



CHAMPIONS' MANUAL

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WELCOME

Thank you for becoming the 60 Minute Kids' Club Champion of your school..As a non-for profit charity aimed at boosting physical literacy among kids K-8, we are proud to promote an active and healthy lifestyle in your school community.

We want to take this time to welcome you to the 60 Minute Kids' Club and congratulate you in being a role model and leader in getting kids' fit for the future.

The following months will be a very exciting and fulfilling experience. You will be in the forefront of the 60MKC initiative and the motivator to the staff and students of your school.

Your passion for living healthy and active will inspire the school community and instill a healthier environment.

We will provide you with all the tools and information needed to overcome all challenges.

In the end of the year, we guarantee that your school will experience victory and a sense of accomplishment. Most importantly, we guarantee that your school will be a more health conscious environment.

WE ARE PLEASED TO WELCOME YOU TO THE 60 MINUTE KIDS' CLUB.

WHAT IS THE 60 MINUTE KIDS' CLUB

The 60 Minute Kids' club is a platform designed to increase physical activity & healthy lifestyle engagement levels of youth in the age ranges of 5-14 years old. It functions by combining a challenge, accountability, incentive & follow up to anyone engaging in physical activity programs (new programs - or existing programs)

What makes our program different?

- No cost, minimal workload on teachers, we provide tracking & reporting systems
- Designed to be an initiative that STARTS at home and is reinforced through the schools
- Defined start & end dates
- A holistic approach to total health through physical, mental, social, intellectual literacy elements
- Incentives for kids to participate. (short & long term)
- Accountability through a safe on line tracking tool
- Consistent follow up with teachers, students & parents

HOW DOES IT WORK?

The 60 Minute Kids' club is a blend of high tech & high touch practices that have proven successful in past initiatives.

The format is as follows

TOUCH: a kids' assembly to bring awareness/responsibility to what healthy habits are & how they can incorporate them into daily life this is wrapped in a fun/educational format.

TECH: Our web platform allows us to track 6 healthy lifestyle trackers.

Each day they can log in and fill out these trackers.



*This will be an interactive process that parents/teachers can help facilitate (e.g.: every night before bed we log in as a family and click our icons or during computer class the students quickly log their activity)

At the end of the Challenge 30 days - we will know:

- How many kids started & finished the program.
- Who were the most active students in each school.
- Who was the most active school in each region/province.
- Who was the most active school overall in Canada.

Incentives

Based on participation and points received via the 60MKC web platform:

- Every 60MKC challenge we reward the top 10 most active and healthy students in each school.
- Taking into consideration all 3 challenges, we reward the most active and healthy school in each province with a grand prize.

60 MINUTE KIDS' CLUB CHAMPION

60 Minute Kids' Club champions are individuals that show great initiative in promoting the 60MKC program. Their effort and determination will drive high participation rates and cultivate the 60MKC attitude.

Who can be a 60MKC Champion?

- Principal/Vice-Principle/Teachers

Role & Responsibility of Champion:

1. Launching and promoting the 60MKC program
 - a. The School Champion is our direct link to the school
 - b. Please contact your Provincial Manager to learn more about our 60MKC Ambassador Program and eligibility guidelines
2. Has empowered their school community with the knowledge and skills to live a healthy and active lifestyle
 - a. Students and staff have adopted the 5-2-1-0 motto
 - b. Students and staff are aware of the 60MKC trackers are and where to find them
3. Has motivated the school community to engage on 60MKC platform
 - a. Participation at 70% or higher

Tips for a Successful Year

- The success of this program is based on school/family participation
- Familiarize yourself with the web platform
- Provide school staff with how to videos provided by the 60 Minute Kids' Club
- Having daily reminders on how to track their activity with the 60MKC platform
- Encourage the buddy system, students can partner up and keep each other motivated

60MKC LAUNCH TIMELINE

The 60 Minutes Kids' Club is confident that the program can be launched successfully by the school champion. As a self-launch initiative, all the tools and information needed to launch the program will be provided 2-weeks prior to each launch to ensure the program runs as smoothly as possible. Our assistance will be readily available upon request.

Overall Sept–June outline:

FALL CHALLENGE

(OCTOBER 15TH – NOVEMBER 15TH)

Launch: 1-5 days prior

Updates sent out biweekly

Wrap up Assembly: Starting
December 7 onwards

WINTER CHALLENGE

(FEBRUARY 1ST – MARCH 1ST)

Launch: 1-5 days prior

Updates sent out biweekly

Wrap up Assembly: Starting
March 22 onwards/after
Spring Breaks

SPRING CHALLENGE

(MAY 1ST – JUNE 1ST)

Launch: 1-5 days prior

Updates sent out biweekly

Wrap up Assembly: Starting
June 7 onwards

Each wrap-up you will be provided a script for the following:

- Congratulations on completing 60MKC program
- Announcing prizes
 - Top 10 most active and healthy students
 - Top 10 most active and healthy schools in Province/Nation
- Video/Slideshow/Celebrate!

