

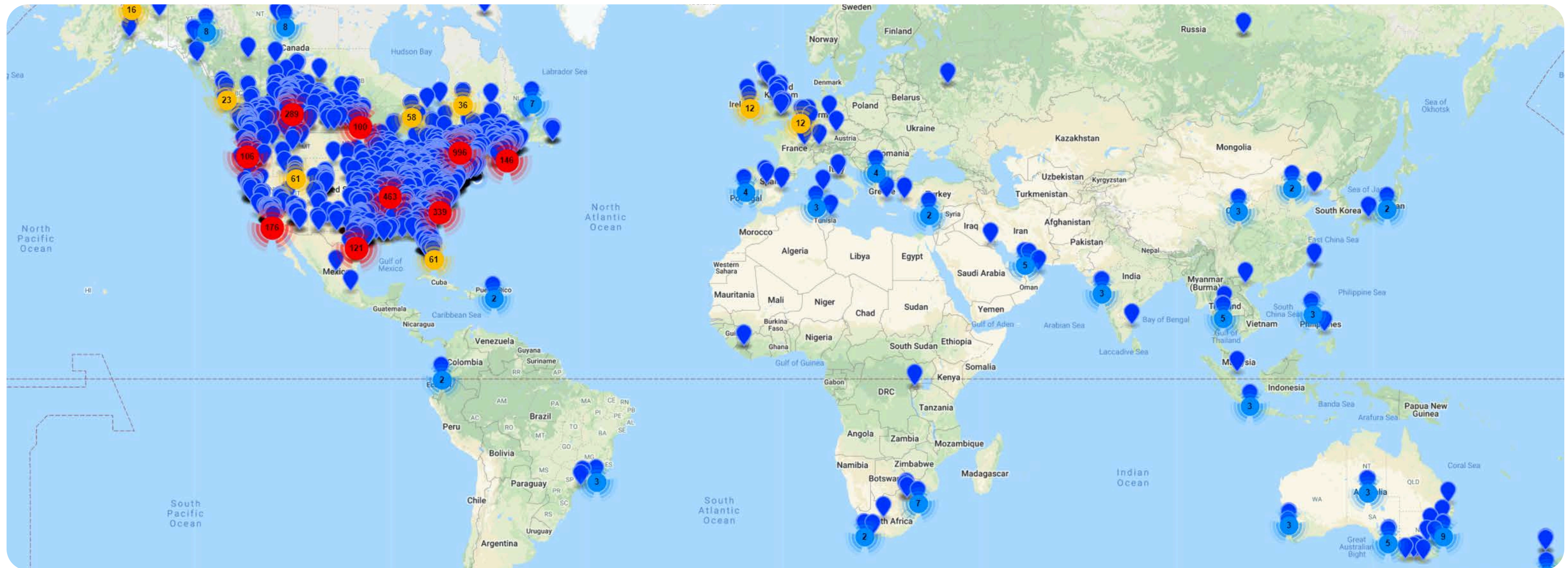


Bring Play & Physical Activity back to your School
Sustainable, Scalable & Evidenced-Based Program

Fall 2024



Our Reach across the Globe



Enrolled Trainers for 2023/2024

3,096

Total Number of Students for 2023/2024

1,036,037

Note : This does not include numbers from Japan or Indonesia which is over 25,000 kids

Multiple Studies proving the profound impact of Active Kids & Minds on a child's mind and body.



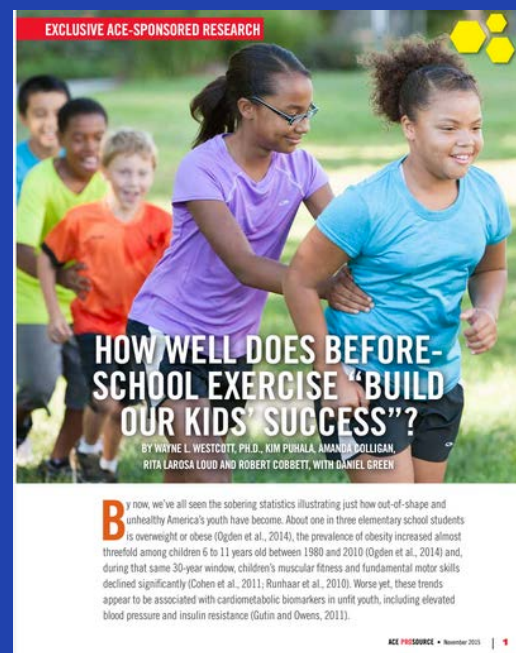
Principal Investigator: Dr. Elsie Taveras.

Within a large sample of elementary and middle school students, a before school physical activity intervention was associated with improvement in physical and social-emotional health.



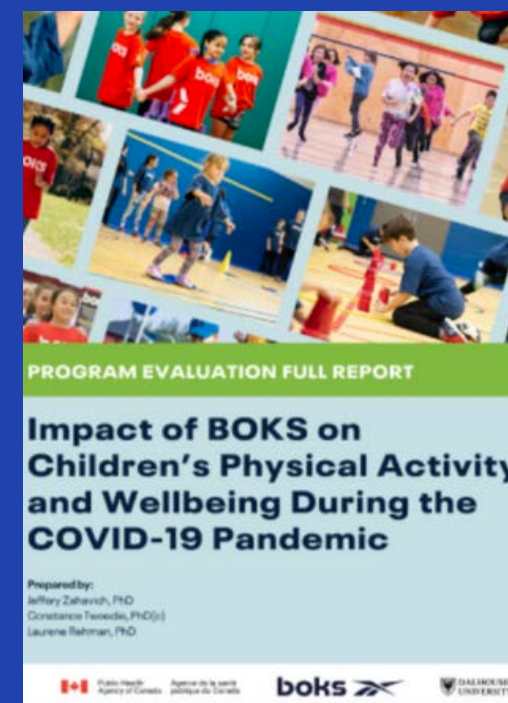
Principal Investigator: Dr. Georgia Hall

“research on BOKS suggests that participation is associated with enhanced readiness to learn”



Principal Investigator: Dr. Wayne Westcott

Dr. Westcott concluded that “The BOKS before-school physical activity program is effective for reducing percent body fat, fat weight, and increasing aerobic performance in preadolescent boys and girls”



Principal Investigator: Dr. Laurene Rehman

- Children experienced a significant decrease in psychological distress and sleep disturbance.
- Improvements in peer relationships, cognitive function and life satisfaction.
- Noticeable changes in children's mood, behavior and ability to resolve conflict.





Our Mission

Make **physical activity** and **play** part of every child's day!

What We Offer

Active Kids & Minds (AK&M) offers **1,000+** free activities, multi-week fitness & sports curricula, training, and tools for kids of all ages that can be used in a school, community, or home-based student setting.

AK&M Overview

HOW DOES IT WORK?

Turnkey Program:

- Free adaptable physical activity and sports program for children of all ages designed to engage children in moderate to vigorous physical activity.
- Resources include 24 weeks of functional fitness lesson plans, sports plans, specialty and seasonal lesson plans, short movement breaks, training and more!
- Aligned with the United States Department of Health and Human Services Physical Activity Guidelines.*
- Aligned with the National Physical Education Standards.*

Implementation:

- Led by community volunteers, parents, or teachers.
- Can be run before, during, and after school in any setting.
- Operates in schools, community organizations, and homes.

FOR WHOM?

- Schools, community organizations, and homes globally.
- Accessible to early childhood, elementary, middle school, and high school children of all income levels and abilities.
- Schools, community organizations, and homes globally.



SOME OF THE AK&M OFFERINGS

Active
KIDS + MINDS®
FUNCTIONAL FITNESS CURRICULUM SESSION 1

GET YOUR RUN ON

Enjoy eight weeks of running-focused lesson plans to get kids running and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and videos to support your program.

Train for a 2k or 5k run. Do it with a friend, your class, or family!

2024

AT-SCHOOL

Active
KIDS + MINDS®

MINDFULNESS & MOVEMENT FLOWS

Follow along with our mindfulness, yoga, stretching and movement flows to bring a few minutes of calm during the day.

BASKETBALL 2024 - 2025

Active
KIDS + MINDS®

Jump into this fun four-week introduction to basic basketball skills such as passing, shooting, ball handling and defense.

BOOTCAMP

Fitness designed to strengthen, support, and empower teens and young adults

Written and Coached by Experts in Health and Fitness

- TEN WEEKS
- NO EQUIPMENT NEEDED
- ALL FITNESS LEVELS

Active
KIDS + MINDS®

PLAY Pickleball

Enjoy four weeks of pickleball focused lesson plans to get kids moving and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and videos to support your program.

Active
KIDS + MINDS®

Winter Fun Pack

25+ ACTIVITIES TO KEEP YOUR KIDS BUSY AND ENTERTAINED DURING THE WINTER HOLIDAYS.

AGES 5 TO 10

Active
KIDS + MINDS®

www.activekids.org

Are You Game?

CREATIVE WAYS TO GET MOVING!

Easy physical activity games for kids to integrate movement and exercise into any day. They can be done at home or at school.

Active
KIDS + MINDS®

June Fitness Calendar
Theme: Summertime Fun time!

Active
KIDS + MINDS®

Weekly Challenges	Monday	Tuesday	Wednesday	Thursday	Friday
WEEK 1 Jump Into Summer	Jump Rope Burst	Burst It Out Jumps	Plyometric Burst	Tabata Jumping Jacks	ABC Workout Jumping
WEEK 2 Stay Healthy + Hydrated	Heart Health Ladder	Red Cup Balancing Act	Discover The Ocean	The Wave	ABC Workout Hydration
WEEK 3 Try Something New	Partner Scarf Toss	Hips, Shoulders, Neck, Pylon	Emotions Dance Burst	Rock, Paper, Scissors	ABC Workout New Adventure
WEEK 4 Bring On The Fun	Minute To Win It	Deskball Burst	Tic Tac Toe Whiteboard	Paper Bag Game	ABC Workout Summer Fun

How does this work?

- Click on the activity to see how to perform the exercise.
- Join the weekly challenge to set and crush your individual physical activity goals.
- Practice a new Active Burst Monday through Friday.

