



CHAMPION'S INFORMATION GUIDE

**A five-step guide to
making a difference in
the world**



CONGRATULATIONS!

Your first step toward changing the lives of children, and towards becoming a hero starts now. Thank you for taking the time out of your day to read this Champion Information Guide. The purpose of this document is to provide you with the tools and resources you need to help influence school leaders and decision makers. In just five simple steps, you will be ready to make a difference in the world!

After reviewing this Information Guide, you should be able to explain what The Daily Mile is and recall supporting facts on childhood health. You will also learn effective ways to build relations with school personnel, and answer common questions asked. Finally, you will know how to share and celebrate your success on social media.

As always, please reach out to The Daily Mile team with any questions. We are always here to help you! Welcome to the Champion Program!

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"I became a Daily Mile Champion because I see its benefits every day. Taking part in an initiative that helps not only children but also teachers, parents, and the community is very rewarding. I see what we are capable of becoming with The Daily Mile."

*Jake Roberts, Daily Mile Champion
North Carolina*





Step 1: Know What The Daily Mile Is

The Daily Mile is a fun, non-competitive, social 15-minute walk, jog, or run. This free, inclusive program open to all elementary school students. It happens at the discretion of the classroom teacher, when students need a short break to refresh learner focus. Making The Daily Mile part of the school day 3-5 times per week improves physical and mental health and wellbeing.

Step 2: Remember the Research

In 2020 alone, five new Daily Mile studies were published from research done in universities around the world. The research evidence supports the positive effects The Daily Mile has on children. See below for some of the supporting statics, or check out additional studies on The Daily Mile's online research hub at www.thedailymile.us/research/.



**Improved
Fitness**

The Daily Mile can increase children's fitness by 9% with a positive impact on BMI
- University of Torino, Italy

The Daily Mile has a positive impact on attitudes towards physical activity
- Swansea University, Wales

Children participating in The Daily Mile saw a 7% increase in verbal memory, alertness, & mood
- Universities of Stirling & Edinburgh, Scotland



**Increased
Engagement**

The Daily Mile benefits children from deprived and non-deprived backgrounds equally
- Swansea University, Wales

Step 3: Know How to Talk to the School

Working with schools to improve children's health can be a very rewarding opportunity. It does not come without its challenges. Read below for suggestions on how to build relations with key school personnel.

Learn about the school and the district

Connect The Daily Mile's vision to that of the school community. Let the school know that your goal is to work as part of a team in helping children to reach their potential. Having a common goal will go a long way towards building a relationship.

Familiarize yourself with current trends in education

Knowing the educational challenges that face a school shows the ability to relate. This shows your willingness to team up in improving opportunities for student success. It also helps you to speak a common language, which helps to build relationships. A few good places to learn about current trends are Edweek and ASCD's Smartbrief.

Have your 30-second "elevator speech" ready

The Daily Mile is a break in the day when kids aren't learning at their best. It's a great intervention that improves academics, behavior, and classroom culture. In a school with a positive culture, students feel valued, cared for and respected. Healthy culture provides a safe, supportive, encouraging, inviting, and challenging environment for students and staff. The Daily Mile can be a building block to this environment. It also improves social and emotional development. Read "How to do

The Daily Mile". Familiarize yourself with some of the research done by major universities. You can find it on The Daily Mile website. Having a good overview of the benefits, with data to back you up, will help you to speak with confidence.

Make children the focus

Let your school know that The Daily Mile is great for students. Children have fun while outside, and return to class upbeat and ready to learn.

Avoid overuse of health data and terminology

Childhood obesity due to lack of activity is at the heart of The Daily Mile. But it's so much more. It's good to remember that schools don't focus on obesity prevention. They're not held accountable for students' health. A gentle mention of how The Daily Mile helps, with more of a focus on the school's desired outcomes (academics, behavior, climate and culture) will capture their attention.

Be understanding of barriers

Adopting new programs, even at no cost, is not always easy for schools. Educators want to educate. They welcome programs connected to positive learning outcomes. They're under tremendous pressure to prove student learning, and this drives decisions. Point out how The Daily Mile helps kids to

focus. Explain that it improves classroom culture. These things help kids to learn.

Allow the school to have ownership in The Daily Mile

Every school and every classroom is unique. School leaders know their school best. Explain the options for The Daily Mile. Then let them figure out how to fit The Daily Mile into their schedule. By doing so you will increase acceptance and sustainability.

The Daily Mile Options

Explain that The Daily Mile is 15 minutes of jogging or running. That's 15 minutes from desk, to course, back to desk. Kids run 5 days a week, but 3 - 5 will show benefits. Make sure the schools know that this isn't "running laps", that the kids need to self-motivate (with some gentle persuasion from their teachers). It's okay to schedule The Daily Mile at a specific time during the day if teachers don't have the freedom to choose when to go for their run.

