



The **60 Minute Kids' Club** is a fun and engaging program designed to get children in Kindergarten to Grade 6 excited about making the right healthy choices. It also supports meeting federal guidelines for 60 minutes of daily activity.

DEAR PARENTS,

Our Elementary School will be taking part in the **60 Minute Kids Club Fall Challenge**, running **October 1st - December 1st, 2013!** The 60MKC program is offered for FREE due to sponsorships from TELUS and Innovative Fitness.

The students will have the opportunity to sign up under their school online: www.60minkidsclub.org and track 5 healthy behaviours over the 60 days. They will earn points for themselves and their school as they will be working as a team to improve and practice these healthy choices daily!

WHAT IS THE 60MKC?

What makes our program different?

- Offered free of charge
- Online Healthy Choices Tracking Platform
- Real-time reporting capability
- 3 challenges throughout the school year include all basic healthy lifestyle choices
- Accountability through a safe online tracking tool
- 60 Minute Kids' Club team support

PROGRAM OVERVIEW

Visit www.60minkidsclub.org to sign up under your child's school name:

Once the child is registered, he/she is encouraged to track their daily healthy choices across 5 trackers. (we have incorporated the 5-2-1-0 message)

Healthy Choice Daily Trackers



Activity



Nutrition



Screen Time



Hydration



Sleep

- Each time a student logs in and tracks, they receive points which aggregate under their school and from here we can determine the most active and healthy school/district, district/province and province in the country.



- We send % participation and total score reports to school administrators and whomever we determine wants to see the results through the 60 day challenge. This provides accountability to the administrators.

60MKC FEEDBACK

STUDENTS: "It was fun and engaging. Everyone was on the same team regardless of abilities."

TEACHERS: "We really activated the 60-80% who wouldn't normally be engaged in activity."
"It's great to see the responsibility be that of the student and parent so we may focus on teaching and learning."

PARENTS: "I have never seen my kid so excited about eating healthy, drinking water and making sure they get their 1hr of exercise."

STAKEHOLDERS / EXISTING NPO'S: "The program is great because it provides tracking and reporting on our curriculums and programs that we didn't / don't have."