



American Heart Association.
KIDS HEART CHALLENGE | **AMERICAN HEART CHALLENGE™**

53%
reduction in
coronary heart
disease deaths
(since 1999)

71%
reduction in
cardiovascular
disease deaths
(since 1968)

40%
reduction in stroke
deaths
(since 1999)

OUR CURRENT COMMUNITY IMPACT



We're there when you
enjoy a smoke-free
restaurant.



We're there when you
read the food labels at
the grocery store.



We're there when
your child has a more
nutritious school lunch.



We're there when a life is
saved by CPR.



We're there when public
places have AEDs
available.



We're there when a
hospital implements
a process to improve
outcomes for cardiac
patients.



We're there when a stroke
patient calls
9-1-1 and is taken to the
appropriate hospital for
care.



We're there when a
patient undergoes heart
surgery, receives an
artificial valve, pacemaker
or cardiac stent.



American Heart Association.
KIDS HEART CHALLENGE | **AMERICAN HEART CHALLENGE™**

THE NEED

Our vision is that all children, regardless of gender, race, location or economic status, should be able grow to their full potential.



40,000 babies are born with a congenital heart defect each year in the U.S.



1 in 100 babies. So how many could attend your school?



Obesity: starts as young as 2, becomes more common with age.



Vaping: more than doubled in middle/high school.



<50% of children get the physical activity they need (1 hour/day)



70% of high school students struggled or are struggling with mental health issues after the pandemic.

Now more than ever, our partnership can make a lasting impact in not only your community but the very lives of your dynamic leaders of tomorrow.

How we can help...



The 4-week Kids Heart Challenge and American Heart Challenge program educates students through interactive technologies, and activities to learn about heart, brain and social and emotional health.

Year-round educational resources for PE/Health, Social Emotional Learning and STEAM.

Wellbeing Tool-Kit for Teachers.

Wellness resources and initiatives for families.

Community engagement platform to learn the life-savings steps of hands only CPR through Finn's Mission.

Provide Givebacks in the form of US Games, Checks and Grants to the schools to purchase new Wellness Equipment.

Here is a sneak peek of this year's educational resources to support the physical and mental wellbeing of your school community

Mental Wellbeing and Life Skills Lesson Plans, Activities and Posters for SEL and Mindfulness.



Body Wellness Posters & Lesson Plans (including STEM focused lessons/activities.)



Plus
 American Heart Association.
Life's Essential 8™
 → **for kids**

Includes recommendations, resources and activities for healthy eating, weight, activity, sleep and how to control blood pressure, cholesterol and the effects of tobacco and vaping.

Create a community of lifesavers by learning the life-saving skills of hands only CPR.



Vaping & CPR Curriculum (including a Tobacco Free School Toolkit):



Staff Wellbeing Tool Kit



Year-Round Professional Development

Wednesday Sept. 6	The Vaping Crisis and the Power of Prevention
Wednesday Oct. 4	Take the Stress out of Meal Planning: A Busy Teacher's Guide
Wednesday Nov. 1	Cardiac Emergency Response Plan for Schools: Why It Matters
Wednesday Dec. 6	Mental Health and Physical Activity: Make the Connection

DO YOU KNOW HANDS-ONLY CPR?



