



# Team Playbook 2020



## Table of Contents

- Getting Started
- Welcome Letter from the Executive Director
- WinterKids Winter Games School Roster
- Getting Started
- WinterKids Winter Games Rules & Regulations
- How to Report Your Points
- Week 1: Outdoor Physical Activity & Science
- Week 2: Nutrition & Math
- Week 3: Family Engagement & Art
- Week 4: Winter Carnival & Technology/Engineering
- Scoring Rubric

## Getting Started

- ✓ Create a WinterKids Winter Games Committee in your school
- ✓ Review your WinterKids Winter Games Webinar material
- ✓ Familiarize yourself with all of the resources and incentives in your toolkit (both hard copy and on the flash drive)
- ✓ Enlist parent/s to help, and get them excited about their child's participation
- ✓ Send out a press release with the template we have provided (on your flash drive!)
- ✓ Familiarize yourself with the Community Resources Folder we have provided (on the flash drive!)



Congratulations! Thank you for participating in the 3<sup>rd</sup> Annual WinterKids Winter Games!

This playbook will help you to succeed in each weekly challenge toward the gold medal prize. We have included ways to maximize your points by:

- completing weekly activities as outlined in the scoring rubric;
- enlisting healthy eating and active living organizations in your community;
- encouraging your students with incentives; and,
- involving your local media.

WinterKids is here to help you every step of the way. Staff, interns, and volunteers will be in regular communication with you to answer questions, receive weekly participation scores, and support your efforts. *Please call or e-mail us for help at any time!*

Your school was selected as one of only TWO schools in each Maine County to compete. There are 7,332 students, 571 teachers, and 542 supporting staff participating statewide. Wow!

We know you are up for the challenge. Get outside, get active, and most of all--have FUN!

Go for the gold!

A handwritten signature in cursive script that reads "Julie Mulkern".

Julie D. Mulkern, Executive Director

<b>County</b>	<b>School</b>	<b># Students</b>
Androscoggin	Sabattus Primary School, Sabattus	222
	Fairview Elementary, Auburn	560
Aroostook	Dr. Levesque Elementary School, Frenchville**	140
	Fort Kent Elementary School, Fort Kent	485
Cumberland	Edna Libby Elementary School, Standish	280
	Harrison Elementary, Harrison	110
Franklin	Spruce Mountain Elementary, Jay	335
	Rangeley Lakes Regional School, Rangeley	210
Hancock	Swan's Island School, Swan's Island**	32
	Beech Hill School, Otis	90
Kennebec	Vassalboro Community School, Vassalboro**	420
	Helen Thompson School, W. Gardiner**	300
Knox	Ash Point Community School, Owl's Head**	170
	Prescott Memorial School, Washington**	104
Lincoln	Whitefield Elementary School, Whitefield	169
	Bristol Consolidated School, Pemaquid	198
Oxford	Andover Elementary School, Andover**	34
	Dirigo Elementary School, Peru	400
Penobscot	Katahdin Elementary School, Stacyville	145
	Glenburn Elementary School, Glenburn	445
Piscataquis	Greenville Consolidated School, Greenville**	200
	Brownville Elementary School, Brownville	84
Sagadahoc	West Bath School, W. Bath**	115
	Fisher-Mitchell School, Bath	203
Somerset	Carrabec Community School, Carrabec**	268
	Madison Elementary School, Madison**	240
Waldo	Ames Elementary School, Searsmont**	140
	LeRoy H. Smith School, Winterport	303
Washington	Jonesport Elementary School, Jonesport**	111
	Bay Ridge Elementary, Cutler	69
York	Waterboro Elementary School, Waterboro**	551
	HB Emery Jr. Memorial School, Limington	199
	<b>**Returning school</b>	<b>7332</b>

## **WinterKids Winter Games OFFICIAL RULES & REGULATIONS**

### ELIGIBILITY:

To participate in the third annual Winter Games, last year's participating schools were given first refusal to participate this year, less the Gold Medal winner. Fourteen schools from last year are returning, leaving 18 spots to fill. Schools applied via SurveyMonkey and were selected based on percentage of free and reduced lunch for each county. Remaining spots were drawn at random by county. *No purchase or payment of any kind is necessary to enter or win this contest.*

### WINTERKIDS WINTER GAMES DESCRIPTION:

Two elementary schools in each of Maine's 16 counties will compete in the WinterKids Winter Games: a four-week outdoor physical activity and nutrition challenge from January 6 – January 31, 2020. This year, the Winter Games has a STEAM theme.

