

'KEFF!'

**(KIDS EXERCISE
FITNESS AND FUN)**



ISRAEL HEART FUND

A Physical Education Seminar
by the Israel Heart Fund



BACKGROUND:

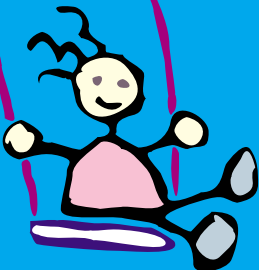
Poor physical fitness in young adulthood is associated with the development of risk factors for cardiovascular disease such as diabetes and high blood pressure. In addition, the "obesity epidemic" among children and adolescents is alarming, affecting approximately 20-25% of young people in the US and in Israel.

Immediate steps can and must be taken in order to improve children's fitness.



KEFF Response: 'KEFF'* offers physical education teachers a pioneering curriculum designed to improve student physical fitness. Since adding physical education hours to the current school day is often not feasible, our goal is to train teachers in methods to maximize the impact of existing physical education classes for all children. The lessons learned can also be used by students after school hours.

*Hebrew for 'fun'.



'KEFF' WILL TRAIN TEACHERS HOW TO INTEGRATE A CORE SET OF FLEXIBLE, COST-EFFECTIVE AND TECHNOLOGICALLY-ADVANCED EXERCISES INTO EXISTING PE CLASSES.



The program is designed to be mobile, adaptable to indoor (i.e., gymnasium) and outdoor (i.e., basketball court) venues.

Each of the program's modules can be used as a transition point to related fitness activities including: strength, flexibility, and aerobic exercises; motor skills; and 'traditional' team sports.

Special attention will be given to the topic of exercising with children who have chronic disease, such as asthma or obesity.

Another novel aspect of the program is the inclusion of self-monitoring elements (i.e., heart rate), which will enable schools to integrate physical education components into biology, mathematics, and health education classes.

Teachers will learn how to train students to measure their heart rate, respiratory, and blood pressure responses to exercise.

Teachers will also be encouraged to incorporate simple techniques for assessing body weight, height, and composition. In addition, students will learn basic assessment approaches for motor skills and flexibility.



THE SEMINAR WILL COVER THE FOLLOWING TOPICS:

I. Overview about Exercise

- Exercise and Youth: How to increase physical activity in all children
- Exercise and growth
- Exercise and the young athlete



II. Exercise for children with chronic health conditions

- Exercise and childhood obesity
- Exercise and diabetes
- Exercise and asthma
- Exercise and eating disorders

AMBASSADORS FOR HEALTH



The program incorporates knowledge acquired at the Child Health and Sports Center at Meir Hospital in Kfar Saba, Israel, which emphasizes exercise as a medical treatment. The Center has gained an international reputation as a leading institute for the treatment of childhood obesity and a range of chronic diseases.

IHF believes that by transferring the knowledge gained at the Center to teachers in the public and private school systems, a significant positive impact can be made on children's health. Dedicated to the prevention of cardiovascular disease in adults and children, the Israel Heart Fund combines rigorous scientific validation with a holistic outlook that emphasizes the importance of an individual's psychological and social needs.



KEFF WAS DESIGNED BY THE FOUNDERS AND CO-DIRECTORS OF THE CHILD HEALTH AND SPORTS CENTER IN MEIR GENERAL HOSPITAL, Kfar Saba, Dr. Dan Nemet and Dr. Alon Eliakim.

ABOUT DR. DAN NEMET:

Dr. Dan Nemet, a pediatric exercise scientist, has extensive academic and practical experience with children and exercise.

Dr. Nemet recently completed a post-doctoral research fellowship in pediatric exercise science at the Center for the Study of Health Effect of Exercise in Children at UC-Irvine. He has published numerous original articles in international journals and has presented at international conferences on topics such as the impact of exercise on fitness in obese children and adolescents and the use of physical activity for prevention of type 2 diabetes.

An athlete as well as a physician, Dr. Nemet was the Israeli National Champion in shot put and hammer throw and a member of the Israeli National Track and Field Team for eight years. He also served as a track and field youth trainer for many years.

ABOUT DR. ALON ELIAKIM:

Dr. Alon Eliakim, a pediatric endocrinologist, has a rich background in both sports and medicine.

Dr. Eliakim completed fellowships in pediatric endocrinology at the Harbor UCLA Medical Center and the Connecticut Children's Medical Center. Dr. Eliakim has authored several chapters in books about physical activity, obesity, chronic illnesses and sports medicine. He has published more than 60 papers on these and other related topics in prestigious, peer-reviewed journals and has presented at numerous international conferences.

From 1987 to 1991, he was the Israeli record holder in the 400 meter race and a member of the national team that set the Israeli record for the 4x400m relay race.

Still running for pleasure, Dr. Eliakim also serves as the medical advisor to the Israeli Olympic team.



**FOR MORE INFORMATION ON
THE ISRAEL HEART FUND,
PLEASE CONTACT: IHF@ACTCOM.CO.IL
OR VIEW OUR WEB SITE AT
WWW.ISRAELHEARTFUND.ORG**



22 Zarchin St., P.O. Box 3073 30 Rockefeller Plaza,
Raanana 43000, ISRAEL Suite 4244, NYC, NY 10112, USA
Tel: +972-9-745-8558 Toll-free tel. 1-866-290-6990