



American Heart Association.

Play60 Kids Day

> Why NFL PLAY 60 Kids Day?

Active kids have a better chance of a healthy adulthood, but only 20% get the 60 minutes a day recommended by the U.S. Department of Health and Human Services' 2018 Physical Activity Guidelines for Americans. That's why the **American Heart Association** and the **National Football League (NFL)** are working together to make physical activity fun and inspire healthy lifestyles through NFL PLAY 60 and NFL PLAY 60 Kids Day.

The NFL will debut NFL PLAY Kids Day, a national event leading up to the Super Bowl that serves as a day of action to inspire kids to get moving with their classmates, teachers and families. As schools adapt to hybrid or at-home learning, recreational activities have become restricted in many communities. NFL PLAY Kids Day connects students with their classmates, offering interactive lessons and videos to jumpstart activity wherever they are and throughout the school year.

> How PLAY 60 Kids Day Works

Each school's PLAY 60 Kids Day is completely customizable and can be done on any day, either virtually or in person, leading up to Super Bowl LV. Schools can build their PLAY 60 Kids Day programming much like a Fantasy Football team. Instead of researching and selecting their favorite NFL players, kids will learn different exercises from their favorite teams using on-demand videos, assembling several to create their ideal workout.

Design your day with some of the recommended NFL PLAY 60 Kids Day activations or use one of the other activities in our Play with Purpose playbook:

- Students and teachers assemble their favorite NFL PLAY 60 exercise videos to create a workout
- Encourage families to participate at home by inviting them to download a PDF of their favorite activity, such as a 5-day physical activity challenge to see what happens when you move
- Plan your own mini training camp, tying together physical activity, healthy eating and team-building activities
- Log student or classroom activity minutes, creating a friendly competition between classrooms or grade levels
- Have each classroom develop its own favorite exercise routine to share schoolwide

As part of the event, classrooms around the nation have the opportunity to vote for their favorite NFL PLAY 60 exercise video during the month of January 2021 at heart.org/KidsDay. In addition to your customized PLAY 60 Kids Day, tune in to the **national NFL PLAY 60 Kids Day broadcast on Feb. 3** where the NFL and the American Heart Association will unveil this year's winning NFL PLAY 60 exercise.

> Action Plan

Step 1: Choose your date and time

Schedule your Kids Day leading up to Super Bowl week that fits into the school day and works best for your class' in-person or virtual event.

Step 2: Plan your activation

Get creative! Select from any of the suggested activations and create a day of movement for your students, teachers, and staff.

Step 3: Spread the word

Encourage families to post photos showing how they're getting active and use hashtags #PLAY60 and #GetMoving to join the national conversation.

Step 4: Celebrate!

Remember, it's about celebrating healthy habits and having fun to motivate and inspire kids to build lifetime habits that support good health. Remember to also tune in to the live **national PLAY 60 Kids Day broadcast on Feb. 3**.

> Virtual Event Best Practices

(For more detailed best practices, visit heart.org/KidsDay)

A "live" event is a great way for students to participate with their peers. Consider using your school's video conference platform such as Zoom or Google Classroom. Here are some tips on how to prepare for a great event:

- **Schedule event time** when you will broadcast the "live" content.
- **Promote content** through school's communications channels.
- Plan **content that is easy to follow and keeps kids engaged**.
- Encourage students to **invite family members** to participate in the event.
- **Designate a staff member** to moderate all questions and comments on the event.

> School Announcements

Use these tools to spread the word across your school community about how your Kids Day activities are helping build lifelong habits that support good health. Please also feel free to reach out to your local American Heart Association staff contact for additional media and communication support. *Please visit heart.org/KidsDay to access the following templates: Student/Family Letter, Newsletter Copy, and additional social media post recommendations.*

Social Media Posts to Deploy on School-Owned Channels

- **Sample Advance Post** – Our [insert school mascot] are getting Super Bowl LV ready with School Spirit week leading up to NFL and American Heart Association NFL PLAY 60 Kids Day. Getting physically active each day is an important part of our health! [insert kids day hashtag] [include school spirit week photos or screen grabs]
- **Sample Event Day Post** – Today our students, teachers and families are moving with NFL PLAY 60 Kids Day! Thanks to the NFL and the American Heart Association for helping us to develop habits that help build healthy kids and future generations of healthy adults. [insert kids day hashtag]

To stay active year-round with NFL PLAY 60 resources, including our free app, visit heart.org/NFLPLAY60.



