Kids Age 9-13 ACTION PACK

# VERB™ Crossover

This Action Pack contains everything you need, from information to ideas, to launch the VERB™ Crossover program in your community organization. Just combine basketball with other sports and activities to create cool Crossover combinations that your kids will love. VERB motivates kids to get active!

## PART BASKETBALL. PART ANYTHING.
## IT'S YOUR SHOT.

**Turn to the back cover to see how easy it is to apply for a $500 grant to support your group's physical activity initiatives.**

# GET THE BALL ROLLING

Your kids are among 500,000 kids across the country participating in the VERB™ Crossover promotional program. Our goal is to get kids dribbling, passing, and shooting, combining these skills with a variety of sports and activities, to score more than 2.5 million hours of activity. And it all starts with this Action Pack.

**The Action Pack contains all you need to motivate your kids to do their part: getting active and having fun.**

There are ideas for VERB Crossover games, along with room for kid invention. Consider this guide a starting point or an all-inclusive script. You can follow the plan exactly, or tailor the ideas and activities to suit your schedule or your childrens' needs.

There's more than one way to encourage your kids to create a game and get active!

HERE'S YOUR STARTING LINE-UP

### Look for the following items enclosed:

**The Roster** — all the elements of the program, pages 2-3.
**Crossover Games** — activities and ideas to motivate kids to get active, pages 4-5.
**Team Spirit** — maintain child excitement with reproducible Newsletter Clips for parents and kids, page 6.
**VERB Scoreboard** — kids track their activity hours on this reproducible tally sheet, page 7.
**Rebound** — earn a chance to win a $500 grant for your community-based organization with the Grant Application form, page 8.

**What are ViRTS™?**

ViRTS are virtual characters that run on kids' energy. Your kids can create one at VERBnow.com, and then keep it energized by recording all the games they play. ViRTS can't move unless kids do, so make sure you keep your kids moving. ViRTS don't like sitting around.

### Keep their eyes on the ball with these interactive elements:

**VERB Posters** — hang VERB Crossover posters in prominent places to generate excitement.
**VERB Crossover Combiners** — one for the instructor to decide on group games, and one for each child to generate VERB Crossover games randomly at your organization or at home. Turn the wheel and invent your own fun activity.
**VERB Bracket Poster** — display this laminated poster and track your group competitions. It's reusable, so you can keep up the competition even after the VERB Crossover promotional program ends.
**VERB Crossover Bracelets** — distribute to kids prior to the beginning of the program to pump up the fun!
**VERB Inflatable Basketballs** — use for indoor games or during an assembly/pep rally.
**VERB Cloth Wristbands** — distribute at the beginning or during the program as an additional prize for selected kids…for example, to the most creative game inventor or the most spirited Crossover player.
**Team VERB Certificates** — hand out at the end of the program to each of your "Crossover Pros." They're now a member of our team!

# GET IN THE GAME

READY!

Generate excitement for your VERB Crossover program before you kick it off:

- Hang VERB **Posters** in high traffic areas around your organization.
- Send a **Parent Letter** home with each of your participating children.
- Get kids excited by posing questions on a bulletin board about the VERB Crossover program. Always sign off with **"VERB Crossover. Part Basketball. Part Anything. It's Your Shot."**

*Sample Questions:*
How would you combine basketball and baseball? Or basketball and jump rope?
What's your favorite sport or activity and how would you "cross" it over with basketball?

- Publish a note about the VERB Crossover program in your newsletter or parent flyer. Use the reproducible **Kid** and **Parent Newsletter Clips** on page 6 of this Action Pack.

## SET!

Kick off the program and create excitement with an **assembly/pep rally**. Introduce VERB™ Crossover games during the event and ask kids to demonstrate. You may want to use the enclosed **VERB Inflatable Basketballs** for this event. And hand out the **VERB Bracelets** to participating kids and ask them to wear them over the next several weeks to demonstrate their commitment to getting active.

