

The message is in the

music





Sound Guidance

Young people today are faced with more complex choices than ever before. They need help cutting through the confusion to hear messages that will help them to grow into strong, confident and vibrant adults. That's the kind of help Health Jam provides.

Health Jam, Inc. is a 501(c)(3) nonprofit organization that works with popular entertainers to encourage young people to take responsibility for their lives, health and wellness. We promote self-respect, ethical behavior and respect for schools and communities through a pop culture approach that kids respond to and understand.

Meeting the Challenge

Young people make choices that have a lasting impact on their lives and their communities, as well as on society as a whole. Health Jam works with schools and communities to address and prevent risky adolescent behavior, such as unsafe sex and drug and alcohol abuse.

By drawing on the credibility established by popular music performances among kids, Health Jam prompts its audience to make lifestyle choices aimed at reducing HIV and sexually transmitted diseases; obesity; pregnancy; drugs; alcohol; and physical, mental and verbal abuse in their communities. We reach out to kids at a critical point in their early development—when they make the choices that can last a lifetime.



50%

of those who are newly-infected with HIV are under the age of 25.¹



16%
*of children ages 6-18
are overweight.¹*

How Health Jam Works

Since 1995, Health Jam has offered various programs in schools and communities throughout the nation and around the world. We work with parents and teachers to instruct students from the kids' point of view, in a style and format that grabs and holds their attention.

We focus on:

- Introductory school assemblies that teach and inspire kids to take good care of themselves.
- Health class workshops and leadership programs that help to foster new and healthful habits by supplementing the current health school curriculum.
- Annual events at which adolescents can see their favorite music performances live in a safe, drug-and-alcohol free environment and receive information about how to live healthier lives.

Health Jam delivers a powerful message that reaches kids when and where they need to find it.



Health Jam Services



In-School Programs

Jump-Off Tour

A two-hour assembly that culminates in a performance by recording artists and captures students' attention, while reinforcing messages of empowerment and self-esteem.

Employs trained speakers who share their personal perspectives and provide information on health issues related to HIV, STDs, pregnancy, obesity, and substance and relationship abuse, in an open forum that encourages students to get involved and ask questions.

Workshop Jams (Health Class Workshops)

These targeted sessions extend the Jump-Off Program into the classroom, and supplement participating schools' health curriculum. Workshops provide up-to-date, accurate, practical and age-appropriate information on such issues as self-esteem, peer pressure, nutrition, self-care, drugs and alcohol, healthy relationships, family life, STDs, HIV and pregnancy prevention (abstinence only and/or safer sex as appropriate). Workshops span up to eight weeks, are conducted by trained health educators and include pre- and post-assessment studies to measure effectiveness.

Club Jam (Leadership Initiative)

An after-school program run by and for young people with adult mentors that reinforces awareness and behavioral changes learned through the Jump-Off Program and/or Workshop Jams. Club Jam expands the experience to include a broader audience of community, friends and family members. This program includes lessons of team building, decision-making and leadership. Over three years, students participate in increasingly advanced weekly sessions that incorporate:

- Production and distribution of a customized newsletter, titled "Ya Heard?"
- Training in computer technology and communications.
- Peer training internship programs.
- Literacy skill-building through book, magazine and newspaper clubs.
- Mentorship programs.
- Community service outreach.
- Career development and financial training.

At-Large Programs

Jump Out Tour (Mall Tour/Outreach)

This community outreach campaign adapts components of the Jump Off school assembly to a less-formal environment. It provides knowledge of health issues, plus academic and career opportunities to a broad audience of young people, and incorporates resources that offer testing, counseling and referrals. Local community leaders, corporate sponsors, and retailers can join with recording artists, actors, sports figures, as well as with health educators and exhibitors; brochure distribution and promotional giveaways can be incorporated.

Friends Care

Reaching out to families to encourage their health and well being, this critical campaign distributes educational materials, food, clothing, health and medical supplies and equipment, home furnishings and other goods to disadvantaged adolescents and their families.





16%

of 12th-graders reported smoking cigarettes daily in the previous 30 days in 2004.²



Special Events

Jam-a-thon

This back-to-school annual live performance in New York City brings recording artists, radio personalities and sports figures together to encourage kids to lead healthy lives, stay in school and embrace education as a tool for positive change. This event takes place every summer and reaches 5,000 young people (ages 12-19).

Dance 4 Life

Each year in New York City, 5,000 young people ages 18 and up hit the dance floor to promote health awareness while they raise money and visibility for Health Jam and the Health Jam mission. The hottest DJs come together with exciting guest recording artists to entertain and inspire; videos and prize give-aways are part of the mix. Health exhibitors and educators are on hand to provide outreach.

History

Since our founding in 1995, Health Jam has educated more than 500,000 adolescents in over 300 public schools and venues throughout New York; plus established pilot programs in Newark, Chicago, Lusaka, Zambia and Johannesburg, South Africa. We aim to roll out a full national program.

An accomplished diverse group of dedicated staff, community volunteers, educators, health professionals and performing artists come together through Health Jam to help kids live long, strong and healthy lives. Since our inception, our partners and performers have included:

- Destiny's Child
- Dru Hill
- Jay-Z
- Ray J
- Twista
- Will Smith
- Bronx Borough President Adolfo Carrion, Jr
- Balducci's
- Bed Bath & Beyond
- Community Healthcare Network
- Dept. of Youth and Community Development
- Ernst & Young
- Friends in Deed
- Hot 97 FM
- JP Morgan Chase
- Lehman Brothers
- NYC Department of Education
- NYC Department of Health
- Office Depot
- Pfizer
- Planned Parenthood
- Pottery Barn
- Power 105 FM
- Talbots
- Verizon
- Williams Sonoma
- WNBA



50%

of all new cases of STDs occur among youth ages 15-24.³





29%

*of 12th-graders report having five or more drinks
in a row in the past 2 weeks.²*

About our Founder and Executive Director

Health Jam, Inc. is spearheaded by Maribel Cruz. Born in Puerto Rico and raised in New York City, Maribel is a graduate of Johnson & Wales University. At the age of 16, she worked for Bronx Congressman Robert Garcia and was responsible for community affairs, recreational activities, minority social awareness programs, and educational enhancement. As Director of Sales and Marketing for WonderCamp Entertainment, she was in charge of advertising, public relations, fund-raising events and entertainment.

In 1995, she left corporate America, and founded Action Against AIDS, a health and learning organization that helped HIV-positive children who were denied access to summer camps. She saw the need to educate the community about HIV and AIDS and helped adolescents learn how to protect themselves against HIV infection.

She has formed collaborations with the New York City Department of Education, Department of Health, Community Health Care Network, and New York Youthline.

She has received a \$1.5 million infrastructure donation, which included office space, staff, advertising, equipment and supplies. The aftermath of September 11th brought changes to the organization – new board members, corporate name change, in-school and after-school programs and seed money.







Coming Through

*Health Jam's unique approach to health education has had a measured impact on thousands of kids from a diverse range of backgrounds. In this chaotic world where kids have to struggle to hear healthy messages above the noise, Health Jam comes through loud and clear, because **the message is in the music.***



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**For Corporate and/or Individual Sponsorship Opportunities,
contact Maribel Cruz**

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