

JUST RUN!®

PROVIDING VITAL YOUTH FITNESS



The alarming rise in childhood obesity and diabetes prompted the organizers of the Big Sur International Marathon to create **JUST RUN®**. Originally geared towards 2nd through 8th grade children, this successful program is now available to high school students and youth organizations as well. It is educational, promotes healthy eating, self esteem, and encourages good citizenship.



JUST RUN®

PROGRAM BENEFITS



- Combats the growing epidemic of youth obesity and related illnesses through on-going running and physical activity
- Provides leadership advice and support
- FREE for the children, easy to implement, turn-key, and bilingual
- Educational
 - “**JUST RUN Across the United States**” and “**JUST RUN Across Europe**” allow classes to cooperatively accumulate mileage in “virtual runs” across the United States and Europe that are tracked on the website. Hundreds of locations are web-linked on these trips, showing geographic, historical, nutritional, and fun locations.
 - Wealth of information on proper nutrition and health topics, including the **JUST Taste!** program feature on the website.
 - Website based program develops computer skills
- Children develop a sense of pride as they increase personal mileage and contribute to the group’s total mileage as they “run across the USA and Europe.”
- Good Citizenship – Incentives are provided to students who accumulate mileage and perform acts of good citizenship or **JUST DEEDS**
- Measurable results
- Parental and family involvement are encouraged
- It’s fun for the kids
 - Non-competitive
 - Motivational and informative visits to schools and groups
 - Incentive shirts and awards provided
 - Goal and recommended fun races
- Website based program and informational and training videos may be viewed at www.justrun.org

JUST RUN!®



STATISTICS FOR THE 2008 - 2009 SCHOOL YEAR



- 66 Schools
- 6,700 Children participated
- 226,000 Miles logged
- 25,000 Acts of good citizenship (JUST DEEDS) performed
- 2,200 Children participated in the JUST RUN!® Just Kids 3K race series
- Over 5,000 kids viewed/participated in JUST RUN presentations

ANALYSIS OF FITNESS SCORES

Monterey Peninsula Unified School District
Five JUST RUN schools vs. eight non-JUST RUN schools
California Physical Fitness Test scores* for 5th grade students

JUST RUN was implemented in the five schools in the 2005-2006 school year.

PERCENT OF STUDENTS PASSING

	JUST RUN Schools		Non-JUST RUN Schools	
	2004-2005	2006-2007	2004-2005	2006-2007
Aerobic Capacity	58.7	80.5	56.9	49.3
Flexibility	54.2	64.7	57.0	58.4
Body Composition	65.7	66.9	59.9	57.1
Trunk Extension Strength	70.0	85.5	83.2	83.6
Upper Body Strength	56.0	69.5	72.1	71.0
Abdominal Strength	74.2	76.9	84.9	81.7
4 of 6 tests passed	59.6	76.7	69.0	68.8

JUST RUN schools showed improvement in all six categories, with significant improvement in the primary elements of the program – aerobic capacity and flexibility. The non-JUST RUN schools actually showed decreases in performance in most categories

* Based on Human Kinetics Implementation of the Cooper Institute Physical Fitness Test

JUST RUN® SUCCESSES AND ACCOMPLISHMENTS



JUST RUN was awarded a Gold Medal by Governor Schwarzenegger's Council on Physical Fitness and Sports in its first youth fitness program competition for "positively impacting the health and well-being of California's children and youth."



The JUST RUN leaders were honored in San Diego as the 2007 national "Youth Fitness Contributors of the Year" during Running USA's annual conference.

JUST RUN was endorsed and promoted by the Superintendent of Monterey County Schools.

JUST RUN was highlighted in *Runner's World* magazine (October 2007 and October 2008 issues) resulting in inquiries from all over the country. Fourteen states are now involved in the program with several others planning to extensively implement the program in their states.

JUST RUN organized a new race series, the JUST RUN!® Just Kids 3K.

Website www.justrun.org was updated via Active.com and new features added.

The JUST RUN theme song was written and recorded by a notable children's singer.

The word mark, JUST RUN, and its design mark became registered trademarks of the Big Sur International Marathon.

Running USA, the premier organization in the running industry, has designated JUST RUN a **MODEL PROGRAM**, one of six outstanding youth fitness programs based not

only on its unique components, but also for offering “the best practices for an affordable, effective youth fitness program that can be duplicated in other parts of the country.”

2009 recipient of MBay Kids Heart for Kids Award for “its contribution toward making the world brighter for local children.”

Anticipating the development of many satellite programs, a licensing agreement has been finalized.

JUST RUN became the official physical activity component of the Monterey Peninsula Unified School District’s after school programs.

RESULTS of the 2009 end-of-year student evaluation form:

96% of the students said that they would like to participate again the following year.

86% indicated that they would continue regular running during the summer.

75% said that their families were influenced to become more involved in running and physical activity.

90% said that they are making healthier food choices.

95% had used the JUST RUN website for information.

