

Hip Hop Public Health

Ambassador Program



Hip Hop Public Health



HHPH is one of the premier innovators of health communication in spaces where health messages are failing to resonate, namely urban, multi-cultural, multi-generational communities and their children/families.



Programs



HIP HOP L.E.A.N.

Learning, Exercise and Nutrition



HIP HOP F.E.E.T.

Finding Exercise Energy Thresholds



HIP HOP H.E.A.L.S.

Healthy Eating and Living in schools



HIP HOP P.O.P.

Pouring On the Pounds



HIP HOP STROKE



OLD S.C.H.O.O.L. HIP HOP

Seniors Can Have Optimal Aging
and Ongoing Longevity

Descriptions of each program is available at:

<http://hhph.org/what-we-do/>

What is a HHPH Ambassador?



HHPH ambassadors assist with raising awareness and engaging their surrounding communities around the HHPH mission.

Ambassadors become the volunteer voice of HHPH, helping to describe HHPH programs and services to their peers, colleagues and families.

Ambassador Benefits

- Experience with an innovative, cross-disciplinary non-profit public health organization.
- Participation in collaborative local and national marketing and health communication outreach activities.
- Opportunities for networking with artists and HHPH staff and partners.
- Knowledge of social issues around health, such as health disparities and its determinants.
- **Free (time-limited) use of key HHPH Multimedia Tools and music.**
- Invitations to HHPH events both at headquarters in NYC and throughout the country.

Ambassador Responsibilities

- Gain an in-depth understanding of HHPH and its goals.
- Facilitate community outreach around HHPH goals through local schools, churches, community-based organizations, and other appropriate outlets.
- Represent HHPH on traditional media and social media to build and promote the movement.
- Ongoing identification and recruitment of potential ambassadors in your community for awareness-building activities.
- Attend ambassador events and webinars.
- Submit a quarterly reflection log and activity report on your HHPH related activities.

HHPH Ambassador Downloads

- Access to free downloads of HHPH original educational musical cartoons and comics **featuring Doug E Fresh, DMC of Run-DMC, and Chuck D** - developed using evidence from the scientific literature.
- Musical Cartoons and Comics cover two broad areas: Nutrition and Physical Activity.
- They are intended to teach **energy balance behaviors** to children:

Calories in = foods consumed → nutrition education

Calories out = physical activity output → PhysEd

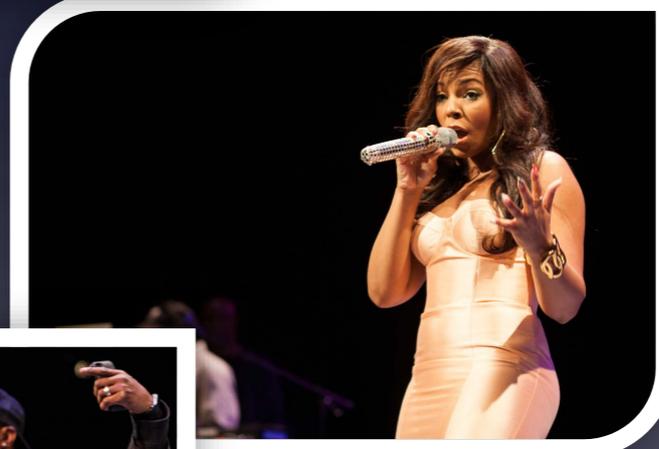
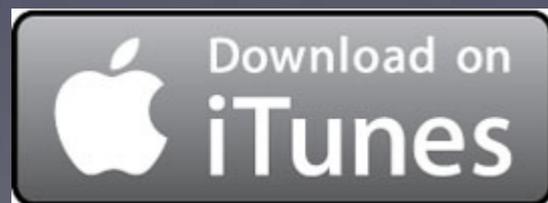
HHPH Ambassador Media Toolkit

Songs for a Healthier America

Songs for a Healthier America

is a ground-breaking multi-genre musical compilation album focused on physical activity and featuring the most notable stars. It is the result of an innovative collaboration between musicians, physicians, public health researchers, entertainment industry professionals, health advocates and school-aged children. All of these contributors recognize the epidemic facing America's youth and America's future: poor diet, inactive lifestyles, and unhealthy outcomes. Songs for a Healthier America includes original songs targeting each of these themes, such as "Everybody" (Jordin Sparks, Ryan Beatty, Doug E Fresh and Dr. Mehmet Oz), "Let's Move Anthem" (Doug E Fresh), "Hip Hop F.E.E.T. (Finding Exercise Energy Thresholds)" (DMC from RunDMC), "Just Believe" (Ashanti), "You Are What You Eat" (Matisyahu, Ariana Grande and Travis Barker), "Pass the Rock" featuring NY Knicks Point Guard Iman Shumpert, and "Stronger" featuring E-Street band guitarist Nils Lofgren.