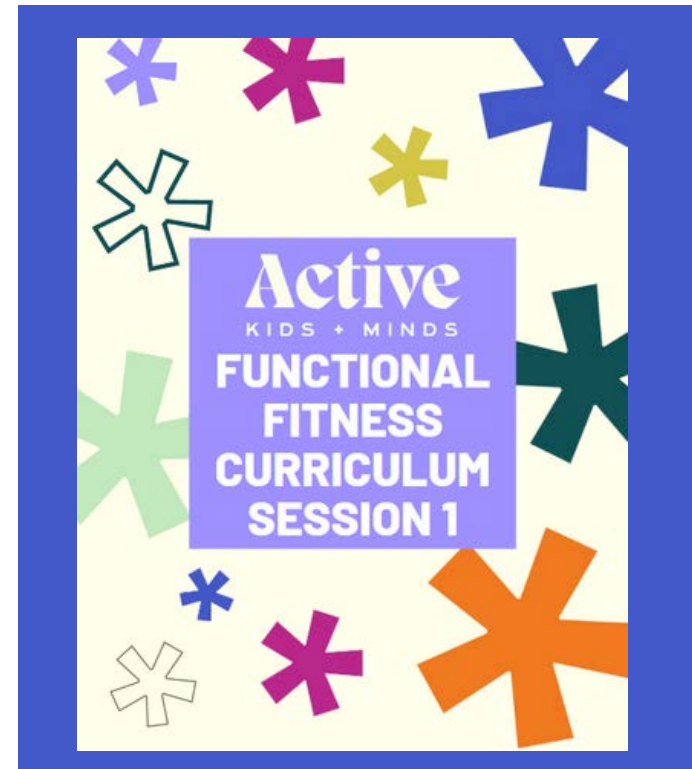


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Skill of the Week Calendar

The underlying reason to learn any of these movements is to be able to use the strength developed in everyday life. This is called functional fitness.

WEEK	SKILL	MUSCLES	FITNESS PRINCIPLES	EVERYDAY LIFE
#1	Plank	G, S, CORE	Strength, Balance	Help stand up straight/support posture
#2	Running	H, Q, G, CORE, C	Cardio, Stamina, Speed	Keep a healthy heart
#3	Metrics	Beginning of Class Baseline	Cardio, Stamina, Speed	Keep a healthy heart
#4	Sit-ups	Core, A	Strength	Sit and stand up straight
#5	Push-ups	P, B	Strength	Push something heavy
#6	Squats	H, G, G	Balance, Flexibility	Picking up your backpack
#7	Burpees	Whole Body	Power, endurance, coordination	Strength/cardio at the same time, like football
#8	Jumps/truck, squat, broad	H, G, G, C	Agility, power	Get over and around objects
#9	Walking lunges	G, G, CORE	Accuracy	Alternating leg sports like skiing and skating
#10	Donkey kicks	S, CORE	Balance, strength	Be upside down, hold bodyweight
#11	Metrics and survey	End of Class measurement	Cardio, Stamina, Speed	Keep a healthy heart
#12	End of Session Review	FUN!	FUN!	FUN!

KEY	H	CORE	CORE	CALVES	C
Hamstrings	H	Core	Core	Calves	C
Quadriceps	Q	Biceps	B	Pectoral	P
Glutes	G	Shoulders	S	Abdominal	A

Lesson Plans

The Active Kids and Minds lesson plans are designed so that all participants are continuously moving with moderate to vigorous intensity for at least 20 to 30 minutes during class. Try to keep kids in constant motion starting from the warm-up until the end of class game, whenever possible. Active Kids and Minds lesson plans have the following components:

DROP OFF/SET UP (5-10 MINUTES)
Participants are greeted by an Active Kids and Minds trainer who takes attendance and may distribute a colored wrist band, washable marking or sticker to divide the class into teams. Kids can enjoy free play with friends and socializing before class starts. Other trainers are working to set up the space for class.

MEETING (2 MINUTES)
Set the standard for how Active Kids and Minds will run for the session. Review the appropriate Active Kids and Minds behavior and safety and announce the Active Kid of the Week. Briefly introduce the Skill of the Week and why it is important. Then, review the Class Agenda and finish with the Active Kids! Cheer!

WARM UP (5-10 MINUTES)
The kids will do an active warm up at with a moderate level of exertion. It is very important that the kids get a good warm up since we want them to be constantly moving for the next 20 minutes.

RUNNING AND/OR RUNNING-RELATED ACTIVITY (10 MINUTES)
We strongly encourage the kids to run during every class. We encourage you to run outside even in the winter.

SKILL OF THE WEEK (10 MINUTES)
Every week at Active Kids and Minds participants practice a skill of the week. The first day, they are introduced to the skill and shown the proper form. In the subsequent days of the week, the skill can be practiced through stations, relay challenges and obstacle courses.

GAME (5-10 MINUTES)
This can be a team or individual game. Trainers and volunteers should promote sportsmanship, encourage the kids to try their hardest and have fun.

COOL-DOWN, NUTRITION BIT, WRAP UP/TRANSITION (7 MINUTES)
A trainer leads the kids in a cool-down stretch with some deep breaths. The lead trainer delivers an interactive discussion about the nutrition tip of the week. Kids collect their belongings and transition to class or school breakfast, as applicable. We suggest dismissing kids by grade: youngest first, oldest last.

Week 1 Day 1

SKILL OF THE WEEK

Planks

STRENGTH, BALANCE

Get into a horizontal position, resting on your elbows and toes. Keep midsection tight and body in one straight line. Hold position without moving, pushing heels back.

Drop Off / Set Up 10 minutes

- Arrive, check-in, receive name tag (1st week only) and color designation
- Put backpacks in designated grade area
- Free play (with trainers and volunteers)
- Trainers set up for class

Meeting 10 minutes (For the initial class only!)

- Set the expectations for how Active Kids and Minds will run for the session
- Review appropriate Active Kids behavior and safety
- Remind kids about the Active Kid of the Week
- Briefly state what the Skill of the Week is
- Review Class Agenda
- Cheer!

Warm Up 5 minutes

FRUIT BASKET

- Call out 2 fruits and the team will run to switch places in the gym or the field.
- Continue this for a few rounds.
- Continue calling fruits, but now instead of running kids need to skip or hop or gallop or walk on top toes etc.
- Finish the game by calling fruit salad - all the kids come in the middle and do 3 burpees. (Look for downloadable cards that accompany this game.)

MATERIALS
Cones

KEY POINTS OF PERFORMANCE
Keep belly and butt in a straight line
Keep knees off the ground
Keep weight evenly distributed between hands and feet

Week 1 Day 1

SKILL OF THE WEEK

Planks

STRENGTH, BALANCE

Get into a horizontal position, resting on your elbows and toes. Keep midsection tight and body in one straight line. Hold position without moving, pushing heels back.

Running 5 minutes

GROUP RUN
Group run for 5 minutes to get their bodies warm and ready

Skill of the Week 5 minutes

EASY BEAR CRAWL RELAY
Set up: 2 cones per team, place cones at start and end of gym.
-Kid does bear crawl to end of gym, then turns around and sprints back to start. Next kid begins.

Game 5 minutes

BOOKS BRIDGE
Format: Partner Activity
Materials: None
Set Up: Partner A gets into a plank position. Partner B is standing up. Partner A gets into a little ball on the ground and Partner B is standing up. Partner B hops over Partner A's backside, then Partner A makes a mountain and pushes up to his toes, making bottom go up in the air. Partner B then crawls under Partner A back to the starting place. Partner B does this 3 times.
-Partner B goes on the ground and Partner A does the hopping and crawling 3 times.
-They get 2 turns in each position.

Cool Down 2 minutes

DEEP BREATHS
Take a deep breath in and slowly blow it out to the count of 10. Repeat this a few times. You can do this at the end of the game and as the kids line up to transition from class.

MATERIALS
Cones

KEY POINTS OF PERFORMANCE
Keep knees off the ground
Keep weight evenly distributed between hands and feet

Week 11 Day 1

BUILDING HEALTHY PLATES (BREAKFAST)

Learning Objective:
Kids will use what they have learned to brainstorm healthy breakfast ideas.

Nutrition Bits

- Explain that this week kids are going to use everything they've learned so far to brainstorm different healthy breakfasts, lunches, and snacks. Today we're starting with breakfast.
- Tell kids:
 - You will work with the person on your right. You'll have 1 minute to work together and come up with a healthy breakfast idea. Here are some things to keep in mind:
 - Your breakfast should include foods from a few different food groups (fruits/vegetables/grains/dairy/protein)
 - Keep in mind what you learned about foods you should try to eat often, sometimes, or once in a while.
 - Be creative! There are lots of different ways to build a healthy breakfast.
- Give kids 1 minute to talk with their partner and come up with their healthy breakfast ideas. If kids need some help getting started, you might want to share a favorite healthy breakfast of your own, or share an example from the table below.

HEALTHY BREAKFAST IDEAS

Plain yogurt with berries and granola (watch out for added sugar!)	Whole-wheat toast with peanut butter and sliced banana
Breakfast taco with scrambled eggs, salsa, and cheese, fruit on the side	Cereal (low in sugar) with milk and a fruit smoothie to drink
Grain-free oatmeal with blueberries, almonds, and a pinch of brown sugar	Flattened avocado on toast with a fried egg on top! Put up onion on the side
Whole-grain waffles topped with strawberries, blueberries, and maple syrup	Omelet filled with tomatoes, ham, and cheese; whole-wheat toast and fruit on the side

-Ask for volunteers to share the healthy breakfast they brainstormed and why they chose those different foods.

Optional Extension
Ask kids to note what they eat for breakfast over the next few days and come prepared to share it at the next session.

GET YOUR RUN ON

Enjoy eight weeks of running-focused lesson plans to get kids running and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and videos to support your program.

Train for a 2k or 5k run. Do it with a friend, your class, or family!

AT-SCHOOL
Active

Week 1

DAY 1

Warm Up (RPE 1-2)

FRUIT BASKET

Format: Divide class into four teams.
Materials: Cones.
Set Up: Assign each group to a cone, and assign each cone to be a fruit - watermelon, strawberries, bananas, grapes.
Object: Get moving.
Details:

- Call out two fruits and the teams standing by those cones will run to switch places in the gym or the field. Continue this for a few rounds.
- Continue calling fruits, but now instead of running, kids need to skip, hop, gallop or walk on tip toes etc.
- Finish the game by calling fruit salad - all the kids come in the middle and do three burpees. Look for downloadable cards that accompany this game in your Trainer Hub.

5 MIN

Running Related Activities (RPE 2-3)

ENDURANCE

Object: To increase cardiovascular and muscular endurance in a progressive manner.
Details:

- Pick a destination run. For example, run between the goal posts on your field.
- 3 minute walk, 1 minute jog
- Repeat twice. NOTE: depending on your group, you may want to try 2 minutes of walking followed by 2 minutes of jogging.

