



# North East Independent School District

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**FOR IMMEDIATE RELEASE**

## **NEISD Superintendent honored for promoting health**

### *Dr. Middleton earns Texas Health Champion Award*

**September 17, 2010** – North East ISD Superintendent Dr. Richard A. Middleton has been selected as the 2010 Texas Health Champion Award winner by the Michael & Susan Dell Center for Healthy Living at the University of Texas and Live Smart Texas.

This award is presented annually to an individual or organization who has mobilized community efforts to prevent and reduce obesity and promote physical activity and nutritional health through research, practice, policy development, social marketing, behavioral interventions or innovative partnerships.

In particular, Middleton earned distinction for developing a multi-faceted wellness initiative through the creation of the Healthy Lifestyles curriculum. NEISD restructured its entire physical education and health program to help students achieve optimal physical performance. With the changes in House Bill 3, NEISD found an opportunity for innovation and specifically addressed the health and wellness needs of its diverse student population by creating the Healthy Lifestyles course, particularly for high school students.

The goal of Healthy Lifestyles is to give students the knowledge and skills to make healthy decisions in both the classroom and life. The course provides critical information on nutrition, personal fitness, mental and physical health issues, the human body and the functions of the systems, drug abuse, diseases, pollution nutrition, human sexuality, and abstinence education – to name a few. Additionally, the Healthy Lifestyles course will count toward state graduation requirements, and includes a physical movement component that includes individualized, enjoyable exercises to continue into adulthood. NEISD administrators have given testimonies on this course to the House Committee on Public Education as a model for other districts to follow.

**Middleton will receive his award on Wednesday, September 22, 2010 at 10 a.m. at the Capitol Legislative Conference Center in Austin. He will give a 15-20 minute presentation of his efforts to create awareness of obesity in Texas.**

View this online at <http://www.neisd.net/ComRel/MediaCenter.html>.

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About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row. More information about NEISD can be found at [www.neisd.net](http://www.neisd.net).