

BE ACTIVE KIDS®

Staff Challenge Toolkit

February 20 - April 15, 2012

The **Be Active Kids® Staff Challenge** is a unique and fun physical activity challenge that encourages childcare providers and staff to work together to get healthy. It's simple. Be active, record your minutes, win prizes!

Centers will:

- Select a challenge coordinator
- Commit to being more active, more often

Coordinator will:

- Sign up for the Challenge
- Encourage employees to participate
- Collect team sign-up forms
- Send out weekly newsletter
- Collect each team's weekly minutes
- Report minutes to Be Active team

Team Captains will:

- Turn in team sign-up form to coordinator
- Collect team members minutes each week
- Send weekly minutes to coordinator

Childcare Staff will:

- Create teams of 3-5 people
- Choose a team captain
- Pick a team name
- Record daily physical activity minutes
- Report minutes to team captain weekly

Be Active will provide:

- Promotional materials
- Be Active Kids Staff Challenge flyer
- Weekly newsletter and leaderboard
- Participant, team and center activity log
- Prize

Prizes go to:

Top Center, Top Team, Top Individual

Prizes will also be drawn at random for all staff who average more than 150 minutes a week.

Prizes will be announced soon!



All participating centers will be included in the Be Active Kids Staff Challenge press release to be distributed throughout the region, as well as featured on the Be Active Kids website.

