



School Kick-off Procedures Manual

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TAAG School Kick-off Procedures Manual
Table of Contents

	<u>Page</u>
1. TAAG SCHOOL KICK-OFF: MAIN TRIAL.....	1
1.1. TAAG School Kick-Off Event	1
1.1.1. Target Audience.....	1
1.1.2. Purpose.....	1
1.1.3. Objectives	1
1.1.4. Method	1
1.1.5. Event Summary (tip: this could be used in promo materials).....	2
1.2. Planning/Logistics	2
1.2.1. Long-range.....	2
1.2.2. Short range	3
1.3. Promotions/Recruitment	4
1.4. Logistical Timeline.....	5
1.5. Roles of Staff.....	5
1.5.1. Kick-Off Coordinator.....	5
1.5.2. PPA Coordinator.....	6
1.5.3. PE Coordinator.....	6
1.5.4. HEAC Coordinator	6
1.5.5. Promotions Coordinator.....	6
1.5.6. Community Partners	6
1.5.7. Schools.....	6
1.5.8. Parent Volunteers.....	6
1.6. Suggested Format/Implementation	7
1.7. Summary of Kick-Off Activities	8
1.7.1. Introductions	8
1.7.2. Aerobic Warm-Up	8
1.7.3. Rotating Physical Activity Stations	9
1.7.4. Pep Rally.....	13
1.7.5. Door Prize Drawing	13
1.8. Summary of Materials Needed	14
1.9. APPENDIX.....	15
1.9.10. Example promotional flyer:	15
1.9.1. Example Kick-Off Banner:	16
1.9.2. Example TAAG scarf:	16
1.9.3. Example nametag or card:	16
1.10. References.....	16

1. TAAG SCHOOL KICK-OFF: MAIN TRIAL

1.1. TAAG School Kick-Off Event

1.1.1. Target Audience

- Primary: All middle school girls at each TAAG main trial intervention school.
- Secondary: Teachers, school staff and administrators, school district administrators, community agency partners, family members, local media and other invited guests. Boys will be also encouraged to attend the event, however, they should not be the intended target audience.

1.1.2. Purpose

The overall goal of the TAAG School Kick-off is to promote awareness of and interest in TAAG among middle school girls and intervention schools that will foster engagement in specific intervention activities and create a strong TAAG identity.

1.1.3. Objectives

By the end of the TAAG School Kick-Off, participants will:

- Learn that TAAG activities are going to be fun and can easily be done with friends and family.
- Be introduced to the TAAG components (PE, HEAC, PPA, Promotions)
- Understand how to wear a pedometer (optional).
- Be introduced to the TAAG electronic bulletin board (optional).
- Interact with various TAAG community agency partners.
- Gain increased self-confidence and motivation to participate in TAAG.

1.1.4. Method

Large group gathering at each intervention school.

Because this event will be used to generate enthusiasm for the TAAG main trial, it is recommended that holding a large group gathering be the best format to introduce the upcoming intervention activities. The Kick-Off should take place on the school grounds in a space that will be large enough to accommodate aerobic movement and rotating physical activity stations (e.g., gym, cafeteria, stage or outside area). For maximum attendance and participation by students and teachers, it is suggested that the Kick-Off be held during the school day, pending approval and/or permission by the principal or school administration. This may include, but is not limited to, holding a special assembly or offering various activities throughout the day during PE classes. However, if permission is not granted to hold the kick-off during school hours, a special late afternoon or evening event, a weekend event or during an already scheduled PTA or school evening function such as an open house or PTA meeting may be other options sites may want to consider. Sites will have to determine which method will work best for their site and their individual intervention schools.

Timing of the TAAG Kick-Off is critical. It is strongly recommended that this event be held during the first two weeks of school or immediately following the TAAG trainings. Students'

and teachers' enthusiasm and participation in school wide events are generally highest at the beginning of the school year. Waiting until after the school has settled into the new year may be too late to get participants motivated about the project.

1.1.5. Event Summary (tip: this could be used in promo materials)

In collaboration with schools and community partners, middle school girls in grades 6 –8 will experience the power and fun of engaging in moderate to vigorous physical activities. The TAAG Kick-Off event will launch the upcoming TAAG intervention which takes place during the 2003-04 school year.

