



Big Feats for SHAPE America Talking Points

Use these talking points as needed on social media and with your members, internal stakeholders, media, policymakers, and others.

1. What is the Big Feats for SHAPE America (BFFSA) Virtual Race?

- The Big Feats Virtual Race is a community-based, service-oriented program designed to engage students, parents, teachers, and the community at-large in a 10-week physical activity challenge beginning on October 22 and culminating on December 31.
- Big Feats Virtual race participants set their own movement and/or distance goals and complete the race on their own time, at their own pace – and at any location they choose.
- The "Big Feats for SHAPE America" campaign is raising awareness about the lifelong benefits of physical activity. Big Feats is also helping raise funds for the standards-based instruction, appropriate equipment, and safe spaces for Title I schools.
- Gopher Sport is the national partner for BFFSA and is working with SHAPE America to plan, market and implement the Big Feats for SHAPE America Virtual Race.
- Gopher Sport provides marketing support for the virtual race and underwrites the program's direct expenses, allowing SHAPE America to donate 80% of all funds raised through race registrations and fundraising efforts to 10 schools in high-need areas across the country. (These schools are selected through the [SHAPE America Impact Schools Grant Program](#)).



Big Feats for SHAPE America Talking Points (con't)

2. How will BFFSA advance physical education and health education programs?

- 80% of funds raised from the Big Feats Virtual Race will benefit high-need schools by providing essential funds for the equipment, training and safe spaces that can prepare all children for a lifetime of health and physical activity.
- 10% of funds raised in each state will go back to support SHAPE America state affiliates and grassroots efforts for health and physical education.
- 10% of funds raised will go back to SHAPE America. As a nonprofit 501c3 organization, SHAPE America relies on donations, member and organizational support to provide the programs and resources that support health and physical educators at every level.

3. Why is SHAPE America focusing on Title I schools?

SHAPE America believes in the importance of giving back to the community. This is one way we hope to spark and influence change in some of the most high-need schools.

Physical inactivity and sedentary lifestyles

1. Physical inactivity is a worldwide pandemic, shortening lifespans and leading to chronic illness.¹ Today's youth also suffer from unprecedented levels of stress, bullying and societal pressures.
2. Multiple factors have contributed to the drastic increase in childhood obesity rates, but lack of physical activity and sedentary lifestyles are commonly cited problems fueling the obesity epidemic in America.²
3. Overweight and obese children are more likely to become obese adults, at risk for a lifetime of chronic and costly diseases, disability, and premature death.³



Big Feats for SHAPE America Talking Points (con't)

Benefits of physical activity and physical education

1. Regular physical activity in children can support academic performance, on-task behavior, weight control, and cardiovascular and musculoskeletal health, as well as reduce the likelihood of developing chronic disease in adulthood.⁴
2. Given the amount of time children spend at school, schools are an important setting for physical activity and are recommended to provide children with at least 60 minutes of moderate-to-vigorous physical activity (MVPA) daily.⁵

Disparities in health and physical education for Title I schools

1. School-based physical education policies may be particularly important for subgroups of children such as Latinos who have limited opportunities to participate in extracurricular activities that promote physical activity. Relative to non-Hispanic white children, Latino children are less likely to meet national guidelines for physical activity and are more likely to be physically unfit. Nationally, Latino children have the highest prevalence of obesity. These children are also more likely to have limited venues for physical activity and to attend schools in neighborhoods with fewer socioeconomic resources.⁶
2. Schools in low-income areas were less likely to offer recess and provided fewer physical activity-supportive practices (e.g., no certified physical education [PE] teacher, no after-school sports) than those in high-income areas.⁷
3. Studies have found that socioeconomically advantaged schools were more likely to have a trained PE teacher and to have smaller PE classes, and that students in affluent schools had more opportunities for physical activity than those in less socioeconomically advantaged schools.⁸

1. [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(18\)30357-7/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(18)30357-7/fulltext)

2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2129146/>

3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2854915/pdf/ajcn9151499S.pdf>

4. US Department of Health and Human Services. [Accessed February 3, 2012] 2008 Physical Activity Guidelines for Americans. Available at: <http://www.health.gov/paguidelines/pdf/paguide.pdf>

5. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4082956/>

6. https://www.researchgate.net/publication/224768953_Physical_Education_Policy_Compliance_and_Children's_Physical_Fitness

7. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4082956>

8. Carlson, J. A., Mignano, A. M., Norman, G. J., McKenzie, T. L., Kerr, J., Arredondo, E. M., ... Sallis, J. F. (2014). Socioeconomic Disparities in Elementary School Practices and Children's Physical Activity During School. *American Journal of Health Promotion* : AJHP, 28(3 0), S47–S53. <http://doi.org/10.4278/ajhp.130430-QUAN-206>



Big Feats for SHAPE America Talking Points (con't)

4. How can individuals, organizations and state affiliates help support the Big Feats Virtual Race?

- Personalize and set up your personal fundraising page and consider making the first donation. Big or small, your contribution shows the people who you're asking to donate that you believe in the mission and are willing to put your hard-earned money toward supporting it.
- Send personal emails to your network. People donate when they feel that personal connection. Visit shapeamerica.org/bigfeats for a series of customizable tools you can use to share your story and promote your event.
- Ask face-to-face! Tell people about the event. Invite them to participate with you and/or donate to your page. Share your passion for the cause and the impact you're trying to have through your involvement.
- Amplify your message on social media networks. Use social media or email to contact friends, family, colleagues and more. Share your goals and inspiration.

For specific questions
contact bigfeats@shapeamerica.org.