



SPRING 2021 PILOT REPORT

The debut **Jump with Jill Digital Tour** ran from **April 26 to June 10, 2021**, in **48 Pennsylvania and Texas schools**. The pilot was supported by the National Watermelon Promotion Board, the Texas Department of Agriculture, and the Pennsylvania Department of Agriculture in collaboration with Hess Brothers Fruit Company.

An exclusive virtual portal welcomed **509 highly engaged educators** who spent **1,027 collective hours over six weeks with unlimited, guided access to:**

- A 50-minute recording of **Jump with Jill: THE MOVIE!**,
- A treasure trove of shorter **follow-up content**,
- Standards-matched **lesson plans**,
- **Emails with tips** on how to integrate messages into the classroom,
- And for Pennsylvania schools, a mailer of **physical materials** to the school contact and an Apple Party!

This impactful pandemic programming reached **23,059 students** and was mainly implemented **in PE classes and individual classrooms**. Testimonials from educators praised the responsiveness of the *Jump with Jill* team to adapt to the new learning environment. Exit survey data shows that *Jump with Jill* attracts **highly engaged educators** and continues to motivate teachers to incorporate nutrition and movement into the classroom. Metrics on the digital platform demonstrated high use of coaching emails and follow-up materials. In conclusion, the **Jump with Jill Digital Tour empowers school leaders to asynchronously implement an effective movement-based nutrition program.**





Participating Schools

48

Student population reached

23,059



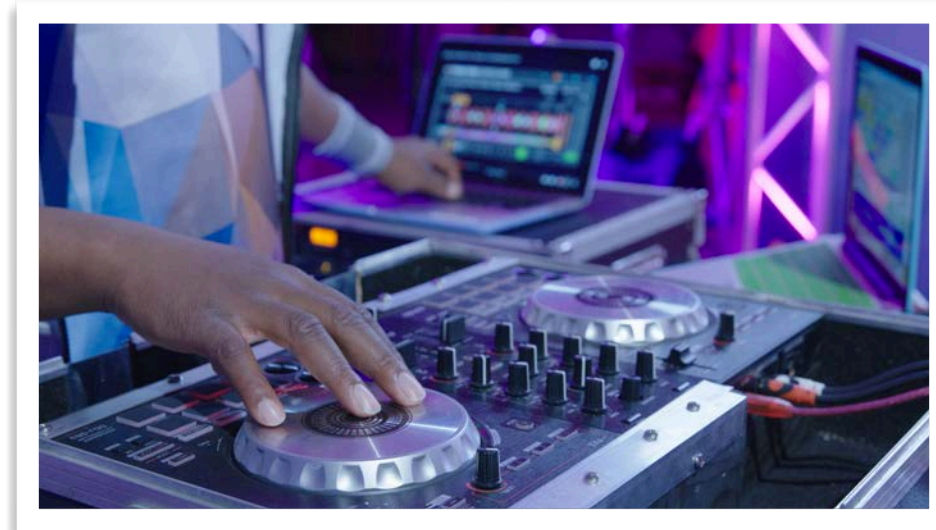
Why Digital?

Pivoting to a virtual offering allows us to...

- Embrace a safe alternative to music-based learning
- Get kids moving even when health advisories keep us indoors
- Heighten engagement in follow-up lessons with gamified content
- Continue creating top-notch nutrition education in our new world

So schools can...

- Feel part of the action with an exclusive peek inside Jill's world
- Enjoy at the pace that suits any learning style
- Continue to meet state-required Health & Physical Education (HPE) requirements
- Help students choose foods that strengthen their bodies, minds, and immune systems
- Have the best seat in the house



