



STRATEGIC PHILANTROPY



## COMMUNITY CASE STUDY: Let's Move! Active Schools

### Initiative Overview

**Focus Area:** Physical Activity (PA)

**Program Reach:** National

**Annual Budget:** \$2 million plus cash grants for enrolled schools provided by supporting organizations

## Background

First Lady Michelle Obama launched Let's Move! In 2010, an initiative dedicated to improving child and family health. Started in 2013, Let's Move! Active Schools (LMAS) is a national collaborative of leading health, education, and private sector organizations committed to using the collective impact model to help schools provide students with 60 minutes of physical activity before, during, and after the school day. Its activities include streamlining the selection of programs, resources, professional development and funding opportunities, and delivering customized action plans for school champions.

## Goal

Enroll and meaningfully engage 50,000 schools in the process of becoming Active Schools.

## Engaging Business via Philanthropy for Collective Impact

To date, LMAS has engaged 20 partners including government organizations, nonprofits, and foundations. Its business partners include NIKE, Kaiser Permanente, Reebok's BOKS program, and NBA Fit. From 2013-2018, NIKE, Inc. will invest \$50 million to reintegrate physical activity into the daily lives of America's youth including through the Let's Move! Active Schools initiative.

## Evaluation Framework

LMAS tracks progress using the following three components:

- (1) Utilization, process, and implementation evaluation of LMAS,
- (2) process, implementation and impact evaluation of Active Schools receiving LMAS activation grants, and
- (3) more extensive quasi-experimental evaluation of impact and outcome with a sample of LMAS schools.

Components 1 and 2 are currently in place. The annual evaluation report will be prepared by an independent evaluator.

## Impact in Development: Progress to Date

- 15,386 enrolled schools; 16,595 enrolled champions for those schools
- More than 9 million children reached
- 2,533 Physical Activity Leaders (PALs) trained

**Metrics**

Short-Term	Medium-Term	Long-Term
<p>LMAS Participation</p> <ul style="list-style-type: none"> <li>• # of schools registered for LMAS</li> <li>• # of potential students reached</li> <li>• # of hits on specific tools and resources are recorded and tracked</li> <li>• # of unique visits and total # of web downloads</li> </ul> <p>Training/Technical Assistance</p> <ul style="list-style-type: none"> <li>• Total TA and training inquiries</li> <li>• Frequency and intensity of TA provided</li> <li>• # of customized trainings and Physical Activity Leader (PAL) Trainings conducted</li> </ul>	<ul style="list-style-type: none"> <li>• # of “Active Schools”</li> <li>• # of physical activity policies passed and environmental and systems changes implemented in “Active Schools”</li> <li>• # of (potential) students reached in “Active Schools”</li> <li>• # of PALs trained</li> </ul>	<ul style="list-style-type: none"> <li>• Increased physical activity among school-age youth</li> <li>• 60 minutes of physical activity is the new norm in K-12 schools</li> </ul>

*This case study was adopted from a semi-structured qualitative interview and publicly available information. To learn more about the link between workforce and community health and the strategies businesses are implementing to invest in community health, read the Vitality Institute’s report “Beyond the Four Walls: Why Community is Critical to Workforce Health”.*

*This case study is featured in the report, pp. 56-57.*

To access the report and additional case studies, visit [www.thevitalityinstitute.org/communityhealth](http://www.thevitalityinstitute.org/communityhealth) or look us up on social media @VitalityInst #Beyond4Walls.