WORLD WIDE DAY OF PLAY

SATURDAY 9.29.18

PARTNER PLAYBOOK
A PLANNING GUIDE FOR GRASSROOTS EVENTS
For fifteen years, Nickelodeon has been promoting one simple message regarding kids health and wellness efforts: Get up, Get Out, and Go Play! Over the years, this reinforced messaging has resulted in thousands of events and millions of kids being active and pursuing healthy lifestyles.

Hosting a Worldwide Day of Play event is fun and totally doable! The event can be big, small, an hour long, or all day. Worldwide Day of Play is a great way to increase visibility around your organization’s commitment to physical activity, sports, and recreational activities. Kids just need to have fun and get the message that play is important!

GET STARTED!
This guide provides tips to help you plan an event for your organization.

• Be sure to register your event at http://day-of-play.com
• Share photos from your event using #WWDOP

SPREAD THE WORD WITH #WWDOP

THE ROAD TO WORLDWIDE DAY OF PLAY
This summer, Nickelodeon is traveling the nation on the Road to Worldwide Day of Play, bringing support to local community events that are encouraging active play and healthy lifestyles. It is the ultimate, summer-long celebration and Nickelodeon invites you to amplify your organization’s health-based programs by participating in Worldwide Day of Play this September!
7 TIPS FOR PLANNING A WORLDWIDE DAY OF PLAY EVENT

1. REGISTER YOUR EVENT WITH NICKELODEON AT DAY-OF-PLAY.COM
   - Registering here will allow for seamless communication. Nick’s Public Affairs team will keep you posted with updates as September 29 approaches.
   - Get to know the ins and outs of this playbook so you can easily find flyers, proclamations, press information, certificates, and more!

2. SELECT A DATE AND A LOCATION
   - Select a date on or around September 29 that works for you.
   - Consider the number of kids and any specific equipment or supplies you’ll need.
   - Remember, if you need to use any public space, such as a park or street, it will be critical that you obtain permission from your community or parks department.

3. CREATE A PLANNING TEAM
   - Assemble a team to help plan your Worldwide Day of Play event.
   - Assign tasks for each member to handle.
   - Reach out to a school or community organization for support including publicity, space, funding, or equipment. The mayor, local merchants, and residents are all great potential resources!

4. PLAN YOUR ACTIVITIES
   - Decide what activities your event should include. The sky’s the limit, so do whatever works best for your organization!
   - Figure out details such as setup and cleanup.
   - Connect to an existing event or program you have that is all about keeping kids active and playing.
   - Make sure there’s an adult on hand to oversee the event and provide resources for snacks and water as necessary.

5. RECRUIT VOLUNTEERS
   - Recruit adult volunteers through reliable organizations—trust us, you’ll need them!
   - Keep your volunteers informed of all details pertaining to the event, and any changes as they arise.
   - Create a contact list with phone numbers and email addresses so it’s easy to keep in touch with everyone.
   - Post a schedule and give volunteers specific tasks. (For example, there might be certain games or stations you need them to help run.)

6. SPREAD THE WORD
   - Use the flyer in this playbook and post it in your community (with proper permission, of course).
   - Use approved social media outlets including Twitter and Facebook to promote your event.
   - Spread the word with #wwdop.
   - Contact us at PublicAffairs@nick.com so we can help you coordinate publicity with your local media.

7. THANKS FOR THE MEMORIES
   - After your event, visit worldwidedayofplay.com to see if your Worldwide Day of Play story has been featured!
JOIN THE MOVEMENT

Check out these specific and general suggestions from our partners for planning your own day of play!
THE ASPEN INSTITUTE PLAY PROJECT
PROMOTING THE POWER OF PLAY!

Launched in 2013 by the Aspen Institute Sports & Society Program, Project Play develops, applies, and shares knowledge that helps build healthy communities through sports.

Five years ago, the Aspen Institute surveyed the landscape of youth sports and saw trends in increasing concern for injury risks, rising participation fees in organized sports, and a shift away from unstructured play. To help counter these trends, the Aspen Institute Sports & Society Programs created frameworks and tools for youth sport stakeholders to use to grow access to quality sports.

PROJECT PLAY PARENT CHECKLIST!
When you become a parent, your favorite athlete becomes the child that you’re raising. Navigating youth sports can be confusing and frustrating and often times parents and caregivers don’t know what questions to ask of themselves, their child, and their sports provider to make sports a great experience. The Aspen Institute Play Project has created checklists with 10 questions that caregivers can ask themselves, their child, and sport providers that will help build a healthy and active child for life.

