

Dear Radio Station Manager,

It may seem overwhelming when parents are told that 71% of students did not engage in exercise 60 minutes every day. This is not okay. Lack of P.E. is not just a nationwide problem but a problem in Missouri. Data state only 8% of Missouri kids attend daily P.E. three times a week. The problem is in our own back yards. It is time to do something about it.

Lack of health and physical education is important for your listeners because it affects their children. According to the National KIDS COUNT, there are 1,020,848 children in Missouri between ages 5 to 17. There is at least one parent to every 1,020, 848 children. Parents need to fight for P.E. because some teachers and school board members do not think health is a part of a schools core subjects. For example, some say teaching nutrition and exercise is not a math teacher’s job. Therefore, parents must prove them wrong. Parents can break down this barrier and direct their concern into meaningful action. Parents think physical education is important. According to a survey, 95% of parents think daily P.E. helps children do better in school. Parents are willing to get their hands dirty because they are on the ones who see the direct benefits. Many parents are not expecting schools to solve obesity. Parents just want schools to provide their children the required physical activity.

I’m Ready to Speak Up is a campaign that targets parents of children in grades K-12. Its purpose is to increase parents advocating for health and physical education within schools. It also aims to increase awareness about helpful advocacy resources MOAHPERD provides. It is sponsored by the MOAHPERD located out of St. Louis, Missouri.

We hope that you will help raise awareness and education about health and physical education advocacy by airing our radio spot. For questions about advocacy tips or any other related questions, please visit Missouri Association for Health, Physical Education, Recreation and Dance website at moahperd.org.

Thank you for your time,

Thomas Loughrey

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