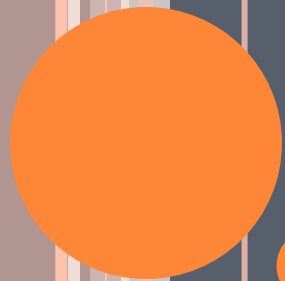




SEE-US RUN DES MOINES

www.iowakidstrong.com



ORGANIZATIONAL OVERVIEW

Iowa Kidstrong, Inc.





ABOUT IOWA KIDSTRONG, INC.

Iowa Kidstrong, Inc. is a non-profit organization founded by Cindy Elsbernd in 2005 in response to what has been declared one of today's most pressing threats to our children and families - childhood obesity.

Iowa Kidstrong continues to grow in its mission and vision expanding its depth of service under the continued direction of Cindy Elsbernd.





ORGANIZATIONAL MISSION

The mission of Iowa Kidstrong, Inc. is to promote healthy, active lifestyles to children. We are also committed to reinforcing the goals of children in the home and broader community setting by reaching out to adults as parents, mentors, role models, and decision makers for their families and to older youth as they acquire autonomy in personal decision making and as role models for younger children. It is our vision to interrupt the controllable patterns that lead to poor health creating a wellness culture that recycles itself for generations to come.





OUR PROGRAMS...

- provide children with a fitness resource that is free, fun and accessible;
- serve and reach out to children of diverse backgrounds and cultures and to, but not limited to, those at greatest risk and with fewest resources;
- offer a positive, familiar and encouraging environment where children can work and play with health mentors and improve their fitness and well-being;
- help promote healthy lifestyles among parents, educators and other mentors to children in working toward its mission.





KIDSTRIDERS

Our KidStriders initiative supports elementary school physical education and health programs and is designed to target children at an early and impressionable age.

KidStriders, first piloted in spring 2006, is a primarily school-based incentive program revolving around the goal of running and/or walking a minimum cumulative marathon distance of 26 miles during recess KidStriders sessions. Students are recognized with a plastic foot token to tie on their shoelaces for every five miles they complete, a T-Shirt for reaching the 26-mile goal along with the opportunity to participate in a “Victory Lap” held at the Drake Relays, as well as “Beyond the Marathon Incentives” which continue to reward students persisting beyond the 26-mile minimum goal.





KIDSTRIDERS

KidStriders is a unique fitness program in that it is offered during the school day so it is accessible to all students. It is not a “one-size-fits-all” program and can be defined to fit the needs of the individual school implementing it by way of time and manpower available to put toward it – we know these resources will vary from school to school, but feel that all children within a school should enjoy equal opportunity to participate. Accessibility to success for as many students as possible is the key to making “motorless motion” desirable and therefore habit-forming as students continue to strive to reach new goals.





KIDSTRIDERS

Each participating school is provided with a program toolkit outlining procedures for implementing the program as well as foot tokens and other program incentives. Each school is responsible for designating a program coordinator for their school as well as volunteers to help run the program.

Several of our program schools garner the support of their PTA/PTOs while others find willing volunteers within their staff. Overall program coordination and support is provided by Iowa Kidstrong, Inc.





KIDSTRIDERS – THE NUMBERS

- **Spring 2006:** 5 pilot schools participated with both a ½ and full marathon goal option. Approximately 275 completed the program goal.
- **2006 – 2007:** 15 participating schools with over 800 completing the program goal.
- **2007 – 2008:** 14 participating schools with just over 600 students completing the program goal. (Step-back year attributed in part to inclement weather.)
- **2008 – 2009:** 22 participating schools with over 750 students completing the program goal.
- **2009 – 2010:** 29 participating schools and a projection of over 1,500 students to complete the program goal!!!





