

# Kansas Kids'



# Fitness Day

An Administrative Guide  
to Planning and  
Conducting Kansas  
Kids Fitness & Safety Day

Kansas Council on Fitness

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Dear Colleague:

On behalf of the Kansas Council on Fitness, I would like to encourage you to plan and carry out a Kansas Kids Fitness and Safety Day event in your area. Those who have hosted the event in the past have found it to be exciting and rewarding, not only for the participants but also for those who were administrators and supervisors of the event.

As a project of the Kansas Council on Fitness, Kansas Kids Fitness and Safety Day strive to provide a morning of fitness activities for third grade students. Each student will also be provided with an enrichment packet of information concerning nutrition, health, physical activity, etc.

Mr. Greg Barnett and Ms. Ann Jacobs, members of the Kansas Council on Fitness, and Dr. Rob Hefley from the Department of Health, Physical Education and Recreation at Pittsburg State University drafted this booklet to encourage and facilitate implementation of the event. The booklet is a guide in planning and carrying out the event. Please feel free to contact Greg, Ann or Rob, as all have hosted the event in the past.

Please consider hosting or participating in the Kansas Kids Fitness Day as we try to make it a valuable learning experience for every third-grade student in Kansas.

Sincerely,

A handwritten signature in black ink that reads 'John Oppliger'.

Dr. John Oppliger, Chairman  
Kansas Council on Fitness

## **Kansas Kid's Fitness and Safety Day Planning Suggestions**

### **Step 1: Confirm Kansas Kid's Fitness and Safety Day Event Date**

Kansas Kids Fitness and Safety Day is typically held the first Friday of May during National Sport and Fitness Month. In the rare event that the first Friday in May is not a feasible date for Kansas Kids Fitness and Safety Day, the event will then be held on the second Friday in May. An initial Kansas Kids Fitness and Safety Day information packet will be mailed in November to previous host site coordinators, school administrators, teachers and physical education teacher and will confirm the date of the upcoming Kansas Kids Fitness Day event. If you have any questions you may contact the Kansas Department of Health and Environment, Office of Health Promotion at 785-291-3742.

### **Step 2: Secure Facilities for Event**

Primary consideration should be given to large open areas such as college or high school football fields, practice fields, parks or intramural fields. Check with administrators that nothing else is taking place on that site during the event date and time. It is suggested that space to accommodate 250 children should equal one football field (500 participants = 2 football fields, etc.). Field reservations should be made as soon as possible during the fall portion of the school year to avoid conflicts. Other points of consideration are:

- What will happen in the event of inclement weather? Will the event be moved to a different location, postponed or cancelled?
- Where will buses unload?
- Is electricity available if needed for microphones, music, etc.?

### **Step 3: Complete and Return the Host Site Response Form**

Information regarding Kansas Kids Fitness and Safety Day is mailed by the Kansas Council on Fitness to previous host site coordinators, local health departments and all third grade teachers, P.E. teachers and elementary school principals in November. These forms should be completed and returned to the Kansas Department of Health and Environment, Office of Health Promotion by the date indicated on the letter. The Physical Activity Program Manager will then be able to compile a list of all host sites and the number of students each site will accommodate.

As a host site coordinator you should send letters of invitation to local schools that might be interested in attending your site event. The letter should provide an explanation of who is conducting the event (Kansas Council on Fitness), the type of activity stations that will

be provided to the students that day and should mention the health enrichment packet to be sent home with each attending student. A sample of the mailing is located in the appendix.

#### **Step 4: Secure Volunteer Activity Station Assistants and Other Event Helpers**

To ensure that your site run smoothly during the event it is recommended that groups have at least a 1-15 ratio, supervisors to students. Although adult supervision and assistance is needed volunteers may also be dependable students who will also benefit from the experience. Student assistance in past programs has been used successfully from the junior high school level to graduate students at the university. Remember to have adult supervision circulating between the stations on a regular bases if lower level students are conducting stations. Volunteers can also be obtained from participating school physical education staff and regular classroom teachers, as well as businessmen and women from the private sector. Volunteer parents are also often willing to get involved. One of the most critical factors regarding volunteers, whether they are students or adults, is to make sure that all volunteers know exactly what their role is. This will not only assist in making the day run more smoothly, but will also provide each volunteer with a sense of purpose. If volunteers feel as though their assistance and time was needed they will be more willing to volunteer again in future years. Primary efforts should be made to have these volunteers in place by the end of January if possible.