5-10 MIN

Justyn Knight, Reebok Runner

Week 2

DAY 1

Warm Up (RPE 1-2)

TRAFFIC

Format: Individual activity.
Materials: Print off cue cards from the Trainer Hub.
Set Up: Kids spread out around the periphery of the gym or field.
Object: Get moving.
Details:
 Kids follow trainer cues to change movements:

- Red light - freeze and hold a balance.
- Green light - run.
- Yellow light - side shuffle.
- Speed bump - two foot jump.
- Carpool - get a partner and run together linking arms.
- Deer Crossing - gallop.

5 MIN

Running Related Activities (RPE 2-3)

MUSICAL RUN

Format: Individual activity.
Materials: Cones on the outside corners of the gym or field, and music.
Set Up: Kids spread out across gym or field.
Object: Build cardiovascular endurance while having fun.
Details:

- Turn on the music and kids start jogging.
- Every time you stop the music give the kids a new movement.
- The kids can walk, jog, sprint, side shuffle, and skip.
- Continue for up to 8-10 minutes.
- If you don't have music, you can cue the kids by blowing a whistle.
- We suggest mixing up the running interval times throughout this activity. For example: let them run for 30 seconds before blowing the whistle and then 45 or 60 seconds.

8-10 MIN

Josette Norris, Reebok Runner

www.activekids.org 13

Week 8

FUN RUN!

Running Related Activity (continued)

ENDURANCE RUN

2k Plan 15 MIN

- 2 minute brisk walk
- 1 minute jog
- 2 minute brisk walk
- 1 minute jog
- 2 minute brisk walk
- 2 minute jog
- 2 minute brisk walk
- 3 minute jog

5k Plan 20 MIN

- 1 minute brisk walk
- 4 minute jog
- 1 minute brisk walk
- 4 minute jog
- 1 minute brisk walk
- 4 minute jog
- 1 minute brisk walk
- 4 minute jog

15-20 MIN

Game (RPE 2-3)

BALL BLOCK

Format: Group activity.
Material: One ball per group.
Set Up: Spread out throughout the activity space in groups of five to eight and provide each group with a ball.
Object: Fun and movement through games.
Details:

- Team members stand in a circle with legs shoulder width apart (each foot will touch a team member's foot).
- One kid starts with the ball and places the ball on the ground inside of the circle.
- The object of the game is to get the ball to go through someone else's legs by moving the ball with only one hand (the other arm should be placed behind your back while keeping legs spread apart). Whoever gets the ball through someone else's legs gets a point.
- Play the game until one kid gets five points or as time permits.
- Each time the ball goes through someone's legs, have everyone in the group do ten jumping jacks and then resume the game.

 Variation: Try doing this game using your non-dominant hand.

5 MIN

Active www.activekids.org 18

October Calendar

Theme: Running Into The Fall

Active KIDS + MINDS 2024

Weekly Challenges	Monday	Tuesday	Wednesday	Thursday	Friday
WEEK 1 Hydration	Hurdles Jumps Squats Fast Feet	Run Skill Challenge	AK Ladder Challenge	Tabata FF Runners	Flexibility Friday Week 1
WEEK 2 Endurance	Burst It Out Jumps	Coin Flip For Runners	If Your Active and You Know It	Tabata Squats	Flexibility Friday Week 2
WEEK 3 Speed	Sprint Desk Drill	Adventure Run	ABC Workout	Tabata Plank	Flexibility Friday Week 3
WEEK 4 Fuel & Fun	Quick Track Moves	Fast and Low	ABC Workout	Tabata Stand Up Sit Down	Flexibility Friday Week 4
WEEK 5 Limber Up	Line Jump	4 Corner Lunge	ABC Workout	Tabata Jumping Jacks	Flexibility Friday Wall Stretch

How does this work?
Click on the activity to see how to perform the exercise.

LESSON PLAN COMPONENTS

Running Related Activities

GO, BACK, HIT IT!

Format: Individual Activity
Materials: Cones
Set Up: Teams based on colored groupings, cones at each end of the gym
Objective: Practice Skill of the Week

- The first kids in each line go first.
- The trainer yells "GO!" The kids run as fast as they can towards the end of the gym.
- The trainer can either yell "BACK!" or "HIT IT!"
- If they yell "BACK", the kids start running backwards as fast as they can.
- If they yell "HIT IT!" the kids drop to the floor (like a burpee), jump back up and start running again as fast as they can towards the end of the gym.
- The trainer can alternate calling Go, Back or Hit it as many times as they want until the kids reach the end of the gym.
- Cycle through the lines, making sure all kids have a few turns to GO.
- Note: When the kids are running, it is an all-out effort. They should not be slowly jogging to try and predict what the trainer will say next.
- Suggestion: You can modify the "Hit It" with a squat, jump or any other movement for the kids.

INSIDE GYM PERIMETER, STAIRS OR HALLWAY RUN

Format: Group Activity
Materials: Cones
Set Up: Organize the kids into groups or lines if using a restricted space
Objective: Improve endurance

- If your weather or timing does not permit running outdoors, kids can run the perimeter of the gym, through the halls or up and down stairs for a designated amount of time. In the gym, consider putting cones on each corner of the gym to keep kids towards the outside area. Please obtain approval from the principal before allowing kids to run a course through the hallways or stairs. In the gym, music can motivate the kids to keep moving.
- Have the kids vary the movements, first having them run, then shuffle, then skip etc.
- Have the kids start and stop or freeze and then change the movement or the direction they are running.
- Have the kids run the longer side of the gym, assuming it is a rectangle and shuffle or skip on the shorter side.
- Have the kids all start in different corners so they don't bunch up, stop moving or trip.
- Have the kids run with a buddy.

Active

Collaboration is key..



Public Health
Agency of Canada

Agence de la santé
publique du Canada



- Public Health Agency of Canada
- Canadian Football League



Sun Life



World Vision

- SunLife
- World Vision



SUN LIFE PARTNERSHIP PROJECT REPORT (OCT 1, 2022 – MAR 31, 2023)

Overview

Children love to play. Even a child who might be initially reluctant to engage in a playground game will quickly laugh and smile as they jump, run, stretch, and experience the joy and freedom that physical activity can bring. Engaging in physical activities together at school with friends and classmates and a caring teacher makes it even better. It's a safe and supportive environment where children grow in ability and knowledge of just how strong they can be.

What's New This Year

As BOKS entered its second year of helping schools, families, and communities free their children to engage in safe and supportive physical activity, the program found its own strong footing, adapted even more effectively to local settings, and began to stretch into other communities and reach even more children.

BOKS is established and expanding in Greater Jakarta as well as three districts within East Nusa Tenggara Province — Manggarai, East Manggarai, and West Manggarai.

AK&M's scale around the world

Each market has its own unique needs when it comes to scaling AK&M. Typically, each location needs: The Program, Implementer, and a Funder.

CASE STUDIES OF HOW AK&M SCALED IN THREE DIFFERENT COUNTRIES

USA

The program is rolled out using two models:

Viral - interested individuals can attend training, enroll in the trainer hub, enroll to launch the program.

Funded - grants provided to low-income schools for staff to run the program.

Grants have been provided by adidas, Reebok, Toyota, Blue Cross Blue Shield, CVS Health, the Boston Foundation, and Crossfit.

CANADA

The Public Health Agency of Canada provided a \$5mm grant to roll out the program over 5 years with the goal of implementing the program in 400 schools. **After 5 years the program is in over 4,000 schools.**

INDONESIA

SunLife has provided a \$1.5 mm grant to implement the AK&M program throughout Indonesia as part of its diabetes prevention strategy. World Vision is the implementing partner. **In year one (2022), they impacted over 20,000 kids, exceeding their goals.**

How We Did It

Millions of kids

Horizon

2024

2009

- Basic lesson plans.
- Printed copies.
- Viral growth through word of mouth.

- Introduction of digital resources and the Trainer Hub for easier access to curriculum and support materials.
- 950+ content materials tailored to different age groups and school environments.
- Building strong relationships with partners.
- Trusted program of school boards across the country
- Rebranding reflecting a broader focus on both physical activity and mental health.
- Employment of a multi-channel marketing strategy to engage and retain our audience.

- In discussions with partner(s) who can support continued growth national and international growth.
- New trendy content (i.e., Pickleball, Volleyball, new Girl's curriculum, etc.)

3,000+ trainers

1 million+ kids enrolled

80K+ content downloaded

100K+ website visits

35K+ Trainer Hub visits

35+ content created

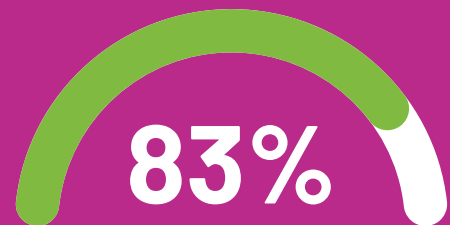
Program Evaluation Report, 2020-21, Research conducted by Dalhousie University

PARENTS/GUARDIANS

After 2-months of AK&M participation:

- Decrease in children's psychological stress and sleep disturbance.
- Improvements in peer relationships, cognitive function and life satisfaction.
- Noticeable changes in children's mood, behaviour and ability to resolve conflict.

TEACHERS



of trainers believe that AK&M had at least some impact on children's **mental health**.



of trainers believe that AK&M had at least some impact on children's **physical health**.

Users love AK&M



AK&M rocks! AK&M is awesome! Thank you for teaching AK&M. It is very fun. It gives you a lot of energy.

Wyatt, 7 years old student, Canada



She's definitely happier and more cooperative when she's been active. She definitely needs that in her life. I need that in my life.

Mike, Parent of AK&M participant (Grade 4), USA



I now pair reading, writing, and counting with what Active Kids has taught me. Now, the children are more active and happier

Anur, Teacher, Jakarta

What Makes Us Unique - involving ALL - Moms, Dads, Teachers, Community Members



**Grassroots/
Community-Led**

Started by parents inspired by the book "Spark" by Dr. John Ratey. Grew virally through community engagement and word of mouth.



**Turnkey &
Comprehensive
Program**

It is a fun, non-competitive opportunity for movement. AK&M has curriculum that has been developed in partnership with many experts, including the Special Olympics.



**Evidence-Based &
Measurable Results**

Proven to improve academic performance, mental health, and physical health. Curriculum is science-based and designed to inspire a lifelong love of movement.



**Focus on
Holistic Health**

Emphasizes the importance of physical activity for preventing chronic diseases, reducing anxiety and depression, and improving cognitive skills and classroom behavior.



