

# Kids Programs and Focus Areas

## Voices for Healthy Kids

**V**oices for Healthy Kids is a collaboration between the Robert Wood Johnson Foundation and American Heart Association that seeks to help reverse the nation's childhood obesity epidemic by 2015 by ensuring children have access to healthy foods and beverages, as well as safe opportunities for physical activity. [VoicesForHealthyKids.org](http://VoicesForHealthyKids.org)



## Alliance for a Healthier Generation

**T**he Alliance for a Healthier Generation, founded by the American Heart Association and the William J. Clinton Foundation, works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong healthy habits. The Alliance partners with schools, companies, community organizations, healthcare professionals and families to transform the conditions and systems that lead to healthier children. [HealthierGeneration.org](http://HealthierGeneration.org)



## Childhood Nutrition/Childhood Obesity

**A**bout one of three American kids and teens are overweight or obese — nearly triple the rate in 1963. Obesity is causing a broad range of health problems that previously weren't seen until adulthood. The American Heart Association provides tools and resources to encourage kids and families to eat healthy and engage in physical activity. Nutrition focuses include reducing sodium, eating fruits and vegetables and limiting sugar-sweetened beverages. [heart.org/healthierkids](http://heart.org/healthierkids)



## Vital

**T**he American Heart Association and the National Hypertension Association are working together to combat childhood obesity and teach healthy habits with the VITAL program. VITAL stands for Values Initiative Teaching About Lifestyle. Instilling healthy habits for nutrition and physical activity in young children (Pre K through early elementary) before unhealthy habits set in, which is important for future health, self-esteem and quality of life. VITAL emphasizes child participation, educational entertainment and parent involvement.

[heart.org/VITAL](http://heart.org/VITAL)



## Congenital Heart Defects

**W**aiting on the arrival of your bundle of joy is exciting. Yet, most families don't know the risks of congenital heart defects (CHD), what they are and how they're treated — until they're diagnosed just before, or after, the baby is born. About 32,000 infants are diagnosed with a congenital heart defect each year and 1.3 million Americans are living today with a CHD. Providing tools, information and support, the American Heart Association educates parents and their loved ones during pregnancy on things they should know via the CHD website and social media events. [heart.org/congenitalheartdefects](http://heart.org/congenitalheartdefects)



## Healthy Way to Grow

**W**ith 26.7 percent of children ages 2 to 5 overweight or obese, improving child care for Americans is critical to achieving our 2020 goal to improve the cardiovascular health of all Americans over age 2. Together with our partner Nemours, a children's health system, we will provide tools and technical support to child care providers to foster healthy habits in the areas of nutrition, physical activity and screen time. The program will provide direct, hands-on technical assistance, customized training, resources and tools that are prevention-focused and create sustainable change. With inaugural funding from the William G. McGowan Charitable Fund, it is launching in six communities this fall: Reno, Nev., Scranton/Wilkes Barre, Pa., Chicago, Ill., Denver, Colo., Rochester N.Y. and Kansas City, Kan. [HealthyWayToGrow.org](http://HealthyWayToGrow.org)



## Simple Cooking with Heart for Kids

**N**ationally funded by Walmart, this guide makes the concepts of our award-winning Simple Cooking with Heart program accessible for kids ages 8-12. With simple, fun recipes to spark young people's interest in food, cooking and health, this resource provides instructions to host an educational and entertaining hands-on cooking demonstration for kids plus information for parents to keep the creativity happening in the kitchen. [heart.org/simplecookingkids](http://heart.org/simplecookingkids)



## Jump Rope For Heart/Hoops For Heart

**J**ump Rope For Heart and Hoops For Heart



American Heart Association®



are national education and fundraising events sponsored by the American Heart Association and the American Alliance for Health, Physical Education, Recreation and Dance. These events engage elementary and middle school students with jumping rope or playing basketball while empowering them to improve their health and help other kids with heart-health issues. Both programs are great ways to satisfy the physical education standards of the National Association for Sport and Physical Education and the American Association for Health Education. Jump Rope For Heart and Hoops For Heart also help students learn the value of community service. [heart.org/jump](http://heart.org/jump) or [heart.org/hoops](http://heart.org/hoops)



### KaBOOM! Playgrounds

**I**n a recent poll, 59 percent of parents reported there is no place to play within walking distance of their homes. In poorer neighborhoods, 69 percent have no place to play. That means almost two out of three children have no place to play. Only about one in five homes have parks within a half mile. The prevalence of living near a park or playground declines for those living in at-risk and underserved communities (decreased income, education and health). Together, with playground expert KaBOOM!, the American Heart Association is working to build playgrounds and lead community health education for kids and their families.



it starts with a playground.

## NFL PLAY 60 Challenge

**T**he National Football League and the American Heart Association teamed up



American Heart Association®



to create the NFL PLAY 60 Challenge. It inspires kids to get the recommended 60 minutes of physical activity every day in school and at home and helps schools encourage physically active lifestyles year-round.

Key elements:

- In-school activity kit for teachers and student game planners to track physical activity
- Program-specific, standards-based learning materials and school promotional materials
- Downloadable online materials for teachers
- Community outreach events coordinated by NFL teams and the AHA

[heart.org/PLAY60Challenge](http://heart.org/PLAY60Challenge)



## NFL PLAY 60 App

**T**he American Heart Association and the NFL are proud to come together to create the free NFL PLAY 60 app, empowering kids to get active and healthy. The app encourages players to get their 60 minutes of daily recommended physical movement in a virtual adventure by running, jumping and pivoting with device in hand. Available for iOS and Android.



## CPR in Schools

**T**he American Heart Association believes kids are the answer to



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**CPR & First Aid**

saving more lives. That's why AHA is helping prepare more students, their teachers and their families to save lives with the CPR in Schools Training Kit™. The hands-on, interactive kit is based on the latest science and makes it easy for educators to train the next generation of lifesavers in 30 minutes or less.

[heart.org/CPRinSchools](http://heart.org/CPRinSchools)

## Teaching Gardens

**T**eaching Gardens provide hands-on learning experiences in a real-life laboratory where elementary school students learn



American Heart Association® **TEACHING GARDENS**

how to plant seeds, nurture growing plants, harvest produce and understand the value of good eating habits. Less than 1 percent of U.S. children consume the recommended daily servings of fruits and vegetables. Studies show that people who participate in a community gardening initiative are more likely to eat fruits and vegetables. Community or school gardens have the potential to decrease barriers to fruit and vegetable consumption including cost, availability and acceptance. [heart.org/teachinggardens](http://heart.org/teachinggardens)

## Advocacy

**T**he AHA advocates for legislative and regulatory policies to help all Americans build healthier lives free of



American Stroke Association®

**you're the cure.**

cardiovascular disease and stroke. Together, we can increase opportunities for physical activity and improve nutrition where kids live, learn and play. [YoureTheCure.org](http://YoureTheCure.org)

## Life's Simple 7® for Kids

**L**ife's Simple 7® for Kids helps kids and their

Life's Simple 7® for Kids

parents understand the seven components of heart health and lets them know how to keep them in healthy ranges. All of the recommendations have some important things in common: any person can follow them, the steps are not difficult or expensive to take, and even adding small parts of these recommendations into your life can go a long way toward helping you feel your very best. [heart.org/LS7forkids](http://heart.org/LS7forkids)