

P.E.P. Rally in a Box

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This packet includes resources that you may find helpful when planning and implementing your own P.E.P. (**P**lay More, **E**at Right, **P**ush Away the Screen) Rally.

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Sample Letter to Parents and Teachers

Dear Parents, Teachers and Staff,

A physically active and healthy lifestyle should be a priority in every child's life. The National Institutes of Health (NIH), the Nation's medical research agency, has developed a program called **We Can!**™ or "Ways to Enhance Children's Activity & Nutrition" that can help your family reach these goals. **We Can!**™ is a fast-growing national movement of families and communities coming together to promote healthy weight in children ages 8 to 13 through **improved food choices, increased physical activity, and reduced screen time**. Now, SUBWAY® restaurants and the NIH are partnering in support of the national **We Can!**™ Program.

[NAME OF YOUR ORGANIZATION] is proud to be part of this important effort here in [CITY, STATE]. To kick off this exciting partnership, we are inviting children ages 8 to 13 to a local P.E.P. Rally (**Play More, Eat Right and Push Away the Screen**) on _____, from _____ at _____. During this event, attendees will have the chance to participate in active sports such as [INSERT RECOGNIZABLE GAME EXAMPLES I.E., BASKETBALL OR SOCCER] as well as fun, new games focused on teaching kids about nutrition. [NAME OF PROGRAM SPOKESPERSON], will also be present to talk in more detail about the **We Can!** program in our community.

(INSERT ADDITIONAL INFORMATION HERE SUCH AS FOOD BEING SERVED OR TRANSPORTATION BEING PROVIDED.)

We look forward to hearing from you. Please contact: _____ at _____ or by e-mail at _____ to learn more information about the event or to RSVP.

Sincerely,

Information on Contacting Local SUBWAY® Franchisees

The National Institutes of Health (NIH) partnership with SUBWAY® is based on a Memorandum of Understanding between the National Heart, Lung, and Blood Institute (NHLBI) and the SUBWAY® Franchisees Advertising Fund Trust (SFAFT) - the marketing and advertising arm of SUBWAY® restaurants – to support the widespread dissemination of the **We Can!**[™] program messages. SFAFT is encouraging SUBWAY® franchisees to participate in local P.E.P. Rally efforts in support of its partnership with the NIH, however final decisions regarding the support of local events will be made by individual franchise owners.

In order to explore the availability of support for your event, first contact your local SUBWAY® restaurant owner and explain your specific needs. Remember that multiple SUBWAY® locations may be present in your geographic region; if one cannot provide support, another might. If you have difficulty in reaching your local SUBWAY® restaurant owner or have an unusual request, please contact Tara Hernandez, Brand Specialist, Subway Franchisee Advertising Fund Trust (SFAFT), at: 203.882.2742 (phone), 203.882.3886 (fax) or by email at: t.hernandez@sfajt.org.

SUBWAY®/NIH P.E.P. Rally Event: Venue Overview

Ideal venue criteria:

Location:

- Convenient within the neighborhood (i.e. not too far outside the city)
- Easily accessible via public transportation
- Walk-by traffic
- Parking for school buses and media production vehicles
- Have available power, A/V, and communication options for event & media

Safety:

- Hardwood floors, ensuring safe game-play
- Security and medical personnel on-site
- Can easily control/keep track of all kids within space
- Able to maintain unique and separate spaces for event and public traffic

Size:

- Needs to be a space that can house games organized for all kids attending
- Space to house lunch service for kids
- Outside option

Media Needs:

- Flexibility for early morning media interviews and media throughout the day
- Flexible with branding/signage
- A quiet space for individual interviews

Flexibility:

- Available on chosen event date
- Fits within the event budget

- Flexibility to allow public participation
- Amenable to event surface being demarked by “safe” tape for kids games
- If you are working with your local Subway franchise make sure your facility allows outside catering.

Local Media Relations Guide

SUBWAY® & National Institutes Of Health P.E.P. Rally:

Local Media Relations Guide

WHO:

SUBWAY® and the National Institutes of Health are kicking off a partnership in support of the NIH's **We Can!**™ (**W**ays to **E**nhance **C**hildren's **A**ctivity and **N**utrition) movement by gathering hundreds of kids, parents and teachers, along with special guests for a National P.E.P. Rally on March 25, 2009 at the D.C. Armory in Washington D.C. It's all about promoting healthy lifestyles through...**P**laying More, **E**ating Well and **P**ushing Away the Screen.

Now, plans are in the works for a local P.E.P. Rally in **[INSERT CITY]** to get *more* kids on their feet while spreading the important message to eat healthy and stay active.