The following two pages include a checklist for kids (ages 6-12) who play sports and kids (ages 6-12) not playing sports. For more resources and information on Project Play, visit aspenprojectplay.org.
If you’re a parent or caregiver, your favorite athlete is probably the one you’re raising. Ten questions to ask of yourself, your child and local programs to make sports a great experience:

1. **HAVE I ASKED MY CHILD WHY THEY WANT TO PLAY SPORTS?**
   Is it to have fun with classmates? Be tested at the highest level competitively? What do they want to get from the activity? Finding the right program starts with understanding a child’s social-emotional needs.

2. **HAVE I ASKED MY CHILD WHICH SPORTS INTEREST THEM?**
   Most kids get funneled into the same small handful of sports. But there are 120 of them offered across the U.S., with programs that might just be a few miles away. There’s a sport for every kid. Explore the options with them.

3. **DO I ENCOURAGE UNSTRUCTURED AND LOOSELY STRUCTURED PLAY?**
   Michael Jordan had a “love of the game” clause in his NBA contract that allowed him to play pickup hoops. Build the same ethos into your kid’s experience so it’s not all organized competition. Give kids equipment, and get out of the way.

4. **DOES MY CHILD’S PROGRAM PROMOTE MULTI-SPORT PARTICIPATION?**
   As early as grade school, your child may get pressure to focus on playing one sport year-round. Research on child and athletic development rejects this approach. Ask program leaders how they’ll make room for playing other sports.

5. **ARE THE COACHES TRAINED IN KEY COMPETENCIES TO WORK WITH KIDS?**
   The best programs mandate training in coaching philosophy/methods, sport skills & tactics, and safety protections including First Aid and CPR (and, in collision sports like football and hockey, concussion management).

6. **DOES THE PROGRAM EMBRACE SMALL-SIDED, AGE-APPROPRIATE PLAY?**
   Kids are not miniature adults. Six isn’t even 16. Children learn better and have more fun when play spaces, equipment and the number of participants on the field/court/ice are modified to their level. Small rosters help, too.
It can be hard, knowing how to introduce your child to sport and physical activities that meet their unique needs. Ten questions to ask of yourself, your kid, and local programs in finding a good fit:

1. **IS MY CHILD GETTING AN HOUR OF PHYSICAL ACTIVITY DAILY?**
   If the answer is no, they are not getting CDC’s recommended amount for youth. That means moderate-to-vigorous activity, with at least three of those days also involving exercise that strengthens muscles and bones.

2. **DO I REGULARLY ENGAGE IN PHYSICAL ACTIVITY OR SPORTS MYSELF?**
   Research shows that parents who are physically active are more likely to have physically active children. Be a role model, while also encouraging fun activities that you can enjoy together – from bike riding to a backyard catch.

3. **HAVE I POPULATED OUR HOME WITH BALLS AND OTHER SPORTS EQUIPMENT?**
   Provide a child with the tools to play, on their own terms (not those of adults), and often they will. Unstructured play builds physical literacy and love of game, with intrinsic rewards that encourage further engagement.

4. **DO I LIMIT SCREEN TIME AT HOME AND REQUIRE MY CHILD TO GO OUTSIDE?**
   The American Academy of Pediatrics recommends parents place consistent limits on time spent with media. Start by removing TVs from bedrooms. Research shows more than 1.5 hours of daily TV is a risk factor for obesity.

5. **HAVE I ASKED MY CHILD WHICH SPORTS THEY MIGHT LIKE TO LEARN?**
   Most kids get funneled into the same, small handful of team sports. But there are 120 sports offered across the U.S., and some providers and sites might just be a few miles away. There’s a sport for every kid. Internet tools can help you explore.

6. **HAVE I CONSIDERED ACTIVITIES THAT LIMIT PEER COMPARISON?**
   Rock-climbing. Skiing. Snowshoeing. Martial arts. Archery. Individual sports can feel safe, especially for kids with special needs. Then there are more recreational team games, like Ultimate Frisbee.
BOYS & GIRLS CLUBS OF AMERICA
MAKE THE HEALTHY CHOICE THE EASY CHOICE!

For more than 150 years, the Boys & Girls Club Movement has been a leader in helping youth who need the organization most to stay active. To assist Club members to stay active, BGCA has created Play Breaks which are five minute bursts of activity that lead to 60 minutes of play daily. The following are activities from BGCA's PLAY Breaks guide.

