



Pedal-Powered Healthy Living at Highland Elementary Students Discover the Benefits of Bike Riding



Fourth- and fifth-grade students at **Highland Elementary School in Ridgeland** are learning about the importance of physical activity and healthy habits through a grant from the **Blue Cross & Blue Shield of Mississippi Foundation** to implement the **CYCLE Kids Program**.

Highland Elementary School is the first and only school in Mississippi to launch the CYCLE Kids Program that uses the power of riding a bicycle to build core

strength and enhance cardiovascular fitness. The Program also incorporates curricula for healthy nutrition and classroom physical activity.

In addition to teaching students how to safely ride a bicycle, the Program incorporates the use of jump ropes for short bouts of physical activity into the classroom setting. The jump rope activities are designed to improve student cardiovascular fitness and core strength.

“We are looking forward to seeing the long-term impact CYCLE Kids will have on instilling healthy habits in our students,” said Dr. Paula Tharp, Principal, Highland Elementary School. “We are thankful to the Blue Cross & Blue Shield of Mississippi Foundation for funding CYCLE Kids and for the ongoing support of our community partners, such as the City of Ridgeland.”

Blue Cross & Blue Shield of Mississippi Foundation

Vision

A Healthy Mississippi

Mission

Provide targeted grants to fund health programs and initiatives to improve the health of Mississippians

Strategic Focus

- Schools
- Colleges and Universities
- Communities

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Healthy SCHOOL Awards



A Subsidiary of Blue Cross & Blue Shield of Mississippi.



Gulf Coast Sweeps 2016 Healthy School Awards



Healthiest School Award 2016 Ocean Springs Upper Elementary School

Since winning a Blue Cross & Blue Shield of Mississippi Foundation Healthy School Award in 2015, **Ocean Springs Upper Elementary School** has made significant progress in enhancing its health and wellness goals. The school is a true role model of health and wellness for schools across Mississippi. With the **\$50,000** grant award, the school plans to purchase fitness equipment for students and staff, including installing visible display areas for fresh fruits and vegetables in the school cafeteria.



Healthy School Award 2016 Ocean Springs High School

Ocean Springs High School is committed to health and wellness in alignment with one of the overarching strategic goals established by the Ocean Springs School District. With the **\$25,000** grant award, the school plans to enhance the school's campus walking trail, provide nutrition and physical education classes for students and staff and purchase cardiovascular fitness equipment for the staff wellness center.



Healthy School Award 2016 28th Street Elementary School

Located on the beautiful Mississippi Gulf Coast as part of the Gulfport School District, **28th Street Elementary School** thrives on providing an environment where students learn the importance of healthy eating and exercise. With the **\$25,000** grant award, the school plans to purchase portable outdoor fitness equipment for students, including bike racks to encourage students to ride their bikes to school. For staff, the school plans to purchase cardiovascular fitness equipment to be installed in a newly renovated space dedicated to staff wellness.

The 2017 Healthy School Awards application is now available at www.healthiermississippi.org.

Pearl River Community College Rolls out New Bike Program

The **Blue Cross & Blue Shield of Mississippi Foundation** is pleased to partner with **Pearl River Community College** for period two of the **Wildcat Wellness** initiative. With grant funding from the Foundation, the college purchased 50 cruiser and 10 big tire bikes, along with 10 adult-sized tricycles for use by students, faculty and staff to pedal across campus instead of driving cars or golf carts.

The college awarded an adult-sized tricycle to each department on campus. Each tricycle has a large wire basket on the back for transporting documents, fitness gear, and other items.

Cycles may be reserved at the campus bookstore with each cyclist provided with a helmet and a lock at check out. Bike racks have been installed outside all campus buildings for convenience. Each cycle is outfitted with a custom tag featuring the Blue Cross & Blue Shield of Mississippi Foundation and Wildcat Wellness co-branded logo.



Children's Outdoor Fitness Equipment for Morton's Farris Park



To celebrate the city's status as a 2015 **Healthy Hometown**, an honor bestowed by the **Blue Cross & Blue Shield of Mississippi Foundation**, the **City of Morton** held a ribbon cutting ceremony for children's outdoor fitness equipment that was recently installed at Farris Municipal Park. The equipment was purchased with the **\$25,000** grant award from the Blue Cross & Blue Shield of Mississippi Foundation.

