WVSOM’s Healthy Children’s Initiative

Michael D. Adelman, D.O., D.P.M., J.D.
WVSOM’s Healthy Children’s Initiative

- Initiative launched in 2011
- Focus is on children ages 4-10 (K through 4th grade)
- Four pillars:
  - Abracadabra PBS television series
  - Live programs at elementary schools throughout the state
  - Online: website and social media content
  - Publications / supplementary learning material
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• **Current Sponsors:**
  - Charleston Area Medical Center
  - Highmark® Blue Cross /Blue Shield of WV
  - Brickstreet Insurance®
  - West Virginia Mutual Insurance Company
The only children’s television show that combines magic, ventriloquism and original music with health, nutrition, exercise, Science and safety.

- The 4th season completed recording in August 2014
- Season 3 will premier on WV PBS in September
- More than 50,000 viewers daily
- 53 episodes plus an hour-long Thanksgiving special
- Utilizes the WV school system’s standard curriculum
Abracadabra

- **Storylines cover topics such as:**
  - Bullying
  - Cyber Safety
  - Fire Safety
  - Bike Safety
  - Healthy Eating
  - Dental Care
  - Sharing
  - S.T.E.M.
  - Using your imagination
  - Reading is fun!
Abracadabra

Every episode contains:

- A minute of exercise
- A “make a healthy snack” segment
- Healthy choice games
- Professor Science performing a science experiment kids can do at home or school with adult supervision.
Elementary School Programs

- **“Abracadabra Live”**
  - Cast performs a live version of Abracadabra
    - Includes healthy choice games, songs, magic, Professor Science experiments ....and Joey

- **Classroom outreach programs**
  - Currently in the pilot stage
    - Monthly programs in select schools
    - Focus on health and nutrition using games and exercises
    - Includes video segments from the Abracadabra series
      - Assesses comprehension/retention of show messages
      - Assesses supporting classroom health instruction
      - Integrates with the school system’s standard curriculum
Online

- Website:
  - [www.Abracadabra.org](http://www.Abracadabra.org)
    - Contains healthy snacks, science experiments, magic tricks, music and games that reinforce health and nutrition
    - Reinforces the messages delivered both on the Abracadabra TV series and in the classrooms

- Abracadabra Facebook page:
  - [www.Facebook.com/abracadabrapbs](http://www.Facebook.com/abracadabrapbs)
    - Contains photos from the show, school and community events; healthy snack recipes, active play tips and other content to engage the social community around childhood health and nutrition
Publications / Supplementary Materials

- Abracadabra Activity Books
  - Two publications have been printed for distribution at events
  - Includes games and activities around health and nutrition, science experiments, magic tricks, dental health and more.

- Learning Concepts
  - Provides learning concepts and educational content from each episode as a resource for parents and teachers

- Professor Science Balancing Birds
  - Takeaway item demonstrating principles of gravity and balance

- Music CDs
  - “Sing-Along Songs” and “Fun With Health & Safety” CDs bring the show’s original music and health messages into homes and cars
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Outcomes: (so far..)
- Increasing viewership with each new season
- WV Rural Health Association: 2013 Governor’s Award for Excellence in Rural Health
- Endorsements from the WV Department of Education and the Secretary of Arts and Education
- Parent letters and emails with stories of children suddenly eating vegetables they never would touch prior to watching the show
- Videos submitted by parents of their children exercising in front of the TV along with the cast on the show
- Anecdotal evidence from teachers about the success of the messages being delivered due to classroom feedback, improved lunchbox contents, etc.
What’s Next for this Initiative?

- Season Five of Abracadabra
- Continued expansion of “Abracadabra in the classroom”
- Development and implementation of a more formal assessment program for both the series and the classroom outreach
- Ongoing search for additional sponsors and educational grants in order to expand our outreach and extend the reach of the show nationally via Public Broadcasting
QUESTIONS?