



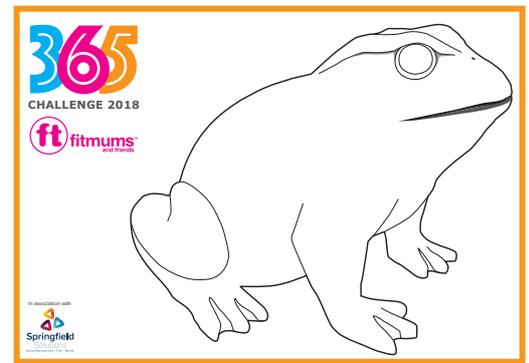
**fitmums™**  
and friends

**365**  
CHALLENGE 2018

## 365 CHALLENGE FOR SCHOOLS

### What is the challenge?

The 365 School Challenge encourages children to complete 365 hours of physical activity during 2018 in line with national guidelines for young people aged 5-18 years. Activities should be of moderate to vigorous intensity and may include walking, cycling, swimming, scooting, skateboarding, team sports, dancing, gymnastics, PE, etc. For each hour of activity completed, children colour in a mosaic tile on a choice of activity charts (some examples below). When children achieve a distance by their activity, they can record this in miles rather than hours e.g. 2-mile bike ride = 2 tiles on the chart.



### Background

Fitmums & Friends, which started in East Yorkshire, is now an award-winning charity, fuelled by a passionate team of volunteers working across Hull, Yorkshire and North Lincolnshire. Volunteers inspire both members and the local community to become and stay active, leading them in running, fitness and buggy walks, cycle rides and junior athletics sessions.

### Benefits of a whole school approach

The aim of the School package is to reach children who would not ordinarily engage with physical activity. If schools “invite” interest from children then it is likely that those who respond will be the children who are already fairly active. Instead, if each child is presented with a chart, regardless of expressed interest, then there is a chance that this might spark interest in those who are less active. It is amazing how motivating it is to have a record of your own activity with a defined challenge and reward system. We have seen how a child getting involved has a knock-on effect on the wider family thus having an even greater positive impact.

### Signing up to the school package offers a number of benefits:

- Promotes the physical and emotional health and wellbeing of your pupils
- Contributes towards achieving/ sustaining Healthy Schools status
- Positive publicity for the school through social media and website promotion
- Contributes to whole school improvement: behaviour, attendance & attainment
- Cross-curricular links e.g. charts could be used with a history, geography, science, maths or art focus
- Activities can be linked to school events/challenges – mile for a tile or time for a tile!
- Any activity counts towards this challenge, so children not normally enthused by PE may be motivated to participate
- Milestone certificates encourage sustained activity throughout the year
- Can be used as an inter-class/year competition to motivate participation without the need for teacher involvement to organise events, simply encourage walking, active play, etc.

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### School Package - £2.50 per child

- PDF templates of all activity charts
- Milestone certificate templates for achievement of 100 & 200 tiles
- Certificate of achievement template for distribution to each pupil at 365 tiles
- Participation Certificate for the school to display to recognise involvement in the scheme
- Badge per child for completion of 365 tiles
- Social media – a launch tweet and Facebook post, feature on website
- A case study feature showcasing participating pupils and staff which will appear on the Fitmums & Friends website

Fitmums & Friends offers a number of junior athletics sessions across Hull and East Yorkshire for children from 5 years. These sessions are designed to introduce children to the fun of being active using the athletic disciplines of running, throwing and jumping. All abilities are welcome – the focus is on fun. **Fitmums & Friends Athletics Coaches** are **England Athletics qualified**, have current DBS and are registered on the **Active Humber Coaching Register** and with **ERVAS**. Coaches are available to visit schools to deliver bespoke activity sessions (at an additional cost).

This challenge is also for adults and if any staff are interested in becoming active in a supportive and friendly group, there are a huge number of sessions available through **Fitmums & Friends** for both men and women. These include running, fitness walking, cycling and buggy sessions with trained leaders and coaches. All levels of fitness are welcomed, from experienced runners to those just wanting to start to exercise; and for anyone who is nervous about starting, we have various ways we can help. Employees can visit our website for details of our clubs and sessions.

### How to register for the school package

Complete a registration form and email to [365@fitmums.org.uk](mailto:365@fitmums.org.uk)

For more details about Fitmums & Friends see the website [www.fitmums.org.uk](http://www.fitmums.org.uk)

If you want to chat about this offer please call Sam on 07870 654586

**Entry fees help support the work Fitmums & Friends does in local communities to help people become more active and maintain fitness in the longer term.**

Fitmums & Friends is a registered charity in England and Wales No. 1173919

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