The TAAG Kick-Off encourages girls to experience a variety of moderate to vigorous physical activities that will be featured during the TAAG main trial. Local community partners, area universities and middle schools are invited to lead participants on the fundamentals and skills of various physical activities. The importance of safety, staying physically active and having fun is emphasized at each rotating physical activity station.

The event begins with an upbeat aerobic warm-up taught by a certified instructor. Participants are separated into color-coded groups. "Color leaders" stay with the groups at each physical activity rotation. Participants will also be exposed to the basic concept of pedometers (optional). At the conclusion of the rotating stations, participants are asked to reassemble for a fun closing pep rally and door prize drawing.

Registration at the event will be required. Upon registering, each participant will receive a colored item such as a TAAG scarf, nametag or card, a pedometer (optional) and raffle tickets for the door prize drawing. During the event, participants will also have the chance to meet TAAG staff and local community partners who will be involved with various TAAG intervention components and after-school events. TAAG intervention materials and Electronic Bulletin Board will also be available for review at the TAAG information booth.

1.2. Planning/Logistics

1.2.1. Long-range

A designated TAAG staff member (i.e., Kick-Off Coordinator) will contact the principals or TAAG school contact person at the three intervention schools at least one to three months prior to the Kick-Off, to schedule the date and time of the event and reserve the designated space. The space for the Kick-Off should be large enough to accommodate a large crowd doing multiple physical activities simultaneously (gym, cafeteria, stage or outside area). The event should be held during the first weeks of the 2003-04 school year. The Kick-Off Coordinator will also reserve the designated space for early preparation and set up before the Kick-Off begins.

Once arrangements have been set at the three intervention schools, the Kick-Off Coordinator should report back the dates to the rest of the TAAG staff at each site and begin the planning and coordination process of the Kick-off activities and rotating activity stations at each event. This will require the Kick-Off Coordinator to work with the PC, PPA Coordinator, PE Coordinator, HEAC Coordinator and Promotions Coordinator to decide *how many* rotating stations will work at each Kick-Off. For example, four activity stations may work at one school but only two may work at another school. Time, size of space and availability of space at each school will help sites determine the number of rotating stations at each event. The Kick-Off Coordinator should

gather this information during the early planning meeting with the principals, TAAG school contact person and/or school staff.

Sites will also have to decide *what type* of rotating activity stations will take place at each Kick-Off. Ideally, each Kick-Off should have a variety of different activity stations in order to represent the TAAG philosophy that “physical activity is not just sports” and “physical activity can be social and fun”. This might mean that the type of activity stations range from sports oriented to social oriented to aerobic oriented and so on. Sites will have to work with their school and community partners in order to plan and determine the type of rotating activity stations that will work best at each Kick-Off. Sites should also decide what type of aerobic warm-up and pep rally/cheer will work best for their Kick-Offs and who will lead these activities – schools, community partners or sites.

For simplicity and consistency among schools, sites could also choose to use the same format (number and type of rotating stations, aerobic warm-up and pep rally) at each Kick-Off in order to reduce coordination burden at each site. Please see *Summary of Rotating Activity Stations* for an example layout and description of some suggested stations.

Once stations have been determined, the Kick-Off Coordinator will need to contact community partners, school PE teachers or TAAG school contact person, local university athletes, etc. to enlist their help and participation in planning and preparing each Kick-Off. The following information should first be provided:

- Date, time and location of each Kick-Off
- Description of each Kick-Off, to include example schedule and timeline
- Set-up time for each Kick-Off

Planning meetings should then be held to finalize:

- Types and number of rotating stations
- Description of each rotating station, to include length of time at each station
- Description of aerobic warm-up and pep rally
- Responsibilities and roles of community partners, schools and volunteers
- Arrangements for clean-up (if necessary)

If payment is needed for community partner volunteers or school custodial help, this should be determined and coordinated by the Kick-Off Coordinator at each site at least one month prior to the Kick-Offs.

Door prizes and materials needed for each Kick-Off should also be determined at the planning meeting and ordered at least one month in advance. See *Materials Needed* section for a complete list of items.

