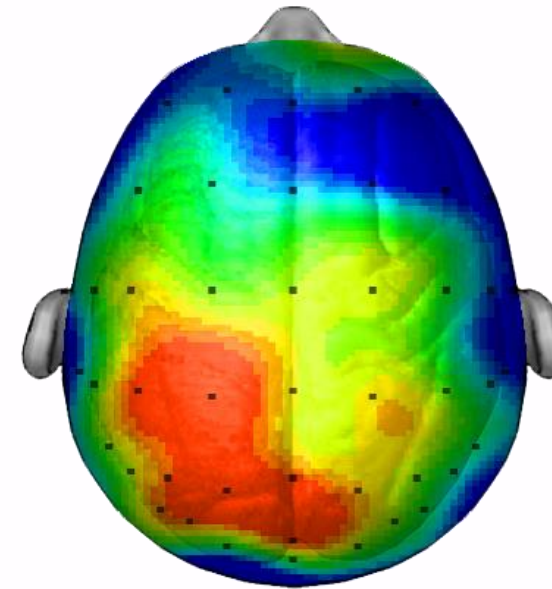
# PA Improves Brain Function



**Brains after sitting quietly**



**Brains after 20-minute walk**



Average composite of 20 student brains taking the same test

**Research/scan compliments of Dr. Chuck Hillman University of Illinois:** Hillman, C.H., et al. (2009) The effect of acute treadmill walking on cognitive control and academic achievement in preadolescent children. *Neuroscience*. 159(3):1044-54.



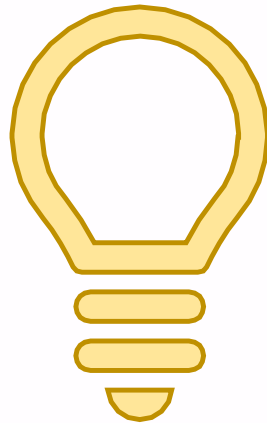
# PA Improves Social-Emotional Health

Physical activity can:

- Improve mental health
- Decrease and prevent anxiety and depression
- Help build positive self-esteem
- Help youth feel better



# Reflection & Questions





# PE Impact



# Other research highlights



- Physical activity is associated with:
  - improved cognitive and executive functioning
  - fewer missed days of schools
  - lower rates of absenteeism
- Increased time in PE is associated with improved academics





# The “Enhanced PE” Approach



- Focus on health & fitness
- Knowledge, skills and confidence-building activities
- MVPA at 50% of class time or more
- Small-sided games vs. large group games



# What is Enhanced Physical Education?



- Standards-based curriculum, instruction & assessments
- MPVA  $\geq$  50% class time
- Developmentally appropriate
- Skills-development

# Defining Physical Education (P.E)



Planned, sequential, standards-based program of curricula and instruction for students in kindergarten through grade 12. It is designed to develop knowledge and behaviors for active living, motor skills, physical fitness, self-efficacy, emotional intelligence, and sportsmanship.



# Physical Activity vs. PE



## PHYSICAL ACTIVITY

Physical activity is any bodily movement that results in energy expenditure.

## EXERCISE

Exercise is any physical activity that is planned, structured and repetitive for the purpose of improving or maintaining one or more components of fitness.

## PHYSICAL EDUCATION

Physical education is an academic subject that provides a planned, sequential, K-12 standards-based program of curricula and instruction designed to develop motor skills, knowledge and behaviors for healthy, active living, physical fitness, sportsmanship, self-efficacy and emotional intelligence.



Slide source: SHAPE America

# National Best Practice



- 150 minutes of PE per week in elementary schools
- 225 minutes of PE per week in secondary schools



# Discussion: Challenges



Breakout Session #1 (20 minutes):

- Groups of 6
- Person with last name closest to end of the alphabet facilitates
- Introductions:
  - Name
  - Organization
  - Favorite activity from your experience in PE
- Discuss: Challenges you see/face in your state related to promoting enhanced PE or helping districts implement enhanced PE



# Discussion: Share-Out



Each breakout session group should share at least 1 challenge discussed during your breakout





# School & District Case Studies

An Exploration of Best Practices





# Disclaimer



The case studies discussed provide examples of best practices in one or more areas related to creating cultures of wellness, promoting regular enhanced PE and/or supporting student health.

