#activitychallenge



challenging children's inactivity



Activity Challenge
powered by fit for sport

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Most children aren't active enough. In a study of over 10,000 children, we found that two thirds were below recommended fitness levels for their age group. We know that the vast majority of children aren't getting the 60 minutes of physical activity that the Chief Medical Officer guidelines recommend for a healthy childhood and we want to do more to get children physically active, to improve their health and fitness and set them on a journey to an active life.

How do parents know if their child is fit and active enough? We all know how our children perform in academic subjects, but what about their health and fitness levels? Understanding this is an important step towards encouraging children to spend more time being physically active.

We need your help! We've created the Activity Challenge – a simple test that anyone can do at home, in the playground or in a sports hall. It tests key components of fitness and physical literacy, such as stamina, agility and coordination….and we want everyone to take the Challenge!



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What is the Activity Challenge?

The Activity Challenge is simple and fun for all children to take part in. It comprises three separate tasks that differ slightly depending on the age of the child, but all include:

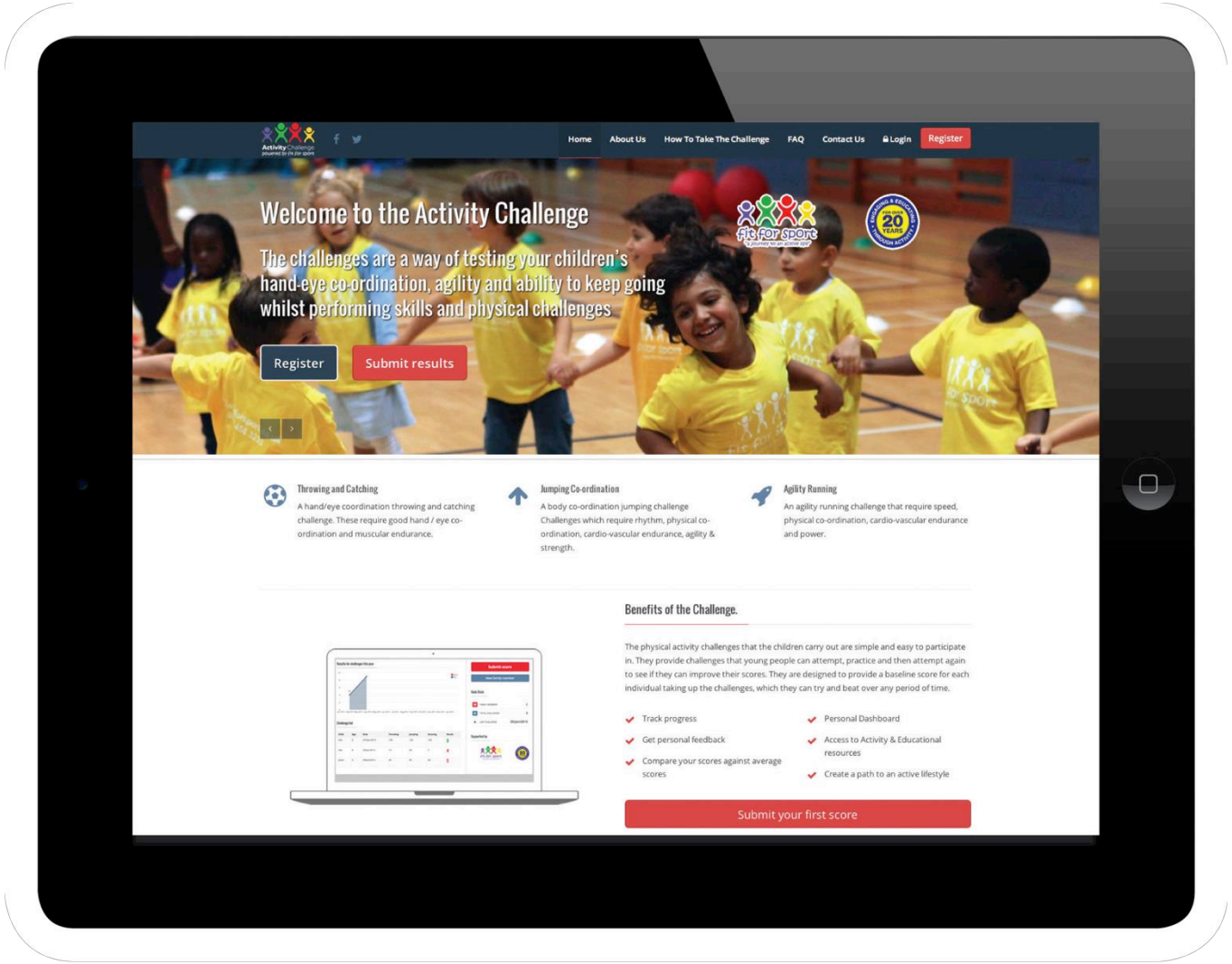
<<icon>>	**THROWING**	A throwing and catching challenge which requires good hand/eye coordination and muscular endurance
<<icon>>	**RUNNING**	An agility running challenge that requires speed, physical coordination, cardio-vascular endurance, agility and strength.
<<icon>>	**JUMPING**	A jumping challenge that requires speed, physical coordination, cardiovascular endurance and power.