1.2.2. Short range

At least two weeks prior to the Kick-Off, notices or invitations should be sent out to all teachers, school staff and administrators, school district administrators, community agency partners and others. Encourage as many people as possible to attend and become involved.

Promotional materials should be readied and distributed at least one week in advance. See *Promotions* section for details.

The Kick-Off Coordinator will call each intervention school at least two days before the TAAG Kick-Off as a reminder about specifics and organization. Community partners and volunteers should also receive a reminder call prior to each event.

TAAG staff members, community partners and enlisted volunteers should arrive early prior to each Kick-Off to begin set-up of registration booths, community display booths, rotating stations and audio equipment. Specific tasks for set-up should be decided at each site.

1.3. Promotions/Recruitment

Sites can choose to use the Teacher Orientation Meeting during the Spring 2003 semester as a starting point to announce and promote the upcoming TAAG School Kick-Off event to school faculty and staff. Other opportunities might include summer workshops, in-service faculty meetings and TAAG teacher trainings. Enlist teacher assistance and support by encouraging them to announce the Kick-Off event in their classrooms.

Promotional take-home flyers, posters (optional), and Kick-Off Banner should be developed and produced locally at each site at least one month in advance (see Appendix for examples). Sites should produce enough flyers to be distributed to all middle school girls at each intervention school.

Notices or invitations should be sent to all teachers, school staff and administrators, school district administrators, community agency partners, PTA board and others at least two weeks in advance informing them of the date, time and location of each Kick-Off. Promotional flyers can be personalized as invitations. Enlist parent volunteers if necessary. Encourage as many personnel as possible to become involved and keep updated on a regular basis.

Student take home flyers will need to be distributed at least 5 – 7 days prior to the event and should clearly announce the date, time and location of the Kick-Off. Timing of the distribution of the flyers could also coincide with the posting of the TAAG “We’re Here” announcement posters produced and distributed by CHAI CORE. Door prizes can be mentioned as incentives, however, this should be decided locally at each site.

Promotional announcements should be posted on the TAAG electronic bulletin board (optional) and school newsletter or website at least 5-7 days in advance. Promotional announcements should also be delivered over the school’s PA system 1-2 days in advance. Use this promotional time to let girls know that they are part of a very special research project and how they will be involved in the TAAG Kick-Off.

The TAAG School Kick-Off banner should be placed in a highly visible area at least 1-2 days in advance. Some suggested areas might include the school lobby, front office, cafeteria or gym. Placing the banner outside on the front entrance is also an option, however, sites will have to ensure that the banner be of weather resistant material such as vinyl or laminate.

A TAAG information booth or table should be set-up the day of the event in order to display TAAG intervention materials and other informational items.

1.4. Logistical Timeline

The following timeline summarizes the tasks for Planning and Promotions:

Task	Timeline to event
Announce upcoming Kick-Off at TAAG Teacher Orientation Meeting or other scheduled in-service teacher meetings	End of 2002-2003 school year, summer of 2003
Contact principal at intervention schools to schedule event	2-3 months
TAAG staff meet to formalize event plan	2-3 months
Contact community partners, school PE teachers, local university students/athletes to help plan, participate and volunteer	2-3 months
Confirm custodial help and payment if needed	1 month
Organize materials needed for event	1 month
Promotional materials and Kick-Off banner developed and produced	1 month
Send out invitations to teachers, staff, agency partners and other guests	2 weeks
Reconfirm guest and volunteer participation	1 week
Distribute promotional materials (flyers to girls, electronic bulletin board, school newsletter and/or website)	1 week
Contact school contact to reconfirm	2 days
Post Kick-Off banner	1-2 days
PA's in school	1-2 days
Hold TAAG Kick-off Event	First weeks of 2003-2004 school year

1.5. Roles of Staff

The TAAG staff at each site should work as a team to organize and implement the TAAG School Kick-Off. Sites may want to use a sign-up sheet for staff to volunteer to help with specific Kick-Offs. The cooperation of all staff is necessary to ensure successful TAAG Kick-Offs.

