

## Research shows GoNoodle positively impacts classroom improvements in kids' physical and mental fitness

*Students in Texas played GoNoodle to earn more than 180 million minutes of in-classroom physical activity and mindfulness during the 2017-18 school year*

DALLAS, TX – (Marketwired - August 9, 2019) – Texas kids are more active, more mindful and more engaged in school, according to a new study from SEG Measurement, an independent provider of research and assessment development services. During the 2017-2018 school year, elementary students in North, Central and East Texas earned more than 180 million minutes of physical activity and mindfulness at school using GoNoodle's online movement activities. GoNoodle, which gets kids running, jumping, dancing, stretching and being mindful, is supported by Children's Health in 1,736 elementary schools.

An evaluation of the cognitive, affective and behavioral impact of GoNoodle was conducted by SEG Measurement in the fall of 2017. 726 teachers completed an online instrument about their use of and the effects of GoNoodle on their students and their teaching. Teachers reported the following positive effects:

- 66% noted GoNoodle improved students' memory
- 57% indicated GoNoodle had an impact on improving overall academic performance
- 85% strongly agreed or agreed that GoNoodle improved student motivation
- 72% said using GoNoodle improved students' attitudes toward school and school work
- 83% indicated GoNoodle increased students' attention, focus and concentration
- 82% said students' participation in class improved from use of GoNoodle
- 82% said GoNoodle increased students' physical activity

Additionally, 77% of teachers noted that GoNoodle changed their teaching for the better, 75% said GoNoodle changed the way they managed the classroom and 72% said GoNoodle made their transitions more effective.

"We use GoNoodle every 15 minutes and change from mindful practices to high-energy videos depending on what we need as a class. I have seen students grow in joy, engagement and overall wellness at school from our GoNoodle movement breaks," said Laura Laywell, 3<sup>rd</sup> grade ESL teacher with Dallas ISD. "We love GoNoodle! I have been using GoNoodle as our morning warm-ups for ELA and have seen my students greatly improve their understanding of synonyms, antonyms, prefixes and suffixes."

Children's Health launched GoNoodle for North, Central and East Texas in the fall of 2015. Today, GoNoodle is used in 1,736 elementary schools across 49 Texas counties. Given the use of GoNoodle across the region, the results of the most recent evaluation of GoNoodle and continued feedback from teachers about GoNoodle's positive impact, Children's Health is renewing its commitment to provide GoNoodle to area elementary schools for an additional five years, with funding through the 2022-23 school year.

"This research, along with the hundreds of millions of minutes of physical activity earned playing GoNoodle, further proves the connection between physical health, social and emotional learning and academic success," said Danielle Wesley, Vice President of Network Service Delivery at Children's

Health. "Together, with area elementary schools and GoNoodle, Children's Health is committed to making life better for children by linking movement, mindfulness and learning in a fun, purposeful way."

To use GoNoodle, teachers need to have a computer with an internet connection and a shared screen, such as a projector or interactive whiteboard. Kids can play the same content they love from school at home for free online at [www.gonoodle.com](http://www.gonoodle.com) or on apps for iOS, Android, Apple TV, Roku and Amazon Fire.

"At GoNoodle, we believe movement powers change, and this study from SEG Measurement shows that change is quantifiable both in terms of health-promoting activity and in learning," said KC Estenson, Chief Executive Officer of GoNoodle.

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### **About GoNoodle**

We are a transformational media company dedicated to *improving the lives of kids*. We want kids to be more active, more mindful, more engaged and more productive so they can become the best versions of themselves. Created by child development, education and movement experts, GoNoodle videos are used in 4 out of 5 U.S. public elementary schools to get 14 million kids moving each month. Learn more at <http://www.gonoodle.com>

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