**Empowerment &
Collaborative Effort**

Empowers community role models and provides leadership opportunities for older children. Emphasizes a preventative approach involving parents, schools, private, and public sectors.

How to Get Start Active Kids & Minds to your School



Next Steps

Login to
Trainer Hub

ENTER YOUR USERNAME
AND PASSWORD.

Sign Up on
the Trainer
Hub

VISIT OUR WEBSITE AT:
[TRAINER HUB](#)

Coordinate &
Logistics

WORK WITH YOUR PRINCIPAL,
OTHER TEACHERS OR PARENTS ON
THE WHO, WHEN AND WHERE

Send out an
email to the
parents and
let the sign-
ups begin

Trainer Hub

First Name

Last Name

Email

Create Password

Confirm Password

Sign Up

Please be patient as it may take up to 10 seconds for the next page to load

[Already have an account?](#)

Problems? [Contact info@activekids.org](mailto:info@activekids.org)

Your username is your email now!
Use the forgot password link below if you have .ak or .boks at the end of your username and have not reset it yet or if you get a notice that your account is disabled

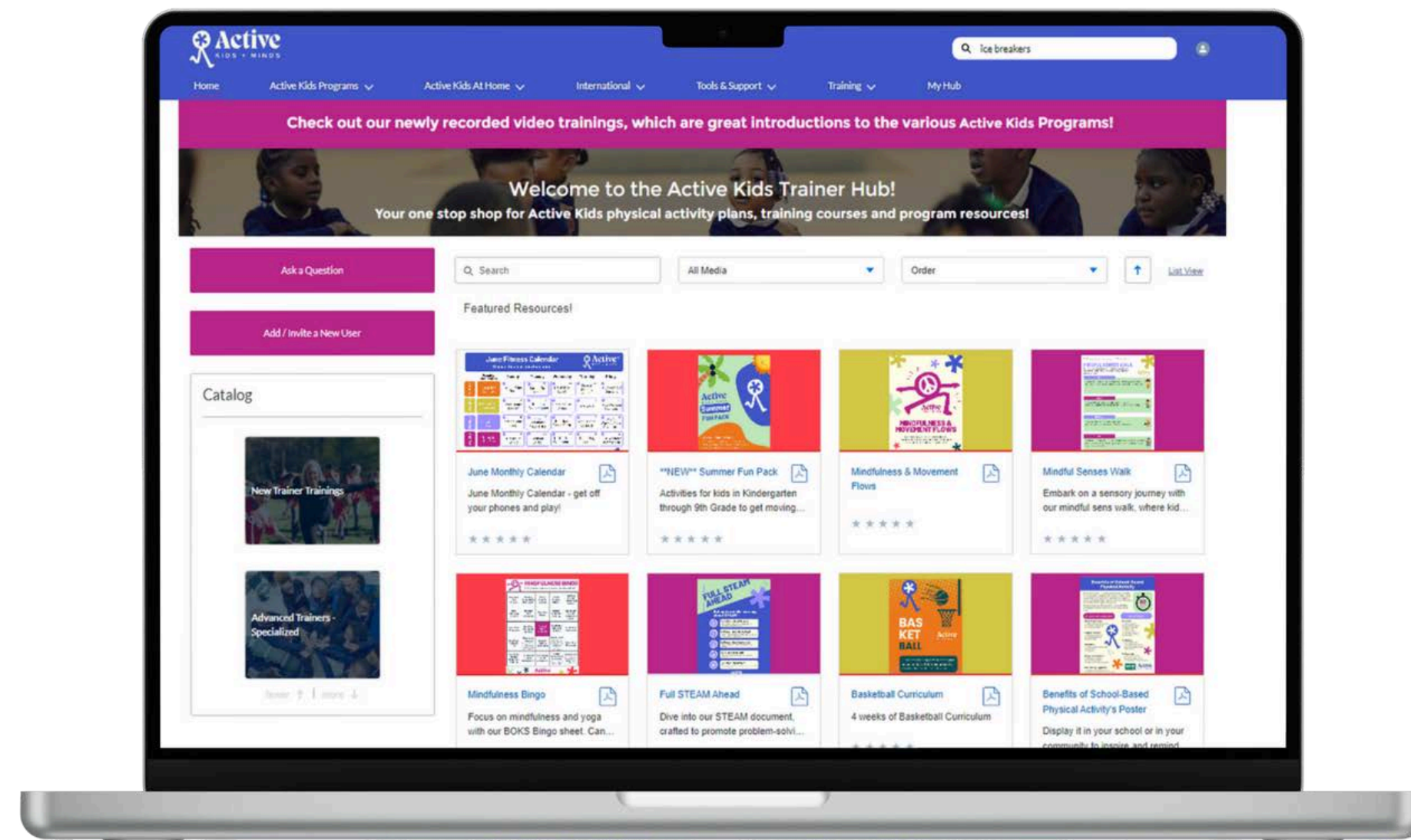
Username

Password

Log In

[Forgot your password?](#) [Sign Up](#)

[Sign In or Create an Account with](#)



**Sign up for Active
Kids & Minds it's
FREE.**



SCAN ME

Thank you!

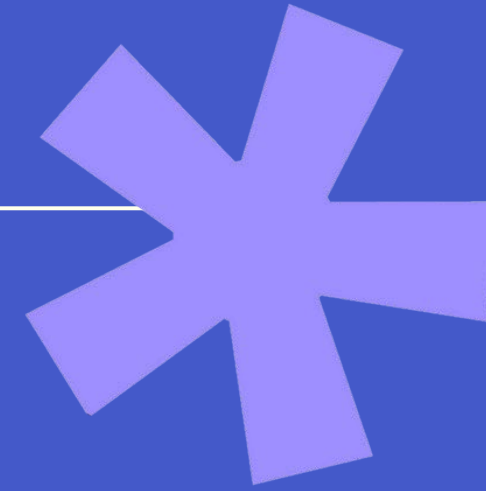
Join the Movement
Invest in Prevention
Active Kids & Minds!



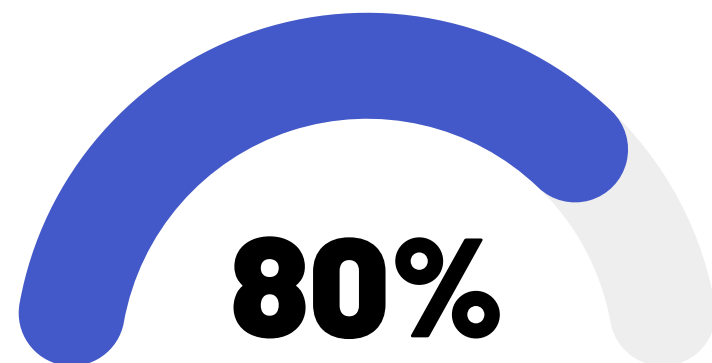
APPENDIX



WHY



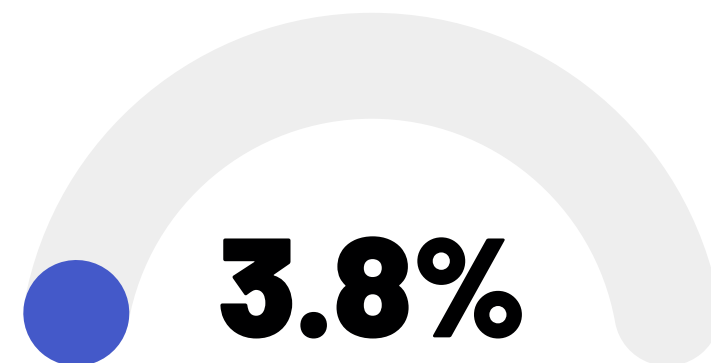
Kids' health and their future is compromised ...



of the world's adolescent population is insufficiently physically active.



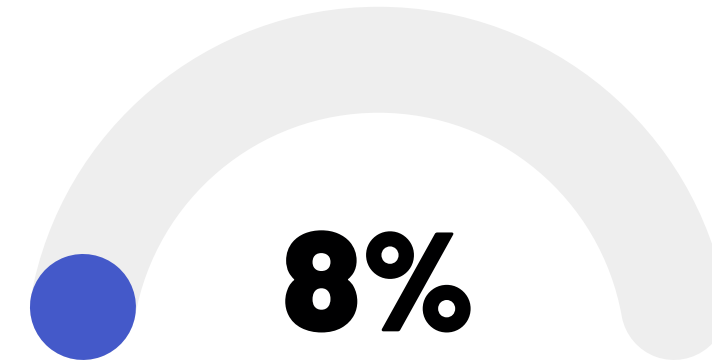
OBESITY



of elementary schools nationwide provide daily physical education.



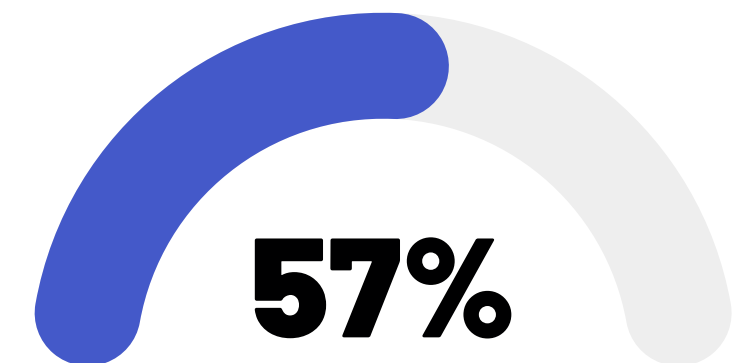
DEPRESSION



of 12-15 year-olds meet the CDC's guidelines for 60 minutes of physical activity per day.



SCREEN-TIME



of the teen girls said they felt "persistently sad or hopeless". That's the highest rate in a decade.



ISOLATION

The Department of Defense serves as the largest employer in the USA -- a microcosm that reflects the current state of affairs, offering insights into broader employment trends.

