



NikeGO

PE2GO

First Year Preliminary Results

May 2004



U.S. CARE STRATEGY

One program – NikeGO

One focus – youth and inactivity

One message – NikeGO

Create national partnerships and programs that change lifestyles and behaviors in US youth.



KEY PROGRAMS

NikeGO School & Summer Programs

Partnerships with Head Start, Positive Coaching Alliance, local Boys & Girls Clubs and other non-profit orgs. From 3-6 P.M.

NikeGO Advocacy Programs

National and regional advocacy efforts, including Shaping America's Youth, an initiative which will create a national action plan to coordinate private, non-profit and governmental efforts.

NikeGO Places Grants

Partnership with Nike ReUse-A-Shoe to donate refurbished courts and facilities, creating safe, high quality places to play

NikeGO In-School Programs

PE2GO - Physical activity program supporting schools with reduced or eliminated P.E. programs



IN SCHOOL PROGRAM

PE2GO 

Why PE2GO?

- One in three kids born in the year 2000 will develop Type II Diabetes. Among Latino and African American populations, the statistic is one in two children.
- Children today have a shorter life expectancy than their parents due to inactivity and diet.
- Childhood overweight and obesity levels have reached epidemic proportions in the US.
- School-based P.E. programs are one of the most effective ways to facilitate activity in youth.
- Many school-based P.E. programs have undergone severe budget cuts or have been eliminated.



IN SCHOOL PROGRAM:

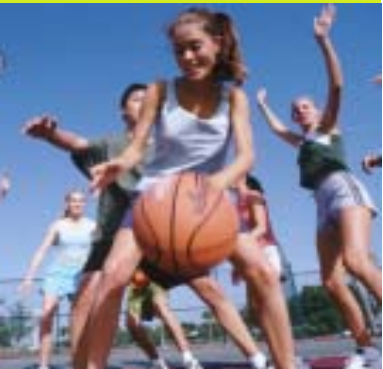


What is PE2GO?

- Nike and SPARK (Sports, Play and Active Recreation for Kids) partnered to create a pilot program designed to improve the quantity and quality of elementary school P.E.
- PE2GO piloted in 43 elementary schools in six cities across the U.S.

Pilot schools received:

- **Custom SPARK curriculum** designed to meet the needs of 4th & 5th grade *classroom* teachers.
- **Custom SPARK “hands-on” staff** to assist with instructional alignment to state or national standards, demonstrate high activity, health promoting teaching strategies and styles from the new curricula developed, and respond to site specific barriers to P.E. quantity and quality.
- **Custom equipment kit** valued at over \$10,000 retail to support PE2GO lessons.



IN SCHOOL PROGRAM



PE2GO Objectives:

- Increased quality, duration and amount of physical activity in targeted students.
- Enhanced teacher sophistication and support for in-school physical activity.
- Creation of a PE delivery model that can be duplicated.
- Institutionalization of program over the long term.



IN SCHOOL PROGRAM



PE2GO Pilot Cities:

Chicago

Los Angeles

Memphis

New York

Portland

Akron



IN SCHOOL PROGRAM



Preliminary Outcomes – based on CDC evaluation data:

- 9 out of 10 kids are **more active**, and enjoy it.
- 3 out of 4 kids learned **physical activities that can be used for a lifetime.**
- 3 out of 4 kids learned **to cooperate with others and improve their social skills.**
- A majority of kids' **sports and movement skills increased.**
- A majority of kids' **fitness levels increased.**
- **Classroom teaching skills improved.**



Next Steps:



From Pilot to Program Build Out:

- Reach more schools in current cities and school districts.
- Establish on-going support program for current schools – follow up training, equipment replenishment, etc.
- Continue evaluation and communication.

