

THE MOVEMENT

Let's get up and fight for kids right to physical activity at school.

Every day!!!

A collab between:

hummel x Just Human x Langhøjskolen.

INSIGHT

Insight

Humans are designed by nature to move physically every day. We need movement to thrive, learn, get good energy and function socially.

This goes for our kids too: Active kids thrive and learn better at school. Our kids movement is threatened by digital screens and inactive school time. It's proven that if you as a kid start out with good habits in relation to frequent activities, sports etc – the better the chances that you will have an active, healthy lifestyle as a grownup.

For the first time in history kids have in average 15% lesser physical capabilities than their parents.

A school in Copenhagen has started a pulseproject that proves significant results by having students do pulsetraining every morning for just 20 minutes.

In combination with new principles for class-room design/learning methods this has lead to better class dynamics, more tolerance, better conflict-handling and better grades. Actually it's stated in the danish school-reform that kids have "the right to at least 45 minutes of movement every day".

Far from all kids get that opportunity – we want to fight for the kids rights to be active. By creating this opportunity in school, all kids get to move (not only those whose parents have the resources).

**WHAT TO CHANGE,
AVOID OR
PROMOTE**

What to change, avoid or promote

- Get:** The most active and engaged parents to kids in elementary schools
- To:** be aware of the fact that their kids do not get their stated right to at least 45 minutes of exercise every day
- By:** creating a solution that points to the problem and shows that just 20 minutes of daily focused pulse training have documented positive impact on kids physical well being, social skills and ability to learn.

**EXPECTED
OUTCOME**

Expected outcome

- A solution that help engaged parents demand the stated right to 45 minutes of daily exercise on behalf of their kids.
- The solution must point to the fact that pulse-training works
- Speak to that this is NOT rocket science or expensive
- This is not only important for each kid at school. It's important for our common future and for society in general.

INSPIRATION

- <https://www.psychologytoday.com/intl/blog/the-athletes-way/201506/physically-active-children-grow-be-healthier-adults>
- <https://www.theguardian.com/lifeandstyle/2017/aug/28/young-at-heart-why-children-who-exercise-become-healthier-adults>
- <https://www.folkeskolen.dk/606927/ministeren-bevaegelse-er-et-lyspunkt-men-maa-ikke-virke-paaklistret>
- <https://www.folkeskolen.dk/644065/pulsen-og-motivationen-faar-et-boost-hver-morgen>
- About art, could as well be about our mission: <https://youtu.be/86Yr9rMV-GY>
- Great motivational TOV: <https://youtu.be/jak6zUgh5Sk>
- Fun exercise: <https://youtu.be/qCQ7BcTG4yQ>
- <http://www.justhuman.com>
- <https://www.activehealthykids.org/>

MOREEEE

BACKGROUND

Background

The Danish public school system was reformed in 2014. New standards were set and a variety of new elements were to be implemented such as 45 mins. of physical activity (PA) every day.

PA as activity integrated in the theoretical subjects as well as brainbreaks and high intensity exercises. Status is that for most of the younger students PA is a natural thing during the school day (about 70%) but when it comes to the older ones (grade 6-9) it becomes harder to reach the goal of 45 mins.

Reasons are many; harder to motivate and subjects that don't call for PA. The teachers need the pedagogical tools to implement PA. That leaves many students with no or very limited PA every day at school. Every student has the right to move every day.

We face a generation that has a shorter expected life span than their parents – for the first time in history. PA must be seen as more than just a mean to better learning and variety during the school day, but an investment in our future generations healthwise, learning wise, etc.

How do we get every school in Dk to take part in this very important subject?