TRIANGLE TAG

How to play:
1. Divide players into groups of four with three of the four holding hands in a circle, and one of the four outside the circle.
2. The member outside of the circle is the “tagger.”
3. Members pick one of the three players holding hands to be the “runner.” This person runs from the “tagger” but stays within the circle.
4. The other two players holding hands in the circle will help to protect the designated runner by moving the circle in different directions.
5. The tagger may not go inside the circle or lean on the arms of the two members holding hands.
6. Once the tagger has tagged the runner, the positions change.

ROCK PAPER SCISSORS SUPER BOWL

How to play:
1. Put members into pairs.
2. Partners compete in one round of rock, paper, scissors.
3. Repeat the round if there is a tie.
4. The winner from each pair moves on and finds another winning member to play.
5. The member who did not win cheers on the member who beat them for the remainder of the competition.
6. The winner of each round continues to advance and the members who don’t win follow the winner to cheer for them.
7. The game continues until there are only two winners left.
8. Announce that this is the Super Bowl and that this final round determines the overall champion.

Visit [bgca.org](http://bgca.org) and click on “Programs” to learn more about how BGCA is creating a Healthier Generation.
Picture this: a safe, no-limits place designed specifically for girls, where they’re inspired to seek out new challenges, build important skills, and take the lead. That’s Girl Scouts. A place where every girl has the space and support she needs to reach her full potential and accomplish amazing things.

Earning Athlete badges that teach girls about fair play, practicing with a purpose, good sportsmanship, cross training, and coaching are some of the ways girls can get in on the fun!

**Parents and Caregivers Can Get In On the Fun and Learning Too, With Content Developed Just For Them!**

Raising girls to be happy, healthy, and successful is simpler than ever with help from Girl Scouts. As the largest leadership development organization for girls in the United States, we’re proud to be a thought partner for parents raising up the next generation of girls and young women. Visit [girlscouts.org/RaisingGirls](http://girlscouts.org/RaisingGirls) for articles and practical tips including:

- Why Playtime is One of the Best Preps for Kindergarten (and a Successful Life in General!) – [girlscouts.org/RaisingGirls/Playtime](http://girlscouts.org/RaisingGirls/Playtime)
- Help Her Shut Down Haters – [girlscouts.org/RaisingGirls/Confidence](http://girlscouts.org/RaisingGirls/Confidence)

With a unique network of more than 50 million girls and women to cheer her on every step of the way, a lifetime of leadership, success, and adventure starts with Girl Scouts.

**Join today at girlscouts.org/join.**
KIWANIS, K-KIDS AND BUILDERS CLUB
TEAM UP!

K-Kids and Builders Club are student-led service clubs for students in elementary/primary and middle school. The clubs are programs offered through Kiwanis International, a global network of volunteers devoted to serving the children of the world. By joining K-Kids and Builders Club, students serve with other high-achieving youths to change lives and improve their communities.

GIVE IT A GO!
Work with K-Kids and Builders Club to make this year’s Worldwide Day of Play the best yet! Not sure where to start? Just contact your local Kiwanis Club to get in touch with a K-Kids or Builders Club representative and find out how you can get involved.

SOME WAYS TO GET INVOLVED
Ask members of K-Kids and Builders Club to help organize the following: Water- or bike-safety events for your community.

- Jump-rope-a-thon
- Basketball shooting contest
- Soccer tournament

For more information about these Kiwanis Service Leadership Programs, visit kiwanis.org/SLP.
LAUREUS USA
USING THE POWER OF SPORT TO CHANGE THE WORLD!

“Sport has the power to change the world. It has the power to unite people in a way that little else does. Sport can inspire hope where there was once was only despair.” - Nelson Mandela

Inspired by our Founding Patron, Nelson Mandela, Laureus USA’s mission is to improve the lives of youth and unite communities through the power of sport. We help advance the sector of organizations using sport as a tool for social change.

WHAT IS SPORT FOR GOOD?
Sport for Good is the intentional use of sport to improve the health, education, employability and social cohesion of youth. By focusing on sport’s positive impact, organizations have the ability to improve the life skills and values of their youth participants.

