



Project Evaluation Information

Dear Parents and Guardians:

Encouraging our youth to be physically active is more important than ever before. Increasing a child's level of physical activity is not only important for improving their health, but recent studies also indicate that physical fitness levels are associated with academic performance, school attendance, and discipline. Thus, **the National Football League (NFL) Charities** has teamed up with **The Cooper Institute** to improve the fitness levels of our students through The Cooper Institute's FITNESSGRAM®, part of the NFL PLAY 60 campaign.

Evaluation Opportunities

The ultimate goal is to help enhance the promotion of physical activity and fitness in youth. The Cooper Institute, a non-profit research and educational center, will collaborate and assist schools and organizations in promoting physical activity through the use of NFL Play 60 initiatives such as the FITNESSGRAM / ACTIVITYGRAM assessments and reports. The project is significant from a scientific and societal perspective because it will provide valuable information in the form of aggregate data to other schools and organizations across the nation about physical activity and fitness levels of our youth.

Evaluation Procedures

Your school/organization has been selected and agreed to participate in this exciting project. As a part of the evaluation:

- Your child may be asked to complete a physical fitness and activity assessments from the FITNESSGRAM test battery; and
- Your child, as well as your family, may be asked to complete annual surveys assessing interest and perceptions of physical activity and nutrition.

The project is being viewed as a part of the school/organization's physical education curriculum/activity goals. The Cooper Institute will analyze the physical activity and fitness levels of students as well as the effectiveness of the NFL PLAY 60 / FITNESSGRAM project. The Cooper Institute may publish the findings in aggregate form to share results with other schools, organizations and professionals. **To ensure confidentiality, all of the evaluation data will be tracked using coded ID numbers which means student names and individual data will not be released.**

Benefits of Participation

The project will provide direct benefits to the school/organization and children. Sites that participate in the program will receive:

- free access to FITNESSGRAM/ACTIVITYGRAM web-based software (version 9.0);
- free web hosting of the FITNESSGRAM data;
- support and training from Cooper Institute research and project staff; and
- assistance with processing and interpretation of fitness and activity data from students.

The Cooper Institute has provided you with an overview of the evaluation project and requests your cooperation, assistance, and support. Parents play a crucial role in promoting healthy lifestyles so we encourage you to support the programming and promote physical activity and healthy eating in your homes. If you would like more information on FITNESSGRAM and the NFL PLAY 60 project please visit www.NFLPlay60FitnessGram.com. As mentioned above, the project will seek to enhance programming opportunities in physical education and provide new opportunities for children to be physically active in and out of school.

The Cooper Institute looks forward to working with you and your school on this healthy lifestyle initiative. If you have any questions regarding this evaluation project, please call Javier Valladarez, Youth Fitness Project Coordinator, The Cooper Institute at 972-341-3235 or 1-800-635-7050. If you prefer to *not* have your child's (de-identified) data used in the evaluation, please visit the following website: www.NFLPLAY60FitnessGram.com/ and/or inform your appropriate school/organization official.

Thank you for your support,

The Cooper Institute Evaluation Team