Pandemic Pivot

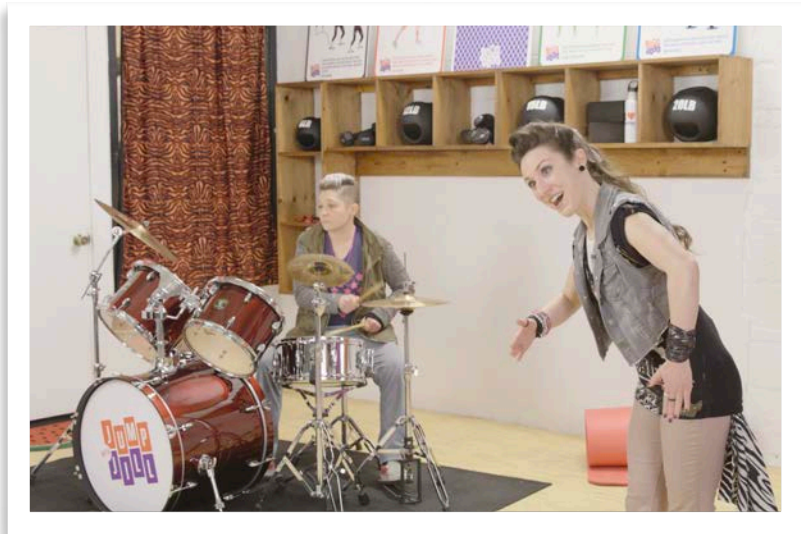


2008-2020 Live Tour

We bring all the technical production to each school or event to convert a space formerly used for gym class into a performance venue for large, enthusiastic audiences.

2021 Digital Tour

We utilize skills in video production and content creation to reimagine the signature nutrition education show for the screen.



Space Transformation

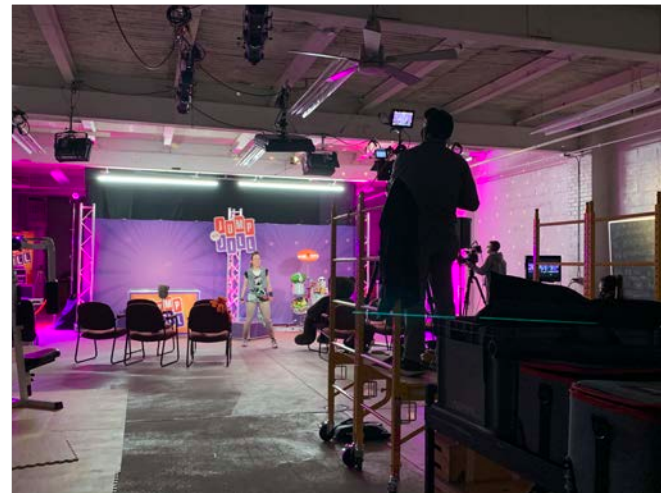


Before

It was overwhelming and sad to sort through a graveyard of 12 years of live touring gear, the contents of our liquidated touring vehicles, and a backlog of materials from cancelled projects, all while dealing with supply chain disruptions that limited how and what we could build.

After

It was exhilarating to transform fear and sadness into a gorgeous work of art. Our network of creatives rose to the challenge of a production during pre-vaccination COVID. The script is altered to keep the audience interacting through a screen; everyone doubles or triples their roles to keep the body count down. We are exhausted but alive again.