WHAT:

The purpose of this local media relations guide is to provide tips to encourage local newspaper reporters and radio and TV station crews to attend your local P.E.P. Rally event so it gets the attention it deserves and the *We Can!* message is shared with the entire community.

HOW:

To ensure the event is as newsworthy and as visually appealing for the local media as possible, here are some general ideas to enhance the event:

- Develop a media list of local daily and weekly newspapers; city magazines; and radio and TV stations. Look for reporters who cover health, kids' topics and local community events. Be sure to place a round of phone calls to confirm contacts are up-to-date for each news outlet.
- Consider reaching out to a few local professional athletes, high-profile personalities, and local leaders to invite them to attend the event and participate as a co-host or speaker. Ask if they would participate also as a "referee" or play leader (especially good for local athletes or coaches).
- Keep the opening remarks and speaking portion of the event as brief as possible to make sure the media sticks around for the entire event to capture kids playing games and signing pledges
- Secure event signage (from previous community events or create new signs from design templates); make sure to display signage at the event in places where it will serve as a backdrop for photos and video (e.g., behind the stage during speaking portion of the event; behind spokespersons who are conducting broadcast interviews; adjacent to areas where kids are playing games)
- Fill in the blanks in the press materials included in the P.E.P. Rally in a Box

WHEN:

- Send out a media alert to invite media one week out from the event and again the day before the event
- Place follow-up calls to invited media to determine interest and secure attendance (one week out and one day out from event)
 - On calls, introduce yourself and be prepared to provide a succinct overview of the event and its goal
 - Offer to make the reporter's trip/experience as easy as possible – provide event address, quickly answer questions/concerns and be ready to provide transportation tips (public transportation ideas, parking questions, etc.)
 - If budget allows, consider offering transportation for media to and from event. Transportation often increases the number of media that attend. Offer healthy food (snacks or lunch) and beverages if possible. (Contact your local SUBWAY® franchise and/or other partners to see if they would be willing to donate food and beverages.)
- On the day before the event, send confirmation email to all confirmed media attendees, reminding them of time, location and purpose of event. Provide team cell phone numbers for day of questions.
- After event, send thank you notes to all reporters that attended and offer follow up interviews with key event spokespeople. For media that could not attend, mail all event materials, with an overview of results from event and impact. After mailing has been received, conduct follow up calls to take media through materials.
- Be prompt in responding to any media requests for interviews or information – the more helpful you can be, the more likely they will report on the event and your program.

SUBWAY®/NIH P.E.P. Rally Invite List

Association (Organization or Media Outlet)	First Name	Last Name	Title	E-mail address	Phone number
Some examples include:					
Community organizations such as public health departments					
Schools					
Summer camp programs					
Parenting groups and businesses that are geared toward children in the community					
Local Newspapers					
Local Broadcast					

Local Online Media					
Local Guests					
Some examples include:					
Mayor					
School principals					
Marching band					
Cheerleading squad/step team					
Team coaches					
Local youth groups					
Congress representatives					
Councilmember					

P.E.P. Rally in a Box Games and Instructions

This packet includes games and instructions to provide your P.E.P. Rally participants with a fun and active day. These games are a combination of classic schoolyard games (some with a twist) and games developed by the National Institutes of Health (NIH) **We Can!**[™] partners specifically for teaching children valuable nutritional information. It is recommended that children be routed in groups through three to five of the following games. All the games are designed to accommodate large to small groups of children at minimal expense.

NIH Games:

1. Triple Pass and Score with Nutrition
2. Energy In/Energy Out Tag
3. All Foods Fit Relay

Classic Games

1. Steal the Apple
2. C-A-R-R-O-T
3. Four (of 6) Food Groups

Triple Pass Score with Nutrition

Equipment Needed

- One football (or playground ball) for every two teams
- Six cones or tape to set up playing area
- Pinies/wristbands to designate teams

Playing the Game

1. Have participants gather in the center of the playing area. Allow participants five seconds to find a partner and stand back-to-back with that partner. Have one partner identify their favorite fruit and the other identifies their favorite dairy food or beverage. Send all the fruits to one "end zone" and the dairy to the other "end zone."
2. Designate one team as offense and the other team as defense.
3. The game starts with a member of the defense throwing the ball to a member of the offense.
4. The offense must complete at least three passes before a touchdown can be scored. The passer can take a maximum of three steps before passing the ball. If more steps are taken, the offense loses possession of the ball. The ball cannot be run into the end zone.
5. When the offense successfully passes the ball into the opposing team's end zone, a point is scored.
6. After a point is scored, both teams return to their respective end zones. The offense is now the defense. Resume play by having the defense throw the ball to a member of the offense.
7. Defense can intercept the ball by catching the ball during a pass. However, the defense must remain at least an arm's length distance away from the person they are guarding. There is no touching or tackling the passer!
8. When a pass is not completed, the defense immediately takes the ball and becomes the offense.

