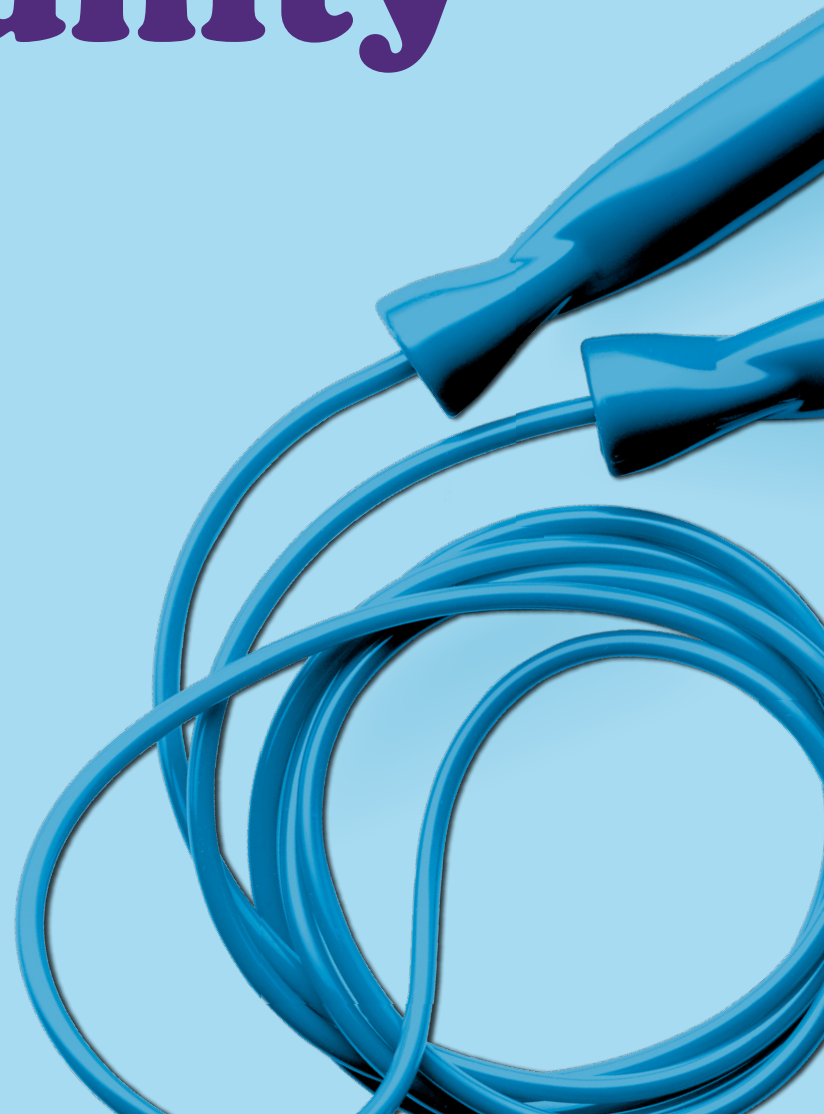




Community Better at school



Program and Event Manual

Funded by the
Government
of Canada

Canada

Saputo

Explore this manual to find:



Welcome to the 2022 ParticipACTION
Community Better Challenge

Page 3



Let's Community Better, while at school

Page 4



Registering your
Community Better Event

Page 7



5 Steps to put your
Community Better Event into motion

Page 8



Hosting Community Better Challenge
Virtual Events or Activities

Page 10



Promotional Resources
and Supports

Page 12



Tips for Hosting Accessible,
Inclusive and Safe Events

Page 18

Welcome!



Welcome to the 3rd Annual ParticipACTION Community Better Challenge

The **Community Better Challenge** is a national physical activity initiative that encourages Canadians to get active in search of **Canada's Most Active Community**. From June 1 – 30, 2022 we're asking Canadians to get active and track their physical activity minutes in an effort for their community to be recognized as one that champions active living and win the **\$100,000 grand prize** to support local physical activity initiatives. Additional prizes will be awarded to winning communities in each province and territory. Your school is part of your community and every minute tracked will go towards your community's grand total.

Now, more than ever, physical activity is needed to help us stay healthy in mind, body, and community spirit. Research shows the COVID-19 pandemic negatively impacted the health of Canadians of all ages, with many moving less and spending more time being sedentary. This includes students – many of whom have not had consistent, in-person interactive classroom experiences or access to extra-curricular activities that keep them active.

The Community Better Challenge provides an easy, fun and safe way to get school communities moving and socially connecting (either in-person or virtually) through physical activity and sport.