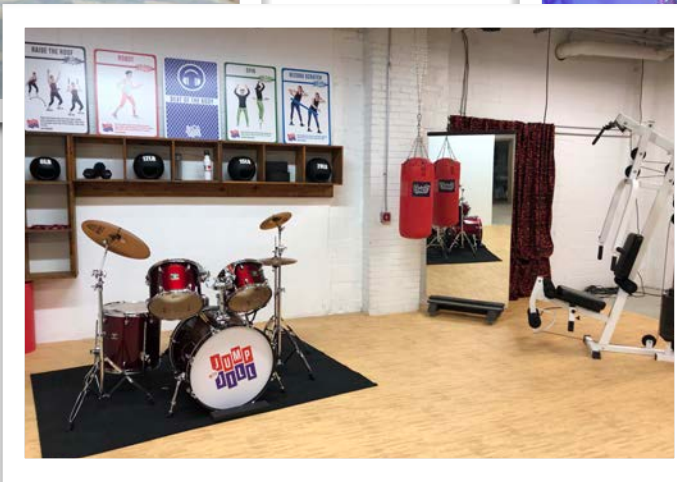
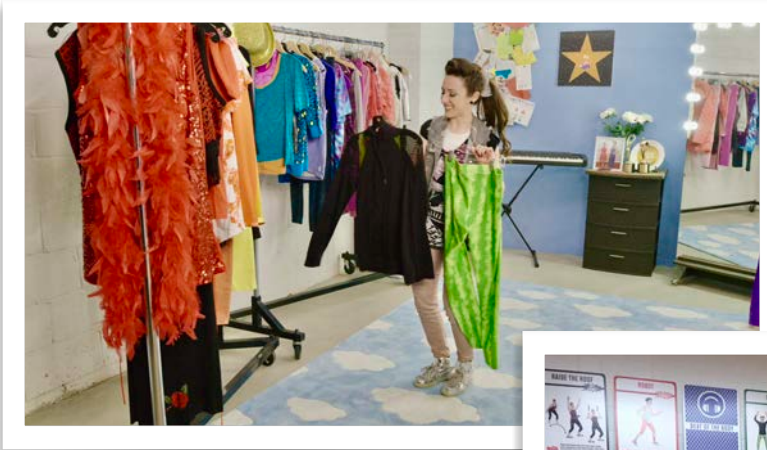
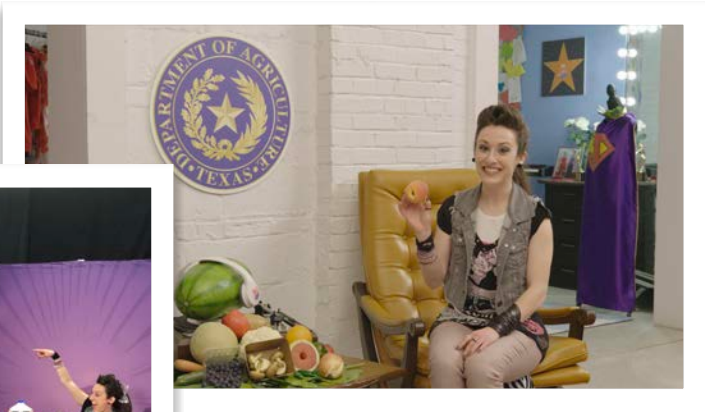
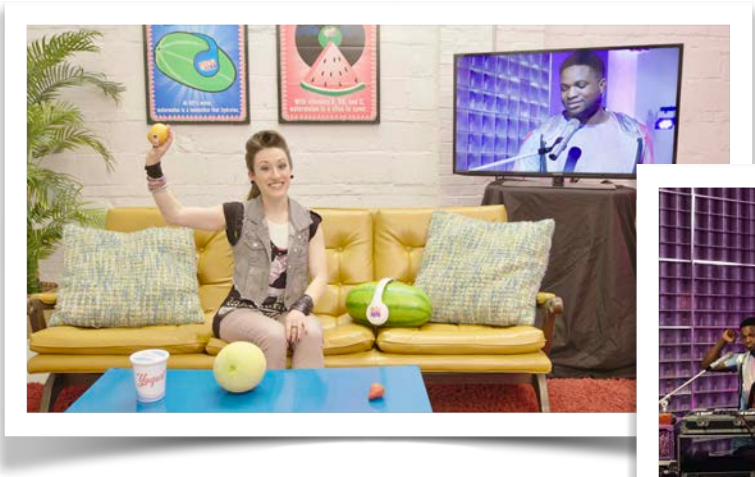


Anyone affiliated with a participating school could create an account to experience:

Jump with Jill: The Movie! A 52-minute filmed version of our formerly live signature program to use as a classroom event.