HONORS WE'VE RECEIVED



KidStriders was recognized in September, 2008 by the **Surgeon General of the United States** in regards to the wellness environment it has helped create specifically at Hubbell Elementary. Hubbell was the recipient of the Surgeon General's Community Champion award and is listed on the Surgeon General's website along with a KidStriders link:

[http://www.surgeongeneral.gov/obesityprevention/
communitychampions/index.html](http://www.surgeongeneral.gov/obesityprevention/communitychampions/index.html)

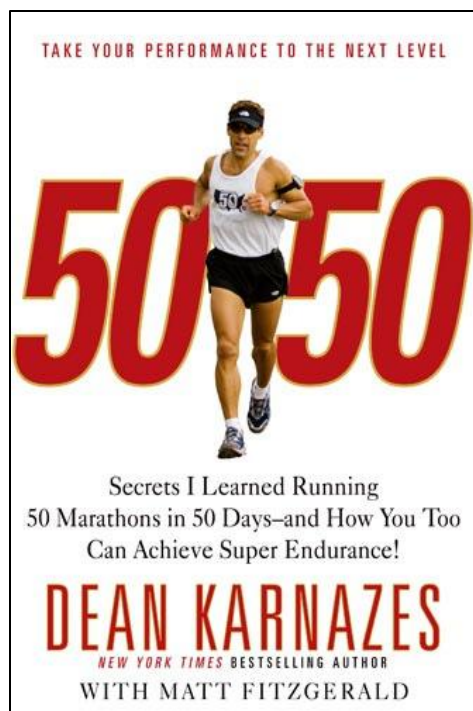




FURTHER RECOGNITION



Ultra-Marathon Man Dean Karnazes wrote about us in his book:



"The program's concept is simple but brilliant... Cindy Elsbernd should be cloned. Several dozen of her would make a measurable impact on the health and well-being of America in the future... In any case, she deserves high praise for recognizing running as a great way to fight childhood obesity and for acting on this knowledge. But I also applaud her for acting wisely. You can't get kids hooked on running just by forcing them to run. You have to allow youngsters to hook themselves on running by providing opportunities and experiences that make it rewarding and enjoyable."





2009 KIDSTRIDERS VICTORY LAP AT THE DRAKE RELAYS





WHERE DO WE GO FROM HERE?

See-Us Run Des Moines

www.iowakidstrong.com



SEE-US RUN DES MOINES MISSION STATEMENT

The mission of Iowa Kidstrong's See-Us Run Des Moines is to help teens who face adversity in their lives learn that they are capable, resourceful and resilient to respond to life challenges by providing them the opportunity to experience first-hand the benefits of goal-setting, character development, adult mentoring and improved health through committing to, training for, and completing the Des Moines Marathon.





SEE-US RUN DES MOINES

See-Us Run Des Moines (SRDM) is a program that offers marathon training to help young people succeed in life by connecting students with a corps of caring adult mentors who help them imagine and accomplish goals beyond their dreams, including the completion of a marathon, a feat less than 1% of the population in the U.S. has achieved.





SEE-US RUN DES MOINES

SRDM is an adaptation of the successful Students Run L.A. (SRLA) program which has been in operation since 1989 and helps young people train safely and sanely to complete a 26.2 mile marathon. Similar to its parent program, SRDM will be a school-centered, ***non-competitive program*** with life-changing potential. We anticipate positive impact on physical health, academic performance and aspirations, anti-social behavior, and emotional health.





SEE-US RUN DES MOINES THE PARENT PROGRAM:

**Students
run
IA**®

See the SRLA informational video at:

<http://www.srla.org/movie/srlamovie.swf>





SEE-US RUN DES MOINES

SRDM will feature a progressive training schedule taking participating students from mile zero all the way through completion of the Des Moines Marathon in October 2010. The training program is designed to do so in the least overwhelming way possible keeping in mind that the goal is to stick to the program and **FINISH** the marathon.





SEE-US RUN DES MOINES

During the training season, the students commit to train three times a week at their school or at designated locations in Des Moines, and on the weekend they come together along with the adult volunteers for a longer run in area neighborhoods and on local trails. Along the way, students will participate in races around the community of varying distances building toward the marathon, giving them experience with running events, keeping them engaged in the program, and giving them the opportunity to interact with others in a positive way.