Participation as a case study informant does not necessarily constitute or imply endorsement of any current or future PE or other school health policy proposals.



# Allendale Community Consolidated School District #17



- Enrollment: 130 students
- Grades : Pre-K-8
- Rural (Wabash County)
- Amount of PE:
  - Daily – Elem/30-minute periods, 5-8<sup>th</sup>/52-minute periods
- Highlights:
  - Overcoming teacher shortage challenge
  - Strong support from leadership



# Monroe Elementary, Hinsdale CCSD 181



- Enrollment: 340 students
- Grades K-5
- Suburban (Cook/DuPage Counties)
- Highlights: Scheduled PE at key points in day to meet student need; Eliminated passing time to maximize instructional/planning time; New Movement Lab.



# Township High School District 211



- Enrollment: 12,000 – 5 high schools and 2 alternative sites
- Grades 9-12
- Suburban (Cook County)
- Amount of PE:
  - 4 schools: Daily PE with 47-50-minute periods,
  - 1 school: 93 minutes every other day
- Highlight: 4-year integrated wellness curriculum



# Physical Education as opportunity

Freshman

Sophomore

Junior

Senior

Social/  
Emotional  
Learning

Fitness

Decision  
Making

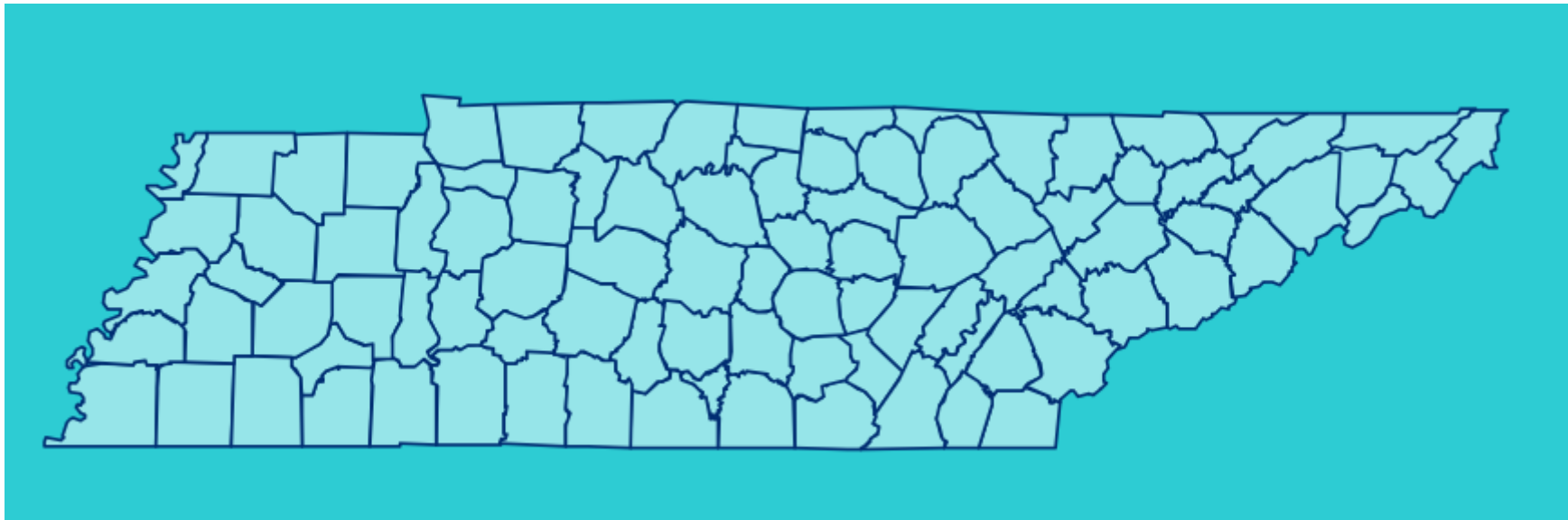
Nutrition



# State Case Study: Tennessee



- 136 school districts; 1,749 schools; 141 school health coordinators
- 975,222 students
- Grades served: Pre-K-12



