



# VERB<sup>TM</sup> ACTION REWARDS

## Program Guidelines



## What is VERB™ Action Rewards?

We know that regular physical activity is good for kids, but kids are not likely to become physically active just because it's good for them. Our challenge is to make physical activity fun while motivating less active kids to become more physically active and encouraging those who are already active to make this behavior part of their daily lives.

### ***Goals of the VERB Action Rewards Program***

- To motivate kids to participate in the physical activity programs or classes offered by your organization.
- To inspire them to try new activities and keep trying if it doesn't go well the first time.
- To associate physical activity with having fun!

### ***What are the rewards?***

VERB collectable pins and stickers are included in the VERB Action Rewards kit. The campaign research tells us that tweens respond very well to rewards and recognition.

The pins are intended to reward participation in a new physical activity and the stickers can be given to physically active tweens. Use the pins and stickers at your discretion, but be creative — don't just award a pin to the best, fastest, or most talented. Inspire less active kids to sign up for a new physical activity class. Motivate more active kids to replace some of their sedentary time watching TV or playing video games with something physically active. Encourage the tweens to try something new. Reward your tweens with the VERB collectible pins and stickers in a way that works for your program and your tweens.

### ***Who can earn the VERB Action Rewards?***

All kids between the ages of 9 to 13 who make an effort to try; talent is not part of the criteria.

### ***VERB Action Rewards Program Poster***

This kit includes a VERB Action Rewards poster to display at your facility to promote the program.



### *Keeping VERB a Brand for Tweens*

As we work together to increase the levels of tween physical activity, it is important that VERB remains fun, “cool” and appealing to tweens – that it remains their brand. VERB is about “can do” not “don’t do,” it is solely about physical activity and it is always tween-relevant.

VERB Action Rewards is designed to be used for short periods of time. Use this and other VERB promotional materials as short-term “energizers” to keep fresh the messages and reminders about everyday physical activity. For example, designate registration week VERB Action Rewards week; or implement VERB Action Rewards in your organization or classroom for a week or two every three months. When the special week is over, take down the posters and save the collectible pins for another time.