- Be sure to distribute **VERB Bracelets** to each participating child, if they weren't handed out at a kick-off assembly.
- Distribute **VERB Crossover Combiners**. Kids can use their personal VERB Crossover Combiners to decide which game they'll play or invent new VERB Crossover combinations of their own during the program.
- Hang the **VERB Bracket Poster** in a prominent place in your organization. This dry-erase bracket will allow instructors to hold VERB Crossover game competitions and playoffs. Talk about the games and have kids predict which one will beat all the rest. Kids will play their favorites over the course of the program and vote for their winning/favorite game. Ask a child to record the results on the bracket each day or week.
- Copy and hand out a **VERB Scoreboard** to each participating child so he or she can record individual points or hours of activity on their personal scoreboard.
- Instructors — you too can use the Scoreboard to keep an estimate of the hours of activity driven by the VERB Crossover program. This will help **your organization compete for a $500 grant!** (See Grant Application form on the back page of this Action Pack.)
- Invite kids to visit VERBnow.com to invent their own **ViRT**.™ These fun virtual characters can be customized by your kids and used to record the two games they combined each day.

## GO!

While you motivate your kids to get active, empower them to decide just how they'll do it. It's easy for them to have fun being active with the VERB Crossover program and tools in this kit.

**VERB Crossover Combiners:** Just turn and go! Need a new activity idea? Turn the wheel and find a cool way to mix basketball and a favorite activity or sport. Or, choose Go Wild and create your own VERB Crossover activity.

- Instructors – You can use your VERB Crossover Combiner to choose a game all your kids can play at a break or during a group activity. Make it a group decision, or invite a child to take a turn of the wheel.

- Have kids use their own VERB Crossover Combiners to choose an activity for the group to do. Land on Go Wild and let kid invention run wild!
- After the group has played several activities, have kids vote on their favorite. That VERB Crossover game goes in the first bracket, top line. Continue until all your outside bracket spaces are filled in (8 total).
- Continue playing the VERB Crossover games in the bracket, voting on favorites and recording the results. The favorite game or activity moves on to the next round until you have a VERB Crossover "Champion Game."
- At the end of every class, have kids find a partner and work together to select the VERB Crossover game they want to play during a break or at home. Don't forget to ask them to fill out their Scoreboard with their "points" or hours of activity.
- Or, hold a special VERB Crossover event, allowing kids who attend to create their own activities by using their VERB Crossover Combiners. Invite parents and instructors to participate, too.

## KEEP GOING!

Set up friendly group vs. group or age vs. age VERB Crossover competitions. Keep track of results on your **VERB Bracket Poster**.

- Collect kid **VERB Scoreboards** at the end of the program. Who had the most activity points for the program? Recognize them individually or as groups.
- Hand out the **VERB Cloth Wristbands** throughout the program to the "most creative" child or wait until the end of the program to award the "most spirited" child or the persons with the most cumulative points or hours of activity outside your program. Or, you choose the recipients anyway you want.
- **Team VERB Certificates** recognize your childrens' success. One for every participating child is enclosed in your kit. Distribute them to all your Crossover Pros at the end of the program.
- Take a few minutes to answer seven short questions about your organization's experience with the VERB Crossover program and you could be one of 25 grant winners! See the **Grant Application** on the back page of this Action Pack.

**Questions?** Call the Kaleidoscope Education Support Group program hotline at **1-800-331-9218** Monday through Friday, between 8 a.m. and 5 p.m. EST.

**Complete the Grant Application on the back cover of this Action Pack and submit it. You could win a $500 grant for your organization!**

# VERB™ CROSSOVER ACTIVITIES

**Kick off the program with individual groups or your organization with a pep rally or assembly.**

- Introduce the VERB Crossover promotional program.
- Share your organization's goals for the program, such as hours of incremental activity, creating new games and activities, and having fun!
- Tell your kids when and how they can get involved.
- Hand out a VERB Crossover Bracelet, VERB Crossover Combiner and VERB Scoreboard sheet to each participating child.
- Let the kids and staff know you'll need an estimate of hours of physical activity everyone does, to be considered for the $500 grant.

**Basketball + Baseball = Baseketball**
Place four "bases" around the basketball court. The batter is the same as a passer in Baseketball. Pass or throw the basketball as far as you can, all the way to the outfield, run the bases before the opposing team member catches the ball and makes a basket. First team to score gets the point.

