

# ON YOUR FEET

## CHALLENGE

*is cool!*

service  
offer



# LOGO and Key Messages

Our logo:



Our slogan:

*is cool!*

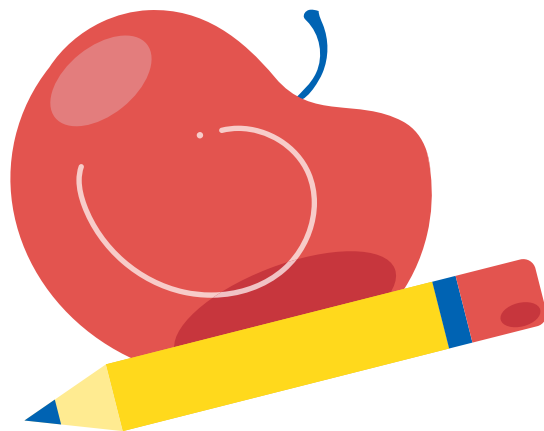
An initiative of:



Canadian  
Cancer  
Society

Our partners:

En partenariat avec :



Ce projet a été réalisé avec l'appui financier de :  
This project was undertaken with the financial support of:



Environnement et  
Changement climatique Canada

Environment and  
Climate Change Canada

# ON YOUR FEET, FROM OCTOBER 16 TO NOVEMBER 10, 2023

Get around on foot, by bike, by scooter or even by dancing to cover 6,000 kilometers, the equivalent of going across Canada. Are your calves ready?

**Starting September 26, sign up your school and mark the Challenge dates on your back-to-school calendar.**

## WHO IS THE CHALLENGE FOR?

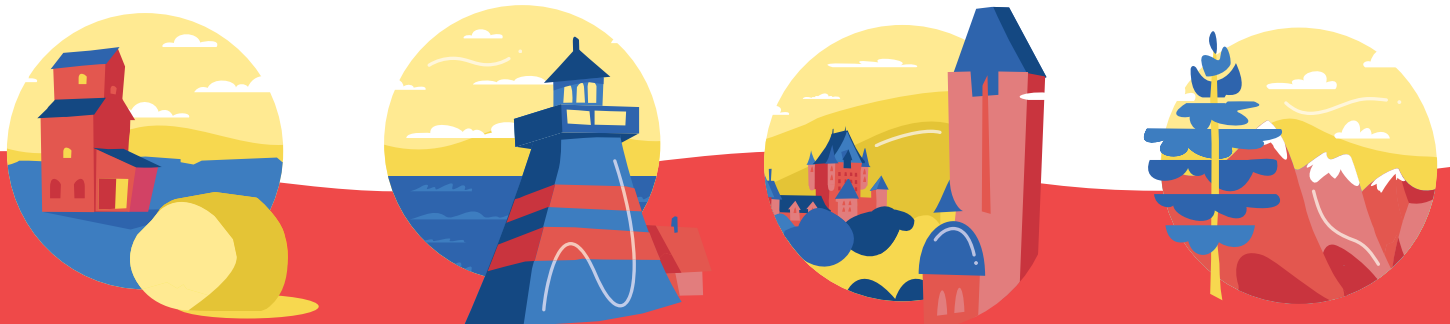
It's for both elementary schools and high schools in Quebec and elementary schools in Ontario. The idea is to mobilize the entire school community, including family, friends, students, teachers, management, staff, etc.

## WHAT IS THE ON YOUR FEET CHALLENGE?

This fall, active transportation and physical activity will be in the spotlight. Schools and families are encouraged to walk, cycle, or even scooter every single day. Tackle active challenges to cover as much distance as possible and collectively rack up the 6,000 kilometers that separate British Columbia from Newfoundland and Labrador.

Getting to the park on rollerblades or to a friend's house on a scooter counts! So does walk-skipping on your way to school!

**Let's go!**



# WHAT IS active trans- PORTATION?

Active transportation refers to getting from point A to point B using your own body's energy rather than that of an engine. This can include:

- Walking or running
- Biking
- Scootering
- Rollerblading
- Walk-skipping
- Reverse walking

It's an opportunity for your students to learn about several of these modes of transportation and to pick their favourite.