Our second annual State of Sport for Good Report combines the experiences of more than 140 Sport for Good programs to uncover key learnings and best practices. From the report, here are the top social outcomes that sport can effectively improve:

**Health:** Enhancing mental well-being and encouraging healthy behavior change
- Participants regularly report increased self-esteem, self-confidence, and social emotional growth

**Education:** Increased access to and completion of education
- Emphasis on academics as well as sport in a program ensures that participants can build futures beyond sport
- Organizations report improved school performance, classroom behavior, and attendance amongst participants

**Women and Girls:** Promoting equality, empowerment and safety
- Research shows that to effectively engage girls in sport there are three key findings: recognize the importance of hiring female coaches, ask girls what they want in a sport program, and hire and encourage female leadership in the organization

**Employability:** Developing skills and creating pathways to employment
- 65% provide pathways or opportunities for young people to gain employment

**Inclusive/Peaceful Society:** Creating communities which embrace ethnic, cultural and physical differences as well as resolving conflict, promoting community peace-building and creating safe spaces
- 77% of Sport for Good organizations contribute to reduced discrimination in their communities

HOW TO GET INVOLVED IN SPORT FOR GOOD ON WORLDWIDE DAY OF PLAY, AND EVERY DAY!

**The Sport for Good Map**
To find Sport for Good programs in your community, visit map.laureususa.com

**The Sport for Good League**
To join our online collaborative community of people using sport for social impact, please visit league.laureususa.com
NFL PLAY 60

BE A PART OF THE NFL PLAY 60 MOVEMENT FOR AN ACTIVE AND HEALTHY GENERATION!

In 2007, the NFL launched NFL PLAY 60, a national youth health and fitness campaign focused on increasing the wellness of young fans by encouraging them to be active for at least 60 minutes a day.

Over the past decade, the NFL has partnered with leading academic, scientific and nonprofit organizations, including the American Heart Association, National Dairy Council, Special Olympics, Shriners Hospitals for Children, St. Jude, and the United Way, to help children of all abilities get the recommended 60 minutes of daily physical activity and lead active, healthier lives.

Sign up to become a Fuel Up to Play 60 school fueluptoplay60.com
Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by National Dairy Council and NFL, in collaboration with the USDA, to help encourage today’s youth to lead healthier lives.

Use your phone to get moving! Download the NFL PLAY 60 App on a mobile device to play a super cool and fun endless runner game. Earn points by running, jumping, and turning while holding the phone. Visit NFL.com/PLAY 60 to download the App.

Enjoy a game of flag football. Start a pickup game in your backyard with friends and family or join a local NFL FLAG league near you! To find a local league, visit nflflag.com.

Hold a scavenger hunt. Make up a list of items for kids to collect. Have them search until they have collected every item on the list.

Visit NFL.com/PLAY60 for more information on other PLAY 60 programs.

Tell everyone about your pledge to PLAY 60 using #NFLPLAY60
PLAYWORKS
LEVERAGING THE POWER OF SAFE, FUN, AND HEALTHY PLAY!

Playworks is the leading national nonprofit leveraging the power of play in schools and on school playgrounds to transform children's social and emotional health. Playworks creates a place for every kid on the playground to feel included, be active, and build valuable social and emotional skills by providing opportunities for kids to accomplish the following, all through play:

- Explore their imaginations
- Increase their level of physical activity
- Take on leadership roles
- Resolve conflicts peacefully
- Actively demonstrate peer support (like high-fiving for effort)

DESIGN YOUR OWN HIGH-FIVE CHALLENGE!

Here’s a personal challenge: How many supportive high-fives can you give out to friends in a single recess, or during a single school day? Want to make the challenge even bigger? Try fostering a culture of high-fiving for effort among your family, your teammates, all the kids in your grade, or your entire school. When you model supportive high-fives, you may be surprised by how swiftly your friends will follow your positive example!

Below is a fun way to add high-fives on the playground!

“High-Five Tag”
Time Needed: At least 5 minutes
Materials Needed: Open space

How to play:

1. Start by deciding on the boundaries of your tag area.
2. Remind players to use safe tagging (tag from shoulder to wrist only, with gentle fingers) and high-five technique (high-five gently!).
3. Select two taggers (or an appropriate number of taggers for your group size).
4. Start the game! When a player is tagged, he or she must freeze and put a hand up high. Any other player can then unfreeze that person with a nice high-five. Taggers can rotate after they’ve tagged four players (or whatever number players agree upon).

For more fun activities and to find Playworks in your community, visit www.playworks.org.
POLICE ATHLETIC LEAGUE

PAL AT PLAY!

The Police Athletic League (PAL), together with the NYPD and the law enforcement community, supports and inspires New York City youth to realize their full, individual potential!

PAL Sports provides opportunities for officers and young people to interact and develop mutual respect. At PAL participation in structured sports and recreation activities allow youth and police to create positive relationships and encourage intergenerational communication. PAL Sports is a component of our afterschool, summer camp, PLAYSTREETS and teen programs and is designed to improve fitness, sports skill development and teach leadership and teamwork.

STAY FIT WITH PAL!

Visit palnyc.org for more information on PAL afterschool programs and activity ideas like the one below!

