



October 1, 2017

TO: KAY Sponsors and Club Presidents
FROM: KAYAN "BE THE SPARK" COMMITTEE
Re: **BE THE SPARK INFORMATION**



KAY Clubs across Kansas have been given an exciting opportunity to "THINK BIG" and MAKE A DIFFERENCE by promoting a healthy lifestyle for future generations of Kansans. Through generous grants from Blue Cross & Blue Shield of Kansas and Blue Cross & Blue Shield of Kansas City, you are being given a tremendous chance to BE THE CHANGE YOU WANT TO SEE.

We are excited to share more information with you about the **BE THE SPARK** Challenge. The KAY State Office has sent your KAY club/sponsor two **BE THE SPARK** mailings of information (August 15 and September 15).

August 15 – Mailing included BE THE SPARK Booklet; **BE THE SPARK** Leader's Action Guide (3);
News Release from KLC Introduction of **BE THE SPARK**; Poster
September 15: Letter to Sponsors and Principals

As KAY clubs prepare to gather next month at the 6 fall Regional Conferences, this mailing is intended to provide additional information for the **BE THE SPARK** Challenge. Enclosed you will find the following:

TALKING POINTS FOR A VISIT WITH YOUR PRINCIPAL

A requirement for participating in the **BE THE SPARK** CHALLENGE is to have the support and endorsement of your school principal. On September 15 your Principal received a memo regarding a brief introduction to the **BE THE SPARK** Challenge. Enclosed are some "talking points" to use when visiting with your principal about seeking their support for your participation in **BE THE SPARK**.

STUDENT BODY SURVEY

BE THE SPARK is about inspiring movement in your life – and in your community. This exciting adventure encourages KAY members to increase an awareness for the need of physical activity as a part of a healthy lifestyle. KAY Clubs are encouraged to conduct a survey with students in their school to see what they believe are needs and ideas for ongoing physical activities for teenagers and others in the community. Enclosed is a survey you may choose to use or modify.

LIST OF POTENTIAL ACTIVITIES FOR BE THE SPARK

Enclosed is a list of activities to consider for your club's **BE THE SPARK** activity. Please understand that you are not limited to these activities. The list is intended to get you thinking about additional possibilities.

PRE-REGIONAL CONFERENCE ACTIVITY CHALLENGE

All KAY Clubs are invited to participate in a "60" challenge between now and your Regional Conference. We know that KAY clubs across the state will travel a total of 8,205 miles (one-way) to attend their RC which averages out to about 60 miles (one way). We also know that the CDC (Center for Disease Control) recommends at least 60 minutes of physical activity each day. Therefore, we are challenging your club/members to get on board with "60". Enclosed is a list of possible activities to motivate additional ideas for what "your 60" might look like. Be sure to record your daily activities on **#BETHESPAK**.

LETTER OF INTENT

At the fall Regional Conferences KAY clubs will be given a **BE THE SPARK** "Letter of Intent". All clubs interested in participating in the **BE THE SPARK** Challenge will be asked to complete the form and get appropriate signatures before returning to the KAY State Office. The deadline will be December 1.

- The form does not require your final project idea and all of the details but rather a list of potential projects you are considering.

TEAMWORK

As your club explores all of the exciting possibilities with the **BE THE SPARK** Challenge, please consider the following:

- Partnering with another KAY club(s) in your community
- Partnering with a community service organization to match the grant you apply for
- Reaching out to KAY Alumni for their support and ideas
- Seeking input/assistance from KAY Leadership Camp Staff members (see camp book for emails)

The following checklist is intended to assist you in the time leading up to our fall Regional Conferences.

PRE-REGIONAL CONFERENCE CHECKLIST

- Visit with your Principal about BE THE SPARK. Seek their approval to participate.
- Conduct a survey with your student body requesting their input for activity ideas.
- Continue discussion on which project/activity seems to be the most favorable for your club to pursue.
- Encourage club members and student body to take the "60 Challenge". **#BETHESPAK**

If you have questions, please direct them to Cheryl Gleason @ cgleason@kshsaa.org;
KSHSAA-785-273-5329; C/T-785-231-8895.

We are super excited about **BE THE SPARK** and the unlimited possibilities for your club to truly MAKE A DIFFERENCE for current and future generations of Kansans.



TALKING POINTS FOR VISIT WITH YOUR PRINCIPAL REGARDING YOUR KAY CLUB PARTICIPATING IN

BE THE SPARK

WHAT IS *BE THE SPARK*

Be The Spark is our chance to inspire more movement in your life – and in our 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 Kansas for future generations.

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

Blue Cross & Blue Shield of Kansas and Blue Cross & Blue Shield of Kansas City are providing \$165,000 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.

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 160+ 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 OUR KAY CLUB SHOULD PARTICIPATE IN BE THE SPARK

There are many exciting reasons why our 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 our 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 “our project”.
- Strengthen/acquire numerous lifetime skills – brainstorming, collaboration, decision making, research, time management, problem solving, etc.
- A rewarding chance to make a difference for our 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.
- Teamwork opportunities (see Oct. 1 letter)
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WHERE DO WE START

Our KAY club has received 3 mailings from the KAY State Office

- August 15 – BE THE SPARK Action Guides, Large Booklet of Info, Poster, News Release
- September 15-Letter to Sponsor and Principal explaining BE THE SPARK
- October 1 - Student Survey, List of Ideas, Pre-RC “60 Challenge”, etc.

