Tips for Organizations

60:PLAY every day. any way.

Organizations that provide after-school or weekend programs for children can add physical activity to these programs and classes in a number of creative ways. Supporting children to lead physically active lifestyles and do at least 60 minutes of physical activity daily helps them grow up to become active, healthy adults. Here are a few tips for promoting active play and helping children achieve that 60-minutes-a-day goal.

All About Play

- Use incentives with children, such as fun contests and activity recorders, for setting and reaching daily physical activity goals (see www.VERBnow.com for ideas).
- Integrate physical activity content into other subjects and activities. For reading, have kids choose books where the characters are being physically active. For computer time, encourage visits to Web sites that promote physical activity.
- Create a bulletin board or build a monument with objects used in physical activities and photographs of the children doing the activities they enjoy. Use the group's creation as a motivator for everyone to play actively every day.
- Have children create a physical activity presentation that lets them explore the history of a physical activity that they like to do and then demonstrate it to the group.

Getting Out and About

- Start a community/neighborhood parade in which participants showcase physical activities while they march and where the stops include local places to play.
- Stage a physical activity fair where local businesses, organizations, and physical activity leaders can demonstrate and excite kids about different types of physical activities and connect them to groups or locations for the ones they enjoy.
- Organize a map-making activity of free and low-cost physical activity areas nearby, such as parks and roller rinks, and then take the children out to these locations to play.
- Involve children in community service activities that give them an opportunity to move around, such as gardening or maintaining trails.
- Use your city's recreational opportunities by taking groups of children to places where they can be active, including local parks, the zoo, public pools or lakes, and playgrounds.

VERB™ is a national campaign of the Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) to increase physical activity among children aged 9-13 years. To download additional copies of this tip sheet visit www.cdc.gov/VERB and click on "Materials."