

Hip Hop Public Health

Program Overview



Hip Hop Public Health: Organization Overview

Hip Hop Public Health (HHPH) is an organization committed to innovative public health solutions. HHPH uses music and entertainment platforms to eradicate health illiteracy and foster positive health behavior changes among youth



HHPH has developed exciting **health education** products for **8-12 year old children**.

HHPH educational products include musical cartoons, video games, comic books, and 3 full-length musical compilation albums featuring celebrity artists.

Educational topics include nutrition and physical activity.

My Role as a HHPH Ambassador

As an HHPH Ambassador, I am charged with spreading HHPH health education to children and families across the United States through the use of its innovative multimedia health curriculum, including hip hop music, cartoons, videos, comic books and more!



Your school/after-school program/community organization is selected to participate in this new initiative

Why should your school/organization participate?

Research has shown a close link between **health and education**. Schools, after-school program and community organizations play an important role in promoting the health of kids and the surrounding community.

Healthier kids do better in school.



Why HHPH?

- HHPH educational materials are developed through a **unique collaboration between experts in the health sciences and creative arts**, including physicians, behavioral scientists, musicians and cartoonists.
- The work of HHPH is **supported at the highest level** for its innovative and effective approach to health education. Past and current support includes the National Institutes of Health, the American Heart Association, and the Partnership for a Healthier America/*Let's Move*.

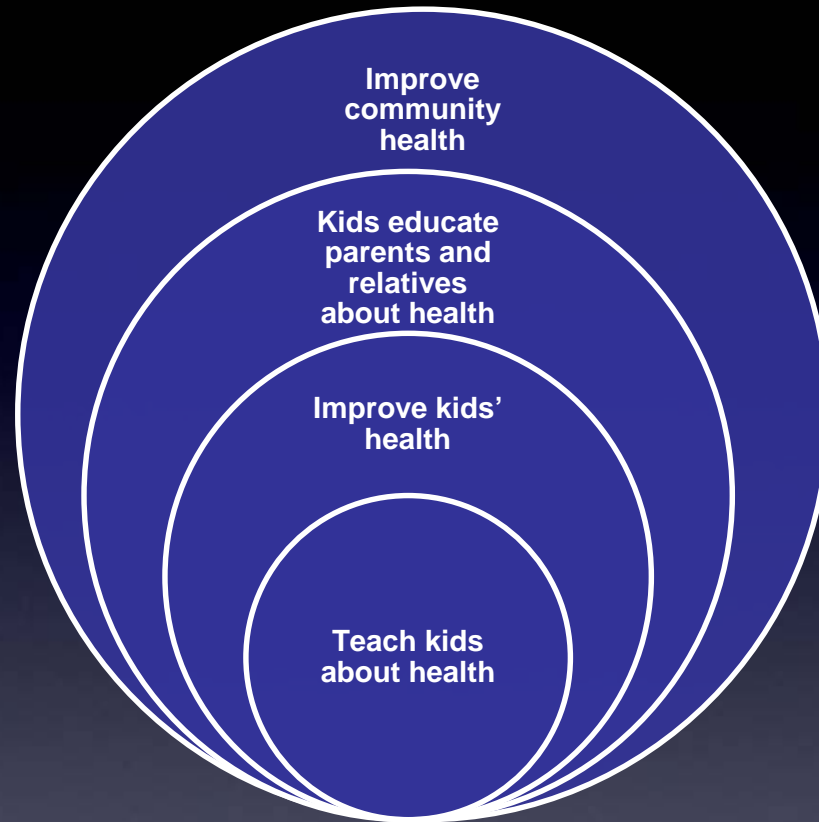


Why hip hop?

- The hip hop movement was founded in the 1970s in the South Bronx as a form of **self-expression**. Some of the pioneers of the movement work fulltime with Hip Hop Public Health as health educators.
- Hip hop culture is comprised of several components, including music, breakdancing, visual art and emcee-ing (presenting). The culture emphasizes **leadership skills** and **artistic expression**. During educational sessions, children are drawn to the musical beats and enjoy the opportunity to dance and present in front of their peers.



Extending Program Reach



We encourage children to share the material and adopt some of the behaviors that they have learned in class or after-school with their families. This multiplies the impact of the program as children educate their parents and grandparents in a method called “Child Mediated Health Communication,” whose efficacy HHPH has successfully demonstrated in other disease domains.

You Choose Your Content

What topic is most important to your organization the children you serve?