#### **Step 5: Choose Activities for Stations**

Activities assigned to the various stations should be given considerable attention. Primary concern for assigning activities should be to make sure that each activity selected be age appropriate to third graders and non-competitive. Activities that introduce or reinforce the development of lifelong physical activity skills should be a priority. Selecting activities that are either too simple or complex for this age group will result in boredom or frustration by the participant. Activities should be selected that are easily and quickly explained and understood to promote movement involvement as soon as possible. Don't let kids stand around!

Considerations for space are also paramount for selecting activities. When mapping out these stations on the rotation route do not bunch physically strenuous activities close together, but rather space them out alternating less active stations for resting purposes. Keep the stations as close together as possible to assure quick transition between activity periods. A minimum of 10 activity stations is recommended. In order to get the kids through the entire course in two hours, activity periods should be kept to 8 – 10 minutes. Allow for approximately three minutes transition time between activity periods. Be aware that some groups may have longer distances to travel between periods and adjust time accordingly when starting the next period. It is strongly recommended that one of the stations within the rotation serve as a water break and rest station. Necessary water or fluid replacement drinks should be made available here. Suggestions for activity selections for the age group include:

Parachute activities	Sack Races	Age Appropriate Relays
Aerobics	Frisbee Toss at Target	Softball Throw
Cone Race	Crab Soccer	Rhythm to Music
Jump Rope Fun	Simon Says	Outdoor Activities
Hiking	Hula Hoop Activity	Chain Tag
Alaska Baseball	Animal Tag	

It is also recommended that you consider inviting a guest speaker to provide opening remarks to get the children excited about the event and provide some education on the importance of physical activity and proper nutrition.

### **Step 6: Check Available Equipment Necessary For Each of the Activity Stations, and Make Arrangements to Reserve it**

Sources to find equipment not on hand may be local YMCA's, Parks and Recreation Departments, schools and university equipment rooms. These arrangements should be made within two months of the event.

### **Step 7: Arrange for Rescue Squad Ambulances and Paramedics**

It is recommended to do this by January and verify their attendance one week before the event. This service is usually donated at no cost to the event host. Recognition for this service should be released to the news media.

### **Step 8: Arrange Refreshments for Students, Teachers and Assistants.**

**(Optional – Event host is responsible for costs incurred)**

Nutritious refreshments are much appreciated by those conducting and participating at the Fitness Day. Area grocery stores and markets will usually either donate or sell products at a discounted price for service-oriented projects such as this. This generosity should be recognized in various new releases about the event. Popular refreshments include bananas, apples, fruit juice and sport drinks, etc... Various fast food restaurants or soft drink companies generally donate cups for the event as well. Contact with these merchants should take place at least one month in advance of the event.

### **Step 9: Health Enrichment Packets**

Materials to stock the packets that are given to each child should be arriving from the Council on Fitness a few weeks prior to the event. This Council is responsible for supplying the educational materials to each event host. Each host is encouraged to include pertinent educational materials within the packet as well. It is advised to get considerable help to assist with filling each packet. It is recommended that a box for each school be labeled accordingly and filled with the number of packets corresponding to students from that school.

These can then be placed on the buses and passed out after the students leave. This keeps materials from getting lost at the site or littering the fields. Encourage teachers to go through the packet materials with the students back in their classrooms and discuss with them the health related literature.

### **Step 10: Notification to News Media (television and local newspapers) should be Arranged at Least Two Weeks in Advance of the Event**

The participating schools local media can also be contacted for publicity. If event is held at a college or university site the administrative public relations department can be of valuable assistance for arranging media coverage. A sample of the media advisory and a press release are in the appendix.