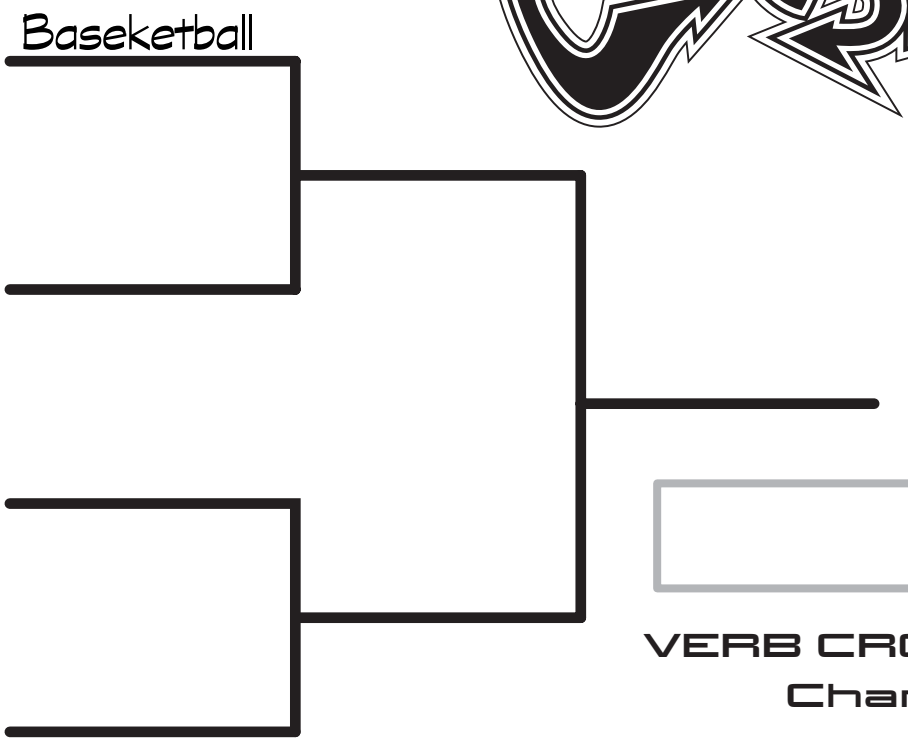
**Basketball + Kickball = Baskickball**
Pick up a kickball and head to the court. Play regulation basketball with kickball skills, which means you use a kickball and can't use your hands. Kick the ball to your teammates instead of passing. See if anyone can kick the ball high enough to make a basket. Use a lower basket for higher scores.

**Basketball + Badminton = Birdbasket Ball**
Don't be a birdbrain, basketball's a whole new game when using a racket and birdie! Volley with your teammates, avoiding interference from opponents' rackets. Keep it under control and you'll shoot the birdie through the hoop for the regulation 2 points.

**Basketball + Hoop = Hoop It Up**
Your ball is a basketball, your basket is a hoop that moves. Have two players hold the hoop flat, like the rim of a basket. You can't control these human hoops. They run around the court as much as you do! If you can get close enough, shoot through the hoop to score.

**Basketball + Flying Disk = Basket Disk**
Grab a disk and head to the court. Designate certain spots two-, three-, and four-point zones. Let the disk soar and hit the basket from any of these zones to earn the same number of points. Defensive blocks and stealing allowed.