# District Case Studies: Tennessee



- Wilson County Schools:
  - Enrollment: 19,000 – 23 schools
  - K-12
  - Suburban
- Franklin Special School District:
  - Enrollment: 3,800 – 8 schools
  - Grades K-8
  - Suburban



The Physical Education working group, comprised of educators representing diverse school settings found across the state, collaborate to develop the scoring guide for the middle school model.



# Reflection



Which case study resonated most with you?

- Allendale (rural, Illinois)
- Monroe Elementary (suburban, Illinois)
- Township High School (suburban, Illinois)
- Tennessee Case Studies







# Themes & Strategies



# Strategies: Culture of Wellness



- Leader prioritizes wellness
- Utilize wellness team
- Create solutions
- Leverage community partners
- Involve community



# Strategies: Staffing & Facilities



- Expand PE teacher role
- Team teaching to maximize space
- Engage staff in scheduling
- Provide professional development for PE teachers
- Create master PE schedule

# Strategies: Teams & Partnerships



- Wellness team with wide representation
- Partnerships with community organizations and corporations
- Engage and educate parents





# 10-Minute Break

Please don't go far!  
Avoid email, if possible.  
Get up and move!



# Group Brainstorm: Implementation

## Instructions:

- Open Google Doc - link in chat box
- Once you open the doc, you will be able to edit and add live content and see others adding content.





# Messaging for Change

Effective messages for engaging school leaders



# Effective Messages



## Strong Academics. Healthy Habits. Enhanced Social-Emotional Skills.



These are the keys to success for our students, both inside and outside of the classroom. They are the tools we strive to give our children every day. They are the foundation for a successful future.

**And they can all be fostered in one class – *physical education.***





# Delivering Effective Messages



- Identify your audience
- Select your primary message
- Tell stories that illustrate your messages/values
- Pivot back to your primary message



# Identify your audience



## Policymakers listen to...

- Their constituents!
  - Individuals
  - Interest groups
  - Policy experts and colleagues
- Public policy relies on demands from the public
- Public opinion can be influenced by value-driven messages



# Values



## Strong Academics. Healthy Habits. Enhanced Social-Emotional Skills.



These are the keys to success for our students, both inside and outside of the classroom. They are the tools we strive to give our children every day. They are the foundation for a successful future.

**And they can all be fostered in one class – *physical education.***



# Identify Your Audience



## School leaders listen to...

- Their school board
- Their professional associations
- Parents/community that get involved
- Staff
- Community partners who can provide resources (You!)



# Identify Your Audience



## Community members/parents/students...

- Can provide meaningful input
- Describe community context
- Advise on messages/materials that are culturally relevant



# Delivering Effective Messages



- Identify your audience
- Select your primary message
- Tell stories that illustrate your messages



**What is a key to  
improved focus in  
class, grades, and  
test scores?**

**You'll never guess:  
*Physical Education***



9 out of 10 high school students report gaining social-emotional skills, like how to work well with others, in physical education class.

THAT'S WHY  
WE ALL  
DESERVE P.E.