We invite you to use the ideas and resources in this manual so that you can **Community Better, at school! Be sure to check out the communications materials on page 12.**

While it is important to be physically active every day, all Canadians should follow their respective public health authority recommendations. The contents of this toolkit are considered, to the best of ParticipACTION's knowledge at the time of publication, to align with Canadian public health recommendations. Changes in circumstances after the time of publication may impact the accuracy of the information.

Let's Community Better, while at school



So, you'd like to bring the Community Better Challenge to your school, but don't know where to start? This manual includes ideas to help you plan your activities – whether in-person, online, or a combination of both! Whatever activities you plan, be sure to include options for different abilities; we owe it to each other to be inclusive and celebrate our differences. It's always more fun when everyone can participate!

Getting Started

Getting your school community moving throughout the month of June may require a variety of activities to keep kids engaged. A good first step is to consider what your school has planned in June already. Your school already offers many opportunities for students and staff to participate in physical activities, like sports teams, intramurals and activities, physical education classes, or spirit days. Tracking activities like these count toward your community's total active minutes.

Here are some additional activities to consider:



Host a Community Better Play Day. Many schools host Play Days during the year where older students lead the younger grades in an organized play day. A Play Day could consist of several stations and teams could visit each of the stations to accrue a prescribed number of minutes. Our printable/editable **Active Minutes Log Sheets** can be used to track activity at school or outside the classroom. Perhaps students that complete their 60 minutes of daily physical activity win a participation reward!



Host a Community Better Minute Marathon. How long can your school get moving as a collective? 24 hours? 48 hours? Select a predetermined active minute goal, consider it a collective relay and aim to reach the minute target as a group.

Let's Community Better, while at school



3 Host a Minute Madness Competition. Create a little healthy competition between classes by encouraging each class to track more minutes each day, as a group. Teachers could lead brief physical activity breaks throughout the school day (either in person or virtually depending on the situation). At the end of the school day, teachers could post a simple “minutes tally” for their class on a school message board.



4 Host a Community Better Try-It Event. Introduce students to physical activities or sports they may not have experienced yet. Consider unique activities like pickleball, yoga or break-dancing. Having qualified instructors on hand (or virtual) will help to create a positive first experience.



5 Invite an inspiring individual to speak with your students. We can all get inspired by a local athlete or community member who truly lives an active life. Plus, the best way to help a child get active is to show them an active role model. Consider planning a special physical activity around this person’s skillset.



6 Go exploring. Plan an active outing with your class, like a neighbourhood walk or trip to the park or nearby nature zone. Moving outside has even greater benefits!



7 Have Friday dance parties. Each Friday in June, take 30 minutes at the end of the day to celebrate the school year and get moving. Consider creating a fun theme each week like “Pop Week” or a style of dancing like line dancing.



8 Ask your students. No one knows your school better than you do. Ask your students what kind of physical activity event they might like to attend or experience. Perhaps cricket, kin ball or a cultural dance are activities the group is interested in trying out? Arrange for an instructor to introduce the activity to ensure a positive first experience.

For other ideas and inspiration on how to get your students active, check out these resources:

Ophea Teaching Tools

PHE Canada Learning Centre

Let's Community Better, while at school



Need some inspiration?

Visit the **Exercise Videos webpage** on the ParticipACTION website where you'll have access to a variety of great workout playlists. In addition, ParticipACTION has the following resources available, especially developed for kids:

- **Family First Workout Video:**
Try this fun, recess-inspired workout!
- **Teen-Themed Workout:**
This is a teen-friendly workout designed to enhance teen health-related and skill-related physical fitness, to prepare teens for all-sport participation.

- **Indoor Family Fun Workout:**
This is a kid-friendly, total body workout that can be done in 10-15 minutes and without exercise equipment.
- **TikTok-inspired Dance Workout:** Teens and pre-teens can have fun while exercising with this TikTok inspired dance workout.

Registering your Community Better Event



Click here to register your event or activities online.



Once you have registered successfully, you will receive an email confirmation from ParticipACTION. Registration opens mid-May.



Don't forget to track the physical activity at your school between June 1 – 30 on the website.

Tracking on the ParticipACTION app is easy and counts toward your community's total. *Please note you must be at least 17 years old to download the app. Track on behalf of your school and/or kids on the website.*

5 Steps to put your Community Better Event into motion



1 Speak to your colleagues. Send an email to encourage your colleagues to learn more about the Community Better Challenge and the opportunity to get students moving. Share a link to the School Toolkit with them so they can get acquainted with the Challenge.



2 Use general assembly time to introduce the whole school to the program. It's time to rally some excitement for the Community Better Challenge! Include a short presentation to educate and motivate the whole group, whether it be in person or virtually.



