



Phoenix Union Sustainability Officer “Food and Fitness Challenge Campaign”

The Mollen Foundation will train Phoenix Union High School Student Council Sustainability Officers on select healthy habits topics such as: local food production, hydration, sugar reduction, increased physical activity, etc. Then, Sustainability Officers will run selected demonstration videos and/or sign campaigns encouraging students to participate in the competition before or after school, during health class, and/or morning announcements. Participating students will demonstrate skills taught by Sustainability Officers by uploading their own demonstration video onto social media platforms such as Twitter, Facebook, Instagram, with specific hashtags. If a video phone and/or wifi connection is unavailable, specific days and times to demonstrate the skill will be available in coordination with the Mollen Foundation and Sustainability Officer either before, after, or during the school day. The Mollen Foundation will also provide technical assistance to the Sustainability Officers such as nutrition education, local food knowledge, video props, etc. The schools with the most uploaders participating in the #healthyhabits campaign video demonstrations will move on to the “Food and Fitness Challenge”, where the top three winners of the challenge will receive prizes of \$1,000+. During the challenge, students will engage in physical activity provided by FitPHX as a CATCH box as well as demonstrations of a learned #healthyhabit. It is anticipated that this program will show improved awareness and access to fresh fruits and vegetables and well as increased an increase in physical activity for participating students. The campaign kickoff will begin January 22nd with the final challenge taking place February 24th.

Program Contact: Katie Poirier, Katie@mollenfoundation.org, cell: 480-939-0297

The #goto #healthyschools #healthyhabits campaign theme weeks are the following:

Week 1: Physical Activity

Week 2: Hydration

Week 3: Local Food Production

Week 4: Snack

Week 5: Why do you stay healthy?

Facebook Group: Phoenix Union Sustainability Officer “Food and Fitness Challenge Campaign”

Required Hashtag:

Suggested Hashtags:

The Mollen Foundation will provide weekly internet access and recording equipment for students with limited access to the internet and/or recording devices such as a smartphone. Access will be available at their office on Tuesdays throughout the competition until 6pm. Lightrail access is available. Exit at the Roosevelt and Central station and walk two blocks south on 1st Avenue to McKinley. The building is on

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northwest corner of 1st Avenue and McKinley and has a large decorative iron gate. Our office has a four-leaf clover hung on a green door.

Street Address for Internet and Recording Access:

The McKinley Club
800 N. 1st Avenue
Phoenix AZ 85006

The following is a detailed outline of the Sustainability Officers campaign responsibilities.

Monday January 22nd, Week 1 Physical Activity: What's your healthy physical activity? What do you do to stay active and happy? *Bonus Week:* Film you and your best friend being happy and active for double the points! Film you and your favorite school staff being happy and active for double the points!

Optional Video Ideas and Small Script: What do you do for a quick energy snap? Or to keep yourself going for the week? Do you walk the dog, play a sport, shake it off, or stretch it out? Show YOUR HIGH SCHOOL your #wk1 #healthyhabit that keeps you active and happy!

Healthy Habit Examples: Walk the dog, play a sport, walk instead of drive, jumping jacks, sit up straight, jump rope, go to the gym, take a run, focus on your breathe, garden, go to the park, dance, play ball, lift weights

Thursday January 25th, Week 1 Tallied: The schools participating numbers are tallied. Sustainability officers will report the number of uploaders to the Mollen Foundation. By 4:30 pm, the Mollen Foundation will notify the officers and school administration which school won the week's healthy habit and will host the Trophy Challenge via email. If you do not submit a tally by 4:00 pm, your source will be marked as zero.

Friday January 26th, Hula Hoop Trophy Challenge: Sustainability students will select 5-10 students that uploaded a healthy habit video or photo to participate in the Trophy Challenge and can base their selection on: creativity, inspiration, and helpfulness. The sustainability officer will also put together a small panel of judges consisting of: student council members, teachers, administrators, club representatives/members, and themselves. The Mollen Foundation will provide all materials necessary for the Trophy Challenge. The highest placing students of the trophy challenge will advance to compete in the final district wide competition on Saturday February 24th.

Monday January 29th, Week 2 Hydration: What's your healthy hydration substitute? Choose this and here's why!

Optional Video Ideas and Small Script: When I am thirsty, it is easy to go to the corner store and grab a drink. The drinks are sweet, hydrating, and colorful! Who wouldn't want one? But when the corner store isn't an option, I mix water with fruit to get my sweet drink fix!

Healthy Habit Examples: Drink water, mix water and fruit/herbs (strawberries, oranges, mint, cucumber, lime, lemon), chew gum, drink electrolytes only after working out, hydrate before your activity, drink throughout the day, add water to your drink, try a new product with less ingredients

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Thursday February 1st, Week 2 Tallied: The schools participating numbers are tallied. Sustainability officers will report the number of uploaders to the Mollen Foundation. By 4:30 pm, the Mollen Foundation will notify the officers and school administration which school won the week's healthy habit and will host the Trophy Challenge via email. If you do not submit a tally by 4:00 pm, your source will be marked as zero.

Friday February 2nd, Flavored Water Trophy Challenge: Sustainability students will select 5-10 students that uploaded a healthy habit video or photo to participate in the Trophy Challenge and can base their selection on: creativity, inspiration, and helpfulness. The sustainability officer will also put together a small panel of judges consisting of: student council members, teachers, administrators, club representatives/members, and themselves. Judging criteria for the trophy challenge is based on the fastest, best looking, and best smelling flavored water. The Mollen Foundation will provide all materials necessary for the Trophy Challenge. The highest placing students of the trophy challenge will advance to compete in the final district wide competition on Saturday February 24th.

Monday February 5th Week 3 Local Food Production: Research what fruits and vegetable are in season and ready for harvest in Phoenix! Snap a photo and submit your seasonal veggies today. Bonus points for proof of consumption!

Optional Video Ideas and Small Script:

Healthy Habit Examples:

Thursday February 8th, Week 2 Tallied: The schools participating numbers are tallied. Sustainability officers will report the number of uploaders to the Mollen Foundation. By 4:30 pm, the Mollen Foundation will notify the officers and school administration which school won the week's healthy habit and will host the Trophy Challenge via email. If you do not submit a tally by 4:00 pm, your source will be marked as zero.

Friday February 9th, Vegetable Feud Trophy Challenge: Sustainability students will select 5-10 students that uploaded a healthy habit video or photo to participate in the Trophy Challenge and can base their selection on: creativity, inspiration, and helpfulness. The sustainability officer will also put together a small panel of judges consisting of: student council members, teachers, administrators, club representatives/members, and themselves. The Mollen Foundation will provide all materials necessary for the Trophy Challenge. The highest placing students of the trophy challenge will advance to compete in the final district wide competition on Saturday February 24th.

Trophy Challenge: Vegetable Feud Challenge

February 12th Week 4: What's your go to healthy snack and why?

Trophy Challenge: fastest, most nutritious snack to put together

Optional Video Script:

Grab peanuts instead of peanut butter, less sugar, more protein!

Optional Video Ideas and Small Script:

Healthy Habit Examples:

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Fastest, best looking, best smelling

February 19th Week 5: What's your reason for being healthy? Capture why and how you stay healthy! Find someone with the same why and different #healthyhabit for bonus points!

Trophy Challenge: CATCH Box, Rock Paper Scissors Relay, Mini- obstacle course in preparation

Optional Video Ideas and Small Script:

Healthy Habit Examples:

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