

# **\$150,000 IN GRANT MONEY AVAILABLE FOR KAY CLUBS**



## **TO PROMOTE HEALTHY LIFESTYLE**

# \$150,000 AVAILABLE TO KAY CLUBS



August 15, 2017

In an effort to get Kansas teens to value the importance of leading an active lifestyle, Blue Cross and Blue Shield of Kansas is proud to partner with the Kansas Association for Youth (KAY) to launch the ***Be The Spark*** challenge. This new program supports Kansas Youth as they raise awareness amongst their peers regarding the importance of being physically active, and grant dollars will help them create new places on their communities where they can be active.

With an eye towards improving the quality of life in Kansas for future generations, Blue Cross and Blue Shield of Kansas is providing a two-year \$150,000 grant to KAY clubs. KAYAN (Kansas Association for Youth Alumni Network) will take the lead to coordinate this exciting adventure.

All KAY clubs are receiving this packet of information as we begin this 2 year adventure to cultivate a healthy culture in Kansas for our youth.

**KAY MEMBERS—BUILDING/LIVING A HEALTHY LIFESTYLE FOR KANSANS!**

# BLUE CROSS & BLUE SHIELD OF KANSAS, KAY AND KAYAN JOIN TOGETHER TO **BE THE SPARK**

## WHAT IS *BE THE SPARK*

*Be The Spark* is your chance to inspire more movement in your life – and in your community. Being physically active can positively impact your individual health, education and earning power. This initiative supports the youth of Kansas as they raise awareness of the importance of being physically active, and creatively make new places in their communities where they can be active and therefore improve the quality of life in Kansans for future generations.

The *Be The Spark* initiative provides you with the tools to increase awareness of the importance of an active lifestyle. Your KAY club is invited to apply for a mini-grant to create a project where your peers and/or future generations have access to a fun way to stay physically active. *Be The Spark* is our way of helping you to lead us into a healthier tomorrow.



## WHY WE NEED *BE THE SPARK*

The US Department of Health and Human Services recommend that youth and adolescents between the ages of 6-17 should have at least 60 minutes (1 hour) or more of physical activity each day; most of the 60 minutes should be either moderate-or-vigorous-intensity aerobic at least three (3) days per week, muscle-strengthening activity at least three days a week, and bone – strengthening activity at least three (3) days a week.

According to the 2013 Youth Risk Behavior Surveillance System only 28.3% of Kansas high school students participate in at least 60 minutes of physical activity per day. The 2014 Kansas Fitness Information Tracking (KFIT) database indicated 37 percent (%) of students are overweight or obese – a serious risk factor for chronic health conditions later in life.

## WHY KAY IS INVOLVED IN *BE THE SPARK*

The Director of Blue Health Initiatives with Blue Cross and Blue Shield of Kansas was searching for a way to implement a health challenge in schools across Kansas. While searching the internet she came across the Kansas Association for Youth (KAY) and several things caught her eye:

- KAY is a character-building, leadership-training, service organization for Kansas middle school and high school students.
- KAY is located in 150+ schools across the state of Kansas.
- Two of the KAY Objectives are Health & Recreation (along with Character, Service, Appreciation & Leadership).
- Two of the KAY Privileges are "To enjoy fun and laughter" & "To live a healthy lifestyle".
- KAY clubs actively participate in numerous service projects for their school and community (in addition to nation and world).

For the past 71 years, KAY clubs have been actively involved with numerous service projects. KAY clubs have a proven track record for commitment, participation and completion of projects/activities.

We are excited and honored that Blue Cross and Blue Shield of Kansas has identified the KAY program to *Be The Spark* for this exciting initiative!



## WHY YOUR KAY CLUB SHOULD PARTICIPATE IN *BE THE SPARK*

There are many exciting reasons why your KAY club should give strong consideration for participation in the *Be The Spark Challenge*

- Great opportunity to "Dream Big" and make something exciting, positive and long-lasting happen in your school/community.
- Gain leadership skills by acting as advocates for peers to be more physically active.
- Strengthen club teamwork by working together on many aspects of "your project".
- Strengthen/acquire numerous lifetime skills – brainstorming, collaboration, decision making, research, time management, problem solving, etc.
- A rewarding chance to make a difference for your school and community.
- This is a tremendous opportunity to promote healthy options and an awareness for physical activity at school and in the community and to inspire long-lasting participation in physical activity for generations to come.

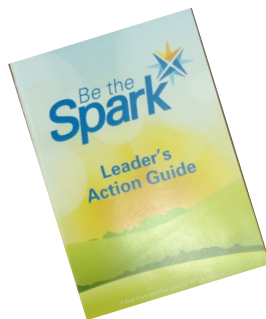
## WHERE DO WE START

Blue Cross & Blue Shield of Kansas is providing \$150,000 in mini-grants to KAY clubs to implement a project of their design at their school or community to inspire long-lasting access for youth to a supportive, healthy environment for physical activity.

