



Ontario First Nations Integrated Health Promotion Strategy

Just Move It Ontario!

Join the 3rd Annual 2014 School Physical Activity Challenge

What is the Ontario First Nations Integrated Health Promotion Strategy (OFNIHPS)? OFNIHPS is a collaboration between Chiefs of Ontario, PTOs' (Association of Iroquois and Allied Indians, Independent First Nations, Nishnawbe-Aski Nation, Union of Ontario Indians), the Province of Ontario (Ministry of Health and Long-Term Care and Tourism, Culture and Sport) and the Government of Canada (Health Canada, First Nations and Inuit Health Branch, Ontario Region). It is instrumental in guiding the **Aboriginal Diabetes Initiative (ADI)** in Ontario.

What do we know about diabetes among First Nations people? Like you, we are aware that diabetes is three to five times more common among First Nations peoples than the general population. First Nations children and youth are at a higher risk of developing diabetes. Obesity rates are also high in First Nations children.

What are we doing about it? Once again, we are turning to you as educators, leaders and role models in your community to help change these rates. The benefits of physical activity in the promotion of health and the prevention of chronic disease are well documented. OFNIHPS is organizing a school based physical activity challenge targeting First Nation Elementary schools on reserve, for students from grades one to eight. Similar to last year, we will have a separate category for First Nation communities without schools. They can register teams attending after-school programs on reserve.

What we hope to achieve: OFNIHPS would like to continue hosting this annual event with a view to fulfilling our vision that *"First Nation peoples and communities will achieve improvements in physical, emotional, mental, spiritual and social well-being."*

We want to assist our children in gaining awareness and appreciation of the benefits of physical activity on a daily basis. Just 10 minutes of moderate to vigorous physical activity, 2 or 3 times a day, during recess, gym class or lunch breaks can make a difference.

What is the *Just Move it Ontario!* challenge?

- ✓ *The Just Move It Ontario!* challenge is an Ontario wide fitness challenge for children and youth designed to raise awareness of the positive link between healthy living and physical activity.
- ✓ *The Just Move It Ontario!* challenge targets First Nation children and youth regardless of their physical capabilities, attending a First Nation school on reserve OR an after-school program on reserve where there is no school.
- ✓ Teachers will organize their classes into a team to participate in daily physical activities. Physical activities can include a combination of moderate activities (e.g. brisk walking, freeze tag, broom ball, wheelchair sports etc.) and vigorous activities (e.g. running, soccer, burpees, etc.) Teachers will be responsible for submitting the entry form and tracking sheets on time. Teachers will also submit a report about their class teams' activities using stories and/or photos.
- ✓ The Challenge will run for four (4) consecutive weeks in October/November 2014.
 - Week 1: October 20 – October 24
 - Week 2: October 27 – October 31
 - Week 3: November 03 –November 07
 - Week 4: November 10 – November 14

To Enter: The kit you have received contains this introductory letter, an entry form, a tracking form and a *Teacher's Guide to Physical Activity for Children*. Additional information has also been posted on the Chiefs of Ontario website. **All Entry Forms must be received by October 17.**

Entries can be received by fax, email, regular mail or courier. OFNIHPS is not responsible for lost, misdirected or delayed entries.

Attention Entries to: Chiefs of Ontario
Attention to: Rachel Arsenault
111 Peter St. Suite 804
Toronto ON M5V 2H1
Attn: Just Move it Ontario!
Toll Free: 1-877-517-6527
Fax: 416-597-8365
Email: Rachel.Arsenault@coo.org

Winning and Prizes!

A grand prize will be awarded to the most active school based on submissions received by OFNIHPS. The grand prize from 2013 was awarded to Mamawmatawa Holistic Education Centre in Constance Lake First Nation. For their efforts, they were awarded with a 2-day Ultimate Frisbee prize pack with two coaches teaching skills and rules for the game, as well as Frisbees and t-shirts. Check out the video here: <http://vimeo.com/99188214>.

Decisions of the OFNIHPS are final. OFNIHPS retains the rights, in its absolute and sole discretion, to make substitutions of equivalent kind or approximate value in the event of the unavailability of any prize or component of the prize for any reason whatsoever. Approximate values of prizes may vary.

By claiming the prize, the winner authorizes the use, without additional compensation of his or her name and/or likeness and/or voice/photograph and community of residence for promotion and/or advertising purposes in any manner in any medium (including without limitation, radio broadcasts, newspapers and other publications and in television or film releases, slides, videotapes, distribution over the internet and picture data storage which the OFNIHPS may deem appropriate.

Registration for the OFNIHPS *Just Move it Ontario!* Challenge acknowledges that OFNIHPS may not be held liable for any loss, damages, or injury associated with the OFNIHPS *Just Move it Ontario!* Challenge or its prizes. OFNIHPS reserves the right to withdraw or terminate this contest at any time without prior notice.

It is recommended that participants consult a physician before starting a new exercise program, especially if they are known to have an existing medical condition, to make sure that the exercise program is appropriate.

Just Move it Ontario! is based on the 2009 Assembly of First Nations (AFN) Challenge to First Nations. OFNIHPS gratefully acknowledges the AFN for the use of its material and support.