**SUPPORT  
PHYSICAL  
EDUCATION AT  
YOUR SCHOOL  
& GIVE THEM  
A LIFETIME OF  
ACTIVE FUN.**



**Healthy habits start early, yet only about half of kids get the recommended 60 minutes of physical activity each day.**

# Champion Quotes



“ Exercise has been clearly demonstrated to **improve mental health, combat depression and anxiety**, and allow children to re-focus on academic skill building, more than making up for the time spent in physical activity. ”

## Dr. David Soglin

Chief Medical Officer, La Rabida Children's Hospital,  
Chicago, Illinois; Illinois Chapter, American Academy  
Pediatrics member

“ It's important that **students get P.E. everyday**. You can make it happen if you say you want it to happen- in our small, rural district, having P.E. everyday helped justify having a full-time P.E. teacher who also teaches health and computers. ”

## Bob Bowser

Superintendent and Principal, Allendale CCD 17

“ My children get quality P.E. every day and they love the exercise. **It gives them more energy to get through the rest of the day academically.** ”

## Chris

Parent, Brookfield, IL



# Reflection



- Who does your audience listen to?
- What messages might resonate with those influencers?



# How to Tell a Good Story



- Be authentic
- Practice
- Make it concise
- Make it personal
- Tie the story to the issue



# How to Pivot



- Develop responses
- Use intentional pauses
- Use bridges
- Know your purpose



# The ABCs of Bridging



- **A**cknowledge the question
- **B**ridge
- **C**ontent (the message)



# Bridge Language



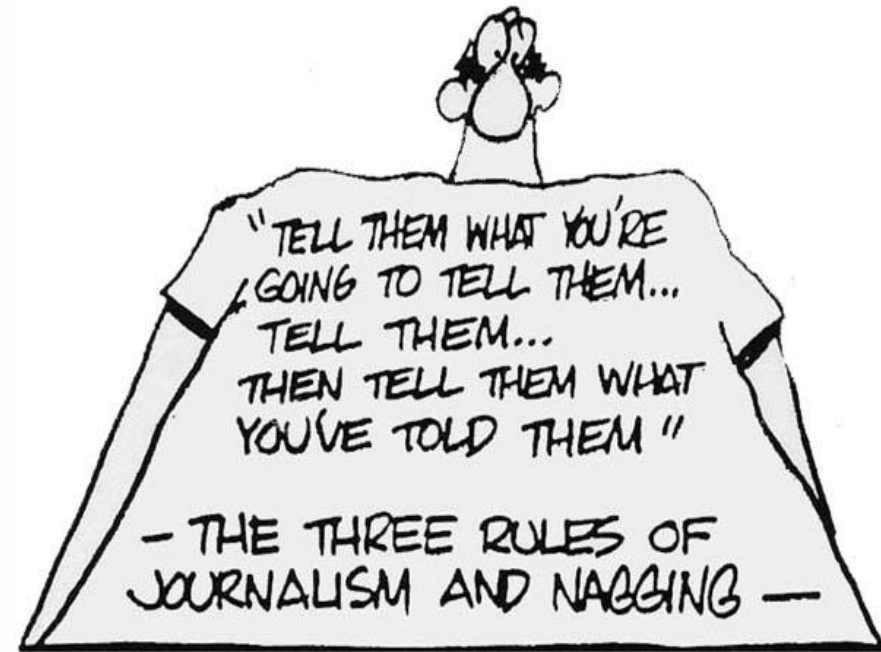
- That is an issue but what the public is most concerned about is ...
- “Some say that but what our research shows is...”
- “Yes, that debate will run and run, and today we are focused on”
- “I agree that needs answering, and I will in a moment, but first I would just like to say...”



# Other Tips for Effective Speaking



- Emphasize your main points
- Prepare
- Be short, simple – do not use jargon or big words
- Watch nonverbal signals



*Mister Boffo by Joe Martin*



# Message Practice



1. Discuss (5 mins): What messages and strategies really resonated with you? What might your elevator speech in support of PE sound like?
2. Role Play #1 (10 minutes): Convincing school leader PE is important
3. Role Play #2 (10 minutes): Providing verbal technical assistance



# Ah- Ha! Moments



Type any “ah-ha!” moments you had during message delivery practice into the chat box.



# Group Debrief



Was that easier or harder than you thought and why?

How might you use the case study strategies and messaging guidance in your work?

How can your state networks/coalitions help you reach your audiences?



# Wrap Up



- Q & A
- Evaluation
  - Link in chat box
  - Certificate of Completion



# Thank you!



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