



Patti Howell

Health E-tips, Inc
Founder and CEO
Los Angeles

Kids Can Get Fit In 60 Seconds—Literally //

—Patti Howell

Who can't spare just a minute to move a little more? That's the idea Patti Howell, founder and CEO of Health E-tips, Inc. in Los Angeles had in mind when she created JAMmin' Minute, a one-minute physical activity routine that can be done anywhere at anytime, and presented the concept at a conference on Childhood Obesity Summit in 2006. It was, in part because of its (remove very) simplicity, a revolutionary idea that in four years has reached nearly five million kids nationwide.

The JAM School Program is FREE to schools and includes JAM routines and a monthly health newsletter that can be posted around school or published in the school paper. Kids do the routines daily inside the classroom or over the PA system each morning. Schools are also using them during assembly times and classes share them at P.E. parent night. Teachers throw on their sneakers and do them, too! Howell notes that studies show how exercise re-focuses the mind. "Kids get restless sitting at a desk and they stop paying attention. When the teacher sees this happening, she'll call out JAM-time! And the JAM leader, the teacher or a student, takes them through a routine. They love it!" The KC Nurses Association wrote that her kids view fitness as fun now. "If we're changing attitudes with kids and giving them a positive image of "exercise" we're making a dent," says Howell.

Howell has learned too that leadership, fun and inclusiveness—not merely physically exercise—is what makes JAM a success. "JAM is one ingredient in solving the obesity epidemic. In today's busy world, we need things that are quick, effective and efficient." JAM routines are designed so that everyone of any ability can participate. "A child may not be able to run a mile, but he can do a one-minute routine as an equal. It's not a test; there aren't any grades. We're all doing this together to have a good time." JAM is an approved resource for the Alliance for a Healthier Generation and other high-profile groups promoting health and wellness in schools. If you'd like JAM to be a part of your school, learn more at jamschoolprogram.com.

JAM is a partner of the Healthy Weight Commitment Foundation—
www.HealthyWeightCommit.org.

— By Patti Howell