



## WHAT:

The Jump Kids Jump Movement™ is a statewide effort to encourage kids of all ages and abilities to get more active by jumping rope. Through the Jump Kids Jump Movement™, communities have a centralized point of access to a wide variety of resources to help promote interest and develop skills in jumping rope in such settings as schools, homes, recreation and athletic programs, camps, scouts and other youth programs, and special events.

## WHO:

The development of the Jump Kids Jump Movement™ has been led by Clarian Health in collaboration with a variety of local and national organizations including: Action for Healthy Kids; American Heart Association, Midwest Affiliate; Anthem, The Indiana District of Kiwanis International; the Indiana State Department of Education; the Indiana State Department of Health; the Indy Air Bears (one of Indiana's premier jump rope teams) and Radio Disney WRDZ 98.3 FM.

## WHY:

Youth obesity has increased two-fold in Indiana in the last two decades. Indiana ranks ninth in the nation for overweight adults and obesity. Nationwide, about 9 million American children over age 6 currently are considered obese. Physical activity is an important tool in the fight against this epidemic but today's youth are challenged daily to be active physically on a regular basis. Increased screen (TV, electronic, computer) time, decreased Physical Education classes or recess activities, and parents challenged to support youth recreational activities due to financial or time constraints all contribute to kids today being less active.

Jumping rope is a physical activity that is inexpensive, easy to access, does not require a lot of space, is cross-generational in interest and has mass media appeal for youth. Jump roping can be performed competitively, used as a cross training tool, and offers opportunities for recreation and staying fit.

## RESOURCES:

Current educational resources for the Jump Kids Jump Movement™ include: a jump rope curriculum for recreational settings and after school programs, a 12 minute instructional DVD called 'Get Jumpin,' and a school-based curriculum that supports State Department of Education Physical Education standards.

For more information, please visit [www.jumpkidsjump.org](http://www.jumpkidsjump.org) or contact:

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