Choose from:

- Nutrition
- Physical Activity
- Nutrition AND Physical Activity

Nutrition Program Schedule and Content

- Flexible timing to meet your school or program needs
- Program content will include products from the [Nutrition](#)

[Toolkit:](#)

- Promotes a healthy understanding of calories as food energy and encourages a balance between food consumption and physical activity.
- Products include:
 - *Watch Your Calories* Cartoon Video
 - *Watch Your Calories* Comic Book
 - *Go Slow Whoa* Cartoon Video



Suggested Curriculum Overview for Nutrition Toolkit

Session 1 (30 minutes)	Session 2 (30 minutes)	Session 3 (30 minutes)	Session 4 (30 minutes)
<ol style="list-style-type: none">1. Watch “Watch Your Calories” cartoon video together2. Discuss the definition of calories and the concept of an individualized daily calorie requirement based on age, size, and activity level.3. Hand out “Watch Your Calories” comic book for kids to read together	<ol style="list-style-type: none">1. Re-watch “Watch Your Calories” cartoon video2. Learn about balancing calories in and calories out using examples from the cartoon.3. Assign worksheets from “Watch Your Calories” comic book	<ol style="list-style-type: none">1. Review worksheets in comic book2. Re-watch cartoon video3. Learn about menu board labeling from cartoon4. Introduce HHPH website for at-home use	<ol style="list-style-type: none">1. Review of previous sessions2. Visit restaurant with posted calories on menu items to practice skills

Sample Cartoon from Nutrition Toolkit:

(add clip from cartoon of choice)



Physical Activity Program Schedule and Content

- Flexible timing to meet your school or program needs
- Program content will include products from the [Physical Education Toolkit](#):
 - Teaches children how to determine their anaerobic threshold when engaging in physical activity.
 - Facilitates engagement in physical activity at any point in time.
 - Products include:
 - *Hip Hop F.E.E.T.* cartoon video
 - *H.Y.P.E. Break* music video workout



Suggested Curriculum Overview for Physical Activity Toolkit

Session 1 (30 minutes)	Session 2 (30 minutes)	Session 3 (30 minutes)	Session 4 (30 minutes)
<ol style="list-style-type: none">1. Watch “Hip Hop FEET” cartoon video together2. Discuss basic concepts like the benefits of physical activity3. Discuss basic concepts like the amount of exercise required to burn an unhealthy food item.	<ol style="list-style-type: none">1. Re-watch “Hip Hop FEET” cartoon video together2. Learn about optimal and suboptimal intensity levels in workouts using “Go, Slow, Whoa levels”3. Introduce HHPH website for at-home use	<ol style="list-style-type: none">1. Review “Go, Slow, Whoa” from FEET cartoon2. Watch H.Y.P.E. Break music video workout and conduct workout session together3. Utilize Go Slow Whoa method to determine exercise intensity levels during HYPE workout	<ol style="list-style-type: none">1. Review of previous sessions2. Visit park or gym together to conduct organized exercises in order to practice arriving at optimal intensity level during exercises

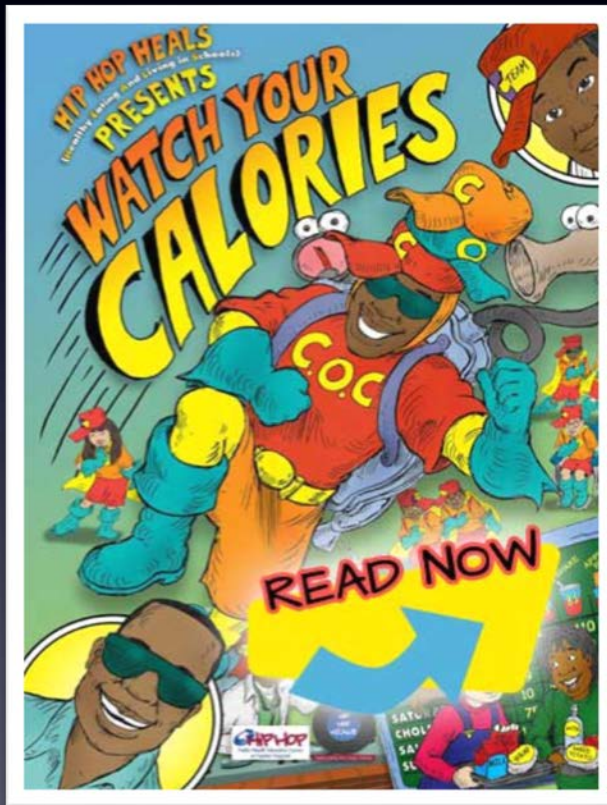
Clip from HYPE Break

(add clip from workout video)



Other multimedia tools:

Comic book



Video Game