See-Us Run Des Moines Training Plan

WEEK	DATE	MON	TUES	WED	THURS	FRI	SAT	SUN
Pre 1	3/29		Strength/Walk 10-15 minutes		Strength/Walk 10-15 minutes		"homework workout"	
Pre 2	4/5		Strength/Walk 20 minutes		Strength/Walk 20 minutes		"homework workout"	
Pre 3	4/12		Strength/Walk 30 minutes		Strength/Walk 30 minutes		"homework workout"	
Pre 4	4/19		GRAND BLUE MILE/ SRDM KICK-OFF		Strength/Walk 30 minutes		"homework workout"	
1	4/26	20 min/1-2 miles	20 min/1-2 miles		20 min/1-2 miles		1 - 2 miles	
2	5/3	25 min/1-2 miles	25 min/1-2 miles		25 min/1-2 miles		<i>Volunteer @ ChildServe 5K & Kids' Run</i>	
3	5/10	25 min/1-2 miles	25 min/1-2 miles		25 min/1-2 miles		<i>WHAMM 5K</i>	
4	5/17	30 min/2-3 miles	30 min/2-3 miles		30 min/2-3 miles		2-3 miles	
5	5/24	35 min/2-3 miles	35 min/2-3 miles		35 min/2-3 miles		3-4 miles	
6	5/31	40 min/3-4 miles	40 min/3-4 miles		40 min/3-4 miles		5-6 miles	

7	6/7	45 min/3-4 miles	45 min/3-4 miles		45 min/3-4 miles		8 miles	
8*	6/14	50 min/4-6 miles	50 min/4-6 miles		50 min/4-6 miles		<i>Clive Running Fest 10K</i>	
9*	6/21	50 min/5-7 miles	50 min/5-7 miles		50 min/5-7 miles		8-9 miles	
10*	6/28	60 min/5-7 miles	60 min/5-7 miles		60 min/5-7 miles		8-9 miles	
11*	7/5	60 min/6-8 miles	60 min/6-8 miles		60 min/6-8 miles		<i>Midnight Madness 10K</i>	
12*	7/12	60 min/6-8 miles	60 min/6-8 miles		60 min/6-8 miles		10 - 11 miles	
13*	7/19	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		6 miles	
14*	7/26	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		13 miles	
15*	8/2	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		10 miles	
16*	8/9	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		10 miles	
17*	8/16	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		13.1 miles	

18	8/23	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		<i>Scheel's Shoes That Fit 10K</i>	
19	8/30	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		15 miles	
20	9/6	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		10 miles	
21	9/13	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		<i>18 mile SRDM & Friends Run</i>	
22	9/20	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles			<i>Capital Pursuit 10 mile Race</i>
23	9/27	60 min/6-9 miles	60 min/6-9 miles		60 min/6-9 miles		12-14 miles	
24	10/4	60 min/5-6 miles	60 min/5-6 miles	Rest	60 min/5-6 miles	Rest	8 miles	Rest
25	10/11	60 min/2-3 miles	60 min/2-3 miles	Rest	60 min/2-3 miles	Rest	<i>Expo and Pasta Dinner</i>	<i>Des Moines Marathon!</i>
26							CELEBRATE!!!	

PLEASE NOTE: THIS SCHEDULE IS SUBJECT TO CHANGE.

****Summer Schedule (TBD)***

- Monday/Tues/Thurs Workouts start at 3:00 p.m. at Roosevelt High School (Time will change for Summer Schedule).
- Weekend training runs start at 7:30 a.m. at Roosevelt. We anticipate joining the Capital Striders Summer/Fall Saturday training runs in mid-June. If time &/or location change, you will be informed a week or more prior.
- Weekend races & special events start times & locations vary per event. Details will be provided prior to each.
- One or two of your "off days" (blank above) could be devoted to cross-training & strength training. Rest when indicated.





SEE-US RUN DES MOINES

As a part of the SRDM program, Iowa Kidstrong will offer various educational workshops including injury prevention, nutrition, goal-setting, and others. These workshops will be provided by local experts in each relevant field. We will work with the school to monitor grades and attendance through a Roosevelt staff member identified as a Student Support Liaison. Students will also fulfill a community service and volunteering requirement during the program.