Have fun being a Daily Mile Champion!

Your positive approach is changing the lives of countless children. Your passion is contagious. Celebrate your accomplishments by posting on social media. And don't forget to send us your story so we can celebrate you, too!

Visit www.thedailymile.us/championresources to view and download more helpful resources from the Champion Toolkit.

Pilot Flyer – Teacher Success Story – Parent Success Story – And More!



Step 4: Prepare for Q&As

Q: "Is The Daily Mile recess?"

A: The Daily Mile is a break from the rigors of academics that resets learner focus. It's not a free play period. It is designed to be fun and social for all children while they take part in noncompetitive physical activity. It's necessary for students to get moderate-to-vigorous exercise to fully achieve The Daily Mile's benefits. All students experience the physical and mental health benefits by running their Daily Mile.

Q: "Can't students do The Daily Mile in Physical Education class?"

A: PE is an important subject area, teaching the skills, techniques and rules around different sports. The Daily Mile is a physical activity that promotes Health and Wellbeing - it is not a replacement for PE. The Daily Mile in addition to PE can help provide children with a healthy, active lifestyle.

Q: "15 minutes per day? I have too much to do to give up that time."

A: A University of Edinburgh study showed that taking 15 minutes to do a Daily Mile break doesn't reduce academic performance. "The Daily Mile is beneficial for children's well-being and cognitive performance in the classroom." The Daily Mile is quick. It happens with a 15-minute turnaround, from desk-to-desk. It's flexibility allows it to fit into the school curriculum. Studies have shown that The Daily Mile improves children's focus. The quality of the educational minute is better. Improved focus means more efficient learning in the classroom.

Q: "The weather is bad!"

A: Student safety first. But, The Daily Mile builds grit. If the weather is NOT dangerous, the students will still love their Daily Mile!

Q: "Is it okay to just walk?"

A: Students should move at a pace that results in a light sweat after a few minutes. This level of activity equates to moderate-to-vigorous exercise. Studies show this type of intensity is needed to improve health and learning.

Q: "Do we need a track or a change of clothes?"

A: No track or change of clothing is needed. The Daily Mile is a simple brain break. Predetermine a safe route that has multiple laps. 15 Minutes door-to-door. No longer.

Q: "Can we modify The Daily Mile to include speakers with music and balloons along with curricular activities?"

A: Keep The Daily Mile simple. Less is more with The Daily Mile. It is a fun physical activity. Students love The Daily Mile and the successes that come from it.

Q: "What if teachers can't go outside when they want?"

A: Some schools schedule a block of time for each grade to do its run. This works well for schools with large enrollments.

Q: "Are children with a disability able to take part in The Daily Mile?"

Every child, no matter their age, ability or circumstances succeeds at The Daily Mile. All children participate, including those with special or complex needs. Students take part at a pace that is challenging, yet attainable. It is a chance for all children to connect, have fun and get fit - physically and mentally.

Step 5: Celebrate on Social Media!

Social media is a fun and easy way for you to share your success in changing the lives of children. Tell the world how you helped schools to implement The Daily Mile on Facebook, Twitter, and Instagram with fun, bright photos. Use the sample posts below or create your own to describe your success!

Facebook: /TheDailyMileUSA

Making a difference in the world by being a #DailyMileChampion is so rewarding! Just 15 minutes a day of running or jogging has amazing physical, mental, and emotional benefits for children. Learn more: www.thedailymile.us

Twitter: @thedailymileUSA

It's a perfect day to do The #DailyMile outdoors! Changing lives with @thedailymileUSA has never been so simple, rewarding, and best of all - FREE!

Instagram: thedailymileusa

When you discover that changing the lives of children is as simple and free as a 15-minute jog or run, your entire outlook on living can change. #DailyMile #DailyMileAtHome #KidsFitsForLife

Pinterest: The Daily Mile USA

Please also be sure to follow The Daily Mile USA on Pinterest. Help spread the word by saving, sending, or messaging helpful pins!

Hashtags turn words into searchable links so others can find you! Including hashtags in your social media posts can give your post additional reach. The Daily Mile uses the following hashtags, so be sure to add them to your social media posts!

#DailyMile
#DailyMileChampion
#DailyMileAtHome
#KidsFitForLife

Talking to the Media:

You can also talk to the local media about the lives you've helped change through The Daily Mile. Be sure to check out the Champion Resource webpage for resources on how to talk to the media.

www.thedailymile.us/championresources





CONTACT

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