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 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 Letter of Intent to complete/return by Dec. 1
- c. Winter = Receive Grant Application @ UC
- d. Spring = Submit proposals for review by grant committee; announcement in May, 2017

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”

ACTIVITY IDEAS TO TRIGGER YOUR THOUGHTS



Use the following list to trigger thoughts/ideas for your BE THE SPARK Challenge.

DURING THE SCHOOL DAY IDEAS:

- Post physical activity idea signs in hallways
- Create weekly/monthly activity challenge cards - could have prizes etc. if you participate. Make a class competition, or name goes into a monthly drawing
- Flexible seating (pedal chairs, stability balls, etc.) in the library and/or classes
- Start an after-lunch program or 15-minute time allotment for activity/exercise
- When study hall is done, have a physical activity location for kids to go to
- Teachers use physical activity as rewards
- Have regular physical activity breaks during the day (have student Brain Boost leaders)
- Create a movie/clip/video to promote physical activity, use it as spring board for project
- Promote active academics by supplying brain-based learning materials that feature stretches and cross body movements

BEFORE/AFTER SCHOOL IDEAS:

- Walking/Running Club - Prizes at various levels and goal of "marathon"
- Physical Activity Club – change each month, non-traditional activities (Kan Jam, Frisbee Golf, Spike Ball, Kendamas, Table Tennis) Meet 2-3 times a week
- Walking School Bus
- Start an intramurals program. Take turns hosting at different schools; divide the logistical responsibilities between KAY clubs. Use funds to provide the equipment, transportation? Ask your school what they would be willing to help provide too.
- Incorporate a system that students can check out Fitbit bands and pedometers to measure activity levels

COMMUNITY IDEAS:

- Citywide Bicycle system implementation could be collaborative between schools
- Outdoor Park improvements - install or restore existing fitness stations and maintain. "Do 5 pushups here", etc.
- Fun Run, with lead up activities to prepare
- Create an outdoor walking track
- Outdoor Recreation Classes - fishing poles, bicycles, badminton, horse shoes, etc.
- Paws In The Park (dog walking followed by games and activities, etc.)
- Walking Wednesday's (encourage everyone to walk each day, but especially Wednesday's)



KAY REGIONAL CONFERENCE

PHYSICAL ACTIVITY CHALLENGE

WE INVITE YOU TO PARTICIPATE IN A "60" PHYSICAL ACTIVITY CHALLENGE BETWEEN NOW AND YOUR REGIONAL CONFERENCE.

We know that on an average clubs will travel close to 60 miles and....we know that the CDC recommends at least 60 minutes of physical activity each day. So.....what will your "60" look like?

As a club, decide when you will start the challenge (one week before the conference, two weeks, three weeks?). Then plan how you will get others in your school involved in the challenge (signs in the hallway, social media, morning announcements?). Then have fun.....take some pictures, post your activities for the day on social media using **#bethespark**, recognize others, etc.

Here are some ideas to challenge your peers to have fun and get some physical activity at the same time!

- Throw a frisbee with a friend 60 times
- Challenge a friend to wall sit for 60 seconds
- Do 60 sit ups (don't have to be all at the same time!)
 - Kick a soccer ball with a friend 60 times
- Walk for 60 minutes (walk with a friend for 30 minutes and add your time together!)
 - Do jumping jacks for 60 seconds
 - Do as many wall push-ups as you can in 60 seconds
- Ride a bike for 60 minutes (make it a family bike ride and add your time together!)
 - Throw a football with a friend 60 times
 - Walk up 60 stairs

60

60

HAVE FUN WITH "YOUR 60"!

Post your daily activities using **#BETHESPARK**



Our KAY club is planning to write a mini-grant to create a project where as a school we can have a fun way to stay physically active. In order to help us find the best idea for our school, please complete the following survey.

Your Grade: _____

	Yes	No	Maybe
Do you think you are physically active each day for at least 60 minutes?			
Would you participate in a before or after school walking program 2-3 days each week?			
Would you like to be able to walk or do some type of activity during the lunch hour?			
Would you participate in simple physical activity challenges during the school day (for example, challenge a friend to a wall sit contest, jog in place at each water fountain, etc.)?			
Would you participate in some type of Fun Run and do some activities ahead of time to prepare?			
Would you take part in a Physical Activity/Intramurals Club where we do a different activity a couple of times a week after school? Ideas would be Frisbee golf, walking, table tennis, pickleball, volleyball, bowling, biking, fishing, etc.			
Do you think alternative seating would be a good idea for our classes? (Standing desks, pedal desks, exercise ball chairs)			
Would you take advantage of outdoor fitness stations?			
Do you think we should have a physical activity area in the school that we can use during the day? (Used as rewards, after work is completed, during lunch, or before/after school)			
Would having brain boost breaks during class help you focus better?			
What other ideas do you have for promoting physical activity in our school?			
If we provide incentives what would entice you to participate in the physical activities we plan? (T-shirts, water bottles, Fit Bit, etc.)			

PLEASE RETURN COMPLETED FORM TO _____