1.5.1. Kick-Off Coordinator

The Kick-Off Coordinator has the responsibility to plan and implement the TAAG School Kick-Off. The Kick-Off Coordinator meets with Principals, Teachers, Specialists, Office Staff and Custodial Staff to arrange the TAAG Kick-Off at each school. The Kick-Off Coordinator should also meet with the PC, PPA Coordinator, PE Coordinator, HEAC Coordinator and Promotions Coordinator at their site to go over the specific arrangements of each Kick-Off and their roles and responsibilities in assisting with the events. The Kick-Off Coordinator will also work closely with the PPA Coordinator to enlist community partner volunteers to plan and help with the rotating stations and set up display tables, if necessary. The Kick-Off Coordinator will be responsible for purchasing the door prizes, if necessary, and setting up a prize display area at each school. The Kick-Off Coordinator will also oversee set-up and teardown of Kick-Off booths and activity stations.

1.5.2. PPA Coordinator

The PPA Coordinator will assist in arranging meetings with the community partners for their input and involvement in the TAAG Kick-Off. Community partners can help by 1) planning the event, 2) manning the activity stations, 3) demonstrating the skills at activity stations, 3) leading the activities at activity stations, and 4) representing their agency at their promotional display table. The Kick-Off Coordinator, PPA Coordinator and community partners should work together to determine the roles and responsibilities of each community partner volunteer at each Kick-Off.

1.5.3. PE Coordinator

The PE Coordinator will work with the PE teacher/specialist at each school to plan and assist with the aerobic warm-up, pedometer usage and closing pep rally/cheer.

1.5.4. HEAC Coordinator

The HEAC Coordinator will work with the PE teacher/specialist or classroom teachers in helping to promote the event and encourage all girls to attend.

1.5.5. Promotions Coordinator

The Promotions Coordinator will be responsible for overseeing the promotional plan for the Kick-Off. This plan will include 1) sending out notices or invitations to teachers, school staff and administrators, school district administrators, community agency partners and others, 2) planning, producing and distributing promotional posters and flyers, 3) posting promotional announcements on the TAAG electronic bulletin board (optional), school newsletter and/or website and in-school PA system and 4) planning, producing and displaying the TAAG Kick-Off banner. The Promotions Coordinator will also oversee the set-up of the TAAG information booth in order to display TAAG intervention materials and brochures.

1.5.6. Community Partners

As stated above, community partners can assist with planning the event and helping with the rotating activity stations, however, they can also assist with the aerobic warm-up and pep rally/cheer if necessary. Sites will have to decide how much of a role community partners can play.

1.5.7. Schools

Schools are very important to the success of the TAAG Kick-Off. Principals, office staff and teachers can act as role models by showing their enthusiasm and promotion of the TAAG Kick-Off and encouraging all middle school girls to attend. Teachers can help by distributing promotional take-home flyers prior to the event. Principals and office staff can help by posting announcements on the school's calendar and PA system. School faculty and staff can also show their support by attending the TAAG Kick-Off and assisting where needed.

1.5.8. Parent Volunteers

If necessary, parent volunteers can assist with the set-up and tear-down, staffing the registration booth, assisting with the rotating stations and pedometers, assisting with the aerobic performance and pep rally and distributing the door prizes.

1.6. Suggested Format/Implementation

The following is a **suggested** format for the kickoff activities. The ultimate form will depend on the desires of each site's schools as well as the resources the site and schools have.