**EXAMPLE:**



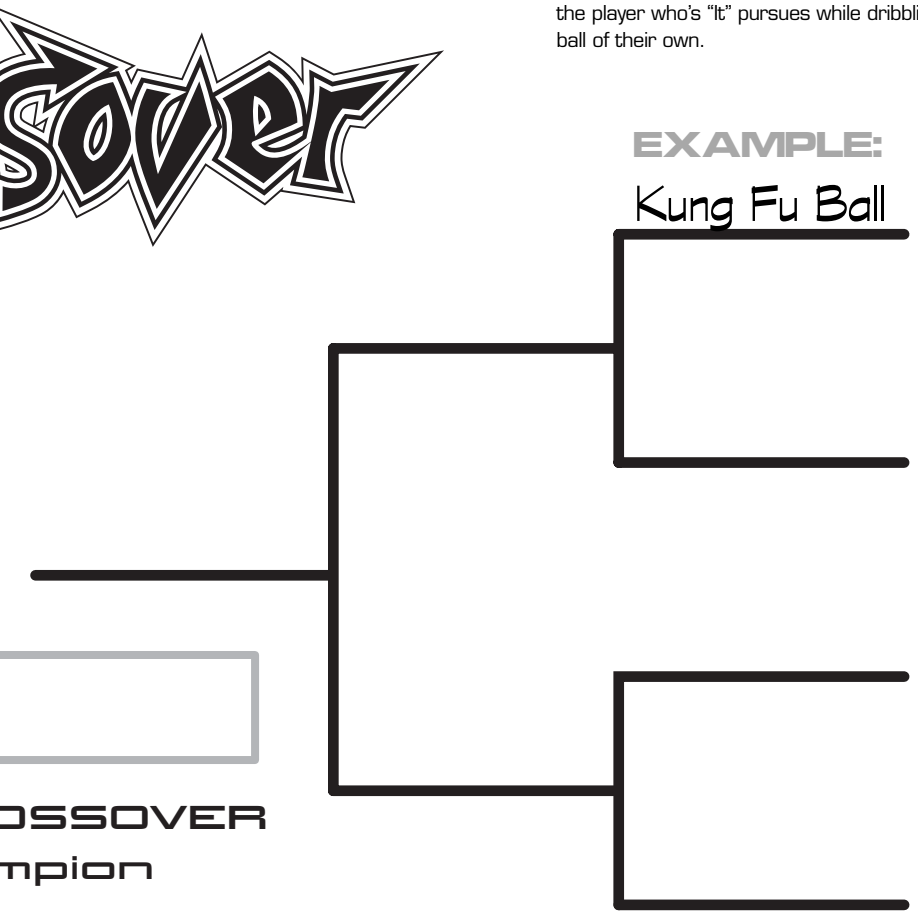

**Basketball + Football = End Zone Hoops**
Defend your basket as though it's the end zone. Play football on the basketball court, which means running and passing with a football instead of dribbling. Once the offense gets near enough to a basket to shoot, any attempt is allowed. Defensive players jump up to block. If the opponent scores, head back the other way.

**Basketball + Running = Basket Dash**
What would basketball be without all that dribbling? Basket Dash! Run as fast as you can, but don't be a ball hog. Keep your teammates on the go with you — each side must pass at least six times before shooting. Keep your arms and legs on the move.

**Basketball + Golf = Putt-Putt Hoops**
Set up a putt-putt course around the basketball court. Make sure your last hole is in the free-throw zone. Once you get there, your club is no longer required. Take a shot for the basket with your lightweight putt-putt golf ball. Hole-in-one, anyone?

# IT'S GAME TIME

**Let kids use these game ideas, their VERB Crossover Combiners, and their own imaginations to mix it up! Land on Go Wild and kids can create something new to play. Encourage your group to follow the game rules as described, or make up rules of their own. Either way, remind kids to always follow the rules of safety on the court. Don't forget to record kids' favorite games on the VERB Bracket Poster, and keep up the enthusiasm by promoting the competition between Crossover games.**




**Basketball + Tag = Basket Tag**
A game of tag on the court can be quite a challenge when every player on the court is dribbling a basketball. Practice this skill while the player who's "It" pursues while dribbling a ball of their own.

**Basketball + Jump Rope = Jumping Hoops**
This game can be played on the court, or on a safe street with a basket of your own invention, like a trash can or bucket. Play a standard game of "HORSE" with one addition: every letter you make you must jump rope 20 times before shooting the next letter. Miss a letter? Now you must jump rope 30 times while the other player shoots.

**Basketball + Hopscotch = Hoopscotch**
The court looks a little different when you tape hopscotch squares down on the paint. Pick a square, dribble down to it, and take a shot from where you stop. If you make it, you score that number of points. Then hop your way through the remaining squares to complete the play.

**Basketball + Martial Arts = Kung Fu Ball**
The aim of this game is to get silly! A basketball game with martial arts skills looks like this: every player who does *not* have the ball must bust a move. A kung fu kick, a punch, a karate chop — keep the defense on the defensive with your moves. Watch out, though. These moves are for fun, not contact.

**Basketball + Hockey = Hockeyball**
Hockey sticks and a lightweight ball add a new dimension to the game of basketball. Using a small rubber ball, dribble and pass with your hockey stick down the court. Once you're in shooting range, bench the stick and shoot the ball the old-fashioned way.

**Basketball + Hopping = Hop Hoops**
The pace of a regular basketball game slows down, but the challenge goes up when every player must hop instead of run. Hop on two feet, right foot, or left foot while dribbling the basketball. Your team just made a shot? Now everyone hop back down the court!

**Basketball + Volleyball = Volley Hoop**
Using a volleyball instead of a basketball, "bump and set" your way down the court. Tip off with a set from center court. No throwing or passing allowed in this version of basketball. A very high set or bump will make it through the hoop, so aim carefully and make sure you're in the zone.

