

## Marker's Pride Blog



### **JAMmin' Minute Program - ST. MARK'S SCHOOL FIGHTS CHILDHOOD OBESITY**

The entry can be found here:

<http://www.markerspride.com/blog/index.cfm/2008/2/7/JAMmin-Minute-Program--ST-MARKS-SCHOOL-FIGHTS-CHILDHOOD-OBESITY>

JAM School Program Brings Health Education, Daily Activity into the Classroom WHO: Patti Howell, founder of Health-E-tips., Inc., is hitting the road to promote her groundbreaking JAM (Just-a-Minute) School Program. Ms. Howell will be joined by international fitness expert and media star Tracey Mallett. Ms. Howell and Ms. Mallett will lead students at five Twin Cities schools in a lively JAMmin' session, performing JAMmin' Minute exercises. According to Howell, "The JAM School Program was designed to get kids more active and make exercise fun and accessible for all students regardless of their fitness level. Another key benefit is that the JAM exercises can be performed by people who have a disability or other impairment that limits mobility," Howell says.

WHAT: The JAM School Program was developed to give teachers and staff a resource tool they can use to increase physical activity inside the classroom and teach kids healthy lifestyle habits. JAM delivers a weekly one-minute exercise routine called the JAMmin' Minute. The JAMmin' Minute is a one-minute fitness burst that includes five very simple exercises that kids can do while either standing or sitting in a chair. Included in this communication is a weekly health tip that helps kids learn a healthier habit. The JAM program continues with a monthly health newsletter called Health-E-tips. JAM is a no cost program.

WHEN/ Wed. Feb. 6, 2008 11:45 a.m. - 1:00 p.m.

WHERE:

St. Mark's School 1983 Dayton Ave St. Paul, MN 55104 1:30 - 2:15  
Grades K-4 assembly

ABOUT: Health-E-tips, Inc.

Health-E-tips, Inc. has been educating America for years. From their corporate subscription business to their JAM School Program, people of all ages are relying on these simple solutions to improve their health, a little each day. Reducing the rising trend of obesity, which causes a host of other medical problems, takes coordinated efforts from parents, educators and even our communities. By targeting corporations, Health-E-tips reaches parents, who in turn can help teach and be good role models for their kids. But Health-E-tips also identified a big need to reach kids directly, so in 2006 they launched the JAM (Just-a-Minute) School Program, a free program for schools. Like the corporate products, JAM teaches kids healthier habits through the monthly Health-E-tips newsletter and gets kids moving with a one-minute physical activity minute called the JAMmin' Minute™. While initially concentrating only on their home state of California, word spread like wildfire and JAM is now reaching 1.5 million kids across 48 states. When asked, "To what do you attribute the success of the program?" Howell replies, "We have been amazed at the extraordinary response we have received across the country. Our original plan was to become a success in our own state by setting out to attract school-age kids and their parents, and without realizing it, we found that teachers and staff are using JAM for staff wellness as well. There is such pent up demand for a simple, actionable approach to improving health, that JAM has even caught on at the government level in several states. Government employees are spreading the word about JAM and even using the physical activity minutes during staff meetings. We are very excited and amazed at how our reach grows daily," says Howell.

About the Team: Founder, Patti Howell Patti Howell founded Health-E-tips, Inc. after getting both her kids into school and knowing what caught her attention in the world of health information. After successful careers with Price Waterhouse and Hallmark Cards, Patti is following her passion to help people improve their health and wellness, a little each day. The Health-E-tips team comes complete with Tracey Mallett, internationally recognized fitness expert and popular media figure, and Patricia Bannan, Registered Dietitian, who has appeared on numerous health programs and received her training at the National Institutes of Health, one of the leading sources for health information.

Steps to a HealthierMN - St. Paul Patti Howell and Tracey Mallett's JAM guest appearance was coordinated in the St. Paul schools by Lisa Koelfgen, Student Health and Wellness, Steps to a HealthierMN - St. Paul. The mission of Steps to a HealthierMN is to reduce the burden of diabetes, overweight and asthma through healthy eating, active living and reduced exposure to tobacco smoke. . WEBSITES: <http://www.healthetips.com> <http://www.jamschoolprogram.com> <http://traceymallett.com> <http://www.stepstohealthiermn.org/saintpaul.cfm>

## Wellness Corner Blog - What a Jammin' Minute Looks Like In The Classroom

Posted At : February 14, 2008 4:42 PM | Posted By : Mrs. Whinnery

Related Categories: **Please Note:**

Recently, our principal posted a blog about the St. Mark's JAMmin Minute Program (for details see URL: <http://www.markerspride.com/blog/index.cfm/2008/2/7/JAMmin-Minute-Program--ST-MARKS-SCHOOL-FIGHTS-CHILDHOOD-OBESITY/>)

Here is an example of what A Jammin' Minute looks like in the classroom (a new Workout Routine and Health-E-Tip is provided each week):

Workout Routine - Standing Exercises 10 reps each

Heel taps - right then left foot Hand on hips, knee lifts Hands on hips, step left then step right, fast Tap you bottom on chair and stand up Arm stretches up right and left

Here is a Health-E-Tip that comes with this workout routine: "If you eat breakfast

bars, look for the bars with less than 10 grams of sugar and at least 3 grams of fiber."

By participating in this program, the teachers/staff at St. Mark's show us (parents and children) that it is important to teach our children about healthy lifestyle choices!

"Research indicates that helping children make healthful eating and lifestyle choices requires coordinated efforts of our families, communities and schools. As such, there is an important role of classroom education to help change poor eating and exercising habits in children. Research also shows that kids who do get exposed to nutrition, exercise and health messages are much more likely to change behaviors." - This text is provided by the Jammin' Minute Program.

Here is the web site for the Jammin' Minute Program: [www.jamschoolprogram.com](http://www.jamschoolprogram.com)