1. Time frames will vary based on the scheduling arrangements made at each school (see below for an example schedule)
2. When arriving, participants should sign the registration form. Upon registering, **all participants** (this should include girls, teachers, other guests, etc.) will receive a brightly colored item such as a TAAG scarf, nametag or card (either pink, purple, green, or orange), a pedometer (optional) and a raffle ticket (if doing a door prize drawing). All participants will be asked to assemble in the gym (if the school does not have a gym, then move the event either to a cafeteria, stage or outside area where all activities can take place). Have music playing in this designated area to create an energized upbeat atmosphere as the participants enter (suggestion: use the TAAG Teacher Orientation Meeting CD with slideshow and music).
3. First, there will be brief introductions from the school principal and designated TAAG representative. The TAAG rep should use this time to briefly explain the TAAG project and describe the intervention components. Next, if using the pedometers, the TAAG representative will demonstrate how to wear the pedometer and explain how to read the step counts. To encourage higher step counts, the TAAG rep should emphasize maximum participation in the activities during the Kick-Off. This introduction should be very upbeat and motivational. (Note: use of pedometers is optional and sites can determine how to best fit the pedometers into their Kick-Offs)
4. Next, all participants will participate in a brief aerobic warm-up lead by the school PE specialist or TAAG rep. This warm-up should be used to demonstrate one of the TAAG PE aerobic activities and should be done to some lively music to really gear the group up.
5. Next, participants will be asked to break out into four groups according to the colored item they are holding/wearing. Each group will report to one of four rotating activity stations (some suggested stations might be a sports station such as volleyball, basketball or soccer, a cheerleading station, a kick-boxing station and a dance or hip/hop station). Once at their stations, participants will be given a brief demonstration on some simple skills and movements and then allowed to actually do the activities themselves. The rotating stations can be lead by local university athletes, coaches, community partner volunteers or parent volunteers. Group leaders will be designated as the "Color Leaders" by the colored item they have. Each group will be allowed approximately 15 minutes at each station and will rotate to the next station when their time is up. Before leaving each station, participants will be given a few moments to read their pedometer step counts (optional) and receive more raffle tickets (if doing door prizes).
6. Finally, all participants will be asked to reassemble back to the gym for a closing pep rally or cheer. This pep rally can be lead by a community partner or other designated volunteer.

7. Door prizes will be awarded at the end of the event. Some suggested door prizes might include a gift certificate to a sporting goods store, t-shirt, free one day pass to a local fitness center, etc.)

<u>Example Schedule (times may vary)</u>	
5 – 15 mins.	Introductions
15 mins.	Aerobic Warm-Up
15 – 60 mins.	Rotating Stations
5 – 15 mins.	Pep Rally
5 – 15 mins.	Door Prizes

1.7. Summary of Kick-Off Activities

1.7.1. Introductions

The TAAG Kick-Off Coordinator should invite the Principal or designated school representative to welcome the guests and introduce the Kick-Off events.

The TAAG rep should briefly explain the TAAG project, describe the intervention components, state the purpose of the Kick-Off, explain the Kick-Off activities and introduce the Pedometer (optional). The introduction of the Pedometer should include explaining what a Pedometer is, how to wear it and how to read the step counts. The TAAG rep should challenge and encourage the guests to achieve higher step counts by participating in the Kick-Off's activities. This introduction should be very upbeat and motivational to get the crowd geared up for the Kick-Off.

Materials Needed:

- Microphone (if needed)
- Pedometer (optional)

1.7.2. Aerobic Warm-Up

The TAAG PE Coordinator at each site will be responsible for coordinating the Aerobic Warm-Up activity for the TAAG School Kick-Off. This should include working with a designated volunteer such as the school's PE teacher/specialist, community partner representative or other person(s) certified in physical activity instruction to lead the participants in an energized aerobic activity. Choosing to do one of the TAAG PE aerobic activities could be a good way to introduce the participants to the TAAG PE intervention component.

This warm-up should be upbeat and motivational. All guests should be invited to participate, however, those individuals with health concerns should be advised to perform the activity at low intensity.

The entire aerobic warm-up should last from 5 – 15 minutes. Participants should be instructed to read their step counts after the warm-up has concluded (optional)

Materials Needed:

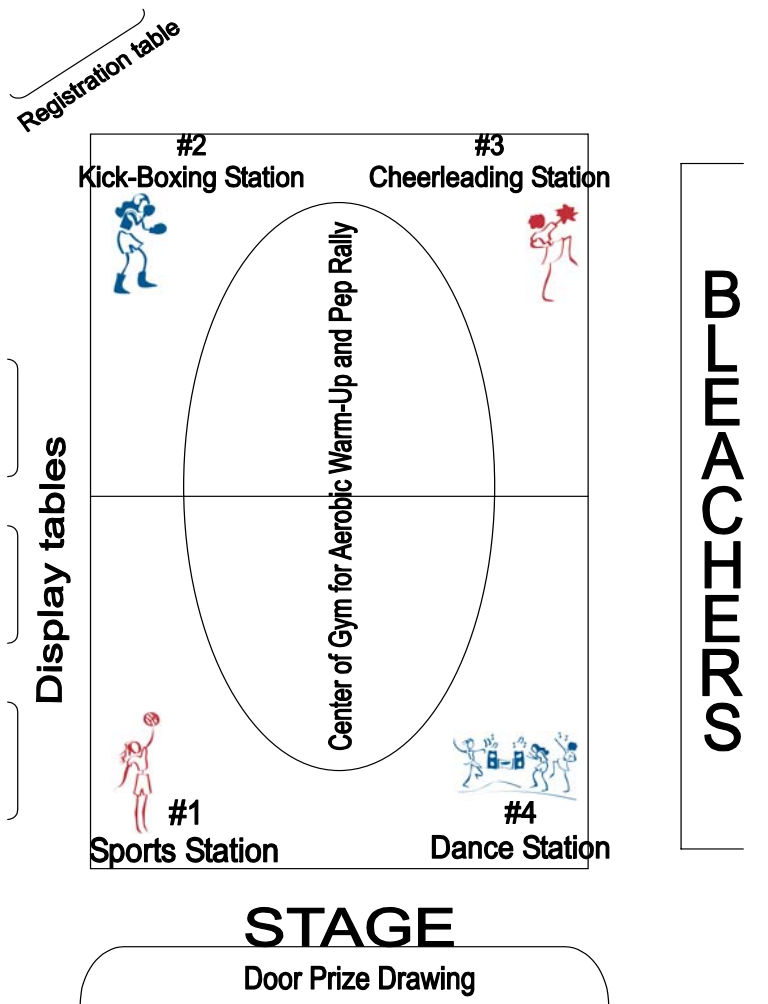
- Tape player or CD boombox
- Music Tape or CD
- Extension cord(s)
- Microphone (if needed)
- Pedometer (optional)

1.7.3. Rotating Physical Activity Stations

The following is an illustration of how a TAAG School Kick-Off might look with rotating physical activity stations. This is only an example. Layouts will vary across sites and schools.



TAAG
School Kick-Off
Example Layout



Ideally, each rotating station should be in a large enough area of the Kick-Off to allow for movement of all participants such as a corner of a gym, cafeteria or designated spot outside.

After the aerobic warm-up, the TAAG rep should instruct all participants to their “Color Leaders”. “Color Leaders” will be designated by the colored item they have and should already

be positioned at each rotating station. For example, participants wearing a pink scarf will go to the station where the same pink “Color Leader” is located. Once at their station, “Color Leaders” will first demonstrate a few movements, skills or fundamentals and then have the participants do the skills themselves. Participants will have 15 minutes at each rotating station.

The TAAG rep will designate when groups should rotate to the next station by either announcing the rotation movement over the microphone, blowing a whistle or stopping music. Colored groups should move in a clockwise rotation. “Color Leaders” can either move with their color group or stay at one station for the duration of the event. Sites will have to choose which option will work best at their Kick-Offs. For example, if “Color Leaders” move with their color group, then all leaders will have to know the fundamentals, skills and movements at each station in order to demonstrate each station to their group. However, sites may choose to have leaders stay at each station (without moving with their color group) demonstrating only that specific physical activity station’s skills the entire time. The first option may work best if “Color Leaders” are general volunteers such as university students/athletes, parent volunteers, school volunteers or TAAG staff who can easily be trained on the skills of each station. The second option may work better for those “Color Leaders” who might be community partner representatives or coaches.

If time allows, participants may read their step counts and receive a raffle ticket before moving on to the next station. Volunteers can assist with reading step counts and handing out raffle tickets at each station.

Sites will have to decide how many and what type of physical activity rotating stations will be done at each Kick-Off. This should be decided during the planning process. Once the type of rotation stations has been decided, sites will have to work with volunteers to decide what fundamentals, skills and movements will be practiced at each station. Some **examples** might be:

Station #1 – Basketball

A. General Guidelines:

- “Color Leader” demonstrates dribbling and running for 5 minutes.
- Group participants practice dribbling and running for 10 minutes.
- Participants read step counts.
- Participants get raffle ticket.