90%

of out-of-hospital
cardiac arrest
victims will die



National
bystander CPR
rate is less than

40%



75%

of out-of-hospital
cardiac arrests
occur in the home



**Minutes
count**

—immediate CPR is
crucial to cardiac
arrest survival



FINN'S MISSION



Self-donation



Edit your
page



Send to family
and friends



Share on
social

1ST

First
donation



Hands-Only
CPR



Stroke Warning
Signs



FINN'S MISSION



Self-donation



Send to family
and friends



Share on
social

1ST

First
donation



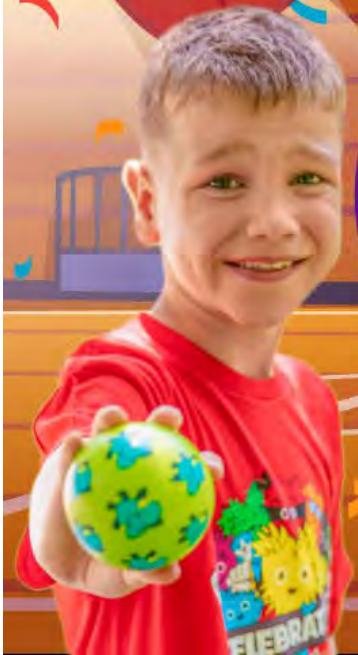
Anti-vaping
quiz

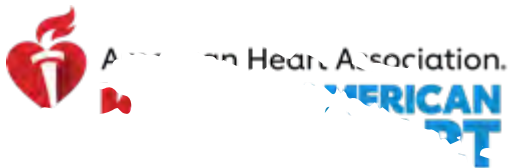


Hands-Only
CPR



Stroke Warning
Signs





*The National Football League (NFL)
is a proud national supporter of the
American Heart Association's
Nation of Lifesavers.*



Givebacks

- Earn US Games Gift Certificates for wellness equipment.
- Earn a Bonus \$500 for having half of your school enrollment register at www.heart.org/schools through our Principals Challenge.
- Earn 200 points towards AtlantiCare's Turn Your Wellness into Wealth initiative.
- Grant opportunity for Elementary and Middle Schools – up to \$2,500.
- Scholarship Opportunity for High School Juniors and Seniors participating in the American Heart Challenge.
- Community Service Hours for Peer Leader or Jr. National Honor Society Members.
- 12 Hours of Professional Development for Lead Coordinator.
- Year-Round Professional Development for Administrators and Teachers.



SCHOOL GIVE-BACKS & INCENTIVES

Your elementary or middle school will receive a gift certificate for US Games, plus a direct contribution back based on the total raised. Here's the breakdown:

Event Raises	US Games Incentive	Cash Awards for Schools*	Total Give-Back
\$1,500 to \$2,999	\$100	+	\$60 = \$160
\$3,000 to \$4,999	\$200	+	\$100 = \$300
\$5,000 to \$7,499	\$300	+	\$200 = \$500
\$7,500 to \$9,999	\$400	+	\$300 = \$700
\$10,000 to \$14,999	\$500	+	\$350 = \$850
\$15,000 to \$19,999	\$800	+	\$500 = \$1,300
\$20,000 to \$24,999	\$1,000	+	\$700 = \$1,700
\$25,000 to \$29,999	\$1,300	+	\$800 = \$2,100
\$30,000 to \$39,999	\$1,800	+	\$1,000 = \$2,800
\$40,000 to \$49,999	\$2,500	+	\$1,500 = \$4,000
\$50,000 to \$59,999	\$3,000	+	\$2,000 = \$5,000
\$60,000 to \$69,999	\$4,000	+	\$2,500 = \$6,500
\$70,000 to \$79,999	\$4,500	+	\$3,000 = \$7,500
\$80,000 to \$89,999	\$5,000	+	\$3,500 = \$8,500
\$90,000 to \$99,999	\$5,500	+	\$4,000 = \$9,500
\$100,000+	\$6,000	+	\$4,500 = \$10,500

PLUS, we're awarding grants to educators to further support the health and well-being of students. Contact your local AHA representative for more information.

*Your school may choose payment via check or US Games certificates.



GRANT OPPORTUNITY

The American Heart Association supports the health and well-being of our nation's students. That's why we're awarding grants to schools as part of the Kids Heart Challenge™ and American Heart Challenge™.

APPLICATION PROCESS DEADLINE: DEC. 15 & MAY 31
PEER REVIEW COMMITTEE

CRITERIA:

- Schools must participate in the Kids Heart Challenge or American Heart Challenge.
- There is no minimum two-semester for students' return.
- Submit one application per school or multi-grade schedule.
- Principal must approve grant submission.