"We are very grateful to the Blue Cross & Blue Shield of Mississippi Foundation for their generous award which allowed us to purchase the playground equipment," said Mayor Greg Butler. "This will not only benefit the children of our community by giving them playground equipment to play on, but will also provide them with the physical activity they need to support good health and fitness."

"We're proud to support the City of Morton and its leaders as they continue implementing health and wellness amenities for citizens," said Sheila Grogan, Executive Director of the Blue Cross &

Blue Shield of Mississippi Foundation. "We hope their success will inspire even more communities to adopt their own wellness initiatives and create healthier places to live and work for all Mississippians."

The Blue Cross & Blue Shield of Mississippi Foundation established the Healthy Hometown Awards in 2010 to encourage communities to promote healthy lifestyles and to provide financial rewards to those who have demonstrated the most progress. Healthy Hometown winners are chosen based on select criteria, including having tobacco-free ordinances, helmet laws and more. To learn more about the Healthy Hometown Awards, as well as other Foundation efforts, visit www.healthiermississippi.org.





Davis Magnet Students Celebrate “Get Ready to Run” Win!

Students from **Davis Magnet Elementary School** visited the Blue Cross & Blue Shield of Mississippi campus in Flowood to celebrate their honor of having the highest participation at the **2016 Get Ready to Run Kids’ One-Mile Fun Run**, which is part of the Mississippi Blues Marathon. Students participated in fitness activities, enjoyed a healthy snack and took a celebratory lap around the blue outdoor walking track.

Elementary schools in Central Mississippi competed to win award money for their P.E. programs by participating in the **Get Ready to Run** Program. Award criteria included completing lessons from the **Get Ready to Run Lessons & Activity Guide**, creating a storyboard of the program experience and having the highest percentage of students participating in the Kids’ One-Mile Fun Run. The winning schools are:

- 1st Place: Davis Magnet School \$2,000**
- 2nd Place: St. Anthony Catholic School \$1,500**
- 3rd Place: Gary Road Elementary School \$1,000**
- Storyboard Winner: Gary Road Elementary School \$500**

Supported by **Blue Cross & Blue Shield of Mississippi** and the **Blue Cross & Blue Shield of Mississippi Foundation**, the **Get Ready to Run School Program** is helping to build a healthy generation of Mississippians by enabling students to develop the skills they need to make exercise and physical fitness a part of their lives.

Students “Get Ready to Run” on the Mississippi Gulf Coast!



received incentives as they completed the seven lessons from the **Get Ready to Run Lessons & Activity Guide**.

The Program culminated on April 9, 2016, when more than 374 elementary students gathered at The University of Southern Mississippi’s Gulf Park campus in Long Beach, Mississippi, and ran the **Get Ready to Run Kids’ One-Mile Fun Run**. Participants received finishers’ medals as they crossed the finish line.

Get Ready to Run schools competed to win award money for their physical education programs. Award criteria included completing the seven lessons and activities, creating a storyboard of the Program experience and having the highest percentage of students participating in the Get Ready to Run Kids’ One-Mile Fun Run.

The winning schools are:

- 1st Place: Harper McCaughan Elementary School \$2,000**
- 2nd Place: Delisle Elementary School \$1,500**
- 3rd Place (Tie): Pass Road Elementary School \$1,000**
- 3rd Place (Tie): Cedar Lake Christian Academy \$1,000**
- Storyboard Winner: 28th Street Elementary School \$500**

Blue Cross & Blue Shield of Mississippi and the **Blue Cross & Blue Shield of Mississippi Foundation** helped more than 11,000 elementary students on the **Mississippi Gulf Coast** learn about the benefits of an active lifestyle through the **Get Ready to Run School Program**. Invitations to participate were sent to public and private schools on the Gulf Coast, with 21 schools electing to participate. Students

For more information about Get Ready to Run, please email getreadytorun@bcbsms.com.

For additional information about the Blue Cross & Blue Shield of Mississippi Foundation, please visit our website at www.healthiermississippi.org.

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