

SAMPLE ACTION ALERT TO ADVOCATES

SAMPLE SUBJECT LINES:

Get a move on it, <<FIRSTNAME>>
Will <<STATE>> include PE? Only if you act
Want active kids? Act now.
Will your kid's school have it?

BODY:

Have you ever known a kid who did better when he or she was forced to sit still for a long time?

We haven't either.

Kids need physical activity, and not just because they're full of the wiggles. Being active helps kids learn better. It's true: a recent CDC analysis showed a strong link between increased physical fitness levels and academic performance, driving improvements in cognitive skills, behaviors and test scores.

Our children spend a majority of their day in schools, and **ensuring physical activity daily will help them succeed**. Effective Physical Education (PE) classes address the needs of the whole child, positively impacting their physical, mental and emotional health.

Sadly, **too few students are getting PE in school**. Only 4% of elementary, 8% of middle and 2% of high schools provide daily PE or its equivalent for the entire year.

Right now, as required under the new federal education law (Every Student Succeeds Act), **[STATE]** is putting together a plan to ensure all students receive a fair, equitable and high-quality education.

PE programs have been shown to improve judgement, reduce stress and increase self-esteem. We also know that keeping kids physically active helps them better focus and achieve when they are in the classroom.

We need your help to make sure PE is included in the plan so all children can benefit.

Will you show your support for active kids right now?

It's really quite simple: PE helps kids do better in school and lead healthier lives. And that's why it's critical it be included in every state's education plan.

Make sure your state's kids will have PE in school. **Take action now.**

SAMPLE LETTER FROM ADVOCATES TO ESSA DECISION MAKER

SAMPLE SUBJECT LINES:

Include physical education in [ST's] ESSA plan
An ESSA plan without physical education is incomplete
Include physical education

BODY:

Dear [Appropriate official/committee/body]:

As a resident of *[STATE]* and an advocate with the American Heart Association, I am writing to ask that you include physical education (PE) as a key indicator for school quality and student success, as you develop and finalize our state's Every Student Succeeds Act (ESSA) implementation plan.

A proper and complete education ensures children are well-prepared for the rest of their lives. This should include the wellbeing of the whole child, supporting their physical, mental and emotional health. However, with the ever-growing number of priorities competing for time during the school day, too many of our children have lost what was once a given: access to quality physical education (PE).

Strong PE programs taught by trained instructors not only improve the health of our children, but also help them perform better academically. A Centers for Disease Control analysis concluded that physical education improves student attendance, test scores, participation and enthusiasm for other academic subjects, motivation to learn, and reduces discipline referrals.

In short, active kids learn better, and effective PE program help ensure that our children are on their way to a healthier future.

As our state's ESSA plan is developed and finalized, please ensure PE is included as an essential building block of a successful education for every student in every school.

Sincerely,
[Advocate]