



What's Wrong with Our Kids?



David Norman believes we should ensure children adopt exercise as a lifetime habit and use the technology causing the increased sedentary behaviours to trick children into exercise... and guess what; they do love it and it increases participation for ALL children.

This system is being called the NEW PE throughout the US and UK where wellness centres/interactive fitness centres and technology based products are being used to engage kids in exercise and participation is skyrocketing in schools. These activities are seen as complimentary programs to traditional PE lessons but provide the important connection to technology, fun and engaging environment our children can relate to.

A number of benefits reported in research and case studies include increased physical and academic performance for all. Add to these results a decrease in behavioural problems and discipline improvements...what teacher doesn't want this? Best of all I believe is socially, where kids of various ability, weight ranges and fitness levels can still work side by side in a team environment without being dependant on one another like team sports or majority of traditional PE programs. This promotes confidence and achievement that leads to the positive impact of exercise. Then Studies are actually showing increased sport participation in lunchtime, afterschool and weekend sports participation because of the increased confidence kids have resulting from the innovative NEW PE curriculum.

So how about a 'true education for kids' where skills learnt at schools are maintained into adulthood, to actually make exercise (not sport) a lifelong habit? Wouldn't this be amazing and huge benefit to every individual, society, the economy? What if we could actually achieve 25% of the adult population to regularly join the gyms and health facilities to maintain a healthy lifestyle and work to prevent preventable disease?



This would be better than the current 10% nationally whom are facility members and 30% of this figure that actually regularly attend. Do you get the picture... we (educators, facilities and products) aren't working in the current model to get the desired results with the inactivity and obesity levels. Does this NEW PE system sound too good to be true? Many of the products considered for the NEW PE that are innovative and interactive are already servicing over 1million kids a week!

Why Australia/NZ, are we behind on this? Why do we continue to offer the same old systems and products? Yes it may cost money to change, but it is an investment into the future to make a difference. We embrace all other technology for entertainment, so why not be entertained whilst exercising and use technology our youth are dialled into.

Throughout the education, fitness, health and leisure industry as well as in the wider population, we know that today's children are less active. As a result of parental fears about predator dangers, perceived 'lack of time' and a variety of other factors. Children walk less, cycle less and indulge in lower levels of unstructured activity than past generations and these are the incidental forms of exercise that should be additions to moderate to vigorous specific training required to get a desired result.

"Most parents and coaches place too much emphasis on children learning sport skills before learning the very important rudimentary movement patterns. There needs to be a greater emphasis placed on children learning proper body awareness and coordination as well as performing resistance training to strengthen their bodies to prepare themselves for the rigors of their sport. There is an old saying that one does not play sports to get in shape but rather one should first "get" in shape before playing sports". Jarrod Parra, MS, CSCS (Director of Training)

The latest Guideline in the US for Physical Activity States (9th October 2008):

Children and Adolescents -- One hour or more of moderate or vigorous aerobic physical activity a day, including vigorous intensity physical activity at least three days a week. Bone-strengthening activities, such as jumping rope, running and skipping, are recommended three days a week.

Adults -- Adults gain substantial health benefits from two-and-a-half hours a week of moderate intensity aerobic physical activity, or one hour and 15 minutes of vigorous physical activity.

Important to note is a reported stance by Fitness Australia reported that the message needs to change in the media that doing something, walking, low level exercise is good for you.



The reality is these are good activities and have some health benefit BUT certainly not enough to make change and thus we require detailing the actual work people need to do to get a result – Vigorous exercise. Don't get me wrong this can be start, for people but is it not enough.

So let's engage the kids (trick them) so they will do the exercise they need and therefore introduce kids to the endorphin rush of vigorous exercise via fun, innovative and engaging products that often provide instant personal feedback and motivation and negate many of the issues prohibiting adults from exercising in adulthood, many objections one could argue are based on experiences in from Traditional PE! Teachers benefit by supporting the kids in this process rather than being the superhero coach delivering every program.

The Xergames, Trixter and HOPSports teaching resources all provide cross curricular learning... imagine this; Having kids doing an interactive bike ride but listening to their ipod and podcast of health lesson issue for the week. Remember these products engage total body, so less workout time is often required and the body and mind is being engaged!

Equipment offered by Strive Australasia is completely teacher and student friendly, and comes with teacher in-service and consultancy to determine the best model for your school (and community).

It is time to make a change, be different and make a difference.

Product option available: refer to attached table along with some great results of the HOPSport system.

For further information and a complete presentation please contact David Norman at 123 Strive Australasia at sales@123strive.com 1800 771079 and www.123strive.com

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About the Author:

David Norman (BPhEd – University of Otago, NZ) has recently presented at NSW PETA, NTH QLD ACHPER and will be involved at the International ACHPER event in Queensland in June 2009. David has 12 years in the sports, health and fitness industries, David has a background in personal training, corporate wellness and health club management and has owned two award-winning express clubs. He now helps more people become active through commercial selling innovative fitness solutions for Schools, commercial clubs, sporting teams etc. Clients include Virgin Active Club-V kids interactive fitness areas (the first commercial chain putting their hand up to change the future of our youth).

About 1-2-3 Strive Australasia:

Is an import, sales and training business, supplying all things innovative and interactive for more effective and efficient results for users and businesses. 123Strive delivers an unparalleled service and consultancy to ensure any product investment is maximised and suitable for the facility. All products deliver strategies for long-term adherence and participation with solid brand/manufacture backing in overseas markets.