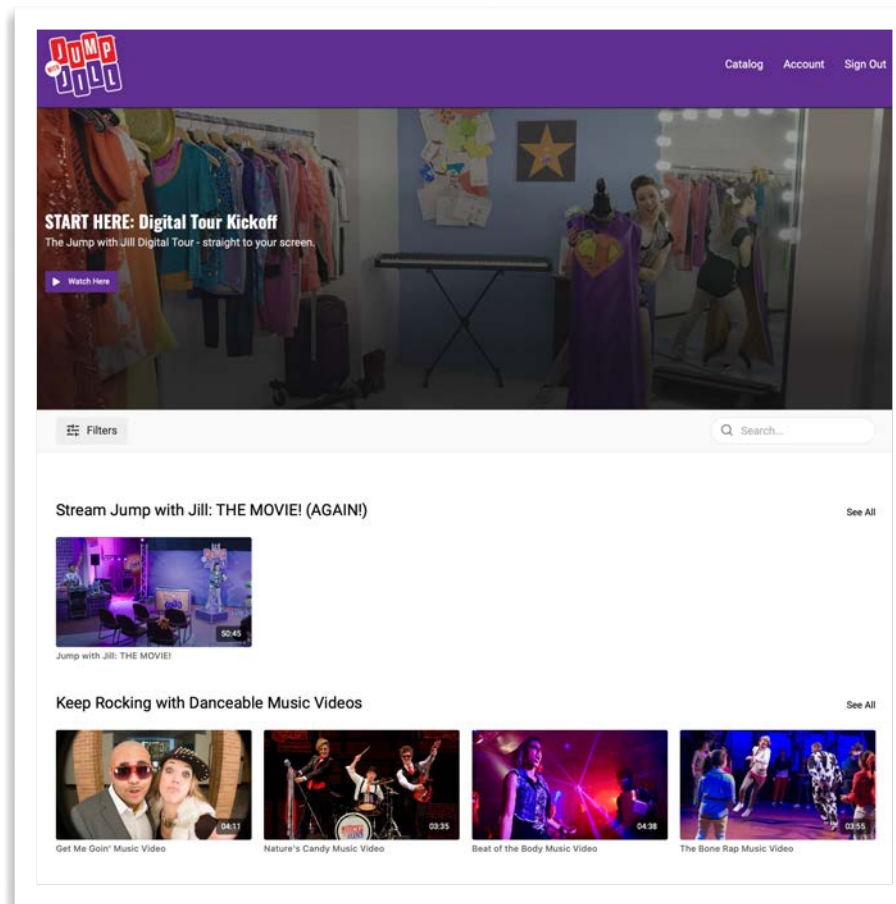
Teacher Accounts Created
509



Sets Constructed
for the Movie
7



Follow-up tools. A treasure trove of shorter follow-up content ranging from 3-5 minutes to reinforce the show's healthy messaging such as danceable music videos, a cooking series, and lyric videos. Some videos have standards-matched lesson plans.



Watch Time Hours
1,027.4 hours



Coaching emails. Designed to be specific and actionable, these encouraging notes helped teachers find realistic uses for tools available in the portal.

Coaching Email Open Rate

Admins
49%

Teachers
30%

(average is 15-25%)

Breaking News!
Build on messages from *The Movie!* to make your classroom lessons rock. These Standards-matched activities take a deeper dive to connect nutrition to core subjects.

Dig In with Lesson Plans and Activity Sheets

Nutrition Action News: Watermelon Bandits

Resources

Categories

Nutrition Action News Student Activities (Grades 2-4) [Download] **Dig In with Lesson Plans and Activity Sheets**

Nutrition Action News Teacher Lesson Plan & Answer Key (Grades 2-4) [Download]

Videos with a "Resources" tab have downloadable learning materials!

