

HEALTHY KIDS, HEALTHY FUTURE

Improving youth fitness through assessment, science and research.



Back to school is a time for new beginnings, and that usually brings change.

For our youth programs, that change comes in the form of a newly redesigned digital newsletter, that brings all of our youth health and fitness initiatives under one monthly issue.

Our Director of Youth Operations and Research, Andjelka Pavlovic, PhD, has a special message about this change and the overall impact of our programs on children across the country.

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HEALTHY KIDS

HEALTHY FUTURE

New FitnessGram Website

FitnessGram.net has a new look and is now a stand-alone website. The new site has a clean, mobile-friendly design that is perfect for telling our stories, showcasing our programs, and sharing our resources.

Visit the new FitnessGram.net today and let us know what you think!

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A WINNING SEASON



Celebrating a Decade of Youth Fitness with the NFL Foundation

As the NFL celebrates 100 years of football glory, we are celebrating the [NFL PLAY 60 FitnessGram Project](#). This decade-long partnership between The Cooper Institute and the NFL Foundation brings the fun and excitement of NFL PLAY 60 programs together with the scientific validity and research of The Cooper Institute. Together, we are working to improve the trajectory of children's health and wellness by encouraging 60 minutes of

daily physical activity.

We are also proud to share this new video promoting NFL PLAY 60 and FitnessGram featuring Charlotte Jones Anderson, Chairman of the NFL Foundation and Dallas Cowboys Executive Vice President and Chief Brand Officer. The video will be airing on all American Airlines domestic flights in October and November, so look for it on your next flight this fall!



Learn more about our partnership with the NFL Foundation and NFL PLAY 60 programs.

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Kids Getting a Physical? Don't Forget Vision Screenings!

For most kids, going back to school is an exciting time of new clothes, new friends, and a new year of possibilities. For students with vision problems, it can be a source of anxiety and fear. Learn more about how fitness and vision work together to help kids succeed on and off the field.

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FitnessGram Releases New Student Reports

Since its inception in 1981, FitnessGram by The Cooper Institute has continued to evolve to best measure student fitness levels across the country. The latest evolution can be seen in the new student

IMPROVING YOUTH FITNESS
THROUGH ASSESSMENT,
SCIENCE AND RESEARCH.

SAMPLE FITNESSGRAM
STUDENT REPORT



reports that help parents and students better understand their fitness and how to get into the Healthy Zone.

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STAY CONNECTED



FitnessGram by The Cooper Institute is both a fitness assessment and data-management software to accurately measure student physical fitness levels. FitnessGram measures the fitness of more than 10 million students across the country in over 20,000 schools. [LEARN MORE +](#)

The NFL PLAY 60 FitnessGram Project is a partnership between the NFL Foundation and The Cooper Institute. Together, we are encouraging students to get active and get healthy with 60 minutes of daily physical activity. [LEARN MORE +](#)

The Healthy Zone Schools Program is a partnership between The Cooper Institute and United Way of Metropolitan Dallas to support and recognize schools that are fighting the childhood obesity epidemic and creating healthy school environments. [LEARN MORE +](#)

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