Additional Nutrition Integration (Optional)

1. While each team is in their respective end zones, give them a few seconds to brainstorm examples of healthy snacks that include fruits and/or dairy.
2. When a player catches a pass from a teammate, they must yell out an example of a healthy snack before passing the ball to another teammate.
3. If they forget to yell out an example or name an incorrect example, the other team takes possession of the ball.
4. Incorporate different nutrition concepts such as examples of healthy breakfast items and healthy snack items.



Energy In/Energy Out Tag

Equipment Needed

- Cones to mark off playing area
- One flag or bandana for each person (choose two colors, e.g., red and yellow)
- Whistle

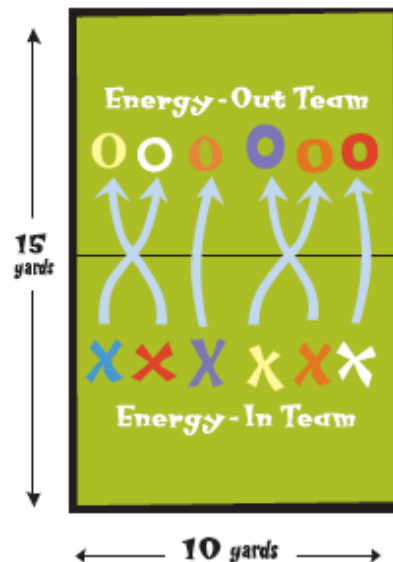
Introduction

This activity provides participants with an opportunity to demonstrate understanding of how to create balance between “Energy In” and “Energy Out.”

Playing the Game

Take a moment at the start of the game to explain the concepts of “Energy In” and “Energy Out.” “Energy In” is the foods we eat, “Energy Out” is the daily physical activity we participate in. Engage the participants in a discussion about what happens if they have more “Energy In” than “Energy Out” — talk about why a balance is important.

1. Divide participants into two equal teams. Once participants are at the respective playing areas, give each participant a flag. All team members should have the same color flag.
2. Game begins with two equal teams lined up across the playing field from one another. Team members have the same color flag tucked into the waistband of their pants/shorts.
3. One color flag team is “Energy In”, the other color flag team is “Energy Out”— designate which team is which.
4. Explain to the participants that when the whistle blows, the “Energy Out” team tries to eliminate the “Energy In” team by stealing their flag. When a flag is stolen, place it outside the playing area. At the end of the game, the goal is to have more “Energy Out” team members with flags than “Energy In”.
5. If a participant loses a flag, they must leave the game, do one brief physical activity (i.e. 5 jumping jacks, 5 sit ups, 5 push-ups) and then return to the game without a flag. Upon returning, participants continue to play for their team, working as a decoy.
6. After a few minutes of playing, blow the whistle and have students freeze. Explain that they can no longer steal another person’s flag.
7. Have participants return to their team lines. Switch team designations —the “Energy In” team is now the “Energy Out” team.



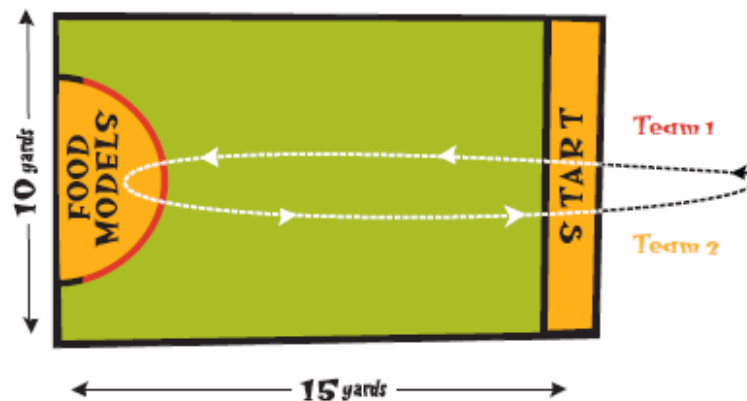
All Foods Fit Relay

Equipment Needed

- Food models representing all food groups labeled with a physical activity
- “Other foods” labeled with a physical activity (increase the amount of physical activity for the “other foods”)
- Box to hold food models
- Cones to identify playing area
- One hula hoop for each team placed next to the starting line

