



American Heart Association.



PLAY:60

The American Heart Association and National Football League are working together to get youth physically active.

RACE TO SUPER BOWL LVII

'22-'23 Facilitator Guide



What is it?

As a part of a year long focus to integrate more physical activity into the day, the American Heart Association and the NFL are asking kids to jump on board for the Race to Super Bowl LVII. To be Super Bowl ready, NFL players from all 32 teams need to keep their minds and bodies healthy, and we want our youth to do the same! Being healthy takes daily effort that's why we're reaching more kids in more ways this year.

Kids can join the Race to Super Bowl LVII by tuning in to our NFL PLAY 60 Fitness Break Broadcasts on Thursday 9/15, Thursday 2/9 and Wednesday 4/26 at 1pm ET/10am PT, and hopping on the NFL PLAY 60 app with their classroom or afterschool program. On the app, students can earn PLAY points and unlock mystery boxes by completing activities. They can also earn customized outfits for their unique and personalized avatar!

NEW

For the first time ever, classrooms and afterschool programs can opt-in to track their physical activity minutes, both individually and with their class or afterschool program, for the opportunity to receive a \$1,000 wellness grant through the NFL PLAY 60 Fitness Tracking Competition.



How does it work?



Teachers and educators can register for the competition via the NFL PLAY 60 app starting on Monday, September 26, 2022. You will be asked to enter some basic information like your group name, e-mail address, and school address. You will also select the NFL team you would like to compete under!



As the group completes workouts utilizing the Group Quick Play feature, those physical activity minutes will be logged towards the group's overall total. Individuals who link their avatars to the group can also have their minutes logged towards the group's total when they complete individual workouts at home! Groups will be able to see their standings in the rankings for their selected NFL team through the app's competition leaderboard.



The competition ends on Wednesday, October 26, 2022. The classroom or afterschool program that logs the most minutes during the competition timeframe will receive a grant for \$1,000! There will be one winner for each of the 32 NFL teams for a total of 32 grants given. AND the leading class or afterschool program out of the 32 recipients will be awarded an additional grant of \$1,000!

Let's get started!



1

Download the app on your classroom or afterschool program devices and get familiar with its functionalities! Teachers and educators can register for the tracking competition starting on 9/26/22.

2

Using the Group Quick Play function, create your own customized workouts for 5, 10, 15, 30, all the way up to 60 minutes. Get your students, other teachers and staff involved in the fun!

3

Encourage families to download the app and workout together at home. Minutes completed at home will roll up to your group's overall total! *Be sure that your avatar is linked to your group.

4

From September 26th to October 26th, complete workouts to increase minutes logged. Don't forget the group that logs the most minutes during the competition will receive a \$1,000 grant!

5

Celebrate all of the healthy habits you've created and fun you've had with your students! Making physical activity fun motivates and inspire kids to build lifetime habits that support good health.

Make it Fun, and Get Creative!

Here are some ideas to get your students excited about living an active and healthy lifestyle:



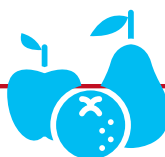
TEAM SPIRIT DAY

Wear your favorite jersey or your favorite team's colors to school!



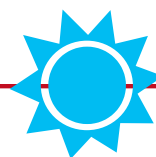
DANCE IT OUT

Create a classroom "touchdown dance" & do it after accomplishments.



CLASSROOM TAILGATE

Offer healthy sideline snacks for reaching movement goals.



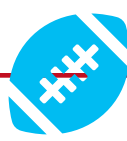
OVERTIME

Add in some sunshine and fun by sneaking in an extra outside activity!



SCAVENGER HUNT

Set up a scavenger hunt for a prize (pencils, small toys or maybe even an extra recess). In order to get the next clue, kids have to do an exercise.



'BALL ON THE WALL' LIKE 'ELF ON THE SHELF'

Hide a football in a new place every day to remind students about the importance of staying active.



MOVE MORE WEEK

Incorporate NFL PLAY 60 exercise videos from the digital library into the day to get kids up and active.