Hot Shots!

Time Needed: 1 minute per team

Materials Needed: 20 or more cones

The Setup:

• Designate an outer boundary around a basketball half court with cones
• Set up additional cones on the court at designated positions in a horseshoe formation to start (use different color cones for this)
• Create two person teams and select the order of the teams
• Assign point values to the cones in the designated positions

What to Do:

• Each two-person team will have one minute to score as many points as possible and points are scored by making shots from the designated positions on the court.
• Teammates will alternate shots. Player one will shoot, get his/her own rebound, and pass to Player two who has taken position at a different point-value location.
• If a team makes a shot from each spot on the court, it will be given 25 bonus points. Teams may start at any of the designated positions on the court. *Teams may only count two lay-ups towards their final scores.

Get Creative:

• If you don’t have cones, you can use old water bottles, coins, etc.
• Use more cones to set up additional shots with higher level of difficulty
• Use different types of balls, such as soccer, tennis, or footballs
SPECIAL OLYMPICS
INCLUDING EVERYONE IN THE JOY OF PLAY, SPORT, AND PHYSICAL ACTIVITY

Special Olympics is revolutionizing sport, health and wellness for everyone through the power of inclusion. Everyone can experience the excitement of play while also enjoying the health benefits of being physically active and the feelings of social inclusion, connectedness and friendship. Special Olympics fitness offers fun activities to encourage people of all abilities to stay fit by being active, eating nutritious foods and staying hydrated with water. Kids, youth, adults and families can come together in a variety of settings – from home, to school, to community – to join Special Olympics and Nickelodeon’s Worldwide Day of Play.

SPECIAL OLYMPICS YEAR-ROUND, INCLUSIVE FITNESS PROGRAMS

Special Olympics runs a variety of fitness initiatives that began in three U.S. states and expanded to over 20 U.S. states and 45 countries with plans to reach all 50 US states and 172 countries. Special Olympics is located globally. People of all abilities around the world are embracing fun ways to play together, be more active, fit and healthy. The three models include:

Unified Fitness Club
- Walking clubs with additional fitness activities

Fit Families
- Family challenge to set individual and family play/physical activity and nutrition goals

SOfit
- Wellness classes combining education and activities with a focus on physical, nutritional, social and emotional components

GUIDE TO FITNESS

Special Olympics launched a fitness guide – Fit 5 – that offers easy tips on leading a healthy lifestyle through:
- Exercising 5 days per week
- Eating 5 total fruits and vegetables per day
- Drinking 5 bottles of water per day

Supplemental fitness cards and videos offer a fun and easy ways that kids, parents and families can play together.

For full access to fitness models, Fit 5 guide, fitness cards and videos to make your own fun activities and routines follow the link to fitness under the health tab at: https://resources.specialolympics.org/ResourcesDefault.aspx.
US PLAY COALITION

PLAY FOR LIFE!

Since 2009, the US Play Coalition has grown into an international network of individuals, organizations, and businesses that help promote the value of play throughout all stages of life.

We all need to play! From babies to grandparents, PLAY is good for the mind, body and soul! So when it’s time for play, be sure to include others. Play patty cake with your baby sister or checkers with your elderly neighbor. Hide and Go Seek or I Spy can be played at just about any age and all abilities. Grab a couple of friends and play tag. Let your imagination go wild! Even the most basic games can be jazzed up with a little bit of creativity!

BLOB TAG!
A fun twist on an old favorite!

- Start by selecting boundaries for your tag area. Make sure you have a large, flat space without trees, roots, and debris in the way. This game needs lots of room!
- Select a player to be “IT” – everyone else is trying to avoid being tagged by the person who is “IT”.
- When the person who is “IT” tags someone, that person must join hands with “IT”.
- With each tagged person, “IT” becomes a huge blob of people holding hands and trying to tag those that are left.
- Another twist is that once the blob has 6 people, it can split into two blobs of 3, making it twice as hard to escape THE BLOB!
- The last person remaining without being tagged wins the round and is “IT” to start the next game!

FREEZE DANCE
Fun for all ages and abilities!

- Select a person to be “IT” and they will serve as the DJ.
- Using a phone, radio, or other music device, the DJ plays music for everyone to dance.
- When the DJ stops the music, everyone must FREEZE instantly and hold their position.
- If a player does not stop when the music stops, the player is out. If a player falls or moves out of a frozen position before the music starts again, the player is also out!
- The last dancer dancing is the winner and the DJ for the next game.