### **Step 11: Mail the General Information Letter Concerning Pertinent Details School Districts Will Need Before Their Arrival To The Event Site**

Suggested details to include are:

- Reminder of date and time of arrival.
- Map of Location with bus unloading and parking procedures.
- Structure of opening remarks and procedures for getting event started.
- A map of the activity stations and starting points for each school.
- Inform them about the ambulance being on duty.
- Encourage children's parents to attend.
- Encourage teachers to discuss information from the health enrichment packet with their students after they return to school.
- Let them know if refreshments will be served and invite children to bring sack lunches for after the event.
- Encourage student's to wear comfortable clothing and shoes they can move easily in. School T-shirts may be suggested to make identification easier at the event.
- Provide estimated length of the event and approximate time students will be returning to their respective schools.
- Document policy for poor weather and conditions that might cause postponement or cancellation.
- Include any local sites of interest that the teachers may want to include as part of the days events upon completion of the Kansas Kids Fitness and Safety Day activities. Examples maybe any local historic sites or a walking trail system in the area. Contact information to arrange for more information could be included.
- Be very positive and upbeat!

A sample letter is located in the appendix.

## **Step 12: Setting up the Site For Fitness Day**

- a. Put station numbers in large letters on poster boards or flags. Set them up at corresponding stations where they are very visible and leave no doubt to where a station is located.
- b. Everyone helping with the event should have a copy of the field site, illustrating station assignments, and rotation order. These should also be distributed to the group escorts that are assigned to lead their particular group through the stations. Teachers and anyone else that could benefit from a copy should be given one as well.
- c. Have equipment distributed to each site prior to start of activity.
- d. Arrange to use microphones, bull horns etc. to communicate with groups prior to and after the activity sessions, and in between if necessary. Some sort of noise device such as an air horn is effective to notify groups of period changes.
- e. Arrange for a method to mark off field designating the individual station spaces. Cones (borrowed from the highway department or telephone company) and flags are effective at marking these boundaries.
- f. Assign helpers to meet buses and give immediate instructions as well as serve as an escort. Have a "Potty patrol" to escort kids to the bathroom and back to their groups. Obtaining Porta-potties may be necessary if building access is not easily accessible. These escorts may also be valuable for passing out the refreshments following the event.
- g. Get activity leaders to return equipment to central location for easy pickup. Have assistants breakdown station materials (cones, flags etc.) and clean up event site.

## **Step 13: Communication With the Participants**

Welcome remarks to the entire group before fitness activities should be brief and very positive. Inform the group that the Council on Fitness sponsors the event. Encourage the children to enjoy the activities and tell them what we hope to accomplish with the event. Last minute instructions should be given before group escorts are asked to lead the groups to their respective starting stations.

Closing remarks should be addressed to thanking the participants, teachers, administrator's and parents that attended. Also, remember to acknowledge the efforts made by all of the volunteer help and assistants. Instructions for distributing refreshments should be delivered at this time.

## **Step 14: Follow-Up**

Mail letters to school administrators and teachers thanking them for their cooperation and allowing the children to attend the Fitness and Safety Day. Comments about the success of the event and follow-up packet materials should also be mentioned. Thank you letters and feedback about the day should be sent to volunteers and support services, e.g. ambulance, grocery stores etc...

## **KANSAS KIDS FITNESS AND SAFETY DAY CHECKLIST**

### **OCTOBER/NOVEMBER**

- \_\_\_\_\_ Confirm date of Kansas Kids Fitness and Safety Day from the Kansas Council on Fitness
- \_\_\_\_\_ Secure facilities for the event.

### **DECEMBER**

- \_\_\_\_\_ Begin to enlist volunteer assistance from school systems and the community.

### **JANUARY/FEBRUARY**

- \_\_\_\_\_ Choose activity stations and map out the rotational course.
- \_\_\_\_\_ Identify necessary equipment and make arrangements to reserve it.

### **MARCH**

- \_\_\_\_\_ Arrange for rescue squad ambulance and paramedics to attend.
- \_\_\_\_\_ Contact grocery Stores about obtaining refreshments.

### **APRIL**

- \_\_\_\_\_ Notify volunteers about assignment specifics.
- \_\_\_\_\_ Put health enrichment packets together. Materials should be arriving from the Governor's Council of Fitness.

### **Two Weeks Prior to Event**

- \_\_\_\_\_ Notify news media (TV and newspapers) about coverage of the event
- \_\_\_\_\_ Mail instructional letters to school administrators and physical education instructors. Include important instructions concerning the event, maps for guidance and bus parking.
- \_\_\_\_\_ Construct station signs and arrange for special needs such as cones, flags, bullhorns or other equipment.