**Basketball + Soccer = Dribbleball**
There's dribbling in this game, but it's done with your feet. Using a soccer ball, dribble and pass the ball to your teammates as you move up the court. When it's time to go for a basket, stop, grab, and shoot! Hands are only allowed for scoring. Once the ball drops through the hoop, get those feet back in action.

# TEAM SPIRIT! NEWSLETTER COPY

**Use this newsletter item in your next handout to keep parents posted on the VERB Crossover program.**

VERB™ Crossover

**When basketball is crossed with other sports or activities, the result is VERB™ Crossover.** Our organization is participating in this physical activity program from the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC). The aim is to help kids have fun getting and staying active. We're joining 500,000 kids across the country who are shooting for a goal of 2.5 million hours of total activity.

Please support your child's participation in VERB Crossover by encouraging him or her to try a new **VERB Crossover game,** asking to see their **VERB Scoreboard** results (where each point represents an hour of activity) or going online with your child to invent a **ViRT™** (virtual characters that live on kid energy), at VERBnow.com.

You'll also find more information about the VERB campaign, as well as tips and ideas to help your family get and stay active — together — at 60PLAY.com. 60:PLAY means getting your kids active for at least 60 minutes every day, anytime, anywhere. Whether it's 60 minutes altogether, two 30-minute activity sessions or even three 20-minute intervals, the goal is 60:PLAY each day.

Together, the parent and community organization team can help our kids build the kind of fun, healthy physical activity habits that will last a lifetime.

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IT'S YOUR SHOT.

**KID NEWSLETTER CLIP**

**Who's a Brainy Javelin Hopper?**

**You are, when you choose your own VERB™ ViRT!**

ViRTS are the virtual characters who move when you move. Design your own character, choosing a name, image, and activity, or let VERBnow.com choose for you. Either way, ViRTS are a fun way to log your hours of play online.

GOT A VERB ViRT™ YET?

Visit **VERBnow.com**

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# VERB™ CROSSOVER SCOREBOARD

**Get in the game. Record the game you played and your hours of activity on the VERB Crossover Scoreboard every day. Shoot for one hour per day, or go for a field goal, or even a three-pointer.**

VERB™ Crossover SCOREBOARD

**Free throw =** 1 hour of activity or **1 point**

**Field goal =** 2 hours of activity or **2 points**

**Three-pointer =** 3 hours of activity or **3 points**

| WEEK 1: | | |
|---|---|---|
| M | GAMES: | HOURS: |
| T | GAMES: | HOURS: |
| W | GAMES: | HOURS: |
| TH | GAMES: | HOURS: |
| F | GAMES: | HOURS: |
| S/S | GAMES: | HOURS: |

| WEEK 2: | | |
|---|---|---|
| M | GAMES: | HOURS: |
| T | GAMES: | HOURS: |
| W | GAMES: | HOURS: |
| TH | GAMES: | HOURS: |
| F | GAMES: | HOURS: |
| S/S | GAMES: | HOURS: |

TOTAL POINTS

SCOREBOARD

**Return your completed scoreboard to your instructor to help your organization earn a chance to win a $500 grant for the physical activity initiatives. Keep it moving – stay in touch with your ViRT™ at VERBnow.com.**

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# GRANT APPLICATION FORM

**You've done the work. Now apply for the reward!**

Kaleidoscope Education Support Group would like to assist your organization's physical activity initiatives with a $500 grant opportunity. Just answer the seven short questions below, mail the form in the enclosed **postage-paid envelope**, and your organization will be considered for one of 25 grants.

## Entry deadline: October 1, 2005

1) Organization (Contact Name, Organization Name & Mailing Address): _____

_____

2) Total Number of Kids (age 9-13) in your organization: _____

3) Number of kids participating in the VERB™ Crossover program at your organization: _____

4) Number of physical activity hours your physical activity initiatives provide a child in one week: _____

5) Total number of activity hours inspired by the VERB Crossover program: _____

6) The name and brief description of your kids' favorite VERB Crossover activity: _____

_____

7) How do you intend to use the grant money for your physical activity program if your organization wins? _____

_____

_____

**Optional: Judges will consider additional written feedback, photos, child and/or parent letters and other details about your VERB Crossover program experience if you choose to submit them, but these materials are not required for entry.**

**Mail to:**
Kaleidoscope Education Support Group
"Crossover Physical Education Grant"
710 Johnnie Dodds Blvd., Ste. 300
Mt. Pleasant, SC 29464-9956

