

SPARC

Push Play is a nationwide SPARC campaign to get more people active more often. The campaign aims to increase awareness about the benefits of regular, moderate, physical activity – and how easy it is to get active.

Push Play is based on the fact that even small amounts of activity give health benefits. We recommend adults do at least 30 minutes of moderate intensity physical activity a day and kids (aged 5–18 years) do at least 60 minutes of moderate to vigorous intensity physical activity a day.

Push Play says:

- ▶ physical activity is fun
- ▶ it is easy to be active
- ▶ physical activity is good for everyone
- ▶ it is never too late to start being active
- ▶ any activity is better than none
- ▶ it doesn't have to be hard to be good for you.

Snack on
physical activity...
feast
on the benefits.



SPARC (Sport & Recreation New Zealand) is the Crown Entity charged with promoting, encouraging and supporting sport and physical recreation in New Zealand. For more information visit www.sparc.org.nz

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For more information about activities in your area phone 0800 ACTIVE (0800 22 84 83).



www.sparc.org.nz

PUSH ▶ PLAY



Push Play for kids

0800 ACTIVE
▶ 228483

www.sparc.org.nz





Be more active

Kids need to Push Play for 60 minutes a day – give them a hand!

We all know it's important to be active everyday, and for adults that means doing physical activity for at least 30 minutes. But did you know that kids aged between 5 and 18 years old should aim to push play for at least 60 minutes a day?

Activity is good for kids

Kids are full of beans – it's not hard to get them active. Most of the time they can't sit still, they love to dance, jump and play. But sometimes they've got their eyes glued to the television or computer. When kids spend a lot of time like that they're not moving anything, and that can be a problem.

When kids are active they learn heaps of valuable skills they need to grow, such as team skills, cognitive skills and hand eye coordination. Getting up and active is a great way for kids to make friends. Physical activity also helps their bones, heart and muscles develop properly.

Pushing play for 60 minutes a day will help kids to concentrate better when they're studying or at school. Physical activity generally helps them feel better and happier.

...more
often

Kids Push Play for 60 minutes a day

While pushing play for 60 minutes a day may seem like a lot, it doesn't have to be a chore. The 60 minutes doesn't have to be done all at once. Kids can break up their 60 minutes of physical activity into smaller chunks throughout the day. For example they might walk for 15 minutes to school, run around for 20 minutes at lunchtime, dance for 20 minutes after school, and then kick a ball around for 5 minutes before dinner.

We're talking moderate to vigorous exercise, which means kids need to get their heart rate up and huff and puff a bit!

Reduce screen time and spend more time pushing play!

Kids can have fun pushing play for 60 minutes a day! They can hang out with their friends while doing physical activity, play games with family, and get out and about and explore the community.

With all the fun the kids will be having pushing play it'll be easy to make sure they spend less than two hours a day (out of school time) in front of television, computers and playing electronic games. Limiting screen time to two hours a day will give your kids less time to blob out and more time to get out there and push play!

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**0800 ACTIVE
228483**

The list of things kids can include in their 60 minutes is just about endless!

Kids can build up to their 60 minutes of physical activity throughout the day by doing a variety of things such as playing games, taking part in cultural activities, dancing, helping with jobs around the house, getting from place to place and taking part in sport and physical recreation.

There's so many sport and physical recreation activities kids can choose to get involved in – soccer, tennis, bowls, cricket, rugby, touch, league, swimming, softball, hockey, netball, badminton, squash, volleyball, kayaking, basketball, rowing, waka ama, water polo, orienteering, mountain climbing, hiking and many, many more. Check out local clubs and schools to find out what's available in your area.

Kids can also get involved in an event like a duathlon, triathlon, or an athletics day. They might like to set a goal and work towards it.

Kids can get active for free!

Some of the easiest and most fun ways for kids to get active are free! Climbing trees, walking, dancing, running and hiking around the local community are all fun and easy activities they can do. It's all about having a go and building up to their 60 minutes. And don't forget kids can mix up the activities they do. Check out www.sparc.org.nz for more ideas on getting kids active.

PUSH  PLAY