Available for FREE download on iTunes



HHPH Ambassador Media Toolkit

“Everybody” Music Video



The first music video for the *Songs for a Healthier America* album has over 150,000 views on YouTube. New music videos from the album will be available to HHPH Ambassadors as they are produced.

HHPH Ambassador Media Toolkit

Nutrition Education

1. *Watch Your Calories* Cartoon Video
2. *Watch Your Calories* Comic Book
3. *Go Slow Whoa* Cartoon Video



HHPH Ambassador Media Toolkit

Nutrition

Ambassadors are armed with a powerful collection of educational media tools that they can use in their communities to save lives.

Learn more about each nutrition tool's:

- Product Goals/Objectives
- Nutrition Guideline Relevance*
- Policy Relevance
- Supporting Scientific Evidence
- Product Description
- User Guide

*Based on the USDA 2010 Dietary Guidelines, the CDC's School Health Guidelines to Promote Healthy Eating and Physical Activity and the U.S. Department of Health and Human Services Office of Disease Prevention and Health Promotion's *Healthy People 2020* Nutrition and Weight Status Objectives

In the Ambassador Toolkit:
Watch Your Calories Cartoon Video
Nutrition Education



Watch Your Calories

Cartoon Video

Product Goals and Objectives

To educate and motivate children to:

- 1) Recognize calorie postings on menu boards of restaurants;
- 2) Teach the concept of balancing calories in and out based on an individual's personal daily caloric requirement and the amount of exercise engaged in; and,
- 3) Utilize this information for point-of-purchase dietary decision making.



Watch Your Calories

Cartoon Video

Nutrition Guideline Relevance

2010 Dietary Guideline USDA recommendation:
“Maintain calorie balance over time to achieve and sustain a healthy weight. People who are most successful at achieving and maintaining a healthy Weight do so through continued attention to consuming only enough calories from foods and beverages to meet their needs and by being physically active.... Knowing one’s daily calorie needs may be a useful reference point for determining whether the calories that a person eats and drinks are appropriate in relation to the number of calories needed each day.”



Watch Your Calories

Cartoon Video

Policy Relevance

Affordable Care Act (ACA) Section 4205:

Chain restaurants with 20 or more outlets are required by law to post caloric information visibly and next to each food item at the point of purchase. Improving understanding of and increasing sensitivity to these calorie postings and motivating their use by consumers is an important component of improving dietary decision making at the point of purchase.



Watch Your Calories

Cartoon Video

Supporting Scientific Evidence

Eating out more frequently is associated with obesity, higher Body fatness, or higher Body Mass Index.

Kruger et al., 2008; Boutelle et al., 2007; Chung et al., 2007; Duffey et al., 2007; Schroder et al., 2007 Niemeier et al., 2006; Pereria et al., 2005; Taveras et al., 2005; Bowman et al., 2004a; Kant & Graubard, 2004

Eating more fast-food meals is linked to eating more calories, fat, saturated fat, and sugary soft drinks and less fruits, vegetables, and milk.

Beydoun et al., 2008; Boutelle et al., 2007; Crawford et al. 2007; Schroder et al., 2007; Befort et al., 2006; Wiecha et al., 2006; Taveras et al., 2005; Bowman et al., 2004

Average daily calories available per person in the marketplace has increased approximately 600 calories contributing to excess weight gain.

Watch Your Calories

Cartoon Video

Product Description

Narrative musical cartoon; length 3.5 minutes.

Features music of Doug E Fresh and Doug E Fresh cartoon character

Children follow the story of Chauncey and Brandon and their trip to a fast food restaurant called “Burger Surprise”. There they are confronted by a Superhero called “The C.O.C” (Counter of Calories) and his “Calorie Team” who teach them what calories are, how calories affect the body, and how to understand nutrition and menu board labels for calorie counts. The cartoon promotes a healthy understanding of calories as food energy. Children learn that choosing foods that are high in calories, fat, sodium, sugar and cholesterol increase the risk for developing hypertension and could lead to clogged arteries. Instead of choosing nutrient-poor calorie dense foods, children are encouraged to choose nutrient-rich foods. Children are also taught about their individual daily calorie number, which is based on weight, age and activity level. Children learn to apply their individual caloric requirement to food and exercise choices. They also learn how to navigate restaurant menu boards and utilize calorie postings to inform food choices.