### **Following the Event**

- \_\_\_\_\_ Mail thank you letters to school administrators and teachers for their assistance and attendance. Remind them to discuss packet information with their children. Provide them with follow-up recreational activities to promote health and fitness year round.
- \_\_\_\_\_ Mail thank you letters to ambulance workers, grocers, and others that provided special assistance for the event.



### **Incorporating a Safe Kids Station into Kansas Kids Fitness & Safety Day**

Safe Kids Kansas and the Kansas Fitness Council are partnering once again to incorporate injury prevention into the Kansas Kids Fitness games. Accidental injuries are the leading killer of Kansas kids. The theme for Safe Kids Week will be identified in the initial mailing materials sent out each year. It is recommended that one of the stations in the Fitness Games be designated as a Safe Kids station to reinforce the injury prevention messages included in the student and teacher packets for Fitness Days. As an incentive, schools may request smoke detectors and bike helmets to use in their Safe Kids activity station. To request these items, please fill out the enclosed fax-back form or contact Jan Stegelman at 785-296-1223 or Cherie Sage at 785-296-0351. Deadline for requests is the first Monday in April.

The Safe Kids station will be similar to the other stations at your event (see step 5 of Fitness Day Guide.) A sample fitness day layout is attached. It is very important that the children be active and have fun at the station – No Lectures Allowed!!!

#### **Suggested activities at the Safe Kids Station:**

Children proceed through a Safe Kids relay, which may include any combination of the following:

- Demonstrating stop, drop & roll on a gym mat
- Water safety area where child must put on a PFD (personal flotation device) correctly
- Telephone to demonstrate correctly calling 911 - make sure they know their home address!!
- Helmet safety demonstration - match the sport helmets to the sports (football helmet to football, softball helmet to softball, baseball helmet to baseball, bike/skate helmet to skates or skateboard)
- Pressing the test button on a smoke detector (beep, beep).

As soon as the beep is heard, the next child starts through the relay course. In many communities, the local fire, EMS or police department will help run the Safe Kids Station for you.

The equipment needed for the SAFE KIDS station is readily available:



- ❑ Gym Mat for stop drop & roll
- ❑ Telephone
- ❑ Stand for phone (milk crate works well.)
- ❑ Smoke detector with batteries
- ❑ Stand for smoke detector (milk crates work)
  
- ❑ PFD (life jacket) sized for third graders  
(We recommend the jacket type with plastic snap fasteners for use for this event.)
  
- ❑ Choose Two or More:  
Football/Football Helmet  
Baseball/Baseball Helmet  
Softball/Softball Helmet  
Bike or Skating Helmet



## **APPENDIX**

Kansas Kids'



Fitness Day



Safe Kids

Kansas

## SAMPLE INITIAL LETTER TO THE SCHOOLS – STEP 1

Date: November 1, 2005

To: Elementary School Administrators, 3<sup>rd</sup> Grade Teachers, and Physical Education Teachers

From: Kansas Council on Fitness & Safe Kids Kansas  
Cindy Winters, CHIPr/Arthritis Program Manager  
Office of Health Promotion  
Kansas Department of Health and Environment  
1000 SW Jackson, Suite 230  
Topeka, KS 66612-1274

RE: Invitation to Kansas Kids' Fitness and Safety Day 2006

Kansas Kids Fitness and Safety Day is an opportunity to impress upon youth the importance of being safe and active. Accidental injury is the number one cause of death for Kansas children ages 1 – 14. A report released by the Institute of Medicine (IOM) on September 30, 2004, states that while “children’s health has made tremendous strides over the past century, we begin the 21<sup>st</sup> century with a shocking development – an epidemic of obesity in children and youth.” Kansas children have not escaped this epidemic. While children become less fit each year, we hope to reverse this trend with events such as **Kansas Kids' Fitness Day (KKFD)**.

KKFD will be held **Friday, May 5, 2006**. This year’s theme will be “Safe Kids Safe Pools”. Please mark your calendars and plan for your third graders to participate in this celebration of physical activity. Our goal is to have all third graders throughout Kansas participate in celebrating the fun of physical activity and safety.

