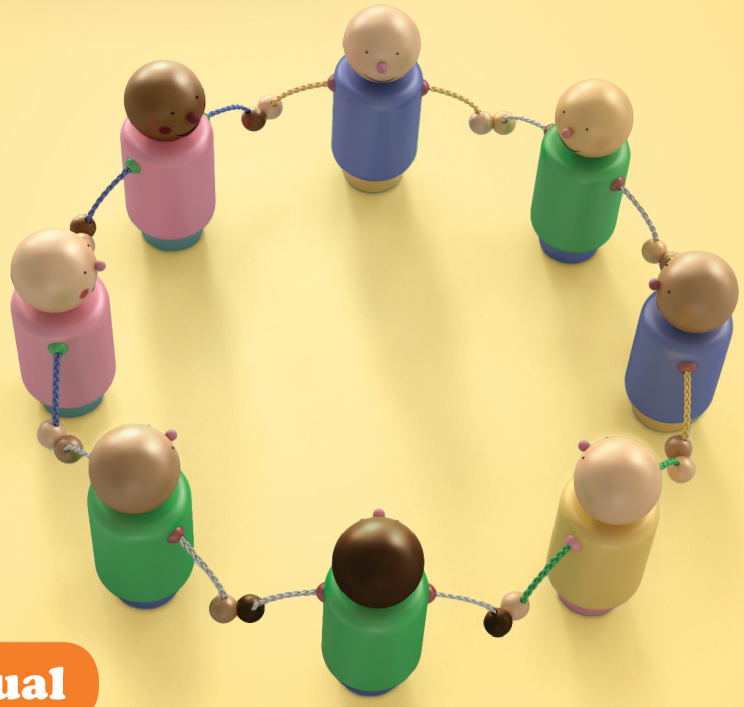
PARTICIPACTION Community Better CHALLENGE

Community Better... at school



Program and Event Manual

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Welcome to The ParticipACTION Community Better Challenge

In a country of over 36 million people, how is it that between 25 and 30% of Canadians report feeling persistent loneliness or social isolation? Between increased screen time, busy schedules and family commitments - it's easier than ever for our neighbourhoods and communities to feel disconnected.

Our mission at ParticipACTION is to help Canadians become more regularly physically active and reconnect with each other while they're doing it. We know that physical activity has the power to break down walls and build stronger communities. And, getting active boosts the confidence and happiness of individuals, while connecting them to others with common interests.

The ParticipACTION Community Better Challenge is a brand new annual physical activity challenge that rallies communities to sit less and move more together. We are calling on all Canadians to get active and incorporate physical activity where they live, work and play. And at the conclusion, we'll recognize and celebrate community achievements, crowning regional winners and ultimately appointing one community with the designation of *Canada's Most Active Community!*

Let's show Canadian kids what a true active community looks like!

Your challenge is to use the ideas and resources in this manual to bring the ParticipACTION Community Better Challenge to your school.

Let's work together to help students Learn Better through physical activity. Getting active can help with increased focus and concentration, and improved memory. The Community Better Challenge is an excellent opportunity for teachers and students to create events that connect to the community to get active. As a bonus this challenge will be awarding one community with the title of *Canada's Most Active Community* who will receive $150,000 to put towards local physical activity initiatives.

When we Community Better, we build a better, healthier Canada.

**The challenge is open to all Canadians. Individuals over the age of 13 will be able to track their own minutes through the ParticipACTION app. Children under the age of 13 will be permitted to count minutes toward their community with the support of their parent or guardian through the*

ParticipACTION website. Schools are encouraged to participate in the Community Better Challenge and track minutes on behalf of the organization.

Let's Community Better, Together

So, you'd like to host a ParticipACTION Community Better event or program, but don't know where to start? Here is a list of ideas to get you inspired and help you plan your event.

Whatever you plan, be sure to include options for different abilities; we owe it to each other to be inclusive and celebrate our differences. It's always more fun when everyone can participate.

1. Host a pre-existing event or program. Your school probably offers many opportunities for students and faculty to participate in physical activities. If you are already hosting a sport or physical activity event or program between May 31 and June 16, 2019, you can register it as an official Community Better Program or Event.