# 5 GOOD reasons TO organize THE CHALLENGE at your SCHOOL:

- 1 It's a free, turnkey project that requires little effort.
- 2 It provides learning opportunities for students.
- 3 It gives students an enriching, hands-on extracurricular activity.
- 4 It promotes cooperation and a sense of community belonging.
- 5 It allows you to model leadership by showing your students the importance of taking positive steps towards bettering their health, the environment, and the community.

## 4 PARTICIPATION STEPS

### STEP 1

Sign up your school online at [onyourfeetchallenge.ca](http://onyourfeetchallenge.ca)

### STEP 2

Promote the Challenge at your school using our tools.

### STEP 3

Get participants to create a team made up of classmates, a group of friends, family members, etc. and sign up the team on [onyourfeetchallenge.ca](http://onyourfeetchallenge.ca)

### STEP 4

Tackle the Challenge! Use active transportation to get around as often as possible.

# WHAT TO EXPECT FROM THE CHALLENGE?

- Two levels of competition: teams and schools. During the Challenge, you can track live rankings.
- A turnkey project that can be easily integrated into the school curriculum.
- Active breaks to take in class to rack up kilometers.
- An interactive map to track your progress along your cross-Canada trip.
- And more!



**SIGN UP YOUR SCHOOL  
STARTING SEPTEMBER 26**



[onyourfeetchallenge.ca](https://onyourfeetchallenge.ca)



## OUR AMBASSADOR

# Emy Lalune

A graduate in primary school education, Emy Lalune is a sensation on Instagram, with more than 1.4 million followers. Her hilarious video clips perfectly illustrate the daily lives of young people. She embodies the vitality and active spirit that we value. We believe that her energetic approach will convince students in Quebec and Ontario to take part in a healthy and active back-to-school season.

« I'm honoured to be the new spokesperson for the Canadian Cancer Society's On Your Feet Challenge! Physical activity has been part of my life since I was very young and as a former substitute school teacher, I believe nothing is more important than physical activity, both for physical and mental health! So I'm thrilled to invite all of you out there to tackle the On Your Feet Challenge! »



# Promotional TOOLS



# BIG MAP FOR CLASSROOMS



Use our interactive map to see where your class/group is located and how many kilometers it has traveled across Canada.



# TRACKING SHEET



Add up the active transportation kilometers you've traveled and regularly enter them into the tracking sheet found on [onyourfeetchallenge.ca](https://onyourfeetchallenge.ca)



Help your school cross Canada using active transportation!

An initiative of



First and Last Name of Student: \_\_\_\_\_

Name of Challenge Team Leader: \_\_\_\_\_

Name of School: \_\_\_\_\_

## TRACKING SHEET OF ACTIVE TRANSPORTATION DISTANCES TRAVELED

How to calculate your kilometers? Double your kilometers when making a round trip. Remember to round to the nearest kilometer.

E.g.: A 1.8 km walk to the convenience store from home counts as 2 km per person.

### Use the following ratio:

12 minutes of walking = 1 km

5 minutes of cycling = 1 km

E.g.: 2 km going + 2 km returning X 2 people = 8 km traveled

### OCTOBER 16 TO NOVEMBER 10, 2023

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	Total km
OCTOBER 16 TO 22								
OCTOBER 23 TO 29								
OCTOBER 30 TO NOVEMBER 5								
NOVEMBER 6 TO 10								

Please return the completed table to the team leader by **November 10, 2023**.

For more information on the Challenge or to learn more about active transportation, visit [onyourfeetchallenge.ca](https://onyourfeetchallenge.ca)

KM Grand Total:

# communication TOOLS

## VISUALS

### Newsletter or email visual



### Horizontal visual for social media pages or websites



**For more information,  
visit [onyourfeetchallenge.ca](http://onyourfeetchallenge.ca)  
or email us at:**

[onyourfeetchallenge@cancer.ca](mailto:onyourfeetchallenge@cancer.ca)



[onyourfeetchallenge.ca](http://onyourfeetchallenge.ca)



[collectivestrides.ca](http://collectivestrides.ca)