



PLAY:60



TEACHER'S GUIDE



American
Heart
Association.



Independent
Health
FOUNDATION

Celebrating 30 Years



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. Thank you very much for your outstanding support of these programs!

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 3rd through Sunday, October 30th**. 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 **Preston Teague**, the Buffalo Bills Sr. Director of Youth Football and Programs, via email.

Preston Teague – Buffalo Bills Sr. Director of Youth Football and Programs

Email: Preston.Teague@bills.nfl.net





Teachers have the opportunity to play an essential role in getting students active, so we have created this Play 60 Challenge Teacher's Guide 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 classroom

Within the Teacher's Letters (in your classroom kit) you will find the following:

- Overview of the program
- Classroom Participation Form (Must be submitted to Preston Teague to be eligible for incentives)
- List of student and teacher participation incentives

Additionally you will receive the following resources in your Classroom Kit:

- A Classroom Scoreboard that you can use in your classroom to track student progress
- Student Activity Sheets that students can use to track the days that they play for 60 minutes
- Bills Play 60 Challenge Trading Cards that you can distribute to students that submit their Student Activity Sheet each week
- Student Notebooks that kids can use to help track their physical activity, write about their favorite sports or athletes, share their favorite healthy recipes or however they want 😊

Please submit the Classroom Participation Form and Classroom Scoreboard via email (scan or high resolution photo) to Preston Teague by Friday, November 11th in order to be eligible for participation incentives including the Play 60 Game Celebration, the Spring Buffalo Bills Field Day, and more.

Preston Teague – Buffalo Bills Sr. Director of Youth Football and Programs

Email: Preston.Teague@bills.nfl.net



Program Overview

The image features a Buffalo Bills player in a white uniform with blue and red accents, in a three-point stance. The background is a blue and red geometric pattern. At the top left is the Buffalo Bills logo (a buffalo head) and the text "PLAY:60" in large white letters. At the bottom are three logos: the American Heart Association logo (a red heart with a white caduceus), the Fitness for Kids Challenge logo (red and white text), and the Independent Health Foundation logo (an apple icon with the text "Independent Health FOUNDATION" and a red banner below that says "Celebrating 30 Years").



IMPLEMENTING THE PLAY 60 CHALLENGE

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:

<https://www.buffalobills.com/community/play-60-challenge>





The Draft (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 days that Students Play 60 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 goals of Playing for 60 minutes each day over the next 4 weeks. 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 Preston Teague:

Preston Teague – Buffalo Bills Sr. Director of Youth Football and Programs

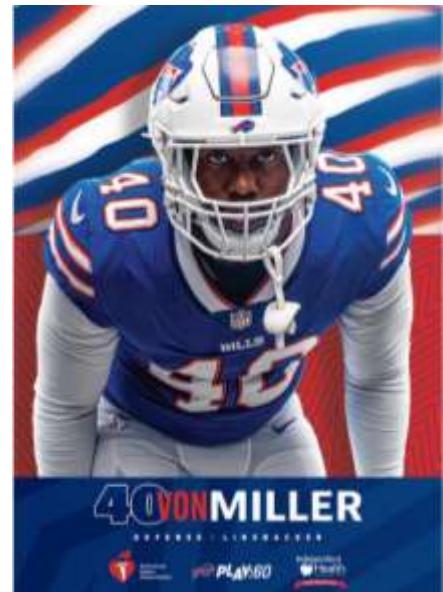
Email: Preston.Teague@bills.nfl.net





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!**
3. **Finish the day off with another physical activity and have the students mark their Student Activity Sheet once they achieved 60 minutes of activity for that day.**
4. **Each morning, update your Classroom Scoreboard with a check mark next to the student names that completed 60 minutes of activity the previous day.**
5. **Distribute Buffalo Bills Player Cards to 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:

<https://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 days that students play for 60 minutes and update 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.
2. Reinforce use of the Play 60 Challenge Student Activity Sheets to track progress.
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. Encourage students and their families to participate in activities at home. Activities may include flag football, sack races, 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 60 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.**
5. **Distribute Bills Player Cards to students who participated in the Challenge as an incentive.**





Week 5: The Championship Celebration

1. Tally total days that each student played for 60 minutes over the four weeks for your classroom. Start to plan an event to reward students. Consider a 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 Preston Teague by Friday, November 11th via email (scan or high resolution photo).

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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 Garvelli or visit www.fitnessforkidschallenge.com.

Kelsey Garvelli – Independent Health Foundation Project Manager
Email: kelsey.garvelli@independenthealth.com

Thank you again for your support, take care and Go Bills!

