



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.

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

HOW DOES IT WORK?

The Format is as Follows:

LIVE: a school assembly for the students provides a fun and educational format to bring awareness and responsibility on what healthy habits are and how they can incorporate them into their daily life.

ONLINE: The online tracking provides feedback to the students, their parents and their teachers on how they are doing during the challenge.

Healthy Choice Daily Trackers



Activity

Nutrition

Screen Time

Hydration

Sleep

Acknowledgement

For every 60 MKC challenge we reward the top 10 most active and healthy students in each school, as well as the champion school for that particular 60 day challenge.

60MKC SCHOOL CHAMPION

60 Minute Kids' Club School Champions are individuals that show great initiative in promoting the 60 MKC program and with their efforts, help drive high levels of participation and adoption of the 60 MKC attitude and lifestyle!

Who can be a 60 MKC Champion?

- Principal / Vice-Principle / Teachers / Parents / Amateur & Professional Athletes / Provincial Health Coordinators / University Students

Role & Responsibility of Champion:

- Primary point of contact at the school for all communications from the 60 MKC School Coordinators and Managers.
- Has the choice and opportunity to launch the assembly and empower their school community with the knowledge and skills to live a healthy and active lifestyle.
- Has motivated the school community to engage on 60 MKC platform

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
- ✓ Have weekly / bi-weekly reminders on how to track their activity with the 60 MKC platform
- ✓ Encourage the buddy system so students can partner up and keep each other motivated

60MKC LAUNCH TIMELINE

Overall September-June Outline:

Fall Challenge: Oct 1st-Dec 1st

- Launch: September 15th-30th
- Updates sent out weekly or biweekly
- Classroom visits between weeks 2-6
- Wrap up Assembly: Jan 1st-14th

Winter Challenge: Jan 15th-Mar 15th

- Launch: January 1st-14th
- Updates sent out weekly or biweekly
- Classroom visits between weeks 2-6
- Wrap Up Assembly: After Spring Break

Spring Challenge: Apr 15th-Jun 1st

- Launch: April 1st-14th
- Updates sent out weekly or biweekly
- 60 MKC Final Wrap-ups: June 2nd-15th

60MKC WEBSITE



60MKC LAUNCH PREREQUISITES

1. School and Champion Profile

- Contact info of school champion (Name/email)
- Biography
- Scheduled assembly date & time for next (Fall, Winter or Spring) Launch Assembly
- 60 MKC Information posted on website (Link to Website to SIGN UP) & link to Facebook fan page to "Like"

2. What YOU /Champion need Prior to Launch Date

- Assembly Date & time Confirmed (20-30min)
- Projector / Speakers
- Launch Presentation
- 60 MKC Launch Scripts will be provided

The 60 Minutes Kids' Club is confident 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.

60MKC FOLLOW UPS

Updates on how your school is doing will be provided every 1-2 weeks by your 60 MKC Manager.

Updates Provide the Following Information

- School Statistics
- Provincial Statistics/ Ranking
- Nationwide ranking
- 60 MKC News (Information and updates on the 60 MKC program)

Special acknowledgements, mentions, social media links and updates to share with school community.

CONTACTS:

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Visit us today at www.60MinKidsClub.com