

## **Shape Up San Francisco 2009 Walking Challenge**

### **INFORMATION FOR SFUSD**

#### ***What is Shape Up SF?***

The mission of the Mayor's Challenge: Shape Up San Francisco is to increase the awareness of and opportunities for increased physical activity and improved nutrition where people live, play, work, and learn. It's more than asking people to eat right and be active. This coalition of individuals must consider how people in a community are shaped by their social, physical and political environments. We are working together to create environments that make it easy for people to be physically active and eat healthfully. Our strategies for these improvements include developing policy, programs, education, and research within our community so we can improve overall wellness.

#### ***What is the Walking Challenge?***

The Walking Challenge was designed as a motivator for San Franciscans to get more physically active. We are challenging people who live or work in San Francisco to create or join a team (within their neighborhood, workplace, school, family, etc.), track their physical activity each day, and log their miles. All their miles will contribute to their team's total. The goal is for each team to collectively walk 1,016 miles—equivalent to the CA coastline—within the 10 weeks of the challenge. For groups that want to continue walking after the 10 weeks is over, we've also created additional levels that will challenge teams to walk across the country and then (for the super committed teams) around the world. We hope the challenge inspires citizens, young and old, to make physical activity a regular part of their lives.

#### ***When does it start?***

The 2010 Challenge will run from March 1-May 7. This is the fourth year of the Challenge. The website and registration are now open!

#### ***How does this work for schools?***

For school teams, we anticipate that teachers and health advocates will be team leaders and students will be the team members. Each school can have as many teams as they would like. The team leader can register their team on our website, [www.shapeupsfwalkingchallenge.com](http://www.shapeupsfwalkingchallenge.com) and enter in the names of all their members. We encourage teams to be about 20 people each. If a class/group has more than 20 who would like to participate, think about splitting them up into two teams and encouraging competition. We hope that schools will organize group walks with their teams that fit in best with the class schedules. In the past, we've seen groups use activity during P.E. time, recess, before school, after school and while cleaning their campus.

#### ***How to we log the miles for our team?***

Team leaders and/or members must log in their miles on our website in order for them to be calculated to the team's total. For schools, we've usually found that it's easiest for the team leader to log in everyone's miles because of the lack of computer access. We've created Activity Tracking Forms that will assist in the process. Kids can either fill them

in on their own or team leaders can just keep track of the group walks they do together and only log those. The forms will be available for downloading on our website.

***Can we count things other than walking?***

Walking is easy, free, requires no special equipment and is something we all do already, making it easy for anyone in the community to be part of this challenge. However, we recognize that many people are already active in many different ways and we want to encourage people to choose the activity that works best for them. Since we calculate exercise in terms of miles for this challenge, we encourage people to calculate 20 minutes of vigorous activity as a mile. This could include dancing, swimming, playing basketball, etc.

***How can we figure out how to use the website?***

The website ([www.shapeupsfwalkingchallenge.com](http://www.shapeupsfwalkingchallenge.com)) is very user friendly. Please visit the site and play around a bit first. If you still have questions, contact Amy Portello Nelson at [shapeup@dcyf.org](mailto:shapeup@dcyf.org).

***Do we need parent permission to sign up our students for this Challenge?***

Since your teams will mostly be made up of children (although we encourage you to invite parents to join the teams as well!), we'll be including an introduction letter to parents in the "team leader toolkits" and a permission form that can be copied and distributed to parents. These are also on the website in the "Resources and Tools" section.

***How can we keep our students motivated to participate?***

Create opportunities for them to be active whenever possible. Remind them to keep track of their miles. Reward them for effort whenever possible. Use the "Walking Challenge YOUTH Team Leader Tips" to give you some ideas.

We are working on incentive prizes to help make the challenge more appealing (stickers, temporary tattoos), but funding limitations have made it difficult to provide an incentive item to each participant. On the website, each team member can view the progress of other teams, so this feature can help inspire healthy competition between schools or classrooms (often a great motivator for kids). There is also a printed CA map each team can use to post and track their progress. On our end, Shape Up will be sending a newsletter every week with announcements about local physical activity events, contests/raffles to win prizes, and tips for how to stay active in SF. Read this to students and make sure it's posted where they can refer to it. At the end of the Challenge, youth teams will also receive a "party pack" to help their team celebrate. It will include certificates of completion and prizes you can use to plan a celebration event at your site to recognize participants for their hard work. We encourage all teachers and health advocates to use creativity and connect this challenge with other curricular activities already in place so the message of healthy living is continually reinforced.

***Who should we contact if we have any further questions about this?***

The Walking Challenge coordinator is Amy Portello Nelson (415-554-3506, [shapeup@dcyf.org](mailto:shapeup@dcyf.org)). Feel free to contact her at any time. Her contact information is also available on the website, [www.shapeupsfwalkingchallenge.com](http://www.shapeupsfwalkingchallenge.com).