Fire Up Your Feet Rewards Active Families and Schools: Winning is Easy as 1-2-3!
Kaiser Permanente Southern California HEAL Initiative
Informational Webinar
September 25, 2014

Please make sure you have connected with the telephone using the number and conference ID provided in your confirmation email. Also please mute your phone.

Practice Getting Started

PHONE
- Connect with Phone
- Mute Your Phone

PARTICIPATORY FORMAT
- Active Dialogue
- Chat Box

Overview

- **Purpose:** To generate discussion and peer learning between Southern California HEAL grantees and partners.

- **Expected Outcomes:** Accelerated learning, inspiration, dissemination of best practices, and enhanced likelihood of successful community transformation.

- **Schedule:** Monthly web/phone convening the fourth Thursday.
### Who’s in the Room?

- Northern California HEAL Communities
  - CBO’s Leading PA Strategies
  - City, Parks and Recreation
  - Department of Public Health
  - Kaiser Permanente
  - Parents and Teachers
  - School Administrators

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### Cross Site Strategies

<table>
<thead>
<tr>
<th>Community</th>
<th>Strategies</th>
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<tbody>
<tr>
<td>Anaheim</td>
<td>Structured recess in elementary schools and physical activity routines after school and during recess programs.</td>
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<tr>
<td>Lancaster</td>
<td>Structured play during recess implemented by licensed day aids in elementary and middle schools.</td>
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<td>Lemon Grove</td>
<td>Regular recess and other school based activities such as running, walking clubs, recess time strategies at middle schools.</td>
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<td>Long Beach</td>
<td>PowerPlay curriculum of WSPP offered school programs in elementary and middle schools.</td>
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<td>Oildale</td>
<td>Structured recess in elementary schools, recess time during recess, and daily recess strategy implemented.</td>
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<tr>
<td>Ontario</td>
<td>Structured recess in elementary schools, recess time during recess, and daily recess strategy implemented.</td>
</tr>
<tr>
<td>Riverside</td>
<td>Scheduled recess, recess time during recess, and daily recess strategy implemented.</td>
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<tr>
<td>Ventura</td>
<td>SRTS program, safe biking, and international walk to school month.</td>
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<tr>
<td>Whittier</td>
<td>SRTS curriculum in elementary and middle schools.</td>
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### Special Guest Presenters

Sophia Mellow, CMP  
Regional Coordinator  
Fire Up Your Feet  
Safe Routes to School National Partnership
Today we’ll talk about

- What is Fire Up Your Feet?
- What is the October 2014 Activity Challenge?
- How can activity tracked at school lead to financial rewards for a school?
- Is it difficult, what if there is trouble when tracking?
- Who is expected to track?
- How much time will this take?
- How much money can a school win?

Safe Routes To School National Partnership: Fire Up Your Feet

Fire Up Your Feet is a core program of the Safe Routes to School National Partnership, aimed at encouraging families, students and schools to create active lifestyles that inspire our children to be healthy and physically active.
Why Schools

Place where kids spend most of their day
School is a captive environment
Where many kids get their daily nutrition and exercise
One in five KP members spends the majority of each weekday at a school

Our opportunity: 13,000 schools in 750 districts within our service areas

Create demand for walking, bicycling and physical activity
Engage parents in creating active schools
Mobilize schools in building healthier communities

Fire Up Your Feet Across our Regions

1,000 schools
19,000 participants
CALIFORNIA

Fire up Your Feet has been an exciting experience at our school. We walk and bike to school, Run for Fun, dance and play hard to stay happy and healthy. Now that we are starting to coordinate this school-wide wellness effort, we will work to make healthy choices into habits and make changes in our school community that everyone at Northmont Elementary will be FIRED UP about!!

MARYLAND

We are so grateful for the support from Fire up Your Feet over the past school year. Our award during the Fall challenge was used to host our first annual Healthy Hula Family Luau. Hundreds of family members rotated through several activity stations (hula hooping, dancing, yoga and limbo - kids loved it!). We can’t thank you enough for helping to make this an amazing year and can’t wait to see what else we can do to get kids moving with Fire up Your Feet!!

Fire Up Your Feet Awards!

$89,500 worth of awards available this fall:

CA: $40,000+
CO: $6,000
GA: $5,500
HI: $6,500
NW: $13,000
MAS: $18,500

California Drill Down
Two (2) first place awards: $5,000 each*
Ten (10) third place awards: $500 each
Five (5) runner up awards: $200 each

*One first place award in N/S California
Let’s Get Tracking and ready for October!
1. Register [www.fireupyourfeet.org](http://www.fireupyourfeet.org)

2. Start Tracking Activity

Get Involved Today!

- Register for [Fire Up Your Feet](http://www.fireupyourfeet.org) and share with parents and school personnel
- Look for volunteer opportunities in your region
- Get involved in your local PTA
- Develop a walking school bus program at a school
Thank You for Participating!
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