To learn more about the US Play Coalition’s research, education, and communication efforts to help expand the Play Movement, visit usplaycoalition.org.
USA BMX – THE AMERICAN BICYCLE ASSOCIATION

RACE YOUR BIKE!

USA BMX is the leading promoter and advocate of youth cycling. Over 300 dedicated BMX Racing tracks across North America run 11,000+ grassroots races per year for a membership of 60,000 riders, ranging in age from two to 80 years.

BMX Racing is an Olympic sport and in Rio at the 2016 Summer Olympic Games Connor Fields won Gold and Alise Post won Silver, both members of TEAM USA.

“Race ya!” is one of the earliest challenges exchanged among young friends. Racing of any kind is healthy competition and teaches a variety of life lessons. As kids grow up, “riding bikes” has been a rite of passage for fitness and personal responsibility for generations. Combining the two is the perfect fun-and-fitness activity for the entire family.

2008 Team USA Olympic Medalist Donny Robinson shares the following ideas of how riders can race their bikes.

SET-UP A NEIGHBORHOOD BIKE RACE

Time Needed: About an hour
Materials Needed: Cones and chalk

The Setup:

- Recruit a group of friends or neighbors (any age, riding any kind of bike).
- Select a closed-off section of parking lot or other open space to hold your race (be sure to get proper permission).
- Set up cones or something to define a minimum of two turns and use chalk to define the start and finish lines.
- At the sign-up table, issue a paper plate with a unique number to each rider entering the race. Tape the plate to the handlebars of each bike. The scorer will use these numbers to record the finishes.
- Divide riders into appropriate age groups and create “motos” (heat races) of four to six riders. Use notebook or graph paper to write out the motos and use to score the finishes.
- Appoint a volunteer as starter and two as scorers. The starter can use the verbal command “riders ready, pedals ready, GO!,“ a flag or a flashlight as a way to start each of the motos.
- Run three rounds of motos per group, then add up the finishes. The rider with the lowest points wins (three first place finishes, or three points, is the best score).

For information on BMX Racing league, please visit bmxracingleague.com.
PRESIDENT’S COUNCIL ON SPORTS, FITNESS & NUTRITION

The President’s Council on Sports, Fitness & Nutrition (PCSFN) is inspiring Americans to lead a healthy lifestyle that includes regular physical activity, good nutrition, and sports participation – especially among the nation’s youth.

It’s important that kids have opportunities to be physically active at least 60 minutes a day. Sport participation and regular physical activity are crucial for youth development, supporting personal and social growth, lifetime health and fitness habits, and a competitive spirit. Playing sports can help children learn how to set goals, do better in school, have better self-esteem, make friends, and have a more positive body image.

PCSFN’s programs that motivate kids to be active and healthy and support Nickelodeon’s Worldwide Day of Play efforts are the Presidential Youth Fitness Program, I Can Do It! and the Presidential Active Lifestyle Award (PALA+).

For more information about the President’s Council visit fitness.gov and follow @FitnessGov on Twitter.

PRESIDENTIAL YOUTH FITNESS PROGRAM

Evidence shows that when children are healthy and fit, they are more productive in the classroom and in life. Considering children spend up to half of their waking hours in school, an active school environment is key. Schools that prioritize quality physical education and promote physical activity throughout the school day play a vital role in empowering students to be active and healthy adults.

That’s why the Presidential Youth Fitness Program (PYFP) is helping physical education teachers enhance their programming in a way that will impact students for a lifetime. Designed to be easily integrated into existing physical education curricula, PYFP helps physical educators enhance their fitness education and assessment process through unique professional development and recognition opportunities. The program utilizes the assessment process to measure fitness in an efficient, evidence-based way and helps students develop personal physical activity plans so that they can be active inside and outside of the classroom.

Empower students to be fit for life. Signing up is quick, easy, and free for teachers. Join today at pyfp.org.
I CAN DO IT! ENSURING ALL KIDS HAVE A CHANCE TO BE HEALTHY AND ACTIVE!

I Can Do It! (ICDI) is a customizable and inclusive health promotion model aimed at transforming the lives of individuals with a disability. The ICDI model empowers schools and communities to design and implement physical activity and healthy eating programs so kids and adults with a disability are included and have the access and opportunities they need to be healthy and active. ICDI leverages Mentor-Mentee relationships to inspire individuals with a disability to set and achieve personal, weekly physical activity and healthy eating goals.