Related Videos

Coaching Email Click-Through Rate

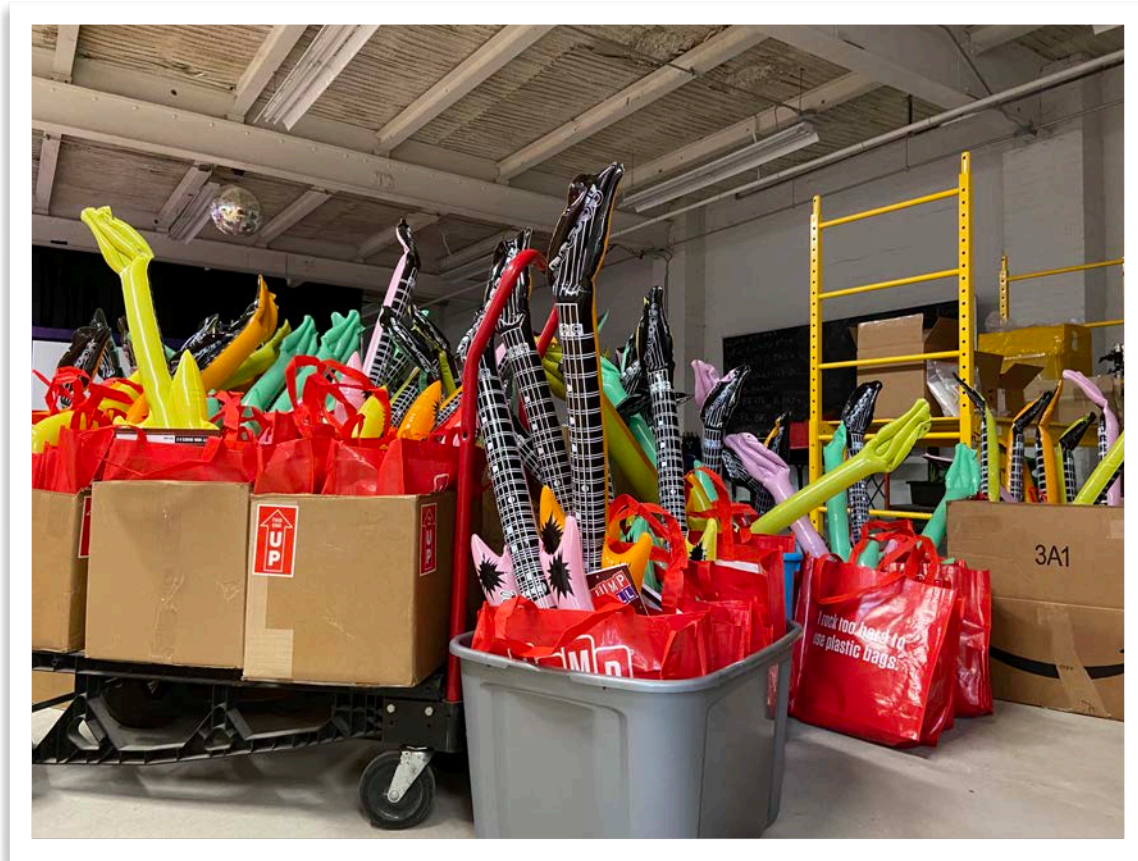
Admins
23%

Teachers
5.2%

(average is 2.5%)