### POINT SYSTEM:

Points are awarded based on the weekly rubric requirements including: percent of participation, number of activities completed, non-teaching staff participation, guest speaker involvement, social media goals, and weekly specials. Schools can accrue a maximum of 25 points each week.

### SNOW DAY POLICY:

There will be no make-up days for snow days, unless there are extreme extenuating circumstances (i.e. 3 or more snow days in one week). It is the responsibility of each school to complete your weekly challenges *regardless of the number of days school is in session*. Extreme extenuation circumstances will be at the discretion of the WinterKids Winter Games Committee.

### TIE BREAKER FOR FIRST PLACE:

In the event that two or more schools have the same first place score at the end of the Winter Games, the winner will be decided in the following overtime competition: each of the top scoring schools will make a Snow Principal and submit a picture of their own principal with their respective snow counterpart. The snow (or other natural materials if no snow is available) principal deemed the most similar to the actual principal by the WinterKids Tiebreaker Committee will take the prize. The remaining schools from the "tie" will be placed based on the judges ranking of principal likeness. All schools tied for first place will be notified by Sunday, February 2 at Noon in order to prepare for the tiebreaking competition. Tiebreaker competition photos are due no later than Noon on Tuesday, February 4, 2020.

### COMPETITION PERIOD:

The WinterKids Winter Games runs January 6 – January 31, 2020. All points must be recorded and submitted on a weekly basis, but no later than each Friday by 6 p.m. SCORES RECEIVED AFTER 6 P.M. ON FRIDAY DURING EACH WEEK OF COMPETITION **WILL NOT BE COUNTED.**

Winners announced on Wednesday, February 5, 2020.

WinterKids Winter Games Weekly Themes	Dates	School Score & Weekly Wild Card DUE	WMTW Channel 8 announces Wild Card Winner	Leaderboard Posted
WEEK 1: Outdoor Physical Activity & Science	January 6 - 10	Friday, January 10 at 6 pm ROSTER VIDEO	Sunday, January 12	Sunday, January 12 by 5 p.m.
WEEK 2: Nutrition & Math	January 13 – 17	Friday, January 17 at 6 pm MEME	Sunday, January 19	Sunday, January 19 by 5 p.m.
WEEK 3: Family Engagement & Art	January 20 – 24 (holiday)	Friday, January 24 at 6 pm PHOTO	Sunday, January 26	Sunday, January 26 by 5 p.m.
WEEK 4: Winter Carnival & Technology/Engineering	January 27 – 31	Friday, January 31 at 6 pm BOOMERANG	Sunday, February 2	Sunday, February 2 by 5 p.m.
WEEK 5: TIEBREAKER IF NECESSARY	Feb 3	SNOW PRINCIPAL PHOTOS DUE Tuesday, February 4 at 12 pm Noon		

**AGREEMENT TO OFFICIAL RULES AND REGULATIONS:**

By participating in the WinterKids Winter Games, schools agree to these rules and regulations, and agree to accept the decisions of WinterKids as final and binding on all matters pertaining to the WinterKids Winter Games, including eligibility, selection of winners and interpretation of these rules and regulations. Each participating school agrees to collect accurate and reliable data and submit the collected data to WinterKids on a weekly basis, and further agree to provide any additional information reasonably requested by WinterKids, to the extent permitted by law. WinterKids reserves the right, at its sole discretion, to disqualify any participating school for any failure to comply with these rules and regulations, or any other instruction provided by WinterKids in the course of the WinterKids Winter Games.