Did you know?
• Approximately 56 million Americans have a disability.
• Children with a disability face challenges when engaging in regular physical activity, and sometimes struggle with overweight or obesity that may be due to inactivity or poor diet.
• The benefits of regular physical activity and good nutrition include reduced risk of heart disease or stroke, growth and development of strong bones, muscles and joints, improved mood and well-being, and reduced risk of hypertension and type 2 diabetes.
• It’s important for all of us, regardless of our ability level, to find ways to stay active and eat healthy!

ACTIVITY FOR ALL ON WORLDWIDE DAY OF PLAY!
Consider these tips when deciding the best way for your kids to get active.

Aim for 60 minutes of physical activity daily.
• Get moving! This could include your child walking fast or rolling in a wheelchair, swimming, raking leaves, or other activities that make their heart beat faster.
• Start low and go slow. Increase physical activity gradually over time. Slowly increasing how often and how long activities are done supports safety and enjoyment.
• If your child requires activities or exercises to be adapted for their participation, no sweat! Search the internet for ways to modify the activities your child is interested in.

Do muscle- and bone-strengthening activities at least three days a week.
• This includes sit-ups, push-ups, or lifting weights.
• Try working on the muscles that your child uses less often and stay within their limits.

Find support and stick with it.
• Be active with others! Participate in activities with your child or look for programs like ICDI that offer a Mentor-Mentee approach, especially if your child is trying out a new activity.
• Measure progress. Use tools like the Presidential Active Lifestyle Award (PALA+) to set appropriate, personal physical activity and healthy eating goals for your child.
• Celebrate the little things. Even if your child does not meet their activity goal in the time allotted, encourage them and don’t let them give up! Re-write the goal so it can be attained by your child in a new timeframe.
• Remember, any amount or type of physical activity is better than none at all. Find something your child enjoys and give it a try together!

Be a Champion for ICDI in your community!
The ICDI model is customizable and can be implemented in multiple settings. PCSFN supports ICDI Sites nationwide by offering free resources and assistance during setup and implementation. Become a champion for ICDI in your community and help provide opportunities for individuals with a disability to be healthy and active!

To get started, visit fitness.gov/ICDI for more information and to sign up.
PRESIDENTIAL ACTIVE LIFESTYLE AWARD: ACTIVITY+ NUTRITION (P ALA+)

P ALA+ is a great way to help motivate you, your friends, and your family to be active and eat healthy every day. P ALA+ enables people of all ages and abilities to receive recognition for leading healthy lifestyles that include regular physical activity and good nutrition.

Anybody can earn a P ALA+ certificate simply by tracking their daily physical activity and healthy eating and measuring their progress towards their weekly goals.

Kids can use the log provided on the next page to track their progress and then share their accomplishments with Nick, or visit fitness.gov to learn more and receive a P ALA+ certificate of achievement.

PhysicaL ACTIVITY GOAL TIPS:
A healthy life is an active life. Achieve the physical activity goal by reaching both components – active minutes and active days. Youth (6 to 17 years old) need to do at least 300 minutes of physical activity each week, and need to be active at least five days each week. Adults (18 and older) need to do at least 150 minutes of physical activity each week, and need to be active at least five days each week. It’s important for youth to perform age-appropriate, variable, and enjoyable physical activity. Older adults, individuals with disabilities, and individuals with chronic medical conditions should adapt their P ALA+ goals if they are unable to reach the amounts of physical activity recommended for their age group.

HEALTHY EATING GOAL TIPS:
In addition to achieving your physical activity goal, you also have the freedom to choose what healthy eating goals you want to work on, which allows you to tailor the program to meet your specific needs. By the end of your P ALA+ Challenge, you will have learned how to incorporate six healthy eating habits into your daily routine.

Focus on Whole Fruit: Aim to choose whole fruits over fruit juice for extra fiber. Fruits may be fresh, canned, frozen, or dried and may be whole, cut-up, or pureed.

Vary Your Veggies: Select a variety of colorful vegetables to get the vitamins, minerals, and fiber your body needs to be healthy. There are many different ways to eat your vegetables, such as fresh, frozen, or canned varieties.

Vary Your Protein Routine: Meat, poultry, seafood, beans and peas, eggs, processed soy products, nuts, and seeds are considered part of the Protein Foods Group. Select leaner cuts of beef and pork and eat turkey and chicken without skin.

Make More of Your Grains Whole: Read the ingredients list and choose products that list a whole-grain ingredient first, such as “whole wheat,” “brown rice,” or “oatmeal.”

Move to Fat-Free or Low-Fat Dairy: Dairy products offer calcium, vitamin D, and many other nutrients your body needs. Foods like fat-free or low-fat milk and yogurt, reduced fat or low-fat cheese, and calcium fortified soymilk are part of the dairy group.