Obesity and Physical Inactivity is Costly



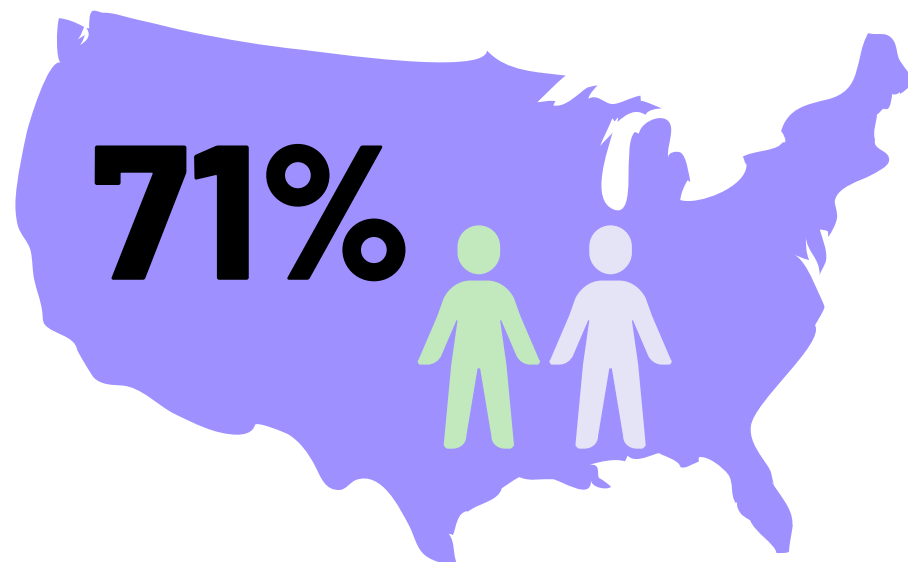
**\$ 1.5 Billion
Per Year**

- The Department of Defense (DOD) spends roughly \$1.5 billion annually in obesity-related healthcare costs for current and former service members and their families, as well as costs to replace unfit personnel.
- Lost workdays due to overweight and obesity for active-duty military personnel is 658,000 days per year. This costs the Department of Defense \$103 million per year.
- Physical inactivity is associated with costly basic training discharge across the services.



**658K Days
Per Year**

Ineligible to Serve



In 2018, 71% of young people in the United States would not be able to join the military if they wanted to.

3 most common reasons young people are ineligible.



Overweight
or obesity



Educational
deficits



Criminal or
drug abuse
record

Individuals in the 17-24 age range account for 90% of military applicants.

... we must return play, physical activity and sports to the future generation.

OVERALL HAPPINESS

"Feel-good" chemicals in the brain are released by the brain during physical activity and help to improve mood, energy levels and even sleep.



PERFORMANCES

Improved cognitive skills and classroom behavior.



BETTER HEALTH

Best prevention against noncommunicable diseases (NCDs) - cardiovascular disease, cancer, diabetes, and depression.

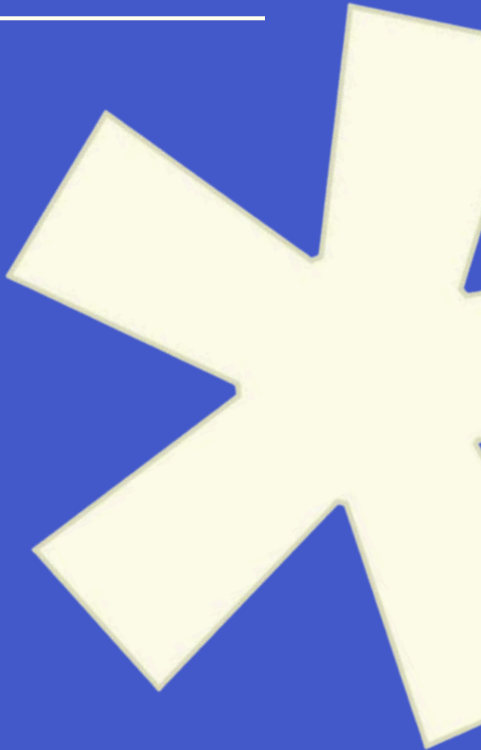
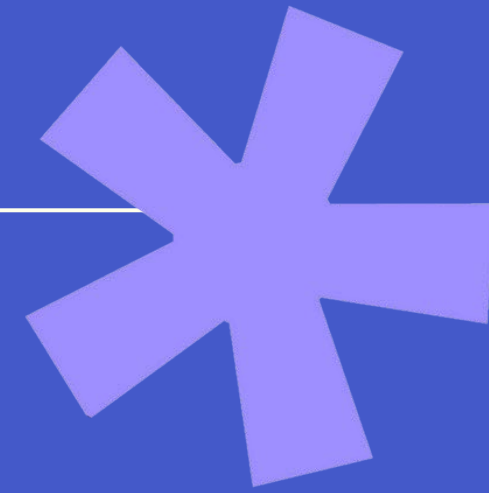


COMMUNITY AND CONNECTION

Human connection. Taking back time from smartphones and social media to connect with others.



Some of the AK&M Program Offerings



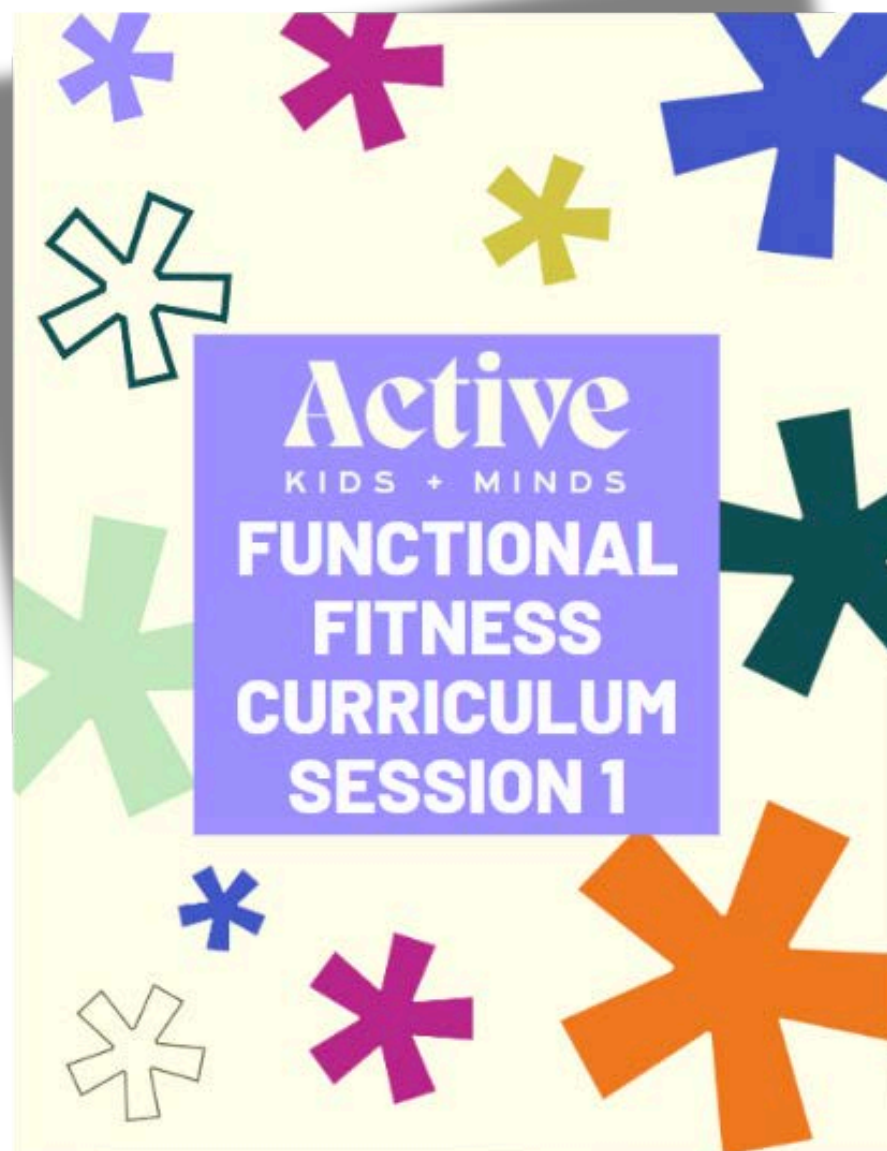
Physical Activity Plans

+ QUANTITY: 72

🕒 TIME FRAME: 30-50 MINUTES

👨👩👧 AGES: 4-16

Flagship Program



- Functional Fitness
- 2 x 12 week programs, up to 3 x per week.
- Turnkey, easily implemented.
- 238 Pages of instruction and videos

- QUANTITY: OVER 200 ACTIVITIES!
- TIME FRAME: 1-10 MINUTES
- AGES: ALL

Monthly Fitness Calendar

September Fitness Calendar

Theme: Get Active With Active Kids

Weekly Challenges		Monday	Tuesday	Wednesday	Thursday	Friday
WEEK 1	Individual Bursts	04 100 Point Challenge	05 Adventure Run	06 Active As If	07 ABC Workout	08 Plyometric
WEEK 2	Partner Bursts	11 Hips, Shoulder, Neck, and Pylon	12 Levels	13 Cup P...		
WEEK 3	Group Bursts	18 Active Memory Moves	19 Sports Galore	20 Circle Pa		
WEEK 4	Games and Fun	25 Charades	26 Discover The Ocean	27 Minu Wi		

September Fitness Calendar

Weekly Challenges

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Individual Bursts	Partner Bursts	Group Bursts	Games and Fun
<p>What can you do for YOU this week? How about keeping your water intake up as you head back to school? This week we challenge you to drink two liters (48-64 oz) of water each day. Find easy ways to log your water intake. Compare this week to your normal intake of water and try to maintain it going forward.</p>	<p>Step out of your comfort zone. It's a new school year, new teachers, new subjects, new kids. This week we challenge you to meet someone new. Maybe you get to know your bus driver, teacher or a new kid in your class. Keep it simple. Meeting new people can be intimidating for some of us. A simple smile or hello can go a long way to make someone else feel welcome.</p>	<p>Teamwork makes the dream work! This week we challenge you to work with a partner or small group and create a new Active Kid Burst, practice the Burst and teach it to your class and/or your family!</p>	<p>Keep it Fun- You are back to school, back in a groove and getting to know your classmates. This week, we want to challenge you to bring "Fun" into everything you do. One of the best ways to do this is through laughter. Maybe learn a new joke to share with your classmates or try a Friday dance party - it is hard to dance and NOT smile. Keep it fun as you wrap up September because we are sure it has been a hectic month for everyone!</p>

How does this work?

- Click on the activity to see how to perform the exercise.
- Join the weekly challenge to set and crush your individual physical acti
- Practice a new Active Burst Monday through Friday.

[Check out the Trainer Hub for more resources](#) [CLICK HERE](#)

- One New Calendar Each Month.
- Daily Burst Activities, weekly challenges, follow along videos, and mindful activities.

