

2023-2024 PROGRAM OUTLINE

INCLUDED IN YOUR KIT:

PLAY60 CHALLENGE MATERIALS:

- Teacher Letter
- Activity Notebook for Students
- Classroom Scoreboard
- Buffalo Bills Trading Cards

FITNESS FOR KIDS CHALLENGE MATERIALS:

- Classroom Tracker
- 7 packs of Newsletters: November-May
- Stickers for Each Month
- November Prizes (4 Highlighters)
- Completion Certificates

All digital materials for both programs are available here www.fitnessforkidschallenge.com.
Newsletters are available in both Spanish and Arabic.



STEP 1: MONTHLY NEWSLETTERS



On the newsletters, there are activities and information about the goals. Each student should complete the **Challenge:** activity on the back during classroom time, PE class or at home as homework. This program is flexible for you to implement it the best way for your school! Upon completion of the newsletters, track how many students participated on the Fitness for Kids Challenge website. Newsletters are available in Spanish and Arabic digitally on the website.

STEP 2: MONTHLY EMAILS

Each month you will receive an email that is sent out to all the coordinators about what to do and expect each month! Please feel free to forward these emails to all participating classroom teachers in your school.

STEP 3: ONLINE PARTICIPATION

After collecting the newsletters back from the students, this is when you go to the website and fill out the Challenge Tracker form for EACH classroom EVERY month:
<https://www.fitnessforkidschallenge.com/challenge-dashboard>

On the challenge tracker you will be asked what school, what classroom you are tracking for, and how many students in the classroom participated that month. Monthly gift card drawings will be held for teachers who complete tracking by the end of the month for each challenge.

Optional Use the large tracker in your kit to keep your students on track! Hang it up in your classroom and mark off the students that are completing the challenges monthly so they can see their progress!



The image shows a '2023-2024 Classroom Tracker' form. At the top, it says 'Fitness for Kids Challenge' and 'PLAY60'. Below that, there are icons for '9', '5', '2', '1', and '0' representing different challenges. The main part of the form is a large grid with columns for months (September, October, November, December, January, February, March, April, May, June, July, August) and rows for tracking participation. At the bottom, there is a footer that says 'Complete the Challenges and Win Great Prizes!' and the website 'www.fitnessforkidschallenge.com'.

STEP 4: PRIZES

Each month, we will mail out 4 prizes for your classroom to distribute to your top performing students! November's prizes have been included in the kit (highlighters). The other incentives and classroom/school-based prizes will be rewarded to schools based off tracked online participation.

INCENTIVES AND PRIZES!

SCHOOLS:

- ★ **\$21,500** in School Health and Wellness Grants (large, small, rural, urban & suburban)
- ★ School Assemblies*
- ★ Buffalo Bills Field Day Visit*

CLASSROOMS:

- ★ **10** \$250 Grants per Classroom
- ★ Teacher/Coordinator Gift Cards
- ★ Classroom Gift Cards
- ★ Possible Field Trips/Performances*

TEACHERS AND STUDENTS:

- ★ **\$1,000** Coordinator Grant to be Used for School-Related Items
- ★ Game Day Experience at Highmark Stadium*
- ★ Various Opportunities for Gift Cards, Autographed Merchandise, etc.

*Pending COVID-19 protocols and restrictions.

In order to be eligible for all end of the year prizes, you must fully participate in both the Play60 Challenge and the Fitness for Kids Challenge throughout the entire school year and track your participation online at: www.fitnessforkidschallenge.com.

Don't forget to hand out your completion certificate at the end of the school year for students who completed the challenge!

Need Help? Please don't hesitate to reach out to Kelsey Garvelli at Kelsey.Garvelli@independenthealth.com. We are always here if you have any questions, concerns, ideas or thoughts! Feel free to visit www.fitnessforkidschallenge.com for additional resources and information.