   Here are some common physical activities we see in schools:

   a. Jump Rope for Heart
   b. School sport teams and try-outs
   c. Intramural sports
   d. Extra-curricular clubs
   e. Health and Physical Education classes
   f. Have the students choose their favorite sports or physical activities and bring them to life in class
   g. Annual Spirit Week
   h. Engage your senior students to run a high spirited, fun, and active week of activities
   i. Community BBQ or Fair or Track and Field days

2. Host a Community Better Play Day. Many schools host Play Days during the year where older students lead the younger grades in an organized play day. A Play Day could consist of several stations and teams could visit each of the stations to accrue a prescribed number of minutes. Our printable Active Minutes Log Sheets can be used to track active time on the day of the event. Perhaps students that complete their 60 minutes of daily physical activity win a trophy or participation reward.

3. Host a Community Better Minute Marathon. How long can your school get moving as a collective? 24 hours? 48 hours? Select a predetermined minute goal, consider it a collective relay and aim to reach the minute target as a group. To help you reach your goal, plan for a variety of physical activity stations to be available where students can maintain a continuous stream of activity. I.e. an open track for running, a jump rope, hula hoop, or soccer ball obstacle course. Each student and faculty member can contribute to the collective goal by picking a physical activity to do for at least 5-10 minutes of time. (Calculate the time required of each person in advance to project how long the event should last). As long as one person is still moving, the minutes will count!

4. Host a Minute Madness Competition. Create a little healthy competition between classes by encouraging each class to track more minutes each day, as a group. Teachers should plan to implement brief physical activity breaks throughout the school day. At the end of the school day, teachers could post a simple minutes tally on a school message board in a high-traffic area, and count their class' active minutes each day. Perhaps the winning class gets an extra-long recess or the chance to do an activity of their choice for an entire afternoon.

5. Host a Community Better Try-It Event. Offer to host an event that introduces students to physical activities or sports they may not have experienced yet.

Unique ideas could be pickleball, rock climbing or break-dancing. Having qualified instructors on hand will help to create a positive first experience.

6. Host a Community Better Block Party. Invite students, parents and facilitators to celebrate the end of the school year with a physical activity-focused block party. Set up different activity stations so visitors can try their hand at different activities like gardening, hula hooping, jump rope, street hockey, or basketball. It's the perfect kick-off for the coming summer.

7. Invite an inspiring individual to attend your event. We can all get inspired by a local high-profile athlete or community member who truly lives an active life. Plus, the best way to help a child get active is to show them an active role model. Consider planning a special physical activity around this person's skillset.

8. Brainstorm with your school. No one knows your school better than you do. Ask your students what kind of physical activity event they might like to attend or experience. Perhaps cricket, kin ball or Indian dance are activities the group is interested in trying out? Arrange for an instructor to introduce the activity to ensure a positive first experience.

Coordinate Your Community

Are you excited? We're excited. Here are a few ideas to help you put your event into motion.

1. Speak to your colleagues. Send an email to your teacher colleagues to encourage them to learn more about the ParticipACTION Community Better Challenge, and the opportunity to get students moving. Share a link to our School Toolkit with them so they can get acquainted with the Challenge.

2. Use general assembly time to introduce the whole school to the program. It's time to rally some excitement for the ParticipACTION Community Better Challenge! Include a short presentation(s) or skits to educate the whole group.

3. Engage with parents. Send a letter or email home to parents using our customizable template so that they're aware of the initiative. Or, consider sharing the news about the Challenge during parent-teacher evenings. Let parents know that they can be good role models by registering their family online and participating together.

4. Start your planning! Kick off your planning by considering this checklist:
    - Hold a brainstorming session to gather ideas, using the ideas that follow in this manual as a jumping off point.
    - Consider whether there is any budget to hold your event and if so, what you will dedicate it to.
    - Decide whether you want to create a small organizing committee to help you put together a day event or ongoing events and programs within the school. Senior students could be included.
    - Confirm the ideal date and time if you are choosing to do a one-day event (between May 31 and June 16, 2019).
    - Develop a venue layout plan to provide a comprehensive placement of all the activities (will you be able to leverage the school gymnasium and space outside on a school playground or field?)
    - Work with any current partners or businesses in your school community to provide on-site activations, such as water stations or prizing/contest opportunities – or make prizes or badges.
    - Develop a people plan – think about what kinds of volunteer resources you will need to make your event or program happen. Will you need to reach out to parents and other teachers? How many?

- Ensure you have a contingency plan in the event of bad weather or other circumstances.

5. Register your event online to officially participate in the ParticipACTION Community Better Challenge. Read the following instructions to register.

