

School District Toolkit



We all know how important it is for kids to be physically active, not just for their physical health, but for their emotional health and studies have shown that physical activity can affect their academic success as well. If you're a school administrator, we need you to support the champions for physical activity in your schools, and encourage them to innovate and experiment. - First Lady Michelle Obama

About Fire Up Your Feet

Fire Up Your Feet is a core program of the Safe Routes to School National Partnership available to any elementary and middle school (grades k-8) nationally. Made possible in partnership with Anthem Blue Cross Blue Shield, this program offers free resources, an online activity tracker, a school fundraising organizer, and more, all aimed at increasing physical activity before, during and after school for students, parents, school staff and teachers. The National PTA is our family engagement partner.

Fire Up Your Feet offers:

- Free resources, toolkits and webinars to increase physical activity before, during and after school.
- An online activity tracker and school fundraising program centered around increasing physical activity for parents, students and school staff.
- Families, students, staff, and teachers in elementary and middle schools the opportunity to become champions for physical activity.
- Activity Challenges are offered in certain states/regions where schools earn awards for the most participation and activity tracking.

How to Promote Fire Up Your Feet to Your Schools

Your school district has the opportunity to promote healthy behaviors, and by supporting the overall health and productivity of your staff and students, you are taking a big step toward creating a culture of health in your district and community.

- **Email Announcement:** Start with this **ready-to-send email** to introduce school staff and teachers to the Fire Up Your Feet Activity Tracking Challenge and let them know that the schools with the greatest participation are eligible for awards. Customize the email with your ideas to create a friendly competition between your elementary and middle schools.
- **Post and Distribute Flyers:** Use these **promotional materials** to get district and school staff excited about the Fire Up Your Feet Fall competition. Post flyers around school facilities, take postcards to leave behind in meetings, and distribute email blasts to your school community members.
- **Make it Your Own:** Create a friendly competition between schools in your district to get everyone excited about Fire Up Your Feet and increase your chances of winning challenge awards!



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Get Started for the Fall Activity Challenge Today!

1. Go to nevada.fireupyourfeet.org.
2. Click "Get Started," and register.
3. Earn awards by tracking activity during the spring challenge, March 1 - May 15.
4. Encourage others at your school to register.
5. Check out the other Fire Up Your Feet resources available to you.



Want to do more?

Partner with your department of public health or your department of education. Reach out to your partners in public health office or through a state or regional wellness initiative to help spread the word. Fire Up Your Feet's activity challenge adds value to many existing programs through the activity tracker and the challenge awards and many partners are very willing to spread the word. Simply ask!

Join a walking school bus or bike train in your district. Share in the joys of walking and bicycling before, during or after school by joining an existing bike train or a Walk to School Day event in early October. Share your story on a district website. Encourage district staff to start a meeting with a **Fire Up Your Feet classroom activity break!** You will set a great wellness example!

More helpful tools:

1. **Webinars:** webinars, demonstrations, and toolkits to help you learn about Fire Up Your Feet and find opportunities to build physical activity in your school.
2. **Resources:** free resources and toolkits to help encourage activity in your school including fun classroom activity ideas and guides to organizing running, walking, or bicycling events at your schools and in your community.
3. **Healthy Fundraising:** help your schools fundraise and celebrate getting more physically active through school events like Fun Runs and Walkathons with this free fundraising platform.



nevada.fireupyourfeet.org