Please share this invitation with all those whose sponsorship, cooperation and support are essential and make the necessary arrangements to attend an event or host one at your own location. Everyone’s help is needed to insure the continued success of Kansas Kids’ Fitness and Safety Day. This year there will again be two flagship events, one on the lawn at Cedar Crest in Topeka and one at the national historical site of Fort Larned on the Santa Fe Trail. Attendance selection for both these events is by a lottery type drawing, so please return the enclosed forms promptly. There will also be multiple regional and local events held across the state, with attendance ranging from 100 to 2000 students per location. Kansas Kids’ Fitness and Safety Day works closely with Safe Kids and features safety stations as part of the day’s activities. Should your school decide to host an event, materials promoting safety will be provided for you, as well as a complete outline to guide you through the event from start to finish. The program is very flexible and the outcome is very rewarding.

Whatever your choice, we certainly hope you will involve your students in Kansas Kids’ Fitness and Safety Day, either on its own as a special event promoting the importance of physical activity and fitness, or as the culmination of the Santa Fe Trail Curriculum and/or Third Graders on the Move incentive program. An addendum for the curriculum is available by completing the enclosed form. If you do not have a copy of the original curriculum, you may indicate on the form that you wish to receive both the curriculum and the addendum. Information about the incentive program is also enclosed.

Once again, we ask that you consider all options available to your school. Please complete and return the response form indicating your preference. If you have any questions, please contact Cindy Winters by e-mail at [cwinters@kdhe.state.ks.us](mailto:cwinters@kdhe.state.ks.us) or call the Office of Health Promotion at (785) 296-8150.

cc: John Oppliger, Ph.D., Chair KS Council on Fitness  
Paula Marmet, MS, RD/LD, Director OHP, KDHE

# Get Your 3<sup>rd</sup> Graders on the Move for Their Health

## 2006 Kansas Kids' Fitness and Safety Day Response Form – Step 3

Our school would like to participate in Kansas Kids Fitness and Safety Day on May 5, 2006. The number of third grade students expected to attend from my school \_\_\_\_\_.

We would like to participate in the following manner, please check all that apply:

- Attend the flagship site at Cedar Crest on May 5, 2006. I understand that participants will be selected on a lottery basis. **Applications must be submitted by December 16 to be included in the lottery.**
- Attend the flagship site at Fort Larned on May 5, 2006. I understand the participants will be selected on a lottery basis for either the morning or afternoon session. **Applications must be submitted by December 16 to be included in the lottery.** *I would prefer the following session: morning \_\_\_\_\_ afternoon \_\_\_\_\_*
- Participate as a Regional Host Site on May 5, 2006 for our own school as well as other schools in our region. ***Our facility will accommodate approximately \_\_\_\_\_ students total.***
- We are unable to host a regional event but we would be willing to travel to another site.
- We will be holding an Individual School Site event (please indicate date of event if different than May 5, 2006) for students at our school only. ***There will be \_\_\_\_\_ students participating.***  
***Date (if other than May 6): \_\_\_\_\_***
- We will be unable to host or attend any event.

### School Contact Person:

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
School: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Principal or authorizing official signature: \_\_\_\_\_

PLEASE COMPLETE AND RETURN THIS FORM BY DECEMBER 16, 2005 and return it to:



Billie Williams  
Office of Health Promotion  
Kansas Department of Health and Environment  
1000 SW Jackson, Suite 230  
Topeka, KS 66612-1274  
Phone: (785) 291-3742  
Fax: (785) 296-8059



**SAMPLE LETTER TO SCHOOLS THAT TRAVEL TO HOST SITES – STEP 3**



Date

Dear

Thank you for your interest in Kansas Kids Fitness and Safety Day. I hope you will be able to attend one of the regional or local events that are scheduled as part of this statewide event. A listing of host sites is enclosed for your information. Please contact the site of your choice.

If you are interested in conducting Kansas Kids Fitness and Safety Day events for your school or community, please contact Marva Wood at (785) 291-3742, or you may e-mail her at [mwood@kdhe.state.ks.us](mailto:mwood@kdhe.state.ks.us). We have assembled a packet that includes instructions, games, logistic considerations, and scheduling suggestions. Please let Marva know if you would like a copy.