3 Engage with parents. Send a letter or email home to parents so that they're aware of the challenge or post information on your schools' website. Engage the school council or parent involvement committee. Let parents know that they can be active role models by registering their family online and participating together.

5 Steps to put your Community Better Event into motion



Start your planning! Kick off planning by considering this checklist:

- Decide whether you want to create a small organizing committee to help. Senior students could be included.
- Consider whether there is any budget to hold your event and if so, what you will dedicate it to.
- Develop a venue layout plan to provide a comprehensive placement of all the activities (will you be able to leverage the school gymnasium and space outside on the playground or field?)
- Work with any current partners or businesses in your school community to provide on-site activations, such as water stations or prizing/contest opportunities – or make prizes or badges.
- Develop a people plan – think about what kinds of volunteer resources you will need to make your event or program happen. Will you need to reach out to parents and other teachers? How many?
- Ensure you have a contingency plan in the event of bad weather or other circumstances.



Register your event or activities online to officially participate in the Community Better Challenge and track your school's physical activity minutes online including events, gym class, DPA activities – the more minutes the better! Registration opens mid-May.

Hosting Community Better Challenge Virtual Events or Activities



If in-person events or activities are not possible at your school right now, consider hosting your event virtually. Many of the ideas above can also be done virtually with some modifications. Here are some additional considerations:



Step 1: Vision

Ensure you have leadership buy-in to host an event and rally together a few students or parents to help with ideation and to boost engagement.

Create a game plan. When hosting a virtual event, it's important to have a clear understanding of what you want your event to look like. Start by asking yourself:

- Will my event be live or pre-recorded or both? It might be a good idea to record and post your event so that students and families can participate at a later date if they are unable to make the original event date



Step 2: Planning is key!

Think about the end user experience. Here are some questions to ask yourself:

- Will I have an event registration and information section on our school's page within our school board website?
- Will students and families sign up via email and be forwarded an event link?
- Which platform will I use?
- What kind of support do I need? IT support? A/V equipment?

Hosting Community Better Challenge Virtual Events or Activities



Step 3: Promoting

Promote your virtual event via email, social media, and other channels that reach the school community. Consider creating a poster to promote within the school.



Step 4: Executing

Whatever you are planning for your virtual event, be sure to have a day-of game plan! Here's some tips:

- Start your event early to test the platform and work out any technical kinks
- Consider assigning a co-host – someone who can take over if you have internet issues or the power goes out
- Have someone on standby for any IT support you might need



Step 5: Follow Up

After your event, consider following up with parents via a post-event survey or email to ask them about their experience

You may also want to consider posting a recording of your event for those who maybe couldn't make the event time but still want to participate and track their activity.

Promotional Resources and Supports



The following tools are meant to help you inform your school community and encourage students to participate in the Community Better Challenge.



Poster – To put up around your school to promote your events or activities to students and teachers.



 **Download image**



PA Announcement Script – Some sample messaging that you could use for an announcement about your Community Better Challenge activities during your morning announcements or perhaps at an assembly.

Listen up [SCHOOL NAME], it's time to get active with ParticipACTION! This June, [SCHOOL NAME] will be participating in the ParticipACTION Community Better Challenge, a physical activity challenge that rallies communities to get moving together. From June 1 – 30 our school will have the amazing opportunity to get active and support [COMMUNITY/TOWN/CITY NAME]'s quest to be named Canada's Most Active Community. Get ready [SCHOOL NAME], because on [DATE/START DATE] we're going to kick off festivities with the [NAME OF SCHOOL EVENT/PROGRAM]. Meet us [WHERE] at [TIME] to join!



Handout – Description about the challenge to inform teachers, facilitators, parents and students.

Promotional Resources and Supports



What do we need from parents?

ParticipACTION is asking all parents of students to register their families on the [website](#) and start tracking your family's physical activity minutes. Here, you will be able to track minutes as an individual or on behalf of your children. You can also download the **ParticipACTION app** – the active app for everyone! Your minutes will be tracked through your app, and automatically go toward your community score. The more you use the app, the greater chance your community will have of succeeding – plus you can win some great prizes.

For additional information and resources for the Community Better Challenge please visit the [website](#).



Student Participant Certificate – A certificate to give to students who participate in the Challenge for them to proudly display at their desks or at home.



↓ Download image

Promotional Resources and Supports



Active Minutes Log Sheet – A log sheet for students to track their physical activity.

Let's Get Tracking!

It's time to start tracking your daily physical activity for the ParticipACTION Community Better Challenge! Be sure to track your minutes after an active recess, gym class, or playing games and sports after school.