Watch Your Calories

Cartoon Video

Suggested User Guide

Target Age:

Children aged 8 -10 years or
3rd-5th graders



Ideal Setting:

School or After-School setting

Use: Standalone tool or to
augment/enhance existing wellness
programming.

In the Ambassador Toolkit:
Watch Your Calories Comic Book
Nutrition Education



Watch Your Calories

Comic Book

Builds on Cartoon Educational Concepts

Learning: Everyone has a unique daily calorie number based on their weight, age and activity level.

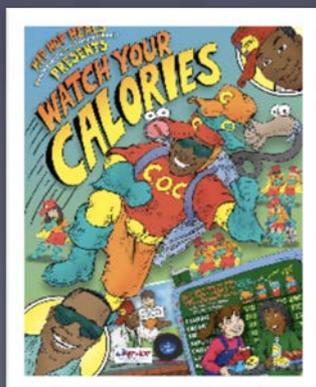
Doing: Select foods that fall within one's daily calorie number.

Learning: Read and understand menu boards and nutrition labels.

Doing: Create a meal based on information displayed on realistic menu boards.

Learning: Nutrient dense vs. calorie dense foods.

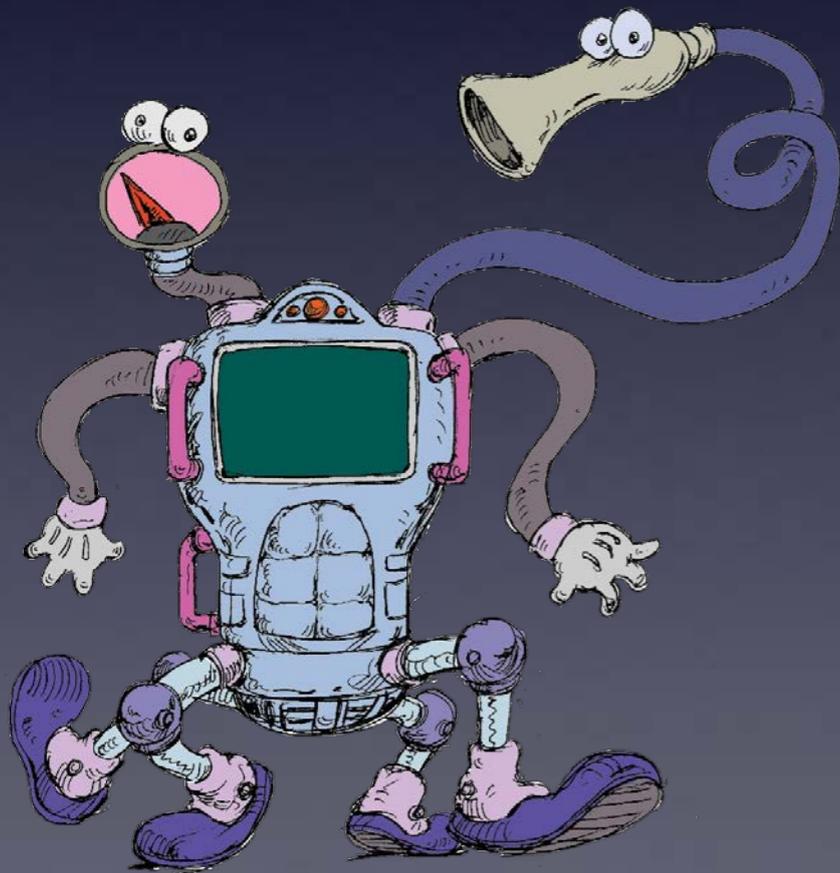
Doing: Build a healthy, nutrient dense meal with a parent via worksheet activities for home-use.



In the Ambassador Toolkit:

