

The Press Box

An eNewsletter

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The Center For Kids **FIRST** in Sports, Health, & Education

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Inaugural Season

August 2004

After three years of program development and working in the trenches, Kids FIRST has grown from a vision to a dynamic, innovative organization. The Kids FIRST School-based Model is based upon the guidelines set forth by the CDC and the Surgeon General for reducing and preventing obesity.

We have established partnerships and working relationships with St. Joseph's Hospital, the Human Health Network at ASU, the Arizona Heart Association, the Arizona Dairy Council, and the City of Phoenix Parks & Recreation Department. By partnering with others, we are working to reduce duplication of effort, and increase the effectiveness of everyone involved.

Kids FIRST has become an influence statewide in the fight against obesity and chronic diseases in children. Our goal is to become a national resource for others who are concerned about the effect of sports, health, and education on our culture. The Kids FIRST School-based Model is a model that can easily be implemented by schools nationwide.

Kids FIRST has received widespread support from several professors at ASU, the Human Health Network at ASU, St. Joseph's Hospital, as well as from numerous national experts, professional athletes, and coaches who have validated that our school-based model is based on good science and sound methodology.

Because schools simply cannot afford to re-instate PE, Health, Nutrition, and activity programs for all children, our model was designed to be budget neutral. In other words, it is free. Our grassroots approach creates site-based teams that basically sustain themselves once an initial year of training and mentoring has been completed.

Kids FIRST is leading the way to keep all kids physically active, healthy, and playing for life. However, in order to continue, we need financial support.

Kids FIRST in need of financial support

This is a pivotal moment when our vision is being realized. So many positive things have happened in just the last two months. So much more is possible. Momentum is on our side. Our Governing Board has made fundraising its number one priority and pledged to raise a minimum of \$100,000 by December 2004. Our fundraising plan includes an annual campaign, grant writing, events, corporate sponsorships, and individual philanthropic giving.

Our programs have the potential to shape the health of our children and future generations and to become a national model. The demand has exceeded our ability to respond! We are only limited by what I personally can do.

But to succeed we need your help now. There are not sufficient funds in our account to bridge the gap between now and December. We need money urgently to pay for the following expenses:

- There are more than two dozen grants and funding opportunities that are currently open to us. We need a professional grant writer immediately or we lose this vital source of funding.
- Without D&O insurance our board members are vulnerable. Further, not having insurance that protects our directors and officers makes it difficult to fill the remaining four open positions on our governing board.
- We are without liability insurance, yet we are beginning to implement our programs as schools reopen.
- We have developed a fundraising campaign, but are unable to pay for the printing of materials needed to present to potential donors.
- In order to train teachers, parents and our after school teams, materials must be printed and bound. We begin training more than 250 people in the next two weeks.
- In order to protect our name, programs, and logo, we must hire an intellectual property/trademark attorney. In addition to attorney's fees, there are also federal trademark registration fees.
- Sue Anne Thompson, the wife of the Secretary of Health and Human Services, will meet with board member Peter Bentz on August 16th in Wisconsin as a prelude to our meeting with Tommy Thompson himself soon thereafter. The CDC, as well as the Surgeon General, is under Mr. Thompson's direction. Peter and the Thompson's are from Wisconsin, where Tommy previously served as governor.

A complete packet of materials for this meeting with Mrs. Thompson must be printed and paid for. Sue Ann will forward them to Tommy on our behalf.

- Basic office supplies and phone bills – operating expenses that enable us to do our work.
- I have been without compensation for nearly three years. My family has sacrificed so that I could undertake this important cause. In order to hold up my end of the bargain with more than ten schools that want our services, I need some measure of compensation to pay the bills.

If you can help in this important work, you can contribute [on line](#) using PayPal, or by sending a check made out to The Center For Kids FIRST in Sports, Health, and Education. Address the envelope to 5447 E. Lafayette Blvd. – Phoenix, AZ 85018.