Our goal is to have all third graders in Kansas enjoy Kansas Kids Fitness and Safety Day. Impressing our youth with the enjoyment and health benefits of lifetime physical activity is a critical step in improving the health of Kansans.

Sincerely,

Cindy Winters, CTRS  
KKFD Statewide Coordinators  
KDHE, Office of Health Promotion

## **SAMPLE LETTER GENERAL INFORMATION LETTER-STEP 11**

### **Memorandum**

To: Schools Attending Kansas Kids Fitness Day at Cedar Crest  
From: Ginger Taylor  
Date: April 8, 2005  
Subject: Information About Cedar Crest Activities

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Plans for Kansas Kids Fitness Day 2005 (KKFD) at MacLennan Park at Cedar Crest on **Friday, May 6, 2005 are final. Please plan to arrive no later than 9:30 am.** Scheduled activities at MacLennan Park, just south of Cedar Crest, the Governor's Residence, will begin at 10:00 a.m. Water will be provided throughout the morning. Snacks (fruit and juice) will be available to students during the event.

**Arrival:** Buses should turn around in the circle area (see enclosed map) and return to the registration tent to allow students to exit the bus. **Please have bus drivers wait at the registration tent for enrichment packets prior to parking.**

**Enrichment Materials:** As the children are exiting the bus upon arrival at Cedar Crest, student and teacher enrichment packets will be provided to each class. Please leave the enrichment materials on the bus during the day's activities and pass them out to the students after loading the bus to return home or upon arriving back at your school so the students have adequate time to look through all the materials.

**Registration:** Events will begin at 10:00 a.m. **Please arrive at least 30 minutes early so you can register and get your students in place for the events.** To avoid crowding and confusion at the registration area (see map), please send only **one** representative from your school to register and make sure that person has an accurate count of your students. Upon registration, your students will be assigned to a place in one of the circuits. Please follow the instructions as to where to proceed from the registration area.

**Parking:** (See enclosed map) From 1-70, exit on Fairlawn Road. Proceed north on Fairlawn Road to the entrance of Cedar Crest Road. Turn west (left) on Cedar Crest Road and proceed to the turn around west of the residence. Return east on Cedar Crest Road to the drop off area. After the children are off the bus, the bus should continue east on Cedar Crest Road to Fairlawn. They should then turn south on Fairlawn and park on the west side of Fairlawn. KKFD staff will be available to direct traffic.

**Planned Activities:** Planning coordinators have scheduled three circuits of activity stations which will operate simultaneously during the two-hour event. Groups will be assigned to their first activity station to begin the event and will rotate at scheduled intervals throughout the morning. Each group of students will complete one full circuit.

**Facilities:** Porta-potties and hand washing stations will be available (one will be wheelchair accessible). Each school should assume responsibility for keeping track of students who need to use these facilities during the event.

**Discipline:** Please plan to take an active role in maintaining order among your students and convey to all teachers and parents accompanying your students their responsibility for keeping the students under control. Proper conduct must be maintained in order to participate. The day's activities will be fun and exhilarating, but it will be necessary to maintain a good level of discipline to keep things moving well so that all of the kids attending can enjoy all events, snacks and picnic lunches. A penalty box, or "time out" place, will be designated in case it becomes necessary to take any students out of circulation. In the unlikely event a student from your school is sent to time out, an adult must accompany them.

**Dress:** Dress in clothes appropriate for vigorous exercise and suitable for the day's weather. To aid you and the Cedar Crest volunteers in identifying your students, you may wish to have the kids dress in school t-shirts or other clothing in school colors. Please have nametags on your students when they get off the bus. Each nametag should have the child's first name and the name of your school. It is also recommended that you bring a second set of clothes. The Kansas Cancer Control Program has provided sunscreen packets for each child, which will be available at the registration tent.

**Picnic Lunch:** Your students are welcome to stay after the scheduled events are concluded and picnic on the grounds if you wish. As mentioned previously, a nutrition station will be available to students during the event, but will provide only a small snack which will not be adequate for lunch.