SRDM POTENTIAL IMPACT

- **Physical health** – improving overall fitness, combating obesity, as well as positively influencing choices about drugs, alcohol, tobacco, and sexual activity
- **Academic performance** – improving school performance and study habits, raising grades, increasing matriculation and graduate rates; decreasing dropout and truancy
- **Social Health** – Dramatically reducing anti-social behavior and improving relationships with peers, parents and teachers; success in providing an alternative to gangs, crime and other negative pursuits
- **Emotional Health** – enhancing self-esteem and self-confidence; improving students' ability to set goals and plan for the future.





WHO WILL IT IMPACT?

Iowa Kidstrong, Inc. will pilot SRDM with students identified as at-risk at Roosevelt High School. These students will be referred to the program through Roosevelt's SUCCESS counseling and other staff based on the determining need factors (truancy, academic, health, socio-economic, etc.).

The program will also be offered openly as an opportunity for students who may not meet "typical" at-risk standards, but have some self-perceived trouble navigating life and its challenges.

We are currently recruiting students - snow days have delayed this process. We will have an initial student list confirmed in mid-March and will continue to enroll students up until our kick-off on Tuesday, April 20.



PROOF IT WORKS – SRLA (THE PARENT PROGRAM)

In LA, the program started in 1989 with six students growing exponentially through the years. Since then more than 30,000 young people have participated, and not only have 90% of them completed the entire race – more than 95% of those who crossed the finish line have gone on to graduate from high school (this compares with graduation rates in that city that hover around 60%).





PROOF IT WORKS – SRLA (THE PARENT PROGRAM)

Students who participate not only see dramatic improvements in their health and wellness, they see a complete turnaround in their self-esteem and prospects for the future. The program has been rigorously evaluated and the results are truly remarkable. The program has been replicated in approximately 165 schools across the country.

SRDM is the first in Iowa!





NOW IT'S OUR TURN –
SEE-US RUN DES MOINES

How can we make the SRDM
program a success?

It's up to YOU!

(Prior Running/Marathon Experience
is NOT required!)

Remember, this is SRDM's inaugural year, so we will be working through the implementation process together and learning and documenting best practices as we go.





VOLUNTEER OPPORTUNITIES

SRDM Running Mentors & Teacher Mentors¹

SRDM Running Mentors/Teacher Mentors focus efforts on supporting 2-4 selected students. They will need to:

- Attend most weekend long runs (miss no more than 1 per month)*
- Attend weekday training runs when available*
- Attend SRDM events which will include selected community races once per month along with our kick-off event Tues., April 20 *
- Attend Advisory Committee meetings as often as possible.*
- Partner with another Running Mentor so students are covered when you are unable to be there (SRDM will assign partners).
- Remind students of important SRDM deadlines and events.
- Communicate with students in person at Saturday runs, and during the week through phone calls, text messages and emails.

**Communicate to the Team Captain, the Program Director, your "Partner Mentor," and your students if you won't be at a weekend run or event and if you will be at a weekday run.*





VOLUNTEER OPPORTUNITIES

SRDM Running & Teacher Mentors¹ (cont.)

- Pace your runs with the students. STUDENTS WILL NOT BE SETTING TIME GOALS FOR THE MARATHON AND SHOULD NOT BE ENCOURAGED TO DO SO!!! We want students to feel success with both the process and the outcome.
- Be a consistent and positive role model.
- Maintain high expectation for our students. Talk about the great things they can do. Hold them to their potential and show them, through your words and actions, that you expect nothing less.
- **Be prepared to run the marathon with your students.**
- Help provide event/training transportation for students if/when needed.
- Other roles defined throughout implementation process (Since this is the pilot year for SRDM, so we will be working through the implementation process together and learning and documenting best practices as we go).

¹Teacher Mentors are Roosevelt High School Staff and the same guidelines apply. Please indicate THRS Staff on your application.

RUNNING/MARATHON EXPERIENCE NOT REQUIRED!
SRDM will provide training and support throughout the program.



VOLUNTEER OPPORTUNITIES

Running Support Volunteers

An SRDM Running Support Volunteer is someone who would like to share his/her running efforts but cannot commit the time needed to fulfill the Running Mentor role. Running Support Volunteers need to:

- Attend an average of one weekend long run per month (or more)*
- Attend weekday training runs when available *
- Help with at least one SRDM event. These events include the selected community races scheduled once per month, community service opportunities, as well as our kick-off event Tuesday, April 20 *

•Run with different students and at different places in the pack.