VERB Crossover

**OFFICIAL RULES**

**Program:** Twenty-five grants will be awarded to winning organizations chosen from among eligible community-based organizations that enter the Crossover Physical Activity Grant Program. **Sponsor:** The Crossover Physical Activity Grant Program is sponsored by Kaleidoscope Marketing Group, LLC, d/b/a the Kaleidoscope Education Support Group, 710 Johnnie Dodds Blvd., Suite 300, Mt. Pleasant, SC 29464. **Eligibility:** Only community-based, youth serving organizations whose membership includes 9 – 13 year old children who participate in the VERB™ Crossover Program are eligible to enter. VERB Crossover is a free physical activity program that helps kids explore basketball-related activities. Organizations may contact Sponsor or see www.cdc.gov/VERB for more information about participating in the VERB Crossover Program. Because the Grant Program is being offered in conjunction with the VERB Crossover initiative, applicants must use the VERB Crossover Program's materials in order to apply for the Grant Program. Additional applications and materials are available by contacting the Sponsor. Only one entry will be accepted from each eligible organization. In the event that more than one entry is received from the same organization, Kaleidoscope Education Support Group reserves the sole and exclusive right to determine which entry will be considered. The employees of U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC), their parents, subsidiaries, affiliates, advertising and promotion agencies and their family/household members are not eligible. All federal, state, and local laws apply. Void where prohibited. **Entry:** To enter Kaleidoscope Education Support Group's Crossover Physical Activity Grant Program, each organization must implement the VERB Crossover program and submit results via this form or a legible reproduction. Questions 1 through 7 must be answered for the entry to be valid. Entries must be postmarked by 10/1/05 and received by 10/9/05 at: Kaleidoscope Education Support Group "Crossover Physical Activity Grant," 710 Johnnie Dodds Blvd., Suite 300, Mt. Pleasant, SC 29464. By entering the Crossover Physical Activity Grant Program, entrants agree that they have no right to bring (and covenant not to bring) any claim, action, or proceeding of any kind or nature whatsoever against the Frankel & Company, Sponsor, the U.S. Department of Health and Human Services' Centers For Disease Control and Prevention (CDC), or any of their respective affiliated companies, subsidiaries, agents, employees or shareholders in connection with this Program. By entering the Crossover Physical Activity Grant Program, entrants accept and agree to these rules and to the decisions of the judges, which shall be final. **Judging:** Judges from Kaleidoscope Education Support Group will select the twenty-five winners from all eligible entries received. Entries will be judged based on how the organization intends to use the Grant (40%), creativity, originality and effort in implementing the program (40%), the percentage of enrolled children participating in the VERB Crossover Program (10%), number of extra hours of activity reported per participating child in the VERB Crossover Program (10%). In the event of a tie, the judges will select the winning organization based on a random drawing. **Grants:** Twenty-five organizations will be awarded a physical activity grant in the form of a $500 check. The grant is intended for use in furthering the winning organization's physical activity programs. Winning organizations will be notified by mail on or about 11/4/05. Prizes are non-transferable. Federal, state and local taxes are the sole responsibility of the winning organizations. Sponsor reserves the right to substitute prizes of equal or greater value. Prizes will be awarded in the names of the organizations. Each winning organization will be required to sign a Winner's Agreement and Release form. The Winner's Agreement and Release form will be received by winning organizations by mail on or about 11/4/05 and must be completed as indicated on the form and returned in the postage paid envelope provided, postmarked by 11/21/05 and received by 11/28/05, or via fax to 843-853-1444. In the event that a winning organization declines the activity grant and/or elects not to complete the Winner's Agreement and Release form or does not return the completed Winner's Agreement and Release form within the prescribed period, Kaleidoscope Education Support Group will select another winner from the remaining eligible entries based upon the Judging criteria. Kaleidoscope Education Support Group and CDC are not liable for Winner's Agreement and Release Forms and physical activity grants that are stolen, lost, or mutilated in transit to or from the Kaleidoscope Education Support Group. By submitting an entry, each winning organization agrees to allow media on campus for publicity purposes. Additionally, the organization's name and/or photo of winning group or organization may be used by the Kaleidoscope Education Support Group and the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) for advertising and/or related marketing purposes without compensation unless prohibited. Winning organizations will be responsible for obtaining individual child releases, if necessary. All entries (including photographs, negatives, etc.), all rights of ownership and publication of same will become the property of the Kaleidoscope Education Support Group and will not be returned.

In support of VERB™ and the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC).
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