The first step in any new project is getting others excited to participate. Enclosed are several copies of the ***Be The Spark*** "Leader's Action Guide". Read this information.

- Talk to your principal to share ideas and gain their support as you move forward.
- Engage in a social media campaign to increase awareness for the need for physical activity as a part of a healthy lifestyle.
- Participate in the 6 challenges in the ***Be The Spark*** Leaders Action Guide (also located on the back of this publication). Challenge your peers to get active through each of the six challenges & post pictures and video on **#BETHESPARK**.
- Conduct a survey with your student body to seek input on what their ideas might be.

***Be The Spark*** provides KAY clubs with a tremendous opportunity to DREAM BIG and make that dream a reality. See the Leader's Action Guide to jot down your "Dream Big" ideas.



**Dream  
Big**

## WHAT IS THE TIME LINE FOR THE ***BE THE SPARK*** CHALLENGE

The ***Be The Spark*** Challenge will be implemented in two parts:

1. KAY Clubs will engage in a social media campaign to increase awareness for the need for physical activity as a part of a healthy lifestyle.
2. KAY Clubs will apply for a mini-grant to implement a project of their design at the school or in their community to inspire long-lasting access for youth to have a supportive, healthy environment for physical activity.

The ***Be The Spark*** Challenge will span the next two school years.

### **Year 1 (2017-2018 school year):**

- A. Beginning of school year = social media challenge (participation in the 6 challenges in the Leader's Action Guide). Post pictures/video on **#BETHESPARK**.
- B. Fall-KAY Regional Conferences = receive a mini-grant application
- C. Fall/Winter = seek input/ideas to "Dream Big"
- D. Spring = Submit proposals for review by grant committee
- E. Summer = Announcement of clubs receiving a grant and the amount awarded @ KAY Leadership Camp week of July 23-27, 2018)

## Year 2 (2018-2019 school year):

- A. Fall = funds will be awarded to selected KAY Clubs
- B. Winter/Spring = Clubs will work to implement "their project"



## WHEN WILL WE RECEIVE ADDITIONAL INFORMATION

In approximately one month, all KAY clubs will receive additional information about the **Be The Spark** Challenge. Information included will not limited to the following:

- ✓ A detailed timeline and checklist
- ✓ A list of potential ideas for "your challenge" (NOTE: you will not be required to choose one of these "ideas" however they may help trigger your thinking as you collect ideas)
- ✓ Organizational tips/ideas for managing "your project"
- ✓ Contact information for the "Project Coordinator"

NOTE: KAYAN (Kansas Association for Youth Alumni Network) will administer the **Be The Spark** Challenge. They will identify a project coordinator, who will work with the KAY State Director

**Be The Spark** information and updates will be posted on the KAYAN website throughout this two year challenge period.

# [www.kayankansas.org/spark](http://www.kayankansas.org/spark)



## QUESTIONS

1. Does **Be The Spark** take the place of all of the other activities we do in KAY?  
NO. KAY will continue to be "business as usual" from the standpoint of your participation in leadership and service projects, conference attendance, etc. Be The Spark an exciting activity you hopefully will choose to do in your KAY club.
2. Why participate in the **Be The Spark** Challenge?  
WHY NOT!! This is a tremendous opportunity for your club, school and community.
3. Other questions?

Please direct them to Cheryl Gleason, KAY State Director;  
[cgleason@kshsaa.org](mailto:cgleason@kshsaa.org); W: 785-273-5329; C/T: 785-231-8895

**FLASH**

**GLOW**

**FLICKER**

**INCENTIVE**

**IGNITE**

**FIRE**

**START**

**KINDLE**

**SPARK**

**EMBER**

**INCITE**

**INSPIRE**

**GENERATE**

**CREATE**

**STIMULUS**

**PRODUCE**

**TRIGGER**

*BE THE SPARK & inspire more movement in your  
life and in your community!*

*BE THE SPARK & make a difference for a  
healthier tomorrow!*

**TAKE ACTION NOW – MAKE A DIFFERENCE!**

Be the  
**Spark**



### Leadership Challenge:

1. Inspire your club to help you complete these challenges.
2. Take a group photo.
3. 3. Share using #BeTheSpark.



### Health Challenge:

1. Get moving! Increase your heart rate.
2. Take a video.
3. 3. Share using #BeTheSpark.



### Recreation Challenge:

1. Get the club together to throw a frisbee.
2. Take a video.
3. Share using #BeTheSpark.



### Service Challenge:

1. Find a physically active way to volunteer.
2. Take a photo.
3. 3. Share using #BeTheSpark.



### Character Challenge:

1. Walk your feet and clean the street.
2. Take a video.
3. 3. Share using #BeTheSpark.



### Appreciation Challenge:

1. Take a moment to show your gratitude to someone you know.
2. Take a photo.
3. Share using #BeTheSpark.



Increase awareness of the *Be The Spark* challenge by sharing photos and videos online, using the **#BETHESPAK** hashtag

# #BETHESPAK