**WINNER SELECTION & NOTIFICATION:**

Final points totaled February 4, 2020. Winners announced on Wednesday, February 5, 2020.

**CASH PRIZES:**

1 <sup>st</sup> place	Gold Medal School	\$5000 cash prize
2 <sup>nd</sup> place	Silver Medal School	\$3000 cash prize
3 <sup>rd</sup> place	Bronze Medal School	\$1500 cash prize

**HONORABLE MENTIONS:**

4<sup>th</sup> – 32<sup>nd</sup> place     TBD including: winter equipment, Mt. Washington OBS distance learning, Boston Museum, Garmin GPS, cash spirit awards, etc.

All cash prizes will be in the form of a check made out to each winning school. There are no restrictions on how the winning schools use the prize money, however WinterKids encourages that it be used to support physical activity and nutrition initiatives in the school. WinterKids reserves the right to change Honorable Mention prizes at any time based on availability.

**PUBLICITY:**

Participation in the WinterKids Winter Games by a participating school, and/or acceptance of any prizes grants WinterKids a non-exclusive, royalty-free, and irrevocable license to use the school name, location, *submitted* photographs and videos for promotional purposes in any manner or media without notice, additional permission or compensation, except where prohibited by law. Participating schools will only submit photos and videos of children who are approved under their school's photo release policy.

## **How to Report Your Points**

- ✓ Each school champion will be responsible for completing the weekly scoring rubrics and submitting them to WinterKids based on the 6 p.m. Friday deadlines in the deadline chart above.
- ✓ Your WinterKids Wild Card (roster video, meme, photo, Boomerang) must be submitted to WinterKids by 6 p.m. on Friday of each week to be considered for the WinterKids Wild Card Play of the Week. (1 extra point for the weekly winner).
  - To submit your Wild Card of week (roster video, meme, photo, Boomerang), please refer to the *Steps to Submit Your WinterKids Wild Card Play of the Week* form on your flash drive.
- ✓ The Leaderboard will be available for viewing at [www.winterkids.org](http://www.winterkids.org) and on the teacher Facebook group by 5 p.m. Sunday *following each week of competition*.
- ✓ Questions about the point system? Call or email WinterKids at 207.871.5700 x103 or [mdoyle@winterkids.org](mailto:mdoyle@winterkids.org).

## WEEK 1 – OUTDOOR PHYSICAL ACTIVITY & SCIENCE

**CHALLENGE:** See Week 1 Rubric

**MAXIMUM POINTS AVAILABLE:** 25

### WAYS TO SUCCEED:

1. Student Participation
2. Complete 5 physical activity challenges from the WinterKids Elementary or Preschool GOAL; for instance but not limited to:
  - a. “Al” The Snowman
  - b. Winter Ecology
  - c. Science of Sledding
  - d. Making a Weather Report
  - e. Cardiovascular Health

\*activities may be adapted or substituted based on student age

3. Non-Teaching Staff Participation
4. Guest Speaker
5. Social Media
6. Opening Ceremony
7. Weekly Wild Card: VIDEO

### Weekly Toolkit Materials:

“Al” The Snowman Lesson Kit and/or Orienteering Activity Packet, Elementary GOAL, Preschool GOAL, We are WinterKids Card (how to make your video), Scoring Rubric, School Poster , Parent/Guardian Letter (send home )

**Weekly Toolkit Incentive:** WinterKids Winter Games Wrist Bands

*Reference your Community Resources Folder on the **Toolkit Flash Drive***



## WEEK 2 – NUTRITION AND MATH – Sponsored by Backyard Farms

**CHALLENGE:** See Week 2 Rubric

**MAXIMUM POINTS AVAILABLE:** 25

### WAYS TO SUCCEED:

1. Student Participation
2. Complete 5 nutrition challenges from the WinterKids Elementary or Preschool GOAL, or the UNE Nutrition Lesson Packet in your toolkit; for instance but not limited to:
  - a. Healthy Foods, Healthy Bodies
  - b. Outdoor Food Plate
  - c. 5210 Relay Race
  - d. Traffic Light Foods
  - e. Compare Nutrition Labels
  - f. Sugar Money

