

What is GoNoodle/HealthTeacher

GoNoodle is an online interactive resource of physical activity breaks, or “brain breaks,” that make it easy for teachers to get kids moving inside the classroom and improves student behavior, focus, and engagement. This fast-growing digital platform inspires, measures, and rewards healthy activity for elementary kids ages 5–12. Along with physical activity breaks, GoNoodle also offers an array of calming activities designed to address social and emotional wellbeing.

HealthTeacher is a comprehensive health curriculum designed to make health awesome for kids. HealthTeacher's research-based products are designed to get kids moving and to develop healthy behaviors that last a lifetime. Its products are used by teachers to address important youth health issues, including physical activity, nutrition, and social and emotional well-being.

Humana Foundation and Kosair Children’s Hospital Partnership

At the start of the 2012–13 school year Humana Foundation and Kosair Children’s Hospital partnered to bring the HealthTeacher curriculum to Jefferson County Public Schools (JCPS). The following year (2013–14), their sponsorship expanded to include unlimited licenses for the GoNoodle interactive resource. To activate teachers in GoNoodle, we use engagement services consisting of: principal campaigns, teacher champions, contests, and conferences.

Regional Community Manager Role in Partnership

Our RCM’s main responsibilities include:

- Implement, manage and measure various acquisition and engagement campaigns designed to grow usage of GoNoodle in a JCPS and other markets
- Build, expand, and maintain a network of teachers and parents, creating a leverageable support network to scale community building
- Keep users informed and involved with company initiatives. This will involve regular communication to districts and teachers via email, newsletters, webinars etc. of news, new products, etc.

GoNoodle School year 2014–15 impact

- Global: Throughout the 2014–15 school year GoNoodle engaged 6.7 million students, who played 27 million game plays, while achieving over 2 billion minutes of student physical activity. In May, we had 336,000 teachers actively use GoNoodle in 55,000 schools.
- Kosair Children’s Hospital and Humana Foundation partnership: We’ve **achieved over 11 million minutes of student physical activity**, with **100% of sponsored schools** actively using GoNoodle. The following graph shows the year over year engagement growth in JCPS.

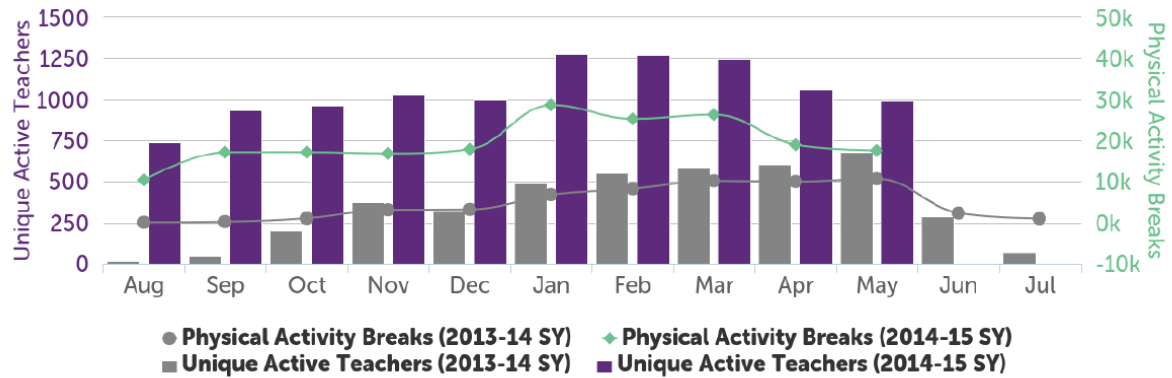
COVERAGE SUMMARY

Sponsored Elementary Schools **101**

Eligible Teachers **2,133**

Eligible Students **46,928**

MONTHLY ENGAGEMENT (SCHOOL YEAR OVER YEAR COMPARISON)



HealthTeacher School year 2014–15 Online/Offline data

- Fall (August 2014 – December 2014)
 - Teachers: 662
 - Lessons Accessed: 5,839
- Spring (January 2015 – May 2015)
 - Teachers: 486
 - Lessons Accessed: 5,370