Running

AK&M Running Document (at school)
VD Edits - US Letter

GET YOUR RUN ON



Enjoy eight weeks of running-focused lesson plans to get kids running and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and videos to support your program.

AT-SCHOOL

Active
KIDS + MINDS

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Running for Time vs. Running for Distance

For beginning runners, it is important to focus on how many minutes the kids are active - not how far they manage to get in that time. The goal throughout the program is to focus on increasing strength and endurance, which will ultimately result in increased distance. You will celebrate their success with a fun run at the completion of the program.

Setting the pace

Everyone's cadence is different, and part of the enjoyment of running is to learn yours. Do the kids like to sprint and then walk? Do they prefer longer, slower paced jogs? Equally important is learning where they like to run. Running on the street or sidewalk is quite different from running on a trail through the woods, or at the track at a local high school. Encourage your kids to explore different routes. The more they explore, the more likely they are to enjoy running.

Introduction

Looking for ways to get outside and get active with your kids? Try our "Get Your Run on with Active Kids" running program! This eight week program is all about having fun and building endurance. Each of the two weekly lesson plans will be similar in structure:

- Goal Setting & Weekly Theme** Each week will focus on a different theme. We encourage you to watch the related video and discuss the theme with your group. In addition, encourage your group to set a goal that is achievable, and is unique to their particular needs. For example, it may be trying to go slightly faster or longer.
- Warm Up & Dynamic Stretch** Every session will begin with a dynamic warm up to ensure everyone is ready to move. This simply means moving your joints through a range of motion. At the beginning of our workout we want to stretch in a way that helps us to loosen our muscles and joints and reduces strains.
- Run!** Each day your group will build strength and stamina by incorporating run/walks, longer endurance runs, and shorter sprints. The running component will be introduced in a fun way that ensures your running group will look forward to their workout and develop a lifelong love of movement.
- Games** Each lesson includes engaging running-based games into the activity plans to help build endurance while having fun!
- Cool Down - Static Stretch & Movement Flows** Following your run, we recommend walking to bring your heart rate back down. Your group will then end with a holding a stretch for 20-40 seconds.

Active Kids + Minds
www.activekids.org

- + QUANTITY: 8 WEEKS
- 🕒 TIME FRAME: 1-60 MINUTES
- 👨👩👧 AGES: 5-18

- Enjoy eight weeks of running-focused lesson plans to get kids running and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and videos to support your program.

Basketball

**BAS
KET
BALL**

Active
KIDS + MINDS

Jump into this fun four-week introduction to basic basketball skills such as passing, shooting, ball handling and defense.

Table of Contents

WEEK 1 **Ball Handling and Dribbling**
 • Day 1 p.8
 • Day 2 p.12
 • Day 3 p.15

WEEK 2 **Passing**
 • Day 1 p.19
 • Day 2 p.22
 • Day 3 p.25

WEEK 3

WEEK 4

WEEK ONE Day 1
BALL HANDLING AND DRIBBLING

Warm Up (RPE 1-2)
Active Corners

Running Related Activities (RPE 2-3)
GO, BACK, HIT IT

Rate of Perceived Exertion (RPE)
HOW SHOULD YOU FEEL?

1 2 3 4 5

www.activekids.org

+ QUANTITY: 4 WEEKS

🕒 TIME FRAME: 1-60 MINUTES

👨👩👧 AGES: 5-18

- Jump into this fun four-week introduction to basic basketball skills such as passing, shooting, ball handling and defense

Pickleball

PLAY

Pickleball™

Enjoy four weeks of pickleball focused lesson plans to get kids moving and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and videos to support your program.

Active
KIDS + MINDS

Week 1 PICKLEBALL PICKLE ON DAY 1 Skill Of The Day - Paddle Control (RPE 2-3) PADDLE BOUNCE/BALANCE

Week 1 PICKLEBALL MAKE IT FUN DAY 2 Warm Up (RPE 1-2) PICKLEBALL AS IF

Week 1 PICKLEBALL GO FOR IT DAY 3 Game (RPE 1-2) TARGET SERVE

Active 10 MIN

Active 5 MIN

Active 5 MIN

Active 20 MIN

www.activekids.org 20

+ QUANTITY: 4- 8 WEEKS

🕒 TIME FRAME: 20-30 MINUTES

👨👩👧 AGES: 5-18

- Enjoy four weeks of pickleball focused lesson plans to get kids moving and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and videos to support your program.

Are You Game?



+ QUANTITY: +30

🕒 TIME FRAME: VARIOUS

👨👩👧 AGES: 5-14

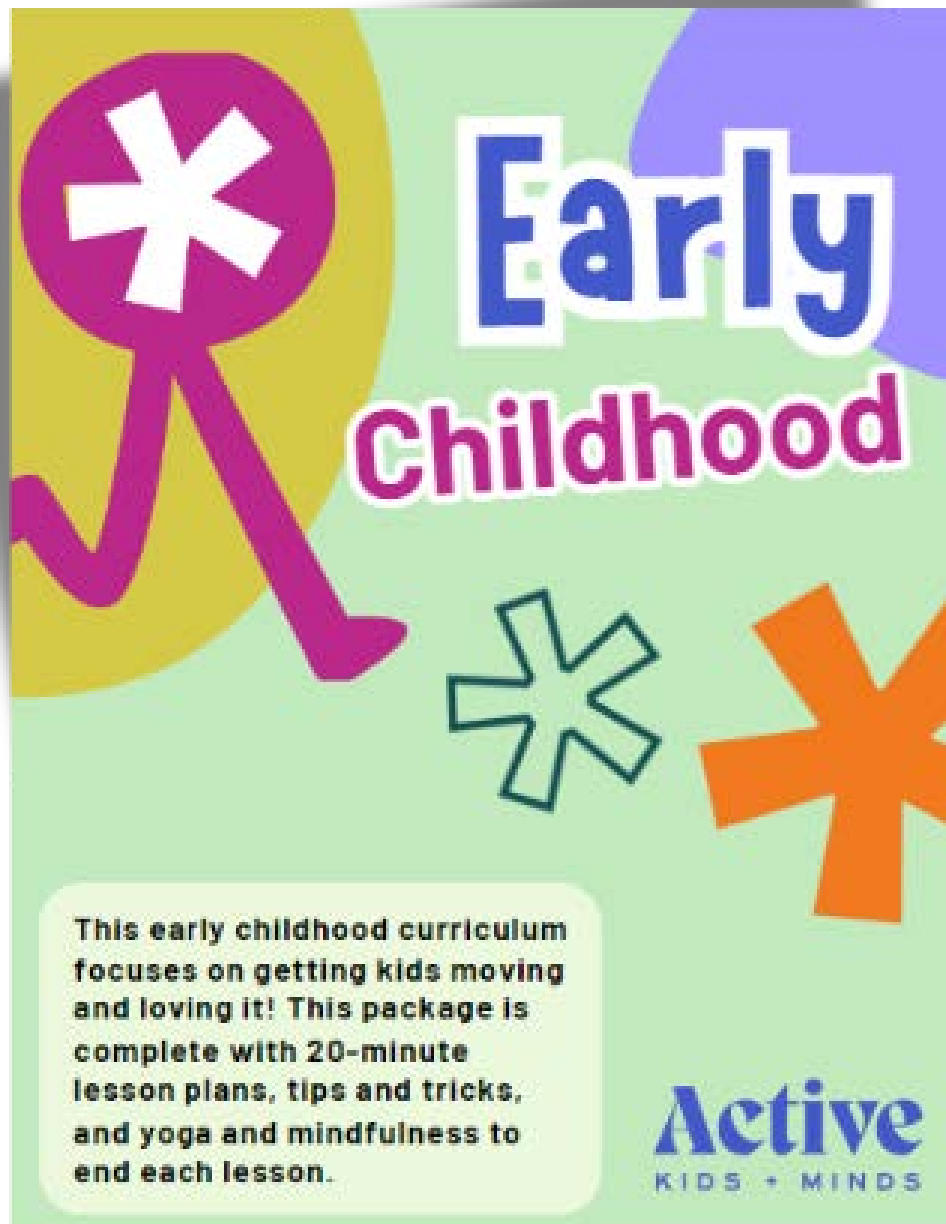
- This resource is full of fun and challenging games, crafts, puzzles, and activities to do at home or in school.
- Most games are accompanied by a video tutorial as well.