AWARDS WILL BE BASED ON A RUBRIC CRITERIA:

- Clear measurable project goals that relate to improving the health or well-being of students and/or staff.
- Demonstrated need of school and students.
- Personal impact on health or well-being of the staff in students.
- Identified measures for evaluating needs.
- Accountability for testing to track.

ELIGIBLE ACTIVITIES:

- Current and new programs (presented to physical activity, health promotion, stress and mood, during and after school).
- Physical activity equipment and resources.
- Technology related to physical activity and wellness.
- Programs of recreation space improvement.
- Classroom, school-based related to physical activity and wellness.
- California or school kitchen improvement equipment and resources.
- Water filter, water cooler and/or safe water access commitment.
- Health and wellness resources.
- Health and wellness resources.
- Health and wellness resources.

RANGE OF GRANTS UP TO \$2,500
EASY ONLINE FORM



\$1,000 COLLEGE SCHOLARSHIPS

APPLICATION PROCESS:
Fill out the short application at HEART.ORG/SCHOLARSHIP and upload your letter of support from your teacher by **MAY 31, 2024**.

The American Heart Association is working with high school students in a nationwide movement to give people access to healthy food, quality healthcare, and support when they need it most. Because everyone deserves to live a long and healthy life.

ELIGIBILITY:

- Must be a current high school junior or senior.
- Demonstrate leadership skills through your school's American Heart Challenge program.
- Have a passion for improving the health of your community.
- A letter of support by your American Heart Challenge school advisor/teacher.

SCAN ME OR VISIT: HEART.ORG/SCHOLARSHIP



Join Our Educator Leadership Development Series

An OPEN Professional Development Online Series

Join the American Heart Association as we explore today's relevant topics to aid in the development of happy and healthy lives within your school community.

Wednesday Sept. 6 The Vaping Crisis and the Power of Prevention

Wednesday Oct. 4 Take the Stress out of Meal Planning: A Busy Teacher's Guide

Wednesday Nov. 1 Cardiac Emergency Response Plan for Schools: Why It Matters

Wednesday Dec. 6 Mental Health and Physical Activity: Make the Connection

Chance to win a \$250 US Games certificate for each webinar you attend and a \$500 US Games certificate when you attend all four webinars!

All 45-minute webinars start at 12:30 PM PT / 2:30 PM CT / 3:30 PM ET

Click to Register

Learn More

Collings Lakes Elementary School Buena Regional School District Coordinator: Chris Aretz

Key Strategies

- Annual tradition that the school community looks forward to.
- Kick-off in Health Classes.
- Uses the Kids Heart Challenge Characters and their healthy messages as a lesson to encourage heart healthy behaviors.
- Emphasize Online Communications/Engagement.
- Principal Involvement through Principals Challenge encouraging ½ the school enrollment to register and take a health challenge. If achieved, the school will receive an additional \$500 to purchase wellness equipment. Promoted weekly through School Social Media.
- Make it fun with engaging incentives that unify the school community around a common goal.
 - Classroom Challenge – Class in each grade with the highest % of students registering, receives a vintage keychain. The top overall class receives a Pick Your Activity PE Class and a \$50 Amazon Gift Card.
 - School Participation Goal – If the Principals Challenge goal is achieved, the class with the highest % of students registering plus 4 random students raising \$50 or more can Silly String the Principal!
- Hold an engaging themed event – Last year created Cinco De Mayo Fitness Stations.
- Celebration Assembly to conclude the event and reinforce the impact the students had in helping others with heart disease and stroke.

Highlights:

- Online Participation Grew from 15 to 116 students since 2019!
- Annual School Givebacks increased from \$160 to \$1,200 annually!
- Impact grew from \$2,050 to \$7,636.
- Total Impact since 2001: \$63,000!





Let's work together to create a
legacy of lifesavers in your
community!

Contact me if your interested in a
partnership:

Andrea.Mrusek@heart.org or
732-856-2307