Experience what it means to support a student who is slow or struggling.

•Help provide transportation to and from training and events for students if/when needed.

**Contact the Program Coordinator to sign up for the dates you plan to come allowing us to plan accordingly.*

RUNNING/MARATHON EXPERIENCE NOT REQUIRED!

SRDM will provide training and support throughout the program.





VOLUNTEER OPPORTUNITIES

Friends of SRDM

These are additional SRDM volunteers who would like to share their time and talents but cannot commit fully to the SRDM training plan and/or for those who do not want to run at all.

Friends of SRDM participate in roles such as...





VOLUNTEER OPPORTUNITIES

Guest speakers /Guest “Teacher”

(we’ll be providing educational sessions in areas including fitness, nutrition, goal setting, as well as any other subject relevant to healthy and successful living.)

Drivers for events

Bike support

Event Support

(water stations, course support, etc.)





VOLUNTEER OPPORTUNITIES

Community Service Coordination

Pre-Conditioning Sessions

Tutoring Students in need of extra help

Help Plan Kick-Off and other Events

**Transportation Coordination
(for practices, for races, for field trips)**

**Help develop and schedule weekly e-mail tips
for students and running volunteers**





VOLUNTEER OPPORTUNITIES

Public Relations

Write Press Releases

Help establish a PR schedule/contacts

Newsletter (development, content, publishing, etc.)

Blog development, content, etc.

Website Development

Etc. Etc. Etc.

Photography

Videography





VOLUNTEER OPPORTUNITIES

FUND RAISING

and

Securing In-Kind Donations





VOLUNTEER OPPORTUNITIES

We are also interested in developing a
See-Us Run Des Moines Advisory Committee

The goal of the SRDM Advisory Committee is:

- to provide a forum for discussion of what is working and what is not, new ideas, concerns and questions, planning, and anything relevant to execution of the program in the most successful way possible.
- to more carefully target efforts allowing the collective benefit of streamlined communication and support of SRDM's core values.

The Advisory Committee will consist of Lead Volunteers and Running Mentors as well as anyone else interested in volunteering their time toward this endeavor. If you are interested and are not volunteering for Lead or Mentor positions, please note “Advisory Committee” on your volunteer application.





VOLUNTEER STRUCTURE

Proposed SRDM Advisory Committee

Director: Cindy Elsbernd

Team Captain: Korrie Hoskins

Student Support Liaison

Lead Volunteers

Running Mentors

*Public Relations Member**

*Community Service Member**

*Development (Fundraising Member)**

*Dietician / Nutritionist Member**

*Event Planning Member**

Other Member(s)

**Ideal Membership Positions*





VOLUNTEER STRUCTURE

SRDM Program Director:

Cindy Elsbernd, Iowa Kidstrong, Inc.

Student Support Liaison:

Laura Amsler, Roosevelt High School

SRDM Team Captain:

Korrie Hoskins

SRDM Running Mentors

SRDM Running Support Volunteers

Friends of SRDM





VOLUNTEER REQUIREMENTS

SRDM will need to have a volunteer application on file for each volunteer.

Please be aware that volunteers working directly with students will be required to have a background check.

Medical clearance for running volunteers is advised. *(Possibly required pending liability review.)*

More information to come.





VOLUNTEER SUPPORT

SRDM will provide training and support throughout the program.

An Orientation Session Running Mentors and Running Support Volunteers is tentatively scheduled for Saturday, March 27.

Running Mentors and Running Support Volunteers will be provided with a SRDM Handbook as well as other relevant materials.

Advisory Committee meetings TBD.





VOLUNTEER IMPACT

WHAT ARE YOUR SKILLS?

WHAT CAN YOU SHARE?

The sky's the limit. If you have an area of expertise that you would like to share or an idea that you think worthwhile, please let us know.





SRDM PARTNERS *TO DATE* (*MORE TO COME!*)

MID-IOWA HEALTH FOUNDATION





SEE-US RUN DES MOINES

**Thank you for your interest in
See-Us Run Des Moines.**

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