Activity Challenge online

We've created a free online portal at www.activitychallenge.co.uk

Anyone can log on to submit their Activity Challenge scores to find out if their child is a Bronze, Silver or Gold Activity Champion…and track their performance over time….

…there are also plenty of free resources to support families to get active and improve their fitness!



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Activity Challenge Partners

To support our mission to get 100,000 children to take the Activity Challenge by the end of the year, you can become an **Activity Challenge Partner**.

In addition to displaying your logo on the Activity Challenge website and promoting your involvement to our database of parents, we can offer you lots of support to help encourage your clients to take the Activity Challenge with their own children or students.

You might want to hold the Activity Challenge during family days,

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Spread the message!

- We'd like all our Activity Challenge Partners to include information about the Activity Challenge and a link to the portal on their own websites – we've provided some suggested wording in this pack.

- Help spread the message by including your partnership in newsletters, emails and other comms. We've provided templates for these too.

- Social media is an important way to raise awareness of the challenge – we're using **#activitychallenge** to promote the portal and any Activity Challenge activities or news across all our channels.

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How to become an Activity Challenge Partner

- Complete the Activity Challenge partnership form and send to Fit For Sport, along with your logo for inclusion on our Activity Challenge Partners webpage
- Include the Activity Challenge on your own website
- Spread the message to your clients and staff to encourage them to take the Activity Challenge and get involved with your own Activity Challenge activities
- Keep us posted with any events or activities and we'll promote them to our own clients, on social media and in the Activity Challenge monthly newsletters to be sent to all subscribers

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Take the Activity Challenge!

www.activitychallenge.co.uk

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Suggested newsletter / email

In a recent study of 10,000 primary school-aged children, two thirds were below recommended levels of fitness for their age group. We all know how our children perform in academic subjects like Maths and English, but it's difficult to know how fit they are and whether they're getting enough physical activity.

To help parents understand how fit and active their children are, we've teamed up with Fit For Sport to support the Activity Challenge - three simple tests that can be carried out at home, in a garden, the park or playground to help gauge how fit and active your children are compared to recommended levels. It takes six minutes to complete and the three throwing, running and jumping tests are fun for all children to do!

There's a free online portal where you can find out more and submit your children's scores to compare their results with the recommended fitness levels at www.activitychallenge.co.uk. There's also lots of resources and advice on there about how to improve fitness and you can track progress as improvements are made over time.

Active, healthy children are more likely to become active, healthy adults. We also know that being active improves concentration, academic performance, and has huge health benefits. We know that habits started young can last a lifetime, which is why we're supporting the Activity Challenge to get more children more active! For more information, visit www.activitychallenge.co.uk

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Suggested website copy

We all want our children to be healthy and happy, and understanding how fit and active our children are plays a big part in this. Habits started young last a lifetime, and active children are far more likely to go on to be healthy, active adults.

The Activity Challenge provides an opportunity for parents to take the first step towards helping their children lead a healthier life, by finding out how fit and active they actually are and whether they are getting enough exercise each week. It's simple, fun to do and takes less than 10 minutes to complete. By completing throwing, catching, running and jumping tests, parents can test their children's levels of stamina, agility, coordination, power and endurance.

In 2014, 10 000 children took the challenge but 2/3 were below recommended levels of fitness for their age group. You can submit your children's scores onto the free online portal and find out how they score. There are lots of free resources and advice on how to get fit as a family and improve from Bronze Activity Champion to Silver and Gold! Visit www.activitychallenge.co.uk for more information.

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Social media promotion

Please use the hashtag #ActivityChallenge – and don't forget to mention @fitforsportuk so we can share with our own followers!

- Do you know how fit and active your children are? Take the #ActivityChallenge to find out – www.activitychallenge.co.uk
- We're proud to be an Activity Challenge Partner with @fitforsportuk, helping to improve children's physical activity levels www.activitychallenge.co.uk

If you're hosting any Activity Challenge events or activities, give us plenty of notice and we'll help to promote them to our own followers.

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