

Play 60 CHALLENGE

BILLS X FOOTBALL



TEACHER'S GUIDE



Play 60 CHALLENGE

Thank you very much for your outstanding support of the Buffalo Bills & Buffalo Niagara American Heart Association Play 60 Challenge and Independent Health Foundation's Fitness for Kids Challenge. We know how difficult the last year has been for you and greatly appreciate you going above and beyond to support your students and these programs!





INTRODUCTION

Welcome to the Buffalo Bills Play 60 Challenge, hosted in partnership with the Independent Health Foundation and the Buffalo Niagara American Heart Association! We are proud to once again bring your school year-round opportunities to improve the health and wellness of your students through the Play 60 Challenge and the Fitness for Kids Challenge.

The Play 60 Challenge is intended to educate and motivate students to move before, during and after the school day for at least 60 minutes every day from **Monday, October 5th through Sunday, November 1st**. The design of the Challenge allows schools to create an environment that is conducive for physical activity as a part of the year-long Fitness for Kids Challenge.

If you have any questions in regard to how to run the program in your classroom or how to track your student's progress please reach out to Adam Leberer, the United Way Fit To Succeed Coordinator, via email or by phone.

Adam Leberer – United Way Fit to Succeed Coordinator

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Teachers have the opportunity to play an essential role in getting students active, so we have created this Play 60 Challenge Teacher's Guide and digital resources to get students excited, engaged and active!

Inside the Teacher's Guide you will find the following:

- Details on the 4-week physical activity Challenge
- Ideas to promote the Challenge in fun and creative ways
- Links to online resources to help you implement the Challenge in your classrooms

Inside the Teacher's Letters attachment you will find the following:

- Introductory overview of the program
- Classroom Participation Form (Must be submitted to Adam Leberer to be eligible for incentives)
- List of student and teacher participation incentives

Additionally you will receive the following digital resources:

- Classroom Scoreboard Excel file for teachers to track the minutes of physical activity for their class
- Student Activity Sheet Excel file for students to track their progress on their home computer
- Bills Play 60 Challenge Trading Cards that you can send to your students virtually

Please submit the Classroom Participation Form and Classroom Scoreboard via email (high resolution photo or excel file) to Adam Leberer by Monday, November 9th in order to be eligible for participation incentives including the Play 60 Challenge Stadium Tour, the Spring Buffalo Bills Field Day, and more.

You may also enter your student's activity minutes via the Fitness For Kids Challenge website by logging into your account via www.fitnessforkidschallenge.com/login, clicking on the October tab, and then clicking on submit monthly progress report. **Please keep in mind that if you chose this option you will still need to email your Classroom Participation Form to Adam Leberer as well to be eligible for the incentives. Early submissions after the Challenge ends on November, 1st are appreciated.**

Adam Leberer – United Way Fit to Succeed Coordinator

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PROGRAM OVERVIEW





IMPLEMENTING THE PLAY 60 CHALLENGE

As a teacher, you have an opportunity to impact your students' choices and actions. Your attitude will influence those of your students; so plan to participate in physical activity with your students and have some fun! The activity does not need to be strenuous to be beneficial. Simply moving your body through space or taking a walk is physical activity.

The Buffalo Bills have compiled a number of online youth health and wellness resources on our website (Buffalobills.com) for you to use. These include training videos, activity ideas, as well as lesson plans from partners including the Independent Health Foundation, American Heart Association, NFL Play 60, Project Play, USA Football, and the Cooper Institute. These resources can be used as you see fit to encourage your students to participate in physical activity each day. Please keep in mind that all of activity ideas, training videos and lesson plans included on these websites can be modified based on the age and ability of your students.

To access these online resources, please visit:

www.buffalobills.com/community/play-60-challenge





The Draft (One Week Prior to the Start of the Challenge)

1. **Assemble a team:** Recruit teachers and administrators to serve as the Challenge leads. It is critical to involve as many teachers as possible so that students are engaged. Consider utilizing members of your School Wellness Council.

Identify staff to serve as the:

- **Head Coach** - Leads the committee and serves as a resource for teachers and staff participating in the Challenge
- **Referee** - Responsible for keeping a tally of all minutes from students using the Classroom Scoreboard
- **Fans** - Spearhead and plan motivational activities during the Challenge

2. **Make a game plan:** Students will learn about the Play 60 Challenge and receive their Play 60 Challenge Student Activity Sheets, which will be their personal guide and tracking tool for the Challenge. Give students a brief overview of the Challenge, referring to the week-by-week calendar and include information about special incentives being offered by the Buffalo Bills.

- **How long will it take?** - 15-20 minutes
- **What do I need?** - Play 60 Challenge Student Activity Sheets

Complete the Classroom Scoreboard: Fill in everyone's name on the Classroom Scoreboard, talk about your classroom goal for minutes of physical activity over the next 4 weeks (simply multiply the number of students and teacher(s) x 60 minutes a day x 28 days). Reinforce the concept of accountability - everyone must contribute to achieve the team goal. If you have any questions, about tracking your student's activity please contact Adam Leberer:

Adam Leberer – United Way Fit to Succeed Coordinator

Phone: 716-563-6384

Email: adam.leberer@uwbec.org





Week 1: The Home Opener (Start of the Play 60 Challenge)

1. Begin the Play 60 Challenge in your classroom. Communicate with parents that the students are participating in the Play 60 Challenge to encourage physical activity at home.
2. Start off on the right foot – with a classroom physical activity! Students can also count time in Physical Education class on their activity sheets.*
3. Have the students record their minutes on their Play 60 Challenge Student Activity Sheets.
4. Finish the day off with another physical activity and have the students add to their number of minutes on their Play 60 Challenge Student Activity Sheets.
5. Each morning, update your Classroom Scoreboard with the minutes of physical activity completed by your students the previous day.
6. Distribute Buffalo Bills Player Cards for students who participated in the Challenge as an incentive each Friday throughout the challenge.