\*activities may be adapted or substituted based on student age

3. Non-Teaching Staff Participation
4. Guest Speaker
5. Social Media
6. Nutrition Collaboration
7. Weekly Wild Card: MEME

**Weekly Toolkit Materials:** WinterKids Elementary & Preschool GOALs, Scoring Rubric, Healthy Foods, Healthy Bodies Lesson Kit, MyPlate plates, UNE Nutrition Lesson Packet, Digital Kitchen Scale, WinterKids Sugar Money Lesson Kit

**Weekly Toolkit Incentive:** WinterKids Winter Games Kitchen Measurement Magnet

*Reference your Community Resources Folder on the **Toolkit Flash Drive***

## **WEEK 3 – FAMILY ENGAGEMENT & ART – Sponsored by 5210 Let's Go!**

**CHALLENGE:** See Week 3 Rubric

**MAXIMUM POINTS AVAILABLE:** 25

### **WAYS TO SUCCEED:**

1. Student & Family Participation
  - a. RETURN a completed family activity BINGO Card
2. Non-Teaching Staff Participation
3. Guest Speaker
4. Social Media
5. Family Engagement
6. Weekly Wild Card: PHOTO

**Weekly Toolkit Materials:** Scoring Rubric, **SEND HOME TO FAMILIES:** Family Bingo Card, 5210 Let's Go! Make Fun Flavored Water Flyer, Subway Lunch Cards

**Weekly Toolkit Incentive:** WinterKids Winter Games Stickers

*Reference your Community Resources Folder on the **Toolkit Flash Drive***

## **WEEK 4 – WINTER CARNIVAL & TECHNOLOGY/ENGINEERING**

**CHALLENGE:** See Week 4 Rubric

**MAXIMUM POINTS AVAILABLE:** 25

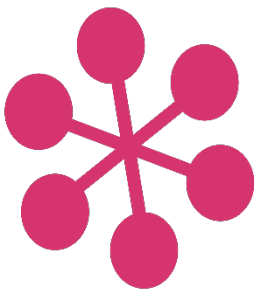
### **WAYS TO SUCCEED:**

1. Student Participation
2. Hold a School-Wide Winter Carnival
3. Non-Teaching Staff Participation
4. Guest Speaker
5. Social Media
6. Closing Ceremony
7. Weekly Wild Card: BOOMERANG VIDEO

**Weekly Toolkit Materials:** WinterKids Elementary GOAL, WinterKids Preschool GOAL, Scoring Rubric, Orienteering Activity Packet, Compasses, Maine Gazetteer, Healthy Foods, Healthy Bodies Lesson Kit

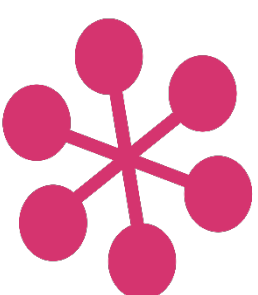
**Weekly Toolkit Incentives:** WinterKids Winter Games “Gold” Medals