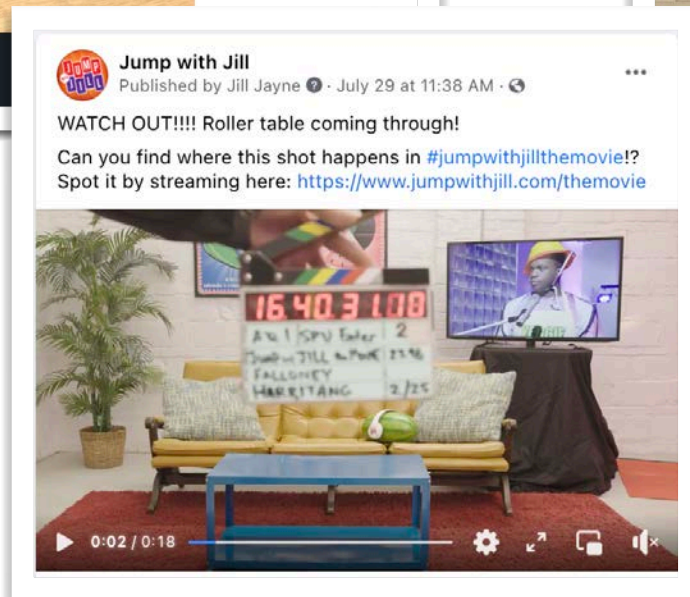
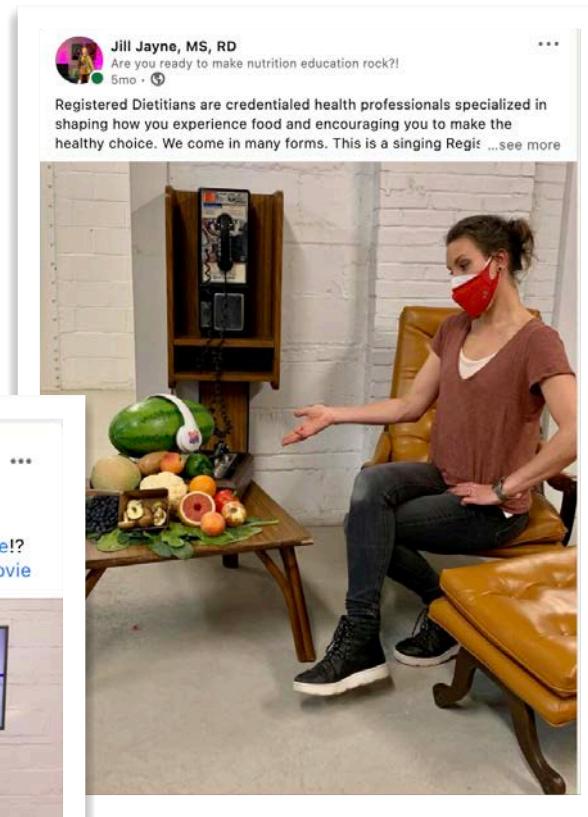
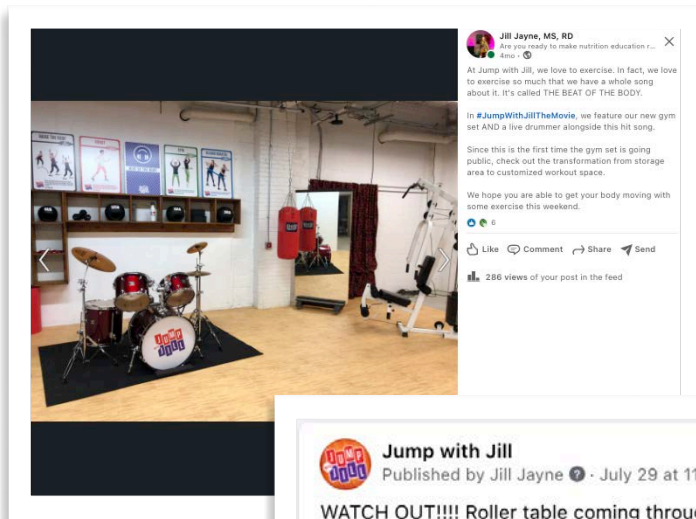


Resource Bags of physical materials followed up the program, which included cafeteria posters, the Action Pack fitness card game, Activity Books, Teacher Guides, “My Body” Dog Tags, goal-tracking poster with stickers, music and morning announcements CDs, Bone Rap Rockstar Kits, and a classroom song poster series.



Resource Bags
Distributed to Schools
150

Public Engagement around new product offering continued to seamlessly embed our healthy messaging for all to see.