Grant writer needed

We are in need of a professional grant writer to help us apply for more than a dozen local and national grants that are now available. If you know of someone who could help us, or if you are able to help us secure the services of a professional through a generous donation, please contact me immediately. Regis@centerforkidsfirst.org

Kids FIRST Model at Orangedale and Black Mountain Elementary Schools

Rick Stephen, the Principal of Orangedale School in the Balz District, has been a friend for over thirty years. His school serves a predominantly Latino population in central Phoenix. We began implementation on July 13th with a faculty in-service. From that initial meeting, 10 teachers volunteered to work with us throughout the year. 600 students will become involved in our activity programs and learn about healthy food choices.

Governing Board member, Josefina Duran, will provide the Parent Series in Spanish for those parents who are more comfortable learning in their native language. Together, Josefina and I hope to reach every Orangedale family.

We will also begin implementation at Black Mountain Elementary in the Cave Creek District, where Ms Pam Sitton is the Principal. We introduced Kids FIRST at Black Mountain with a small pilot during the spring semester. We will reach 650 children and their parents through our education, awareness, and activity programs.

At the beginning of the school year, we will assist in the formation of Wellness Councils at both schools. The Councils are made up of children, two teachers, a half dozen parents, the school nurse, and food service director. We guide them through the first year using the School Health Index as a learning tool that helps them focus on physical activity, health and nutrition in their school and homes.

High Schools

In addition to these two elementary schools, we will begin work with the Phoenix Union High School District, which is made up of nine schools. Among the things we are offering are workshops for coaches and athletic directors, faculty in-service days, intramural sports for the non-athlete, and the formation of school wellness councils. We will also recruit high school seniors to work in our K-8 after-school program.

I met with Ms. Trina Ganster and Mr. Anthony Scanio, assistant principals at Arcadia High School and expect to become involved on several levels this year. They were both very enthusiastic about students doing community service with our teams at Orangedale and bringing several of our programs to Arcadia. This relationship will ensure that we have plenty of enthusiastic, well-trained students for the entire year. Orangedale is less than 2 miles from the Arcadia campus.

With two elementary schools, Arcadia High School, and the Phoenix Union High School District, I'm maxed out. The only thing holding back the spread of our initiative is money to hire additional staff. With just two additional people, we could implement the Kids FIRST model in 6-8 more elementary schools, and 4-5 high schools. Several hundred more teachers, and thousands more kids and their parents could be reached.

ASU Service Learning and Community Service Programs

Our relationship with ASU quickly expanded when we discovered that undergrads in several programs could receive academic credit for a service learning internship. We recruited and trained our first four interns during the spring and placed them at Black Mountain, Orangedale, and Sun Canyon Elementary.

We've been recruiting Service Learning interns as well as students looking for a meaningful community service experience. We then train the students and group them in teams with local high school seniors, parent volunteers, and other stakeholders. The teams deliver our after-school programs and provide information about nutrition, exercise, and healthy living.

We're also recruiting high school students from Arcadia and Cactus Shadows, some of whom can receive academic credit for doing a service learning project, countless others from Student Government and a variety of clubs will become involved just to perform community service. We will do the same when we get started in the Phoenix Union High Schools.

This is a win-win opportunity for the schools and the students. The students receive academic credit and an invaluable life experience while the schools get programs and trained teams of enthusiastic, young people for little or no cost.

Conferences, Workgroups, and Public Speaking

- Faculty In-service at Orangedale Elementary, July 13, 2004
- Faculty In-service at Black Mountain Elementary, August 10, 2004
- School Assembly at Black Mountain Elementary, August 20, 2004
- APRA (Arizona Parks & Recreation Association) Annual Conference, September 2, 2004
- City of Phoenix Parks & Recreation coaches and after-school teams. TBD
- Several obesity prevention workgroups at the state and county levels, and the Governor's Council on Health, Physical Fitness, and Sports.

Enewsletters

The Center For Kids FIRST publishes two newsletters: The [Press Box](#) and The [2 Minute Drill](#). The Press Box is available on line and will provide news and updates about our work. The 2 Minute Drill is a 1-page letter with important health updates and information.