B. Personnel:

- “Color Leader” (could be Coach, University student or athlete, community agency rep, parent volunteer, TAAG staff member)
- Volunteer helper

C. Materials Needed:

- Basketball
- Hoop
- Raffle tickets

Station #2 – Kickboxing

A. General Guidelines:

- “Color Leader” demonstrates kickboxing moves for 5 minutes.
- Group participants practice kickboxing moves for 10 minutes.

- Participants read step counts.
- Participants get raffle ticket.

B. *Personnel:*

- “Color Leader” (could be Coach, University student or athlete, community agency rep, parent volunteer, TAAG staff member)
- Volunteer helper

C. *Materials Needed:*

- Boombox or tape player
- Music CD or tape
- Raffle tickets

Station #3 – Cheerleading

A. *General Guidelines:*

- “Color Leader” demonstrates Cheerleading moves for 5 minutes.
- Group participants practice Cheerleading moves for 10 minutes.
- Participants read step counts.
- Participants get raffle ticket.

B. *Personnel:*

- “Color Leader” (could be Coach, University student or athlete, community agency rep, parent volunteer, TAAG staff member)
- Volunteer helper

C. *Materials Needed:*

- Cheerleading pom poms (optional)
- Raffle tickets

Station #4 – Hip/Hop Dance

A. *General Guidelines:*

- “Color Leader” demonstrates cool hip/hop moves for 5 minutes.
- Group participants practice hip/hop moves for 10 minutes.
- Participants read step counts.
- Participants get raffle ticket.

B. *Personnel:*

- “Color Leader” (could be Coach, University student or athlete, community agency rep, parent volunteer, TAAG staff member)
- Volunteer helper

C. *Materials Needed:*

- Boombox or tape player
- Music CD or tape
- Raffle tickets

1.7.4. Pep Rally

Upon completion of the rotating activity stations, the TAAG rep should invite all participants to join in on the TAAG pep rally or cheer. This can be done in a variety of ways:

1. Community partner volunteer or university student/cheerleader lead the group in a pep rally or cheer.
2. School PE specialist leads the group in the school cheer.
3. TAAG rep leads the group in a special TAAG cheer.
4. Use the girls to lead the participants in a cheer that they learned at the Cheerleading Station.

Sites can decide how creative they want to be on the pep rally. The pep rally or cheer needs to be upbeat and very motivational.

Materials Needed:

- Microphone
- CD boombox or tape player
- Music CD or tape

1.7.5. Door Prize Drawing

Participants receive raffle tickets for registering and participating in each rotating station. Those with the highest step counts on their pedometers should receive extra tickets. Raffle tickets should be placed in a bin for drawing.

Prizes may vary per site based on budget and other resources. Prizes may also vary in value ranging from small to medium to one large grand prize. Sites will have to determine what prizes might be popular at their site. Some ideas include:

Gift certificate:

- Sporting goods store
- Music store
- Clothing store
- Mall

Passes:

- Fitness center
- Skating rink
- Theater

Items:

- Bicycle
- Boombox
- T-shirts
- In-line skates
- Skateboard
- Scooter

1.8. Summary of Materials Needed

Colored item such as TAAG scarves, nametags, cards, etc.
Pedometers (optional)
Raffle tickets
Bins
Registration/Guest sign-in sheet
Pens/pencils
Promotional flyers
Kick-off banner
Boomboxes or tape players
Music CDs or tapes
Microphone or megaphone
Extension cords
Speakers (optional)
Materials for rotating stations
Door prizes
Intervention materials for TAAG display booth

1.9. APPENDIX

1.9.10. Example promotional flyer:



1.9.1. Example Kick-Off Banner:



1.9.2. Example TAAG scarf:

(bandana size: 21 1/2" x 21 1/2", suggested fabric: cotton)



1.9.3. Example nametag or card:



1.10. References

Adapted from the 6th Annual Girls Sports Day Event, Feb. 23, 2002, New Orleans, LA. Sponsored by Methodist Hospital SportsCare in collaboration with the GirlScouts of Southeast Louisiana.