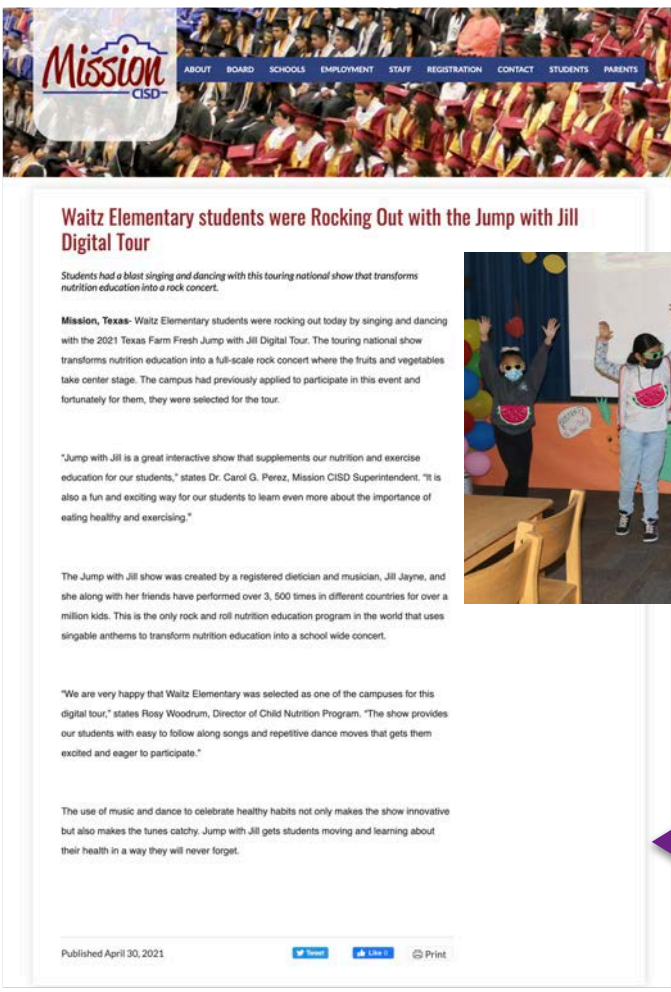


Views
32,954

Impressions
289,900



Feedback from participating admins and teachers praised the project anecdotally as well as statistically.



Mission CISD
ABOUT BOARD SCHOOLS EMPLOYMENT STAFF REGISTRATION CONTACT STUDENTS PARENTS

Waitz Elementary students were Rocking Out with the Jump with Jill Digital Tour

Students had a blast singing and dancing with this touring national show that transforms nutrition education into a rock concert.

Mission, Texas- Waitz Elementary students were rocking out today by singing and dancing with the 2021 Texas Farm Fresh Jump with Jill Digital Tour. The touring national show transforms nutrition education into a full-scale rock concert where the fruits and vegetables take center stage. The campus had previously applied to participate in this event and fortunately for them, they were selected for the tour.

"Jump with Jill is a great interactive show that supplements our nutrition and exercise education for our students," states Dr. Carol G. Perez, Mission CISD Superintendent. "It is also a fun and exciting way for our students to learn even more about the importance of eating healthy and exercising."

The Jump with Jill show was created by a registered dietician and musician, Jill Jayne, and she along with her friends have performed over 3, 500 times in different countries for over a million kids. This is the only rock and roll nutrition education program in the world that uses singable anthems to transform nutrition education into a school wide concert.

"We are very happy that Waitz Elementary was selected as one of the campuses for this digital tour," states Rosy Woodrum, Director of Child Nutrition Program. "The show provides our students with easy to follow along songs and repetitive dance moves that gets them excited and eager to participate."

The use of music and dance to celebrate healthy habits not only makes the show innovative but also makes the tunes catchy. Jump with Jill gets students moving and learning about their health in a way they will never forget.

Published April 30, 2021



"Because of the fun, our students found out the importance of healthy eating and exercise without even knowing they were learning it. Thank you TDA and *Jump with Jill*."

Tammy Heriard
Child Nutrition Director
Warren ISD

"My Kinder virtual students immediately began eating fruits while watching the movie. Everyone loved it!!"

E. Coronado aka "Miss Crown"
Music Teacher, Clark Elementary
United ISD

"Very educational for all students – it motivated them completely. I just loved the program. Very informative!!!!"

Cynthia Flores Edcouch
Child Nutrition Assistant Director
Elsa ISD





“The students in my life skills classroom absolutely loved the Jump with Jill program! When we come in from outside and they're all thirsty I hear them shouting, we need water to give our bodies ENERGY and it makes me smile! They truly enjoyed dancing along with Jill to the songs.”

Rachel Evans
Life Skills Support
North East School District



“A wonderful way to show kids how exercise is a fun and healthy choice.”

Sheri Wheeler
Child Nutrition Director
Rockdale ISD





“Our students at Glen Rose Intermediate school absolutely LOVED the *Jump with Jill* program and enjoyed dancing and learning about nutrition and Farm Fresh Texas foods during the program. The students were encouraged to share what they learned with their family and friends. It was so neat to see our students in the cafeteria, playground and even in the community and shouting out 'WATER' or 'NATURE'S CANDY' if they were picking up a fruit. It was a great experience and one that I do hope we will continue to be a part of in the future!”

Jill Lawson
Child Nutrition Director
Glen Rose ISD



“My first graders really enjoyed this program and especially enjoyed the delicious apples!”

Leslie Ruffo
First Grade Teacher
Spring-Ford School District



In addition to testimonials, participating teachers were asked to complete a brief survey about the impact of the Digital Tour. While positive results are found for both products, the Digital Tour appears to better prepare teachers to teach nutrition and movement with higher scores for both willingness and confidence than the Live Tour. We attribute this to several things - initial engagement with the program in a digital manner, higher digital engagement with other school materials, and gratitude.

