



American Heart Association

**KIDS  
HEART  
CHALLENGE™**



**Get your fellow teachers in on the fun with a friendly competition to get students registered and taking their daily health challenges.**

**Options:**

1. Track the total number of students registered per teacher, pod or grade.
2. Hold a drawing and reward one entry for every 10 students registered.



**Motivate and Celebrate!**

- Track team progress on the provided posters. Hang them in a visible place and keep the competitive spirit going.
- Celebrate leaders in your daily/weekly morning announcements.
- Offer fun rewards along the way for students, such as letting the class with the most students registered that week lead the school in a cheer.
- Offer a prize for the winning class/group.

# Take the Classroom CHALLENGE!

**Tips for Teachers:**

- 1 CREATE A KIDS HEART CHALLENGE DAILY COUNTDOWN.** If students know how many days are left before the **Kids Heart Challenge**, they'll be less likely to let the date sneak up on them and more likely to register.
- 2 ADD FREE AND FUN INCENTIVES.** For example, as students register, invite them to join you for lunch. Each time the class has five new registrants, give kids five extra minutes of recess or free time.
- 3 CHALLENGE THE TEACHER ACROSS THE HALL.** Make a deal that the class with the most registrants each week gets to go first in the lunch line or gets homework passes. Feeling daring? The winning teacher can agree to dye their hair in school colors or come to school in PJs.
- 4 KEEP PARENTS UP TO DATE.** Deadlines often sneak up on busy families. As you create your weekly class emails or newsletters or update your web page, remind parents of the **Kids Heart Challenge** date and update them on the number of students registered.
- 5 DAILY REMINDERS.** Keep kids engaged with daily reminders on the importance of healthy habits and helping others.

**Get Started Now:**

Plan your **Kids Heart Challenge** activities and start talking about the big event to your students. Copy and paste the messages below into your emails and parent newsletters and onto your web page. To get them in an editable format, go to [heart.org/EducationalResources](http://heart.org/EducationalResources). **Let the fun begin!**

- 1 GETTING READY: SEND ON \_\_\_\_\_**  
Mark your calendar! The **American Heart Association Kids Heart Challenge** will be on [DATE] starting at [TIME]. To get started, download the **Kids Heart Challenge** app in your app store or visit [heart.org/KHC](http://heart.org/KHC). Your student will earn a free KHC wristband just for registering!
- 2 TWO WEEKS AWAY: SEND ON \_\_\_\_\_**  
Our annual **American Heart Association Kids Heart Challenge** event is just two weeks away! If you haven't done so already, help your student sign up by downloading our **Kids Heart Challenge** app in your app store or visiting [heart.org/KHC](http://heart.org/KHC). Our class is competing to get the most students registered.
- 3 ONE WEEK AWAY: SEND ON \_\_\_\_\_**  
Has your student picked a daily health challenge yet? The annual **American Heart Association Kids Heart Challenge** event is next week! If they haven't done so already, help your student register and choose a daily health challenge by downloading the **Kids Heart Challenge** app or visiting [heart.org/KHC](http://heart.org/KHC).
- 4 TOMORROW: SEND ON \_\_\_\_\_**  
Tomorrow is the big day! We'll have a blast in the annual **American Heart Association Kids Heart Challenge**. It's not too late to sign up and choose a heart-healthy challenge. Go to [heart.org/KHC](http://heart.org/KHC) or search "**Kids Heart Challenge**" in your app store to download the app and register. We're looking forward to a fun-filled event!
- 5 AFTER THE EVENT: SEND ON \_\_\_\_\_**  
We did it! This year [Number] students registered for the **American Heart Association's Kids Heart Challenge** and had a blast learning about heart and emotional health. Thank you for supporting us! If you didn't get a chance to register, it's not too late to get in on the fun. Simply download the **Kids Heart Challenge** app in your app store or visit [heart.org/KHC](http://heart.org/KHC) to register and take the daily health challenges. We're taking these challenges not just for a few weeks, we're taking them for life. Join us!

*For nearly 100 years, the American Heart Association has been fighting heart disease and stroke, helping families and communities live happier, healthier and longer lives.*