**Inclement Weather Options:** Unfortunately, we were unable to secure an alternate site in the event of inclement weather. If the event is cancelled due to inclement weather, materials will be mailed to each school. As alternate activities, it is recommended that you consider the Kansas Historic Center and Museum, which has free admission (a donation is appreciated). You are welcome to take a self-guided tour. The telephone number of the Kansas History and Center Museum is (785) 272-8681. The Kansas State Capital would also be available for self-guided tours (maps are provided upon arrival). Their number is (785) 296-3966. There is also the Combat Air Museum. Their number is (785) 862-3303 (call for admission discounts).

Should you have any questions not addressed in this letter, you may contact us at 785-291-3742.

# SAMPLE MEDIA ADVISORY TO PROMOTE KANSAS KIDS FITNESS DAY EVENT IN YOUR COMMUNITY



## MEDIA ADVISORY: Kansas Kids Fitness & Safety Day 2006



Organized non-competitive day promotes the importance of an active lifestyle, safety, and proper nutrition to third grade students.

**WHO:** (List organization/school sponsoring host site including the name and telephone number of designated contact person for media calls)

**WHAT:** **KANSAS KIDS FITNESS AND SAFETY DAY 2006:** (Insert number of students coming to host site event) third graders will be participating in events to promote physical activity and to celebrate Safe Kids Week (add the current year and Safe Kids week theme for the current year example - 2006 – “*Safe Pools* for Safe Kids”.)

**WHEN:** (Insert Start Time for local event) Friday, May 5

**WHERE:** (Insert site location and address)

**WHY:** (Add a paragraph or two providing the information on why the event is being held. See the example below for 2006.)

Accidental injuries are still the leading cause of death for Kansas kids. Preventable injuries to children peak during the summer when children are less supervised, have more free time and engage in more outdoor activities. During Safe Kids Week 2006, Safe Kids Kansas will be focusing efforts on preventing drowning in pools and hot tubs.

In response to the growing epidemic of obesity in children, a report released by the Institute of Medicine (9/30/04) recommended that schools expand opportunities for all students to engage in at least 30 minutes of moderate to vigorous physical activity each day.

# SAMPLE PRESS RELEASE TO PROMOTE KANSAS KIDS FITNESS DAY EVENTS IN YOUR COMMUNITY



Embargoed for Release  
May 5, 2006

**Contact:** Insert Contact name and telephone number

## **16th Annual Kansas Kids Fitness & Safety Day Held May 5 “Safe Pools for Safe Kids”**

(Insert number) third grade students from (insert location) participated Friday, May 5, in the 2006 Kansas Kids Fitness and Safety Day, sponsored by the Kansas Council on Fitness, Safe Kids Kansas, and the Kansas Department of Health and Environment. The event promotes physical activity and injury prevention and celebrates Safe Kids Week 2006 – *Safe Pools for Safe Kids*.

Events took place not only at (insert name of host site), but also at 40 other sites across Kansas. Over 17,000 third graders, their teachers, and parents participated. Activities at (host site) opened with (insert information about what happened at your event).

“Safe Kids Kansas is pleased to be able to participate in this statewide event which reinforces to children the fun and health benefits of noncompetitive physical activities and injury prevention. This year’s theme for Safe Kids Week, ‘Safe Pools for Safe Kids’ focuses on protecting kids from injuries and entrapment in pools and hot tubs,” said Jan Stegelman, Coordinator of Safe Kids Kansas.

Kids from (list schools) participated in (list local activities). Statewide, all children participating in Kansas Kids Fitness and Safety Day received health and safety enrichment packets, jump ropes and hacky sacks to encourage physical activity.

(Insert more information about the activities from your event here.)

Kansas Kids Fitness and Safety Day is an opportunity to impress upon youth the importance of being safe and active. A report released by the Institute of Medicine (IOM) on September 30, 2004, states that while “children’s health has made tremendous strides over the past century, we begin the 21st century with a shocking development - an epidemic of obesity in children and youth.” Studies conducted by Kansas Department of Health and Environment indicate that approximately 12 percent of middle school students (grades 6-12) and 11 percent of high school students (grades 9-12) in Kansas are overweight. In addition, an estimated 24 percent of middle school students and 31 percent of high school students in Kansas do not get the minimum recommended level of physical activity.

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