Drink Water Instead of Sugary Drinks: Regular soda and other drinks such as fruit drinks and energy drinks can have added sugars. Instead, reach for a tall glass of water.

Select Food with Less Sodium: Read the Nutrition Facts label to compare sodium in packaged foods like soup, canned vegetables, and frozen meals and choose the foods with lower amounts.

Limit Added Sugars: Added sugars include syrups and other caloric sweeteners. When sugars are added to foods and beverages to sweeten them, they add calories without contributing essential nutrients.

Replace Saturated Fats with Unsaturated Fats: Most saturated fats come from animal products like dairy, meat, and poultry. To limit the amount of saturated fats you eat, choose lower-fat dairy and lean options for meat and poultry—like lean beef and grilled chicken breast without the skin.
**Paper Log Instructions:**

Circle each healthy eating goal you achieve. Enter your daily physical activity in minutes and add up the total at the end of the week. Circle the total if your goal is met. Once you achieve your goals in week 6, 7, or 8, you're eligible to receive the PALA+ award certificate at [www.fitness.gov](http://www.fitness.gov).

**Healthy Eating Goals (key)**

- Focus on Whole Fruits
- Make More of Your Grains Whole
- Vary Your Veggies
- Vary Your Protein Routine
- Select Foods with Less Sodium
- Limit Added Sugars
- Drink Water Instead of Sugary Drinks
- Replace Saturated Fats with Unsaturated Fats
- Move to Fat-Free or Low-Fat Dairy

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### PARTICIPATION LOG

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Kids aren’t the only ones who need to get ready for the Worldwide Day of Play— so do parents! Here’s a checklist that might come in handy in the days and weeks leading up to Worldwide Day of Play.

**PREPARE**
- Consider starting your own event. You can do it on your own or partner with a school, nonprofit organization, or other interested group.

**PLEDGE**
- Mark your calendar for September 29, 2018—Worldwide Day of Play!
- Make the commitment to get your kids to participate. Discuss potential options for the day with your child(ren) so you can make an informed and effective decision.

**PLAY**
- Get in on the action with your kids! Consider asking organizers of local events if you can participate as well!
- Encourage your kids to stay active throughout the year, not just on Worldwide Day of Play. Use the suggestions throughout this Playbook as starter ideas, or follow them closely.
- Afterward, check out worldwidedayofplay.com for recaps and updates!

GET OUT & PLAY
MAKE IT OFFICIAL!

This section contains documents you can use to make your day of play official.

- Flyer
- Certificate of Participation
- Proclamation

After your event, be sure to visit worldwidedayofplay.com to find out if your Worldwide Day of Play story has been featured!
ALL DAY LONG

GET UP, GET OUT, AND GO PLAY WITH NICKELODEON!

Date

Time

Location

Details

GET UP, GET OUT, AND GO PLAY WITH NICKELODEON!
CERTIFICATE OF PARTICIPATION

is awarded to

______________________________

for outstanding participation in Nickelodeon’s Worldwide Day of Play and for demonstrating a stellar commitment to maintaining a healthy lifestyle.

Presented in partnership with Nickelodeon.

Signature ____________________________ Date ____________________________
WORLDWIDE DAY OF PLAY PROCLAMATION

I join Nickelodeon, Boys and Girls Clubs of America, USA BMX, Girl Scouts of the USA, The Aspen Institute, Playworks, NFL Play 60, Special Olympics, Laureus USA, Police Athletic League, President's Council on Fitness, Sports and Nutrition, and the many other participating organizations in celebrating Nickelodeon’s 15th annual Worldwide Day of Play,

For the 15th annual Worldwide Day of Play,

Whereas, an essential part of Worldwide Day of Play’s success are the thousands of events encouraging active play Nickelodeon and its partners host for kids around the world, and

Whereas, nutritious diets and physical activity are essential components to living a healthy lifestyle and reducing disease, and

Whereas, _______________________________ (City/State) and Nickelodeon are committed to supporting kids’ health and wellness,

THEREFORE, be it resolved, that I _______________________ (Name and title of elected official) do hereby proclaim __________ (Date) to be Worldwide Day of Play in ____________________ (City/State).

_____________________________________
Signature

This year’s celebration is a summer-long initiative leading up to Worldwide Day of Play on Saturday, September 29, 2018. Nickelodeon invites you to celebrate and amplify your programs that keep kids healthy and active all year long by participating in this monumental day of play.
Nickelodeon is proud to be working with such fantastic organizations for Worldwide Day of Play!
SPREAD THE WORD WITH #WWDOP

worldwidedayofplay.com