

JAM School Program brings health education to Indiana Schools

JAM School Program Brings Health Education, Daily Activity into the Classroom.

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 on Tuesday at 8:15 a.m. in Cherry Tree Elementary School, 13989 Hazel Dell Parkway, Carmel and at 3:45 p.m. in Rosa Parks Elementary School, 7525 Wellingshire Blvd., Indianapolis.

Ms. Howell and Ms. Mallett will lead students at Cherry Tree Elementary School and Rosa Parks Elementary School 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.

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.

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:

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.

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