We will also share with you, on a regular basis, articles of importance from around the country that will keep you informed and up-to-date on the issues that are central to our work: health, sports, and education.

Kids FIRST Website

Governing Board member James “B.B. Fontenet” has offered to underwrite a major redevelopment of the website which is underway. Thank you B.B.!

Brochures

Governing Board member Dan Quigley paid the printing costs for our new “Kids Come FIRST” brochure. Thank you Dan.

Wine Taste

A wine taste sponsored by Mike and Liz Thorell at Epicurean Wines in Scottsdale for 40 of Mike’s friends raised over \$2,000 for Kids FIRST. Mike has been Chairman of Kids FIRST since our inception. Thank you Mike and Liz and all who contributed.

Annual Baja Arizona Baseball Camp in Pinetop/Lakeside

Jerry Stitt’s acclaimed baseball camp begins the second of two weeks in the cool pines of Pinetop/Lakeside. Tanner Tremblay attended for the third year in a row, and this year came home with Daniel Vavrusa, a 13 year old from the Czech Republic who is attending his second camp. Two other boys and a coach from the Czech Republic are also attending the camp. Jerry has always espoused a “kids first” philosophy and there is no better teacher than Jerry to pass on the skills, love, and respect for the game.

Flowing Wells Workshops

Jerry and I presented a series of workshops to 30 faculty members and coaches from the Flowing Wells (Tucson) school district this past year. We used our Professional Development For Coaches Handbook which provides a week’s worth of interactive workshop materials.

New Shirts and Stationary

Peter Bentz, a new Governing Board member, and the in-coming Chair, has paid for new stationary and envelopes. He has also purchased a number of high quality golf shirts with the Kids FIRST logo embroidered on the front. The shirts are stunning and admired by everyone. They are providing opportunities to talk about Kids FIRST to total strangers who stop me wherever I go. Thank you, Peter.

Watch Jennie in Athens

A program note. Be sure to watch Jennie Finch and the Olympic Softball team compete for the Gold in Athens next month. Jennie was one of the first athletes to become a part of Kids FIRST.

[Read about Jennie on the website.](#)

Also keep an eye out for the U.S. Olympic Wrestling Team. James Johnson, a six time U.S. National Champion, and former Olympian is a nutrition consultant for our wrestlers. James

wants nothing more than to work with us when he returns from Athens. He would be a tremendous asset, and we hope we can fulfill his desire.

New Books

The draft of my new book has been completed, and is being reviewed for comments and suggestions.

- **Reclaiming The Timeless Value of Sport and Play** looks at the mythology of sport and how it has influenced our culture. It examines the organized systems of sports, the coaches, the exploitation of children, and the psychological pressures of rushing children to grow up and to perform. Read more about it at: <http://www.kidsfirstinsports.org/pdf/Promotional%20Flier.pdf>
- Two other manuscripts have been completed. One is a coaching development program that deals with the 90% of coaching that nobody teaches. The other is a step-by-step model for bringing about change that is based upon my 15 years of organization development work.

Mail List

If you wish to be removed from our mailing list, please send an email to me at: regis@centerforkidsfirst.org

Privacy Policy, <http://www.kidsfirstinsports.org/privacypolicy.htm> We will never, under any circumstances, sell or provide your email address to anyone.

Regis Tremblay
Executive Director

We are advocates for Healthy Kids and are doing something very innovative at the grassroots level to combat inactivity and obesity. You can become involved in this important work with your donation. The Center For Kids FIRST In Sports, Health, & Education is a 501 c 3 tax-exempt organization and, as such, is capable of receiving donations and providing tax incentives to donors.

This request is written to inform those who agree that something should be done about this critical issue, especially for the sake of our children. I am appealing to all who would prefer not to sit on the sidelines when the stakes are so high. As one of those few, you are being asked to exert your leadership to ensure financial viability for The Center for Kids FIRST.

Your thoughtful consideration of this appeal and willingness to participate in this important work is greatly appreciated. You can contribute [on line](#) using PayPal, or by sending a check made out to:

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