Every minute counts!

Week of:	Activity What did you do?	Duration How long did you do it?	Intensity How hard did you work? Light, moderate or vigorous?
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Let's Talk Intensity.

LIGHT. Your body is moving, but you're not sweating or breathing harder. You should have no problem singing or holding a conversation.

MODERATE. Causes you to sweat a little and to breathe harder. You should still be able to talk, but not sing along to your favourite song.

VIGOROUS. Causes you to sweat and be out of breath. You shouldn't be able to say more than a few words without pausing for a breath.

ParticipACTION | Funded by the Government of Canada | Canada | Saputo

Download image



Logo and Guidelines – We have provided you with the logo and usage guidelines to help you co-brand any additional ParticipACTION Community Better Challenge materials that you come up with.



Download image

Promotional Resources and Supports



Promotional Imagery and Content – Use these social media assets to share news of your event/program online. Speak to your school community early and often about your upcoming event or program and remember to tag @ParticipACTION and use #CommunityBetterChallenge. Follow us on Facebook, Twitter and Instagram, and feel free to retweet or repost our content to help you promote your Community Better event or share your own videos, photos, participant feedback and more.

Facebook and Instagram:

- Join the ParticipACTION #CommunityChallenge. June 1 – 30. Get active and track your physical activity on the ParticipACTION website to help your community win \$100,000 and earn the title of Canada's Most Active. <https://bit.ly/3L0STSP>
- Who will be Canada's Most Active Community? Visit the ParticipACTION website, track your minutes and support your community in the ParticipACTION #CommunityChallenge – June 1 to June 30. The grand prize is \$100,000! <https://bit.ly/3L0STSP>

Promotional Resources and Supports



⬇ Download image



⬇ Download image

Promotional Resources and Supports



Twitter:

- @ParticipACTION is looking for Canada's Most Active Community! Help your community win the \$100,000 grand prize by tracking your activity throughout June on the ParticipACTION website. <https://bit.ly/3L0STSP>
- Join the @ParticipACTION #CommunityChallenge. June 1 – 30. Get active and help your community win \$100,000 and earn the title of Canada's Most Active. Visit the ParticipACTION website and start tracking! <https://bit.ly/3L0STSP>



⬇ Download image



⬇ Download image

Tips for Hosting Accessible, Inclusive and Safe Events



The Community Better Challenge aims to minimize and reduce barriers to participation, because it's more fun when everyone can join! Please consider the following recommendations when planning your event or program:

Make it collaborative: There are many people and organizations 'plugged-in' to equity seeking communities. Settlement workers, guidance counselors, cultural leaders. Set-up a meeting and have a conversation about what an interesting physical activity or sport program or event looks like.

Make it known: You might be doing great stuff already, but are you sharing it in the right places? Share your programs and ideas with the collaborative group above and they'll know how to promote effectively. If the information comes from a trusted source people are more likely to participate.

Make it accessible: Can you bring your program or event to different communities? Try and find some green space or a local community room. If people can walk to an activity, and bring their family, many more will be able to participate.

Improve the quality of the sport and physical activity offered at your event: Use trained leaders such as **certified fitness professionals**, NCCP trained coaches, Instructors with High-Five certification or Sport for Life training and encourage your organization to adopt the **True Sport Principles** and becoming a True Sport Community.

Make your activity safe: Parachute Canada provides information on multiple injury topics including falls, helmets, and drowning. Here are some safety tips from their website specific to **Summer Sports and Recreation**.

Tips for Hosting Accessible, Inclusive and Safe Events



Additional Resources

To ensure that all people living in Canada are encouraged to participate, we connected with leading organizations that serve specific health-equity seeking groups to provide the following tips and resources to create accessible, inclusive and safe events.

Canadian Women & Sport recommends you treat people equitably, rather than equally. The concept of “equality” often results in programs and services for one group simply being made available to another. In contrast, “equity” requires consideration of the unique needs, interests and experiences of a target group when developing and delivering services.

Active Aging Canada supports lifelong healthy active aging. A key step to motivating older adults to move more is to communicate the benefits of physical activity. Take the time to learn about the various factors that can be barriers to the older adult population. For example, transportation, class times, program safety and suitability of class, concern about chronic conditions and costs. Programs should focus on fun, socialization and activity to make older adults feel good! For more information, [click here](#).