* You can come up with your own physical activity ideas, encourage the students to create physical activities for the classroom to participate in together or you can find physical activity ideas on the Buffalo Bills Play 60 Website using the link below:

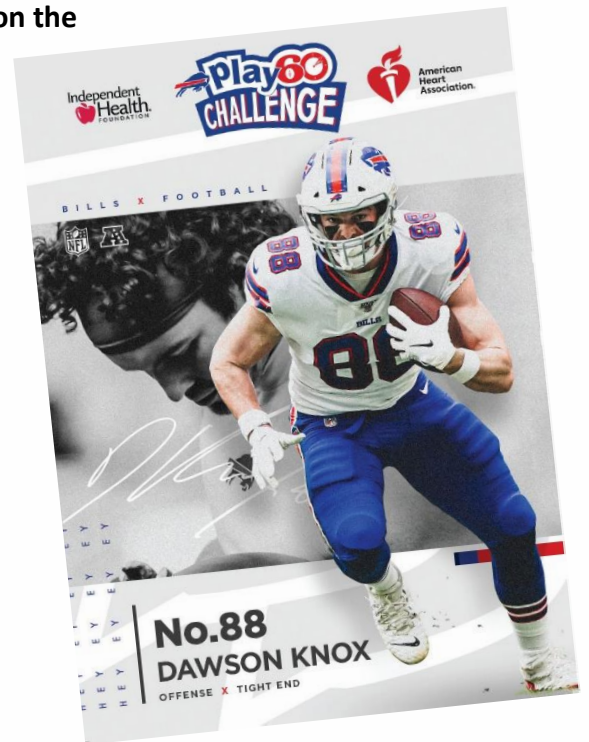
www.buffalobills.com/community/play-60-challenge





Week 2: The Regular Season

1. Continue implementing physical activity opportunities into classes to accumulate physical activity minutes throughout the school day.
2. Reinforce use of the Play 60 Challenge Student Activity Sheets to track physical activity minutes and add those minutes on the Classroom Scoreboard.
3. Continue encouraging students to participate in physical activities at home with family. Allow students the opportunity to share with their classmates what physical activities they did at home.
4. Distribute Bills player cards to students who participated in the Challenge as an incentive each week.
5. Visit the Buffalo Bills Play 60 Challenge Website for videos and resources to help you encourage physical activity in your classroom.



www.buffalobills.com/community/play-60-challenge





Week 3: The Postseason Push

1. Reinforce physical activity breaks within the school day - keep a daily tally of total physical activity minutes.
2. Reinforce use of the Play 60 Challenge Student Activity Sheets to track minutes.
3. Create mini-challenges. For example, challenge another classroom for a week to see who can get more physically active, create a classroom mascot, etc.
4. Consider engaging students who are learning from home and their families in multiple activities and sports during an at home field day. Activities may include toss or flag football, sack race, kickball, hula-hoop, ultimate frisbee, tug-of-war, a limbo contest and an obstacle course in their house or yard.
5. Distribute Bills Player Cards to students who participated in the Challenge as an incentive.





Week 4: The Playoffs

1. **Maintain physical activity breaks during school hours and after school hours to accumulate minutes of physical activity every day.**
2. **Provide sample resources to students and encourage parents and caregivers to talk to students about their progress with the Challenge. Parents can also act as role models by increasing their physical activity and sharing ideas for ways the whole family can get active together.**
3. **Select a group of staff (or all staff) to take their own personal Play 60 Challenge. They can provide motivation to help students stay excited about the Challenge.**
4. **Reinforce use of the Play 60 Challenge Student Activity Sheets to track physical activity minutes on the Classroom Scoreboard.**
5. **Distribute Bills Player Cards to students who participated in the Challenge as an incentive.**





Week 5: The Championship Celebration

1. Tally total minutes over the four weeks for your classroom. Start to plan an event to reward students. Consider a virtual pep rally to congratulate students and staff.
2. Make sure to turn in your Classroom Participation Form and Classroom Scoreboard to become eligible for participation incentives. Please return both items to Adam Leberer by Monday, November 9th via email (high resolution photo or excel file). If it is easier, you may also enter your students activity minutes via the Fitness For Kids Challenge website if you would like using the following link www.fitnessforkidschallenge.com/login , but you will still need to submit your Classroom Participation Form to Adam Leberer via email.

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3. If your school has successfully implemented the Play 60 Challenge, maintain the momentum physical activity and healthy eating is a year-round commitment your school can make. We encourage you to participate in the Independent Health Foundation Fitness for Kids Challenge throughout the school year.
4. By participating in the Independent Health Foundation Fitness for Kids Challenge throughout the school year, your school and classroom will become eligible for more great participation incentives including the Spring Buffalo Bills Field Day visit.

For more information on the Fitness For Kids Challenge please email Kelsey Kurtz or visit www.fitnessforkidschallenge.com.

Kelsey Kurtz – Independent Health Foundation Project Coordinator

Email: Kelsey.Kurtz@independenthealth.com

Thank you again for your support, stay safe and Go Bills!

