



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.

60MKC VISION

The 60MKC is a registered Canadian charity created to instill physical literacy habits in children aged 5-11.

WHY THE 60MKC WORKS

The program is anchored in best practices learned and honed over 20+ years of experience in our private personal training business Innovative Fitness:

- Incentive to participate
- Accountability to results
- Follow up on the results
- Fun and Engagement

We deliver the program through a unique high touch and high tech strategy.

Wherever possible, we have also communicated with leading experts and leaders across the country in an effort to align and support provincial frameworks and initiatives

We have also made a significant investment in our technology platform to provide enhanced user experience, and to facilitate collaboration and innovation.

60MKC PROGRAM

There are three 60/45 day challenges throughout the school year skipping over busy times at school and holidays eg:

October 1st-December 1st

January 15th-March 15th

April 15th-June 1st

- The challenge kick off assemblies begin 2 weeks in advance of the start dates with the School Champion sharing the what/why/how of the program while getting kids excited. The School Champion is the lead at your school and our internal contact who will launch the program. They can be the Principal, Vice Principal, PE Teachers and/or Computer/Technology Teacher!

- The School Champions will lead and launch the program with all the tools provided to you from the 60MKC team. Schools may also have 60MKC Ambassadors in their community. Ambassadors can be members of the 60MKC, Olympians, varsity and amateur athletes, PAC members, government officials, etc. We have a vetting process and once cleared, we provide the A-Z on how to help the School Champions execute the program.
- Information is then sent home to the parents by way of prepared communications from the schools encouraging them to assist their kids in signing up under their school. Much like the recycling program, the 60MKC is designed to affect positive change IN THE HOME; parent /child vs. teacher /student.
- 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



- 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 kid/grade, grade/ school, school/district, district /region and region/province and province/country.
- We send % participation and total score reports to school administrators and whomever we determine wants to see the results through the 60/45 day challenge. This provides accountability to the administrators.
- Throughout the 60/45 days, ambassadors are encouraged to visit the classrooms and check in on who's registered and following the healthy recommendations. Through the site, we have daily virtual fit tips and inspirational messages created by athletes, ambassadors, nutritionists and sport psychologists.



- At the end of 60/45 days, we return to the schools and recognize the top 10 most active as well as the top schools/province.
- At the end of the entire year, the school with the most annual points is rewarded with a field trip to a cool destination.

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.”

60MKC HISTORY

- The 60MKC was designed through the challenge of two elementary school teachers who requested an activation program that was not extra work for the teachers and had sustainability.
- We took the challenge and researched best online and offline practices through UBC in 08/09. The clearest feedback included the following:
 - No more education and information campaigns—we want activation
 - No more year long programs that lose their luster 3 weeks in
 - No cost to the schools, teachers or students etc.
- **IN 2009** we piloted the 60MKC in 5 schools (5000 kids) in NS, Ontario and BC to see if what we had created was in fact—exciting. We were pleasantly surprised by both the feedback and results.
- **IN THE ON LINE WORLD** 11% participation is deemed excellent. In NS—where there was no local 60MKC team member – we achieved 45% participation, while the rate in Ontario was 65% and 85% in BC. A good sample of low / high socioeconomic school settings were represented.
- **IN 2011/2012** we wanted to increase the test base and decrease the geography, so we focused on BC and Ontario. We doubled in BC (despite job action) and more than quadrupled Ontario participation. Combined participation was 70%.
- **IN 2012/2013** school enrollment has so far reached 70 schools in BC and 25 in Ontario (despite job action), and we have re-engaged Nova Scotia and launched in

Alberta. We aim to have 100 BC schools, 50 Alberta schools and 25 Ontario schools enrolled in the last challenge of the school year.

- The eventual goal is to have the 60MKC in every elementary school across Canada.

60MKC CONCLUSION

- We’re FREE
- Light / no extra work for teachers
- Accessible to every level of skill
- Aligned with evidence based projects
- Completely open to collaboration
- A registered Canadian charity
- Scalable and sustainable
- Flexible province by province
- And we’re FUN

“By activating this program, elementary schools have an opportunity to engage its students by encouraging them to set and commit to goals, which will in turn boost their self-esteem and leadership skills.”

*David J. Sanderson, Professor,
School of Kinesiology, University of British Columbia*

“Unlike many programs, the 60 Minute Kids’ Club program takes us beyond awareness and education to actual behaviour change by actively addressing the challenging issues of childhood obesity and inactivity.”

*Christine Hampson, Ph.D., President & CEO,
The Sandbox Project*

“With the inactivity crisis that is pervasive with Canadian children and youth, the 60 Minute Kids’ Club provides a unique way to motivate children to be active and make healthy choices.”

Scott Ackles, CEO, ViaSport British Columbia

“Research I have conducted has shown children continue to face a number of challenges to being physically active. The (60 Minute) Kids’ Club is an excellent example of a program that directly targets these challenges and provides online support and motivation for students.”

*Laurene Rehman, Ph.D., Chair,
Department of Recreation and Leisure Studies, Dalhousie University*

Visit us at www.60MinKidsClub.org