American
Heart
Association.

Play60 Kids Day

NFL PLAY 60 Kids Day **Handouts and Videos**

Help students keep moving and stay healthy with these downloadable resources and videos to use in the classroom, as a family or by students to stay active on their own.

**National NFL
PLAY 60 Kids Day
is Wednesday,
February 3, 2021**

Download [NFL PLAY 60 App](#) for Android and iOS mobile devices

[Huddle Up and Get Moving!](#)
Virtual Field Trip

Download [lesson plans](#) that link physical activity to science, math, ELA, P.E. and STEM programming

Download these [activities for the whole family](#)

Take a break get your heart rate up with these [exercise videos](#)

[25 Ways to Get Moving at Home](#)

[American Heart Association Recommendations for Physical Activity for Children Infographic](#)

[Fruits and Vegetables Serving Sizes Infographic](#)



American
Heart
Association.

Play60 Kids Day

NFL PLAY 60 Kids Day

Action Plan

**National NFL
PLAY 60 Kids Day
is Wednesday,
February 3, 2021**

Step 2: Plan your activation

Get creative! Select from any of the suggested activations and create a day of movement for your students, teachers, and staff. Invite students and teachers to vote on their favorite exercises from the NFL PLAY 60 videos to customize a virtual workout. Or add a healthy eating component by having them vote on their favorite healthy snacks and invite a chef to host (or record) a cooking demo of the winning recipe.

Step 1: Choose your date and time

Schedule your NFL PLAY 60 Kids Day leading up to Super Bowl week that fits into the school day and works best for your site's in-person or virtual event.

Step 3: Spread the word

Use our communication templates to help build awareness or create a social media event page to post updates as event day approaches. Encourage families to post photos showing how they're getting active and use hashtags #[insert NFL PLAY 60 Kids Day/NFL Play60 hashtags, #GetMovingPlay60] to join the national conversation.

Step 4: Celebrate!

Remember, it's about celebrating healthy habits and having fun to motivate and inspire kids to build lifetime habits that support good health. Encourage kids to go to [NFL.com/PLAY60](https://www.nfl.com/PLAY60) to stay active each day.



American Heart Association.

Play60 Kids Day

NFL PLAY 60 Kids Day

Virtual Event Best Practices



National NFL PLAY 60 Kids Day is Wednesday, February 3, 2021

A “live” event is a great way for students to participate with their peers. Consider using your school’s video conference platform such as Zoom or Google Classroom. Here are some tips on how to prepare for a great event.



Schedule event time

when you will broadcast the “live” content.

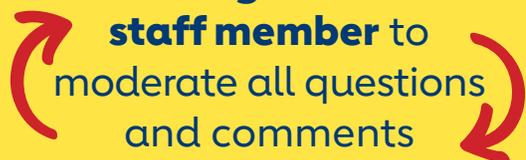


Promote content through school’s communications channels. Check out the School Announcements section below for customizable templates.

Plan **content that is easy to follow and keeps kids engaged.**

- 🕒 If your P.E. teacher is leading a workout routine, have students practice the sequence in advance so they will be ready to participate.
- 🕒 If you create a custom workout based on exercises from the PLAY 60 site, make sure kids are familiar with them before event day so everyone can easily follow along.

Encourage students to **invite family members** to participate in the event.



Designate a staff member to

moderate all questions and comments on the event.





NFL PLAY 60 Kids Day Communication Templates page 1 of 2

Newsletter Copy

Get ready [Insert School Mascot] family as our school is teaming up with the American Heart Association (AHA) and the NFL to participate in NFL PLAY 60 Kids Day as we lead up to Super Bowl LV. This day of action, [insert date], is designed to inspire our students, teacher and families to be active for at least 60 minutes a day to support health and wellness. According to AHA, lifelong healthy eating and regular physical activity, starting in childhood, are important for cardiovascular health, and to preventing heart disease and its risk factors. Being active isn't just about being healthy. It also helps kids focus, think more clearly, react to stress more calmly, and perform and behave better in the classroom. NFL PLAY 60 Kids Day makes movement fun, developing habits that help build healthy kids and future generations of healthy adults. Look for more information about NFL PLAY 60 Kids Day at our school coming soon.