Table 1: Teacher Confidence Live Show vs Digital Tour

This table compares teacher confidence levels about teaching nutrition and movement between those teachers who watched the Digital Tour (2021) and those teachers who watched the Live Show (2019). The overall confidence after the Digital Tour was 4.27, while after the Live Show it was 3.89 (significant at $p < 0.01$).

	Digital Tour (n=31)	Live Show-Post (n=189)
It is important for me to teach nutrition	4.29*	3.92*
I can make nutrition exciting to teach	4.27**	3.87**
I have access to engaging nutrition education tools	3.90***	3.18***
I can incorporate nutrition education into my classroom	4.16**	3.69**
I can incorporate movement into my classroom	4.65	4.43
I can improve my students' attitudes toward nutrition and movement	4.39	4.26
Overall confidence ¹	4.27**	3.89**

Scores vary from 1 to 5, with 1=strongly disagree, 2= disagree, 3=no opinion, 4=agree, 5=strongly agree

¹ Calculated as a mean of all survey items

One-way ANOVA is performed using Fisher's LSD test

*Significant at $p < 0.05$

** Significant at $p < 0.01$

*** Significant at $p \leq 0.001$



Table 2: Teacher Willingness Live Show vs Digital Tour

This table compares teacher willingness levels about teaching nutrition and movement between those teachers who watched the Digital Tour (2021) and those teachers who watched the Live Show (2019). The overall willingness after the Digital Tour was 4.09, while after the Live Show it was 3.66 (significant at $p \leq 0.001$).

	Digital Tour (n=31)	Live Show-Post (n=189)
Prioritize nutrition in my curriculum	3.74***	3.12***
Engage students on the subject of nutrition	3.94**	3.48**
Try new nutrition education tools	3.81*	3.40*
Incorporate nutrition education in my classroom	3.74*	3.34*
Incorporate movement in my classroom	4.74*	4.42*
Be someone who encourages positive attitudes about nutrition and movement	4.58**	4.18**
Overall willingness ²	4.09***	3.66***

Scores vary from 1 to 5, with 1=I will never do this, 2=I don't know if I can do this, 3=I might be able to do this, 4=I could do this, 5=I'm already doing this

² Calculated as a mean of all survey items

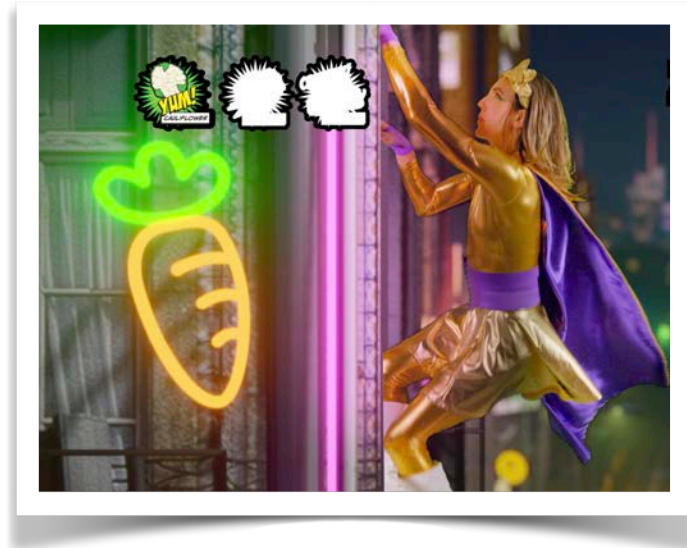
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*** Significant at $p \leq 0.001$

Creativity is a superpower... ..that thrives in constraints.



The digital adaptation of Jump with Jill:

- Empowered school leaders to asynchronously implement an effective movement-based nutrition program,
- Increased engagement with follow-up content,
- Expanded accessibility for a wider range of locations, abilities, and teaching environments, and
- Enabled real-time adjustments to the program based on user behavior.

Key adjustments for future:

- Discuss with participating schools plans for implementation in advance of the program to engage the right school leaders sooner.
- Release and promote content in the order that is most effective - not just when it is ready - since production will no longer overlap with implementation.