Early Childhood

 QUANTITY: MULTIPLE

 TIME FRAME: 20MIN

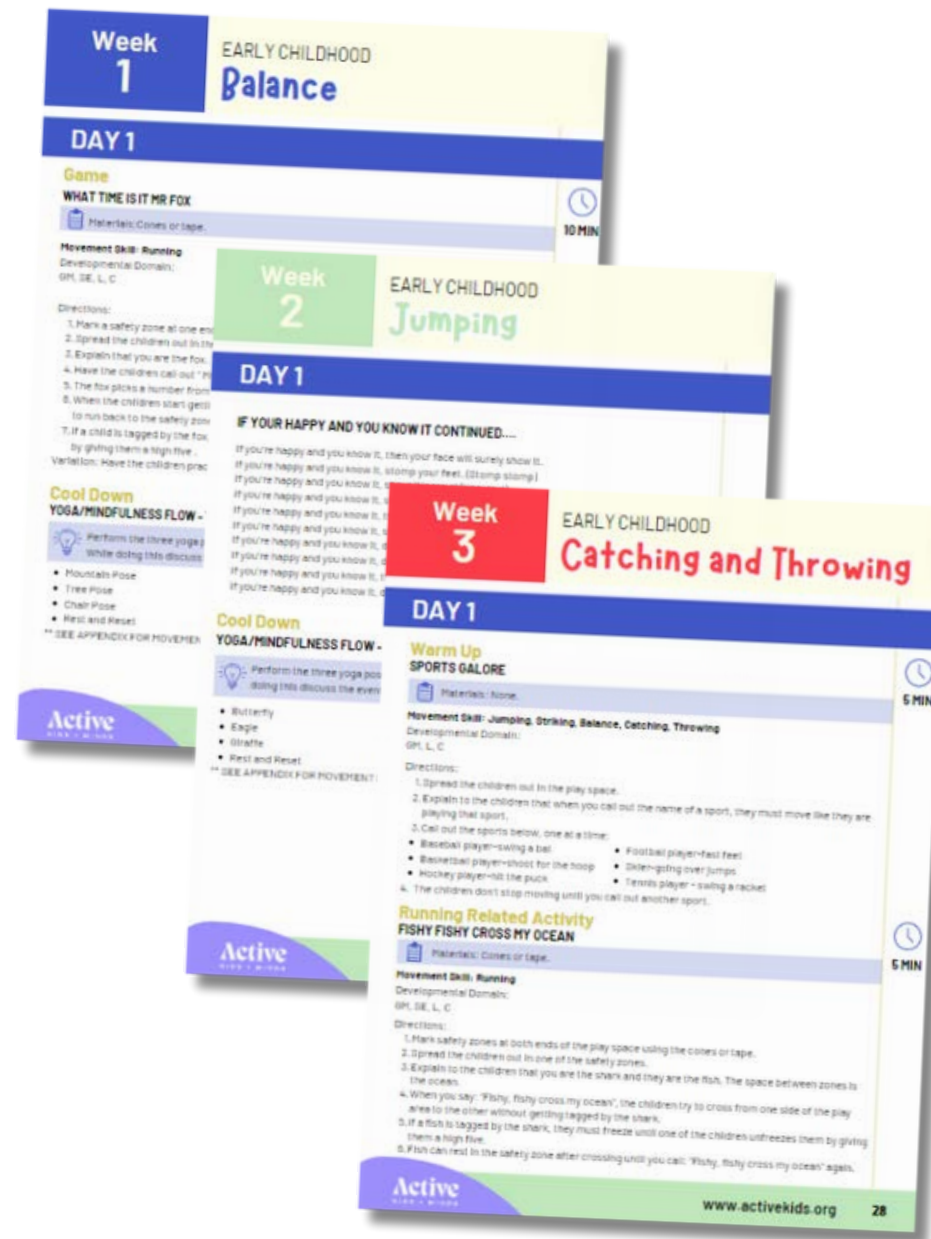
 AGES: 2-5



Early Childhood

This early childhood curriculum focuses on getting kids moving and loving it! This package is complete with 20-minute lesson plans, tips and tricks, and yoga and mindfulness to end each lesson.

Active
KIDS + MINDS



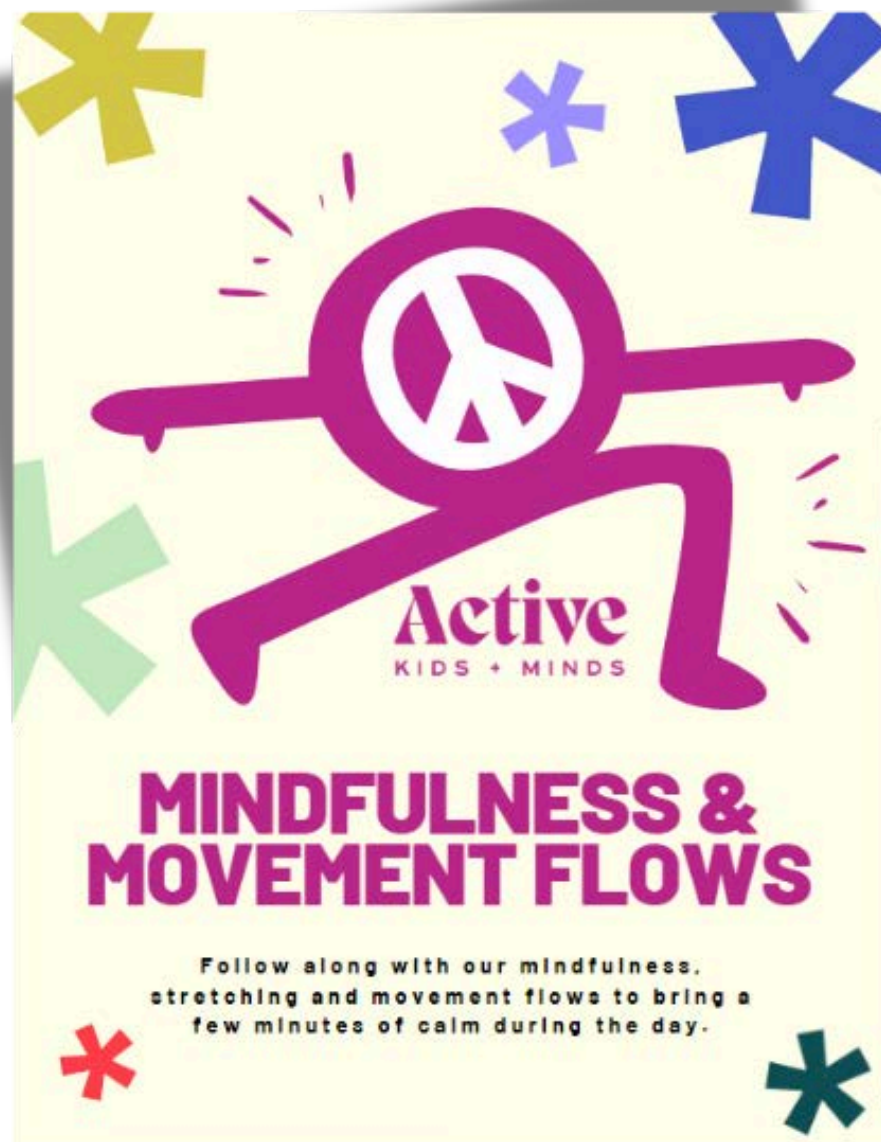
Week 1 EARLY CHILDHOOD Balance
DAY 1
Game: WHAT TIME IS IT MR FOX
Movement Skill: Running
Cool Down: YOGA/MINDFULNESS FLOW

Week 2 EARLY CHILDHOOD Jumping
DAY 1
IF YOUR HAPPY AND YOU KNOW IT CONTINUED...
Cool Down: YOGA/MINDFULNESS FLOW

Week 3 EARLY CHILDHOOD Catching and Throwing
DAY 1
Warm Up: SPORTS GALORE
Movement Skill: Jumping, Drinking, Balance, Catching, Throwing
Running Related Activity: FISHY FISHY CROSS MY OCEAN

- Have been designed specifically to meet the needs of young children's readiness to learn and practice new movements as they develop and grow.

Mindfulness and Movement Flows



+ QUANTITY: +25

🕒 TIME FRAME: 5-10 MINUTES

👨👩👧 AGES: ALL

- Help kids connect with their minds and bodies, relax, and stay healthy.
- This resource includes breathing, mindfulness, movement flows, stretching, and gratitude exercises.

Seasonal Fun Pack



+ QUANTITY: OVER 200 ACTIVITIES!

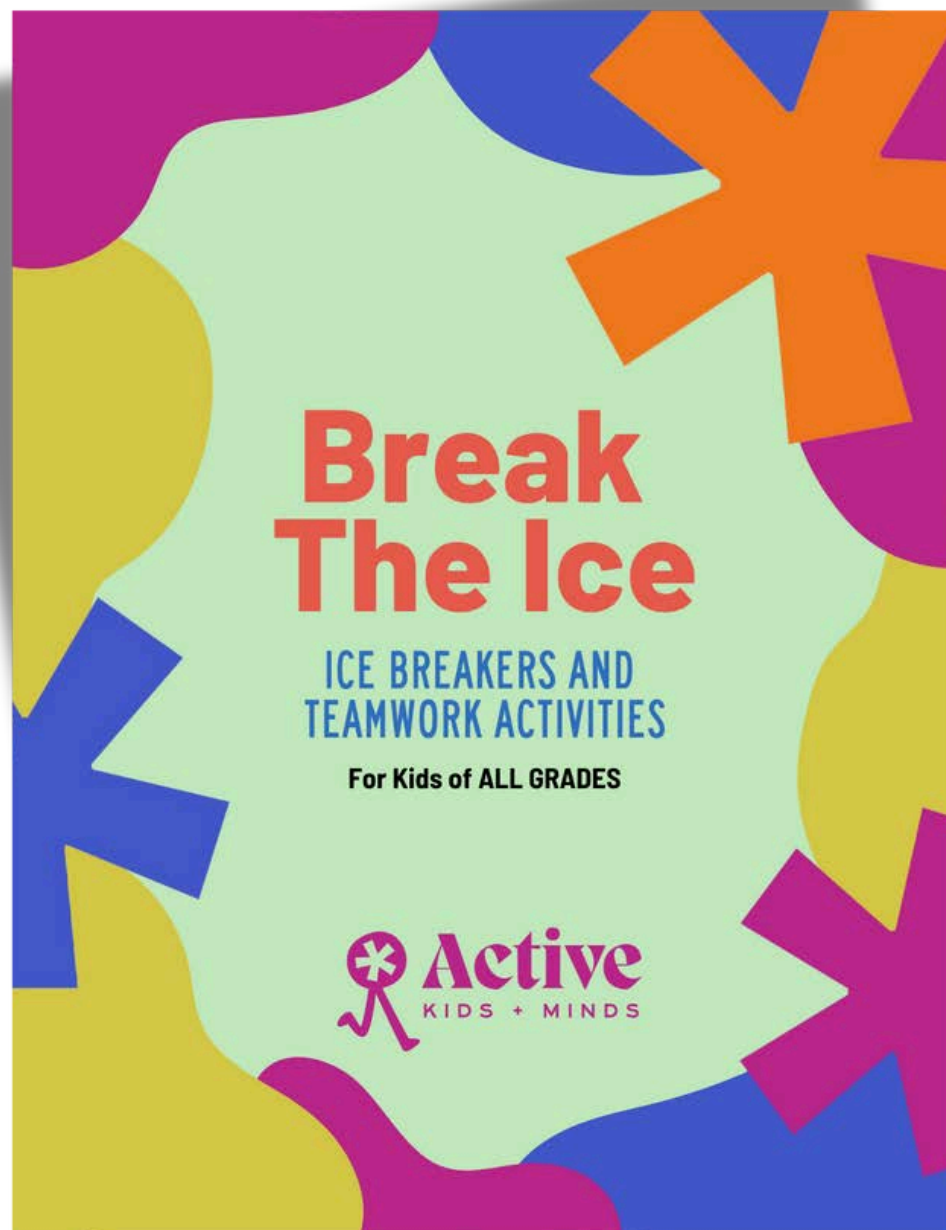
🕒 TIME FRAME: 1-10 MINUTES

👨👩👧 AGES: ALL

- Easy to follow activities for kids to do independently, as a family, or for camp counselors/childcare providers to engage kids throughout the holidays.
- Includes bursts, physical activity plans, crafts, games, recipes and more!