Social Media Copy: Sample Advance Posts

- Our [insert school mascot] are getting Super Bowl LV ready with School Spirit week leading up to NFL and American Heart Association NFL PLAY 60 Kids Day. Getting physically active each day is an important part of our health! [insert kids day hashtag] [include school spirit week photos or screen grabs]
- Did you know that our students are training for the Super Bowl? That is right! We are getting our hearts pumping with the NFL and the American Heart Association for NFL PLAY 60 Kids Day on [insert date]. [insert kids day hashtag]
- Our students have cast their votes for the top exercise of NFL PLAY 60! We are looking forward to hearing the winning move announced during NFL and American Heart Association's NFL PLAY 60 Kids Day on Feb 3. [insert kids day hashtag]

Social Media Copy: Sample Event Day Posts

- Our students are moving more for NFL PLAY 60 Kids Day! We are teaming up with the NFL and the American Heart Association to make physical activity fun and inspire healthy lifestyles. [insert kids day hashtag] [include event photos or screen grabs]
- Today our students, teachers and families are moving with NFL PLAY 60 Kids Day! Thanks to the NFL and the American Heart Association for helping us to develop habits that help build healthy kids and future generations of healthy adults. [insert kids day hashtag]
- Our team colors are on and our bodies are moving to get 60 minutes of physical activity today with the American Heart Association and the NFL for NFL PLAY 60 Kids Day! [insert kids day hashtag]

National NFL PLAY 60 Kids Day is Wednesday, February 3, 2021



American Heart Association.

NFL Play 60 Kids Day

Communication Templates page 2 of 2



Student/Family Letter

Dear [SCHOOL NAME] Community,

On [insert date], our school will participate in NFL PLAY 60 Kids Day, a national day of action designed by the NFL and the American Heart Association (AHA) to inspire kids to get moving with their classmates, teachers and families. Coinciding with Super Bowl week, NFL PLAY 60 Kids Day is part of the NFL PLAY 60 program, which motivates kids to be active for at least 60 minutes a day to support health and wellness.

Active kids have a better chance of a healthy adulthood, but only 20% get the 60 minutes a day recommended by the U.S. Department of Health and Human Services' 2018 Physical Activity Guidelines for Americans. That's why AHA and the NFL are working together to make physical activity fun and inspire healthy lifestyles through NFL PLAY 60 and NFL PLAY 60 Kids Day.

According to AHA, lifelong healthy eating and regular physical activity, starting in childhood, are important for cardiovascular health, and to preventing heart disease and its risk factors. Being active isn't just about being healthy. It also helps kids focus, think more clearly, react to stress more calmly, and perform and behave better in the classroom. NFL PLAY 60 Kids Day makes movement fun, developing habits that help build healthy kids and future generations of healthy adults.

Our students will get to celebrate Super Bowl week by getting active as an entire school, whether virtually or in-person. NFL PLAY 60 Kids Day is completely customizable to our school, and our students will help design what activities they want to include using physical activity videos created by NFL teams. Each classroom will cast its vote, adding our voice to a nationwide poll naming the top NFL Play 60 exercise for 2021.

Our school leadership understands that the shift to [hybrid, at-home or socially distanced learning], along with cancelled recreational activities, may make physical activity challenging. We are celebrating NFL PLAY 60 Kids Day as a way for our students to team up, selecting exercises to do as a group – either in-person or virtually – and stay motivated to keep moving.

We hope that our students are just as excited as we are to get active on NFL PLAY 60 Kids Day and year-round by going to heart.org/NFLPLAY60. More details will be sent through your child's teacher about the festivities.

Let's get moving!

**National NFL
PLAY 60 Kids Day
is Wednesday,
February 3, 2021**