Playing the Game

1. Have participants line up side by side in a straight line.
2. Assign each participant a number: one or two. Your goal is to have two teams of equal participants.
3. Direct each team to a specific cone.
4. Have participants stand beside cones in a semi-circle and face the end zone.
5. Place hula hoop in front of the semi-circle and place food models in a big box in the middle of the end zone (about 10 yards away from the teams' cones/starting line).
6. The game starts with the first person in line doing a skill/movement to the end zone (i.e. grapevines, lateral shuffles, run, jog, skip, hop, scooter, etc.).
7. Once the person reaches the end zone, they grab a food model out of the box and return to their team while doing the same skill movement. When they reach their team, the entire team does the physical activity listed on the back of the food model. Once the activity is complete, the food model goes into the hoop and the next person on the team goes.
8. Repeat steps 6 through 7 until everyone on the team has had a turn.
9. Once all the team members have had a chance to collect a model, the team must work to arrange their collected models into the food pyramid. When a team has completed arranging their models, they must sit — first team seated wins. The activity leader can check to see if the arrangement is correct and have a discussion with both teams on how all foods fit into a healthy balanced diet combined with physical activity.



Steal the Apple (twist on Steal the Bacon)

Equipment:

- An apple
- Cones or tape to mark the center line

Playing the Game:

1. Two equal teams are chosen, and one umpire is selected.
2. The members of each team are numbered. They form two parallel lines on opposite sides of the playing field facing one another and place the apple in the exact center between them.
3. The umpire then calls out a number. The players on each side who are assigned that number are the players for that round. No other team members leave their side of the field.
4. The first player to reach the apple and carry it back over to their starting line scores a point for the team.
5. The player who did not reach the apple first attempts to tag the player in possession of the apple before he/she reaches their starting line. If the tagger succeeds he/she earns a point for their team.
6. The umpire can call more than one number, in which case several players from each side participate.
7. The game is over when a team has reached 15 points or when all the assigned numbers have been called.

C-A-R-R-O-T (a twist on HORSE)

Equipment:

- Basketball hoop
- Basketball

Playing the Game:

1. First, decide on the order of turns.
2. The first player then makes any kind of shot at the hoop.
3. If Player 1 makes the shot, Player 2 has to try to make the same shot from the same place and using the same style that player 1 did.
4. If player 2 makes the shot then Player 3 attempts the same shot...so on and so forth.
5. But if player 1 misses that first shot, the second player becomes the "leader." If player 2 makes the shot, the other players must make the exact same shot...so on and so forth.
6. If a player succeeds in making a shot in a location and style the next player is unable to make then that player receives the letter "C."
7. The game continues until one player has collected all the letters of CARROT. That player is the winner.
8. Rotate different healthy foods to serve as the word being spelled out. Allow the children participating to choose the healthy food.

Four (of 6) Food Groups (twist on four square)

Equipment:

- A square drawn with chalk or masked out in tape with sides at least four feet long divided into four equal squares
- A bouncy ball about the size of a volleyball or soccer ball

Playing the Game

1. Have each player stand in one of the four squares.
2. Note that the "vegetable" stands in square #1. This is the highest-ranking square. All other squares are in descending order of rank, going down 2, 3, and 4(2 is fruit, 3 is grain, and 4 is dairy). The vegetable starts the serve.
3. Serve the ball by bouncing it in your square once. Then hit it to the second square. Make sure that the ball stays within the other square and is not on or outside of any lines.
4. Bounce the ball back. Receivers must bounce the ball back to any other player.
5. Continue playing until a player hits the ball out of the square or it bounces twice in the player's own square. This makes the player out.
6. Shift the player who is out to the lowest level (dairy) unless there is a line of people waiting to play, then the person who is out goes to the end of the line and the person next in line goes to the dairy square. When a player is out everyone moves up one square.
7. The goal of the game is to achieve and maintain the top position as vegetable.
8. Speak with the children about all six food groups and the importance of maintaining a balance.

Subway/National Institutes of Health P.E.P. Pledge

I promise to **P**LAY MORE by spending at least one hour every day doing something physically active.

I promise to **E**AT RIGHT by watching my portions and making healthy food choices.

I promise to **P**USH AWAY THE SCREEN and limit my time watching TV or playing video or computer games to no more than two hours a day.

SIGNATURE



We Can! and the *We Can!* logo are trademarks of the U.S. Department of Health & Human Services (DHHS). Participation by SUBWAY restaurants does not imply endorsement by DHHS.