Register to Community Better

Now that you've decided to host a school event, make sure you complete these next steps ahead of time, to make sure you have everything in order before the date.

1. Click here to register your Event/Program online.
    a. If you have registered successfully, you will receive an email confirmation from the team at ParticipACTION.
    b. Don't forget to track the physical activity offered by your school between May 31 and June 16.

Communication Tools

Want to ensure a successful event? Talk about it early and talk about it often. The following tools are meant to help you inform your school community and encourage students to participate in the ParticipACTION Community Better Challenge.

- Printable Poster – To put up around your school to promote your Play Day, program or other event to students and teachers. Click here to download the editable pdf. poster.

- PA Announcement Scripts – Some sample messaging that you could use for an announcement about your Community Better Event during your morning announcements or perhaps at an assembly.

Generic Announcement

Listen up [SCHOOL NAME], it's time to Community Better *together.* This June, [SCHOOL NAME] will be participating in the ParticipACTION Community Better Challenge, a brand-new physical activity challenge that rallies communities across Canada to sit less and move more together. From May 31st – June 16th, our school will have the amazing opportunity to get active together, to support [COMMUNITY/TOWN/CITY NAME]'s quest to be named **Canada's Most Active Community** Get ready [SCHOOL NAME], because on [DATE/START DATE] we're going to kick off Community Better Challenge festivities with the [NAME OF SCHOOL EVENT/PROGRAM]. Meet us [WHERE] at [TIME] to join!

Event Promotion Announcement

Da Da Dad Danta Da -- CHARGE!!! We're ready to begin [INSERT SCHOOL NAME's] quest to help [COMMUNITY/TOWN/CITY NAME] become **Canada's Most Active Community**. Join us at [PLACE] during [MORNING/LUNCH/AFTERNOON] recess this week for the [NAME OF SCHOOL EVENT/PROGRAM]. Everyone is invited! Simply bring a winning attitude and be excited to move. If you have any questions, ask your homeroom teacher. See you there!

- Could swap "recess" for "regularly scheduled gym class"

Play Day Announcement

Hey [INSERT SCHOOL NAME], as you've heard, we will be participating in the ParticipACTION Community Better Challenge, the time has come to tell you how we're going to kick things off! To help [COMMUNITY/TOWN/CITY NAME] become **Canada's Most Active Community**, we'll be dedicating an entire [FULL/HALF DAY] to PHYSICAL ACTIVITY, here at our school. That's right, on [INSERT DATE] you're going to come to school with your running shoes and active wear and we're going to track as many active minutes as we can. Everyone is invited! Simply bring a winning attitude and be excited to move. See you on [INSERT DATE] starting at [TIME] for our ParticipACTION Community Better Challenge Play Day!

- One Pager – Description about the challenge to inform teachers, facilitators, parents and even kids.

  Dear Members of our School Community,

  As Canada's premier physical activity brand, ParticipACTION helps Canadians sit less and move more through innovative engagement initiatives and thought leadership.

  We're excited to announce our brand new annual physical activity challenge for all of Canada to participate in; the ParticipACTION Community Better Challenge. The challenge will rally communities coast to coast to coast to sit less and move more together.

  On behalf of ParticipACTION, [INSERT SCHOOL NAME] is asking our students to get active and track their physical activity minutes in an effort for [COMMUNITY/TOWN/CITY NAME] to be recognized as **Canada's Most Active Community** and be awarded the grand prize of **$150,000**.

  The Challenge will kick-off on May 31st and will wrap-up on June 16th. To support the initiative, [INSERT SCHOOL NAME] will be holding the following event(s)/program(s) to get our students active for the duration of the Community Better Challenge:

  Event/Program Details

  • *[DATE/TIME]*

  • *[PLACE]*

  • *[WHAT]*

  O Ex. [ORG NAME] Community Better Play Day, consisting of several stations and teams could visit each of the stations to accrue a prescribed number of minutes.

O Ex. [ORG NAME] Community Better Minute Marathon, select a predetermined minute goal, consider it a collective relay and aim to reach the minute target as a group.

O Ex. [ORG NAME] Community Better Try-It Event, introduce students to physical activities or sports they may not have experienced yet.

• [ANY EQUIPMENT DETAILS]

Physical activity can break down walls and act as a building block to grow stronger communities by boosting the confidence and happiness of individuals. [INSERT SCHOOL NAME] is proud, and excited to help [COMMUNITY/TOWN/CITY NAME] Community Better *Together*.

