



### The Blue Cross & Blue Shield of Mississippi Foundation Awards Building Healthy Schools Grant to Madison Station

The Blue Cross & Blue Shield of Mississippi Foundation announced Madison Station Elementary School as the winner of a Building Healthy Schools Grant. The school received a grant for its demonstrated commitment to creating a healthy school environment.

“The Blue Cross & Blue Shield of Mississippi Foundation is proud of the commitment Madison Station Elementary School has made to improve the health and wellness of its students,” said Sheila Grogan, executive director of the Blue Cross & Blue Shield of Mississippi Foundation. “We applaud their efforts in joining us to build a healthy Mississippi through creativity, encouragement, accessibility and inclusion for all students.”



Above: Eugenia King (second from right), health and fitness coordinator for the Blue Cross & Blue Shield of Mississippi Foundation, presents the 2018 Building Healthy Schools Grant to Madison Station Elementary School representatives. Pictured left to right: Stewart Crawford, physical education teacher; Kara Davis, assistant principal, Eugenia King, and Kathy Shows, physical education teacher.

Madison Station Elementary School is encouraging young women and teaching them the importance of physical activity through its “Girl Power - Jag Spirit” program. The school implemented this program to promote the physical, mental and social benefits of healthy choices.

“The Building Healthy Schools Grant will be a game-changer for our students,” said Kathy Shows, physical education teacher at Madison Station Elementary School. “Our program creates an environment where girls feel supported in sports and physical fitness, and we are excited to expand the opportunities through this grant funding.”

## Building Healthy SCHOOLS Grant



### GRANT OPPORTUNITY AVAILABLE!

The 2019 Blue Cross & Blue Shield of Mississippi Foundation Building Healthy Schools Grant Application is available to all Mississippi K-12 schools from February 15 — March 31, 2019. If your school has demonstrated a commitment to creating a healthy school environment, it may be eligible to receive a Building Healthy Schools Grant from the Foundation. For additional details, or if you would like to request the 2019 Building Healthy Schools Grant application, please email the Foundation at [Foundation@bcbsms.com](mailto:Foundation@bcbsms.com).

### 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
- Communities
- Wellness Coaches
- Health Literacy

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# West Point “Healthy Heroes” Increase Health Literacy in Children



The **Blue Cross & Blue Shield of Mississippi Foundation** is helping to educate elementary students on the importance of healthy eating and exercise, as well as improve the health and quality of life in communities across Mississippi through its **Healthy Heroes Program**. The **City of West Point** implemented the Program during the 2018-2019 school year, joining 21 other cities across the state that have the Healthy Heroes Program in place and an interest in making their communities healthy places to live and work.

West Point’s local heroes, including police officer Virginia Rich and firefighter Leon Kelly, visit students in grades K-5 to lead physical activities, teach healthy nutrition lessons and build positive relationships. For their willingness to devote time to educating students through the Healthy Heroes Program, the Foundation provided the city with grant funds to purchase and install outdoor fitness equipment at three city parks.

“We are proud of the police officers and firefighters who are investing in Mississippi’s future and empowering our youth with knowledge about what it means to be healthy,” said Sheila Grogan, executive director of the Blue Cross & Blue Shield of Mississippi Foundation. “We appreciate their dedication to the communities they serve and value their efforts in joining our mission to build a healthy Mississippi.”

Learn more about the Healthy Heroes Program and the work of the Blue Cross & Blue Shield of Mississippi Foundation by visiting [www.healthiermississippi.org](http://www.healthiermississippi.org).



Above: Sheila Grogan, executive director of the Blue Cross & Blue Shield of Mississippi Foundation (at lectern), prepares for a “Healthy Heroes” press conference at Caradine Young Fire Station No. 1 in West Point. Other West Point press conference participants are (from left to right): Mayor Robbie Robinson; Fire Chief Ken Wilbourne; Lead Firefighter Leon Kelly, Officer Virginia Rich, and Police Chief Avery Cook.



Above: Police officer Virginia Rich teaches South Side Elementary School students about the importance of healthy nutrition.



Above: Firefighter Leon Kelly leads South Side Elementary School students and teachers in physical fitness activities.



Above: South Side Elementary School students and administrators join the “Healthy Heroes” for a healthy nutrition lesson and a walk around the school. While walking, the group chanted a cadence about being healthy (“Mama, Mama, look at me! I’m as healthy as I can be!”)

# Foundation Hosts 10th Annual Physical Education Conference

The Blue Cross & Blue Shield of Mississippi Foundation hosted its **10th Annual Physical Fitness Conference** bringing together 21 elementary and 20 middle school physical education teachers from around the state. The two-day conference was held in late 2018 for elementary teachers on the first day and middle school teachers on the second day. The conference provided physical education teachers with opportunities to participate in energetic educational sessions and share best practices for engaging students and making P.E. classes both exciting and effective. Participants received indoor physical fitness equipment and curricula to enhance their schools' P.E. programs. The physical fitness equipment included weighted hoops, stability balls, heavy ropes and more along with corresponding curricula designed to help P.E. teachers find imaginative ways to get students moving.



Left: "These are fun innovative fitness activities that build the body and brain," said LaTanya DeLoach, physical education teacher at Pearl Junior High School (pictured at top right-hand corner). "I'm excited to have physical fitness [lessons] to teach outside of sports."



Left: "The information, skills and fun activities that I am taking back to my students are priceless," said Emily Beck, physical education teacher at Shannon Middle School. "Thanks to the Foundation, I have equipment that makes hard work look like fun and games."

## Get Ready to Run

**COMING SPRING 2019**

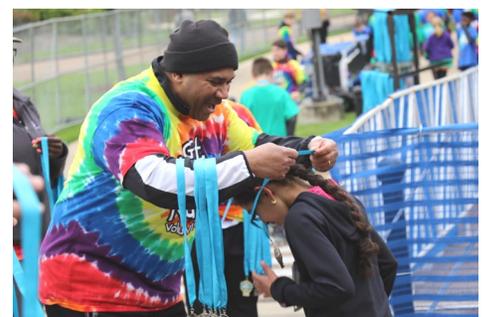
Blue Cross & Blue Shield of Mississippi is excited to announce that the **Get Ready to Run School Program** is being offered for a third year to Mississippi elementary schools in the **Golden Triangle**. The program is also being offered for the inaugural year in the **North Mississippi** area.

The School Program teaches students about proper running form, nutrition, healthy goal setting and more during regularly scheduled P. E. classes. The Get Ready to Run lessons and activities were developed by health and wellness experts at Blue Cross & Blue Shield of Mississippi in cooperation with the Mississippi Department of Education to ensure the lessons fully support the Mississippi Framework for Physical Education and the National Association for Sport and Physical Education Standards.



Eligible students from participating schools in the **Golden Triangle** will have the opportunity to run in the **Get Ready to Run Kids' One-Mile Fun Run** at **Mississippi State University in Starkville** on **March 30, 2019**, at no cost. The **Fun Run** for eligible students in the **North Mississippi** area is scheduled for **April 13, 2019**, at the **University of Mississippi in Oxford**, at no cost.

Get Ready to Run schools compete to **win \$2,000** for their physical education programs. More information is available at [www.getreadytorunms.com](http://www.getreadytorunms.com).



For additional information about the Blue Cross & Blue Shield of Mississippi Foundation, please visit our website at [www.healthiermississippi.org](http://www.healthiermississippi.org).