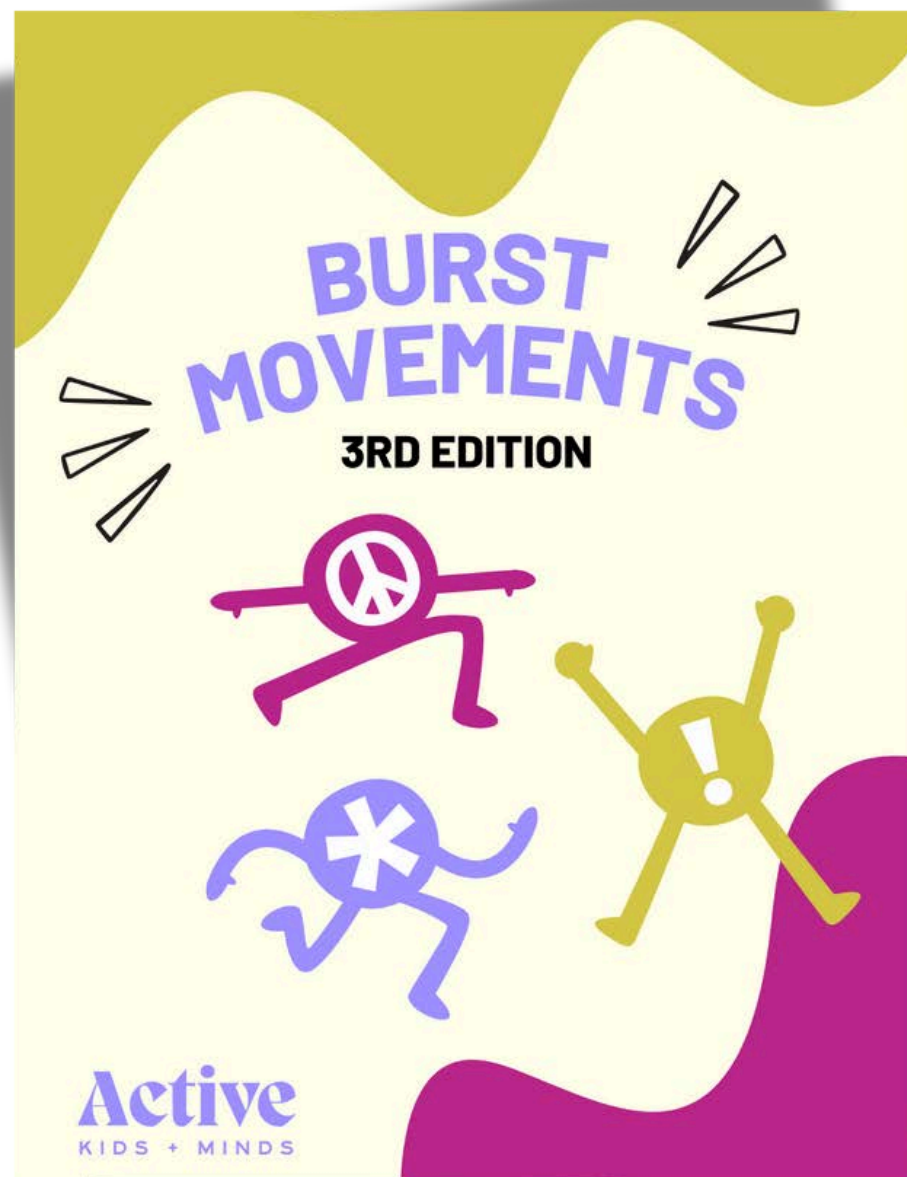
Ice Breakers/Teamwork activities

-  QUANTITY:
-  TIME FRAME: 20MIN
-  AGES: ALL



- Fun activities to help groups become acquainted with each other.
- Teamwork activities that encourage cooperation and fun.

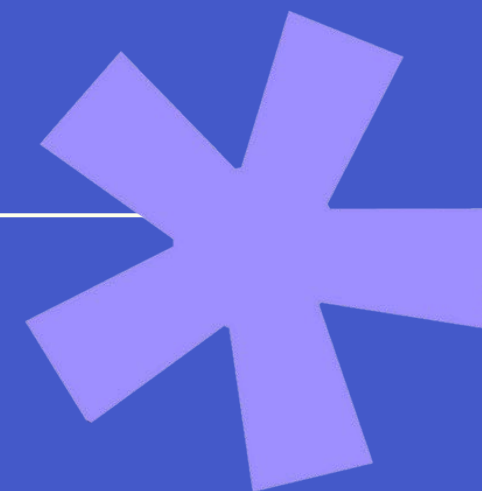
Burst Movements



-  QUANTITY: OVER 200 ACTIVITIES!
-  TIME FRAME: 1-10 MINUTES
-  AGES: ALL

- Short movement breaks intended to keep kids moving throughout the school day.
- Can be done in any setting:
 - in school
 - at home
 - virtually

Additional Information



Board of Advisors



DR. ELSIE TAVERAS
Chief Community Health
Equity Officer for Mass
General Brigham



DR. KIMBERLY O'BRIEN
Founder and Director of
Unlimited Resilience, a
group mental health
practice for athletes;
former college hockey
player at Harvard



JEFF BELLOWS
Vice President
Corporate Citizenship &
Public Affairs at Blue
Cross Blue Shield of
Massachusetts



CÉLINE DEL GENES
Global CCO at Decathlon
and Member Board of
Directors at Herbalife Ltd.



DIANA BITZAS
Marketing Executive | P&L |
Global Business Strategy |



DR. CEDRIC BRYANT
President and Chief
Science Officer
American Council on
Exercise



DAVID KAPLAN
Managing Partner at
Shepherd Kaplan
Krochuk LLC



YVONNE KEUSCH
Attorney



ANNA NOLIN
Superintendent of
Newton Public Schools



NEAL TAYLOR*
SVP Global Commercial,
Hanesbrands



WILL NYSTROM
Attorney at Nystrom,
Beckman & Paris



LIZ MCSPEDON
Head of Partnerships,
NYCPS
Office of School
Wellness Programs



DR. JOHN RATEY
Associate Clinical Professor
of Psychiatry at Harvard
Medical School and an
internationally recognized
expert in Neuropsychiatry.



DIANNE HAYES
Leader in global sports,
entertainment and non-
profit marketing and
management.
Head of Pickleball for
Franklin Sports and
former WTA Board

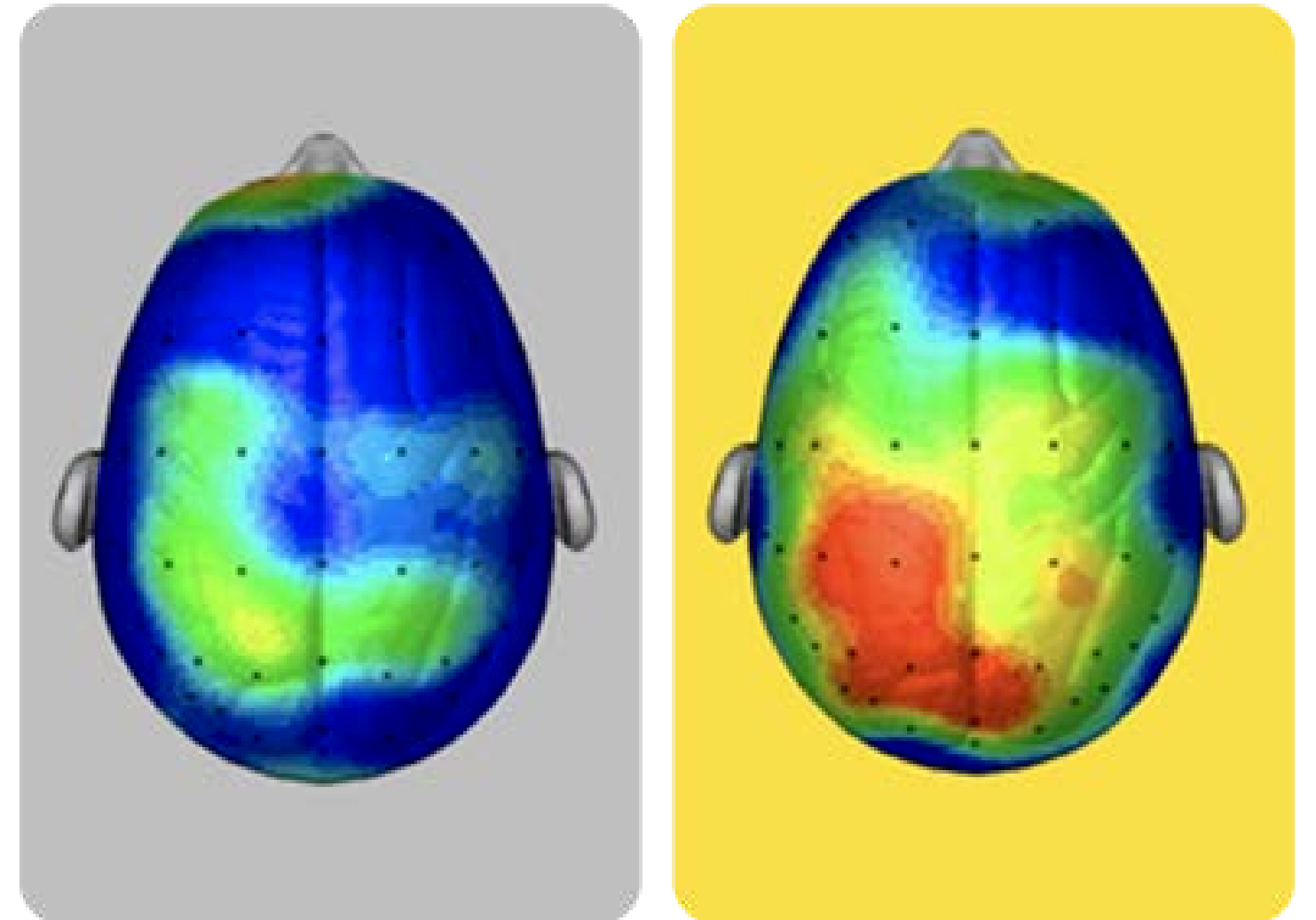


MARTINA JAHRBACHER
General Manager PR-COM
GmbH

Spark(ed) by Science

Active Kids was inspired by the book "Spark", which found:

- Exercise is... "Miracle-Grow for the Brain"
- Aerobic activity shaped 19,000 students from Naperville, Illinois making them the fittest and some of the smartest in the Nation.
- "Exercise is the single most powerful tool that we have to optimize the function of our brains."



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12. Society for Human Resource Management (SHRM). "The Real ROI of Wellness Programs." <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/real-roi-wellness.aspx>