



Promoting Key Health Behaviors: Nutrition, Physical Activity, & Sleep	Core	Comprehensive
<p>(1) Program Promotion & Training</p> <ul style="list-style-type: none"> •Health promotion materials <ul style="list-style-type: none"> »Posters, banners, bookmarks, stickers, website »Web portal: customization & material download •Health promotion materials customization, printing, & distribution •Kick-off & training events <ul style="list-style-type: none"> »School staff & volunteer training events and materials »Online & downloadable training materials •Dedicated Staff Support <ul style="list-style-type: none"> »National Program Director & E-mail customer support »Local Program Coordinator (first 10 schools) 	<p>✓ ✓ ✓ ✓ ✓</p>	<p>✓ ✓ ✓ ✓ ✓</p>
<p>(2) Daily Health Behavior Tracking</p> <ul style="list-style-type: none"> •Web 2.0 health tools <ul style="list-style-type: none"> »Web portal: training videos, D2F points tracking, incentives, wellness education content, surveys and evaluation tools, community leader board •Paper-based scorecards <ul style="list-style-type: none"> »Templates for download »Scantron machine based entry •Classroom tracking posters 	<p>✓ ✓ ✓ ✓</p>	<p>✓ ✓ ✓ ✓</p>
<p>(3) Education & Mentorship</p> <ul style="list-style-type: none"> •Volunteer and Intern Corps <ul style="list-style-type: none"> »Parent workshops »Special initiatives (healthy reading sessions, healthy haiku, healthy art contests) »Kick-off assemblies and teaching at each school »Personalized Wellness Mentoring separate »In-class health education & curriculum separate 		<p>✓ ✓ ✓</p>
<p>(4) Motivational Catalysts</p> <ul style="list-style-type: none"> •Incentives (national) •Incentives (local) •Co-branding with key local organizations & celebrities •Recognition events 	<p>✓</p>	<p>✓ ✓ ✓ ✓</p>

*Pilots / partnerships under consideration

Promoting Key Health Behaviors: Nutrition, Physical Activity, & Sleep	Core	Comprehensive
(5) Children’s Playbook •Data-driven Needs Assessment •5 yr Comprehensive Plan with National/ State/ Local Best Practices •Program Integration Plan »Staffing »Technology »Evaluation »Branding »Pricing		
(6) Fitness Forward League and D2F Champion Wellathons •Sponsorship and Event Coordinator •Online tools for Employee and Customer Donations to Schools		

Drive 2 Fitness Annual Budget: \$190,000

Personnel	\$110,000
•State Director [1.0 FTE]	\$65,000
•Program Coordinator [1.0 FTE]	\$45,000
Program Promotion & Training	\$25,000
•Program and marketing materials	\$15,000
»Posters, banners, bookmarks, t-shirts, stickers, scorecards, user manuals	
•Kick-off events and materials	\$10,000
»Start-up kits, food, facility	
Daily Health Behavior Tracking	\$15,000
•Web 2.0 health tools (FitNet)	<i>in-kind</i>
•Scanning and data collection costs	\$15,000
Education & Mentorship	\$12,000
•Recruit, train, manage Interns and Volunteers	
»Transportation, background checks, food, printing, t-shirts, training, supplies	
Motivational Catalysts	\$10,000
•Incentives	\$10,000
Evaluation	\$10,000
General Administration	\$8,000
•Professional services, office supplies, travel	\$8,000
•Office space	<i>in-kind</i>

Fitness Forward League Annual Budget: \$100,000

Recognition and Activity Events	\$50,000
•D2F Champion Wellathons/ Recognition Events	\$50,000
»Materials, marketing, food, facility	
Personnel	\$50,000
•Sponsorship and Event Coordinator [1.0 FTE]	\$50,000
Children’s Playbook Consulting: \$35,000	
Personnel	\$35,000
•Consultant [0.50 FTE]	\$35,000

Not included, but to be supported by FF League

- Recruit/ Train top Physical Educators/ Wellness Coordinators
- In-School Wellness Centers
- Personalized Wellness Mentoring
- Key Children’s Playbook programs related to:
 - »Facilitating physical activity
 - »Healthy eating
 - »Healthy sleep
 - »Stress reduction and mental wellness
 - »Health education; body and environmental awareness