The Indigenous Sport, Physical Activity and Recreation Council (I-SPARC) want you to remember that Inclusive participation in sport, physical activity, and recreation occurs when people feel welcome and included. I-SPARC, in partnership with the Aboriginal Sport Circle and the Sport for Life Society, have developed resources listed on the following page that advance reconciliation by providing organizations the opportunity to enhance their understanding of Indigenous cultures and to implement their own unique action plan to create culturally safe and welcoming environments for Indigenous participants.

Sport for Life wants you to remember that many newcomers are not participating in sport, despite a general interest in wanting to. Consider promoting your program widely and connecting with places where newcomers go, such as settlement centres, religious buildings, and community events. For more ideas to engage newcomers in programs, read the **Sport for Life for All Newcomers to Canada** resource.

Tips for Hosting Accessible, Inclusive and Safe Events



The Active Living Alliance for Canadians with a Disability says it is important to note that a person with a disability is an individual with equal rights to quality of life and independence and that the most common barriers to full participation are negative public attitudes. Think about how your facility is designed regarding ramps and rails, think about producing your materials in large print, braille and as an audio file. Most importantly, ensure that there are opportunities for persons with a disability to participate fully in events and persons with a disability to participate in planning your event.

Égale Canada identifies many ways for organizations to make their activities inclusive to the LGBTQI2S community. Two recommendations are to ensure event/activity leaders are comfortable with LGBTQI2S language & definitions and to include LGBTQI2S-themed flyers, posters, video, and other media. For further inspiration please visit <https://egale.ca/awareness/tips-for-making-your-eventactivity-lgbtq-inclusive>

FitSpirit wants you to consider creating an all-girl setting, focusing on skill development, making the activity social and engage girls in the planning process to keep girls active during their teen years. To learn more about keeping girls active, [click here](#).

Resource	Description
Engaging Newcomers in Physical Activity Podcast	ParticipACTION had a conversation with Kabir Hosein, Senior Manager of Operations and Newcomers Engagement, Sport for Life, and Nancy Clement, Manager of the Community Engagement Team at the PEI Association for Newcomers to Canada. The conversation focuses on progress we've made in developing programs, barriers that still need to be addressed and advice for the future.
SIRC: COVID-19 Return to Play	A webpage that lists resources for returning to sport after COVID-19 including National Sport organization guidelines, Provincial guidelines, and National frameworks for return to play.

Tips for Hosting Accessible, Inclusive and Safe Events



Resource	Description
Quality Sport for Communities and Clubs	A resource that offers checklists to help sport organizations take action towards delivering quality sport.
True Sport Principles	Offered in 12 languages these principles offer an approach to sport that promotes inclusivity and opportunity to make a difference.
Sport for Life Play Safe Guide	A guide that provides tools for organizations to help establish best practices for reducing risk of injury and building safe and healthy participation in sport and physical activity programs.
Vital Signs: Sport and Belonging	A report that provides strategies that sport and community organizations can use to create sport that is more inclusive, accessible, and fun.
Actively Engaging Women and Girls	Canadian Women & Sport outline the benefits, barriers and psycho-social factors that influence sport and physical activity participation for Women and Girls.
Engaging Newcomer Girls and Women: Physical Activity and Sport Handbook	A handbook that outlines key considerations and provides best practice recommendations and strategies for engaging newcomer women and girls in sport and physical activity.
Playing together: New citizens, sports and belonging	A report that outlines participation barriers for New Canadians, information on how New Canadians engage in sports in Canada, and recommendations for inclusive ways to organize and communicate sport and physical activity programs to ensure more and different people are able to get involved.

Tips for Hosting Accessible, Inclusive and Safe Events



Resource	Description
Sport for Life for All Newcomers to Canada	A guide that identifies 12 barriers with proposed solutions, opportunities and promising practices.
Indigenous Long-Term Participant Development Pathway	A roadmap for developing sport and physical activity among Indigenous peoples with elements for consideration when planning, developing, and implementing programs for and with Indigenous peoples and communities.
Leading the Way: Working with LGBTQ Athletes and Coaches	A comprehensive resource designed for coaches is based on the lived experiences of athletes and coaches. It aims to make sport a more welcoming place for those who identify as lesbian, gay, bisexual, trans (transgender), two-spirited, queer or questioning (LGBTQ).
Canadian Centre for Ethics in Sport Sex and Gender Diversity Resources	CCES has developed resources for creating inclusive environments for Trans participants in Canadian sport and a policy and practice template for sport organizations. These and more resources can be found on the CCES website: https://cces.ca/sex-and-gender-diversity
EverybodyMoves Resource Hub	A database of resources to help make physical activity more welcoming and inclusive for those who face barriers to participation.
Fit for All	A question list provided by the Active Living Alliance for Canadians with a Disability to help ensure full participation in activities.