Go Slow Whoa Cartoon Video

Nutrition Education

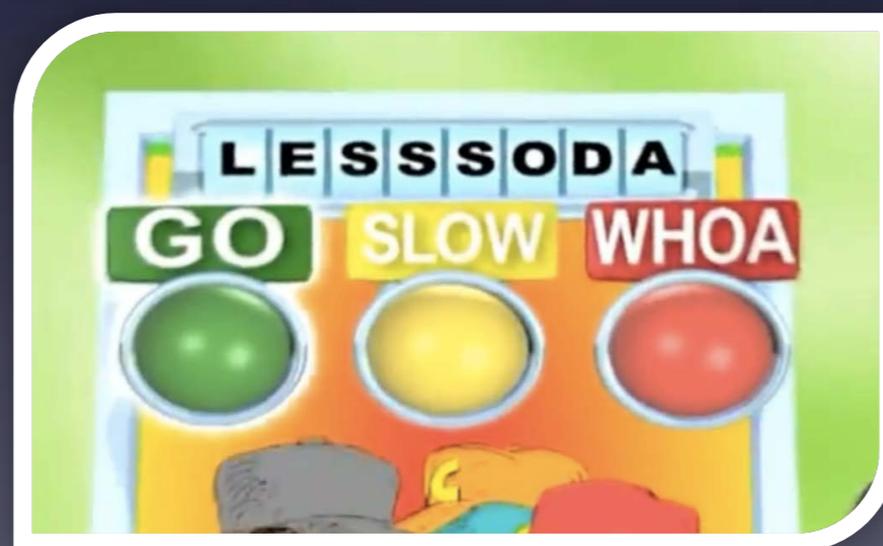


Go Slow Whoa

Cartoon Video

Product Goals and Objectives

To teach children the traffic light model for distinguishing nutrient dense from nutrient poor foods.



Go Slow Whoa

Cartoon Video

Nutrition Guideline Relevance

2010 Dietary Guideline USDA recommendation:

“Focus on consuming nutrient-dense foods and beverages. Americans currently consume too much sodium and too many calories from solid fats, added sugars, and refined grains. These replace nutrient-dense foods and beverages and make it difficult for people to achieve recommended nutrient intake while controlling calorie and sodium intake.”

NOTE: Nutrient-dense foods and beverages provide vitamins, minerals, and other substances that may have positive health effects with relatively few calories.

Healthy People 2020 objectives:

Nutrition and Weight Status (NWS) Objective 14: Increase the contribution of fruits to the diets of the population aged ≥ 2 years.

NWS 15: Increase the variety and contribution of vegetables to the diets of the population aged ≥ 2 years.

NWS 16: Increase the contribution of whole grains to the diets of the population aged ≥ 2 years.

NWS 17: Reduce consumption of calories from solid fats and added sugars in the population ≥ 2 years.

NWS 18: Reduce consumption of saturated fat in the population aged ≥ 2 years.

Go Slow Whoa

Cartoon Video

Policy Relevance

Supports the goals of the Healthy, Hunger Free Kids Act of 2010 (HHFKA) by helping children identify the most nutritious food options in schools

Fulfills the nutritional education requirements of school wellness councils mandated by the Child Nutrition and WIC Reauthorization Act of 2004

Go Slow Whoa

Cartoon Video

Nutrition Sciences Strategy Supporting Evidence

In this [traffic light] system foods with “green” indicators are healthier and should be preferred over foods with “yellow” and “red” indicators in that order. Studies have shown that this system may help consumers make better food choices.

Savoie et al, 2013; Koenigstorfer et al, 2013; Antunez et al, 2013; Bruder and Honekamp, 2013



Go Slow Whoa

Cartoon Video

Product Description

Narrative musical cartoon; length 3.5 minutes

Features music of Chuck D and Chuck D cartoon character

This cartoon helps students to distinguish between the nutrient densities of foods using the traffic light system. “Go” foods are “anytime foods” that are rich in nutrients and low in calories, like fresh produce. “Slow” foods can be enjoyed “sometimes,” as they contain some nutrients but have more calories and fat than Go foods. Examples include nuts and low-fat yogurt. They should be eaten just a few times a week. “Whoa” foods are calorie dense foods and should only be eaten “once in a while” with caution, like pizza and baked goods. Children are taught the difference between “empty calories” and foods that are nutrient-rich. Children are also taught about choosing low-fat and whole grain options.

Go Slow Whoa

Cartoon Video

Suggested User Guide

Target Age:

Children aged 8-10 years or
3rd-5th graders



Ideal Setting:

School or After-School setting

Use: Standalone tool or to
augment/enhance existing wellness
programming.

HHPH Ambassador Media Toolkit

Physical Education

1. *Hip Hop F.E.E.T.* Cartoon Video
2. *H.Y.P.E. Break* Music Video Workout



HHPH Ambassador Media Toolkit

Physical Activity

Ambassadors are armed with a powerful collection of educational media tools that they can use in their communities to save lives.

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In the Ambassador Toolkit:

Hip Hop F.E.E.T.

(Finding Exercise Energy Thresholds)

Cartoon Video

Physical Education



Hip Hop FEET

Cartoon Video

Product Goals and Objectives

To teach children how to determine their anaerobic threshold when engaging in physical activity.