For additional information and resources for the Community Better Challenge please visit https://www.participaction.com/en-ca/programs/community-challenge

- Sample Letter to Parents – Sample email for you to edit and send to parents to let them know your class or school will be participating in the ParticipACTION Community Better Challenge. It also encourages them to register their families at home to track more collective minutes as a community.

  Dear Parents,

  We are excited to announce that [INSERT SCHOOL NAME] will be participating in the ParticipACTION Community Better Challenge, taking place between May 31st – June 16th.

  The Community Better Challenge is a brand new annual physical activity challenge that rallies communities coast to coast to coast to sit less and move more together.

  ParticipACTION is calling on all Canadians to get active and incorporate physical activity where they live, work and play. [INSERT SCHOOL NAME] fully

supports the initiative and believes it's time for our students to put down the books, phones and tablets for a few minutes and reconnect with peers through physical activity.

What do we need from you parents?

ParticipACTION is asking all parents of students to register their families at www.participACTION.com and start tracking your family's collective physical activity minutes. Here, you will be able to track minutes as an individual or on behalf of your children. You can also download the ParticipACTION app – *the active app for everyone*! By doing so, take your physical activity on the go! Your minutes will be tracked through your app, and automatically go toward your community score. The more you use the app, the greater chance your community will have of succeeding – plus you can win some great prizes.

Our school is hosting the following event(s) to get our students active:

Event/Program Details

• *[DATE/TIME]*

• *[PLACE]*

• *[WHAT]*

O Ex. [ORG NAME] Community Better Play Day, consisting of several stations and teams could visit each of the stations to accrue a prescribed number of minutes.

O Ex. [ORG NAME] Community Better Minute Marathon, select a predetermined minute goal, consider it a collective relay and aim to reach the minute target as a group.

O Ex. [ORG NAME] Community Better Try-It Event, introduce students to physical activities or sports they may not have experienced yet.

• *[ANY EQUIPMENT DETAILS]*

Please be sure that your son or daughter is prepared to participate in the above event(s). We recommend your child come to school with a change of active clothing (shorts, t-shirt, running shoes).

We encourage parents to also participate in the active fun, and spread the word to your friends, families and neighbours. Walk your kids to school, organize an active street party, or even take the Community Better Challenge to work with you! Let's help our community be the **most active community in Canada!**

- Student Printable Participant Certificate – A printable certificate to give to students who participate in the Challenge for them to proudly display at their desks or at home. Download the Participant Certificate here.

- Active Minutes Log Sheet – A printable log sheet for students to track their light and vigorous physical activity. There are more than 10,000 minutes in one week, what will you do with them? Download the Active Minutes Log Sheet here.

- Promotional Imagery and Content: Use these social media assets to share news of your event/program online. Speak to your networks early and often about your upcoming event or program and remember to tag us @ParticipACTION and use #CommunityBetterChallenge. Follow us on Facebook, Twitter and Instagram, and feel free to retweet or repost our content to help you promote your Community Better event. Leading up to your event or program, during and after, share videos, photos, participant feedback and more. Download the file named "Community Better Challenge Social Media Kit" within this toolkit to view and use these assets.

- Logos and Usage: We have provided you with logos and usage guidelines to help you co-brand any additional ParticipACTION Community Better Challenge materials that you come up with. Download the file named

"ParticipACTION Community Better Challenge Logo Guidelines" within this toolkit to view the guidelines.

Accessible, Inclusive and Safe Events

The ParticipACTION Community Better Challenge encourages all Canadians to sit less and move more together. We know that in our richly diverse country that Canadians experience physical activity differently. To ensure that all Canadians are encouraged to participate we have put together the following page to help your group create accessible, inclusive and safe events.

To make your event accessible

- Reduce costs to participate, or make it free
- Make the event family oriented, or offer child-care services

To make your activity inclusive use these resources to ensure activities are being welcoming to:

- Women and Girls
- Newcomers
- People with Disabilities
- The LGBTQ2 Community
- Indigenous Groups

To improve the quality of the sport and physical activity offered at your event
Use trained instructors and volunteers
Incorporate physical literacy principles and PHE Canada Physical Literacy resources
Adopt the True Sport Principles

To make your activity safe, be sure to review these resources on injury prevention.
Sport for Life Play Safe Guide
Parachute Canada resources

Physical and Health Education Canada and the Council of Provinces and Territories have a number of useful education-specific resources that you can access to support physical activity and sport participation in your school.