60MKC LAUNCH PREREQUISITES

School and Champion Profile

1. Contact info of school champion (Name/email)
2. Scheduled assembly date & time for Kickoff Assembly
3. 60MKC Info posted on website (Link to Website to SIGN UP) & link to Facebook fan page to "Like"
4. Pledge forms
 - Visit: 60minkidsclub.org/about/kids
 - Kids can print at home if they want to and sign

What you/Champion need prior to launch date

1. Assembly Date & Time Confirmed (Assemblies take 20-30mins)
2. Download **60MKC Launch Package**
 - School assembly Video/slideshow
 - You will need a Projector, Speakers and Screen
 - 60MKC Launch Scripts will be provided
3. Informational Letters and Videos Print out, or send via email, your Parent Letter prior to the start of your Challenge.
 - **60MKC 1-Pager**
An informational document for parents and teachers outlining the 60MKC Challenge and how to get involved.
 - **Student Pledge Forms**
Given to students prior to their challenge. Contains step by step instructions on how they can create an account.

- **How To Sign Up Videos**

Instructional videos for teacher, parents, and students.

- **School Poster & Fit Tips**

Print for promotion of the challenge (great for in classrooms).

60 Fit Tips provided to be read by a student over the PA or in front of their class each day of the 30 day challenge

	<p>Eat 5 or more Vegetables & Fruits Every Day! To keep your energy up throughout the day, you should aim to have 5 meals a day. Three main meals and two snacks. Don't forget to eat healthy snacks!</p>	<p>QUICK TIPS Start each day with breakfast! Breakfast kickstarts your body and gets you ready for the day ahead.</p>
	<p>Power Down - No More than 2 Hours of Screen Time a Day! Power down TV's, video games, computers and other electronics and power up family games, outings and activities.</p>	<p>QUICK TIPS Remember to set goals! The best goals are realistic ones that you can easily meet to build confidence and create new habits.</p>
	<p>Play Actively at Least 1 Hour Each Day. Staying active keeps your body moving properly. If you don't use your bike regularly, it starts to rust and break down. Your body is the same, except for the rust!</p>	<p>QUICK TIPS Choose activities that you can enjoy with your friends. Doing activities together makes it more fun, increases your commitment and adds variety!</p>
	<p>Choose Healthy - Zero Sugar - Sweetened Drinks. Drink More Water! 6 to 8 Glasses a Day. Avoid sugar - sweetened beverages like pop and fruit punch. They provide little nutritional value.</p>	<p>QUICK TIPS Don't wait until you are thirsty to have a drink of water. Carry a water bottle with you in your backpack.</p>
	<p>Rest is as important as activity because it allows your body to repair itself and recover from everything you did during the day. Go to bed at the same time every night.</p>	<p>QUICK TIPS Avoid watching TV or playing video games before you go to bed.</p>
	<p>Spend some time thinking about the nice thing(s) you did today. How did it make you feel? If you did something nice for someone else, did you notice how it made them feel?</p>	

60MKC FOLLOW-UPS

Updates on how your school is doing will be provided every week on Monday from the 60MKC website. These updates are our method of tracking and following up with how your school is doing in their region and nationwide.

Updates provide the following information

1. School Statistics
2. Provincial Statistics/Ranking
3. Nationwide ranking
 - Ranking displays national placing at the end of each Challenge (30 days) 60MKC NEWS

Information and updates on the 60MKC program. Special acknowledgements and mentions to schools, classes, champions, and students. Social media links and updates to share with school community.

RESOURCES

We have engaged the following organizations who are experts in the following fields to share their literature and expertise with kids, teachers and parents to help support the growth of our children's daily healthy habits.

PHYSICAL LITERACY:

Canadian Sport for Life
Active for Life
OPHEA

MENTAL HEALTH:

Kelty Mental
Health Resource Centre

INJURY PREVENTION:

Healthy Canadians

NUTRITION:

Dietitians of Canada

In addition to the healthy habit resources, the 60MKC has sourced specific literacy tools that provide parents and teachers with the information they need to direct behavior towards our collective outcome.

FUNDAMENTAL MOVEMENT SKILLS LIBRARY

FUNDAMENTAL MOVEMENT SKILL ASSESSMENT TOOL

ACTIVITY TRACKING

PARTNERS

The 60MKC is happy to provide relevant resources for kids, parents and teachers. As a registered Canadian charity, the 60MKC has adopted a genuinely collaborative platform to share best practices. **[PLEASE CLICK HERE TO VIEW OUR CURRENT PARTNERS.](#)**

CONTACTS

REGISTER OF DIRECTORS: 60 MINUTE KIDS' CLUB



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SOCIAL MEDIA

FAQS