Hip Hop FEET

Cartoon Video

Physical Activity Guideline Relevance

Centers for Disease Control and Prevention:

Recommend that American children engage in *MODERATE INTENSITY* physical activity for at least 60 minutes each day. Hip Hop FEET teaches kids how to distinguish “DIFFERENT INTENSITY LEVELS OF EXERCISE – low, moderate, vigorous”

Healthy People 2020 objectives:

“Physical Activity Objective 3: Increase the proportion of adolescents who meet current federal physical activity guidelines for aerobic physical activity and for muscle-strengthening activity.

PA 4: Increase the proportion of the nation’s public and private schools that require daily physical education for all students.

PA 5: Increase the proportion of adolescents who participated in daily school physical education”

Hip Hop FEET

Cartoon Video

Policy Relevance

Supports the goals of the Child Nutrition and WIC Reauthorization Act of 2004, which required school districts that participate in federal Child Nutrition Programs to include goals for physical activity (PA) designed to promote student wellness in a manner that the local education agency (LEA) determined appropriate.

Hip Hop FEET

Cartoon Video

Scientific Evidence

Anaerobic threshold and breathing during exercise.

Koyal and Beaver 1973, Wasserman 1987, Urhausen et al, 1993, Mateika and Duffin 1995

Health benefits of exercise intensity and duration.

Sothorn et al, 1999, Blair and Connelly, 1996, Warburton et al, 2006, Sigal et al, 2006

Hip Hop FEET

Cartoon Video

Product Description

Narrative musical cartoon; length 3.5 minutes

Features music of DMC (of Run-DMC) and DMC cartoon character

“Hip Hop F.E.E.T.” - applies anaerobic threshold training to improve physical fitness and to promote a healthy understanding of exercise for enjoyment and personal health.

Children learn:

- The benefits of regular physical activity, and the risks of inactivity
- To utilize a practical and portable method of gauging optimal physical activity intensity to become aware of personal fitness and exercise intensity
- To apply anaerobic threshold training techniques to maximize health benefits from exercise and optimize long-term continuity of participation.

Hip Hop FEET

Cartoon Video

Suggested User Guide

Target Age:

Children aged 8-10 years or
3rd-5th graders



Ideal Setting:

School (recess or physical education
classes) or After-School setting

Use: Standalone tool or to
augment/enhance existing wellness
programming or physical education
classes.

In the Ambassador Toolkit:
H.Y.P.E. Break
(Healthy You and Physical Education)
Music Video Workout
Physical Education



HYPE Break

Music Video

Product Goals and Objectives

The H.Y.P.E. (Healthy You with Physical Education) Break video is a workout video developed for and tailored to children to facilitate engagement in physical activity at any point in time. The video contains simple, high-impact exercises that any child can do in a small contained space, such as a school classroom.



HYPE Break

Music Video

Policy Relevance

Supports the goals of the Child Nutrition and WIC Reauthorization Act of 2004, which required school districts that participate in federal Child Nutrition Programs to include goals for physical activity (PA) designed to promote student wellness in a manner that the local education agency (LEA) determined appropriate.

HYPE Break

Music Video

Physical Activity Guideline Relevance

Centers for Disease Control and Prevention:

Recommend that American children engage in physical activity for at least 60 minutes each day. The HYPE Break video can help kids meet this requirement.

Healthy People 2020 objectives:

“Physical Activity Objective 6: Increase regularly scheduled elementary school recess in the United States.

PA 6.1: Increase the number of states that require regularly scheduled elementary school recess.”

HYPE Break

Music Video

Scientific Evidence

Built on the **Instant Recess** model, H.Y.P.E is a 10-minute exercise video.

Yancey et al, 2009, Whitt-Glover et al, 2011, Erwin et al, 2011



HYPE Break

Music Video

Product Description

Live workout video; length 10 minutes

Features Iman Schumpert of the New York Knicks and the Alvin Ailey School young dancers.

Exercises were developed by an exercise physiologist, professional choreographer and children's television video producer and designed to be easy to do in small spaces (such as a classroom) and engaging and fun for kids.



HYPE Break

Music Video

Suggested User Guide

Target Age:

Children aged 8-10 years or
3rd-5th graders



Ideal Setting:

School (recess or physical education classes) or After-School setting

Use: Standalone tool or to augment/enhance existing wellness programming or physical education classes or to serve as a method to break up long blocks of instructional time with indoor-friendly physical activity.

JOIN US TODAY

Become an Ambassador with
Hip Hop Public Health

CONTACT

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HIP-HOP
public health