*Reference your Community Resources Folder on the **Toolkit Flash Drive***



# Winter Games 2020

## Scoring



## Week 1: Physical Activity (S - science)

	0 – Not Completed	1 – Beginning Goals	2 – Approaching Goals	3 – Meets Goals	4 – Exceeds Goals	Score
Participation During Week	Less than 70% of present students participated	70-79% of present students participated	80-89% of present students participated	90-99% of present students participated	100% of present students participated	
Activities	Completed no Physical Activity Challenges	Completed 1-2 of the Physical Activity challenges	Completed 3-4 of the Physical Activity challenges	Completed all 5 of the Physical Activity challenges	Completed all 5 challenges and created a challenge which may be featured in the WinterKids Blog	
Non-Teaching Staff Participation	No additional participation	Additional participation from 1 group	Additional participation from 2 groups	Additional participation from 3 groups (such as): Administration, nutritional services, custodians, bus drivers, etc.	Additional participation from 3 or more groups and photos of them having fun!	
Guest Speaker	Not completed	Class discussion on how to stay active in the winter	Watched video or online stream about winter outdoor activities	Guest Speaker in classroom	Guest Speaker at school-wide assembly	
Social Media	Not Completed	Visited Winter Games page for any updates	Created and used school's custom # (hashtag) for the Winter Games	Sent 3 best pics from this week to WinterKids' google docs folder	Previous social media goals <b>and</b> make a Roster Video	
Opening Ceremony	Not Completed	Unpacking of the Winter Games resources	Classroom Opening Ceremony Celebration	School-wide Opening Ceremony	School-wide Opening Ceremony with no more than 30 second video of highlights	
Online Wild Card (Video)	Didn't win week's online judging	Placed 1 <sup>st</sup> in online judging				
<b>Total Score</b>						

## Week 2: Nutrition (M - math)

	0 – Not Completed	1 – Beginning Goals	2 – Approaching Goals	3 – Meets Goals	4 – Exceeds Goals	Score
Participation During Week	Less than 70% of present students participated	70-79% of present students participated	80-89% of present students participated	90-99% of present students participated	100% of present students participated	
Activities	Completed no Nutrition Challenges	Completed 1-2 of the Nutrition challenges	Completed 3-4 of the Nutrition challenges	Completed all 5 of the Nutrition challenges	Completed all 5 challenges <b>and</b> created a challenge which may be featured in the WinterKids Blog	
Non-Teaching Staff Participation	No additional participation	Additional participation from 1 group	Additional participation from 2 groups	Additional participation from 3 groups (such as): Administration, nutritional services, custodians, bus drivers, etc.	Additional participation from 3 or more groups <b>and</b> photos of them having fun!	
Guest Speaker	Not completed	Class discussion related to Nutrition	Watched video or online stream related to Nutrition	Nutrition Guest Speaker in classroom	Guest Speaker at school-wide assembly	
Social Media	Not Completed	Visited Winter Games page for any updates	Created and used school's custom # (hashtag) for the Winter Games	Sent 3 best pics from this week to WinterKids' google docs folder	Previous social media goals <b>and</b> created a Winter Games page for school website	
Nutritional Collaboration	Not Completed	Students kept one day food diary	Majority of students helped cook at least one meal at home	Planned a school lunch using vegetables in season	School hosted healthy cook-off	
Online Wild Card (Meme)	Didn't win week's online judging	Placed 1 <sup>st</sup> in online judging				
Total Score						

## Week 3: Family Engagement (A - art)

	0 – Not Completed	1 – Beginning Goals	2 – Approaching Goals	3 – Meets Goals	4 – Exceeds Goals	Score
Participation During Week	No BINGO cards returned	1-25% of BINGO cards returned	26-50% of BINGO cards return	51-75% of BINGO cards returned	76-100% of BINGO cards returned	
Activities	No returned BINGO cards achieved BINGO	Less than half of BINGO cards returned achieved BINGO	More than half of the returned BINGO cards achieved a BINGO	All BINGO cards returned achieved a BINGO	All BINGO cards returned achieved BLACKOUT (all squares filled)	
Non-Teaching Staff Participation	No additional participation	Additional participation from 1 group	Additional participation from 2 groups	Additional participation from 3 groups (such as): Administration, nutritional services, custodians, bus drivers, etc.	Additional participation from 3 or more groups <b>and</b> photos of them having fun!	
Guest Speaker	Not completed	Class discussion of how to get families to participate this week	Watched video or online stream about how to get your family active	Guest Speaker in classroom	Guest Speaker at school-wide assembly	
Social Media	Not Completed	Visited Winter Games page for any updates	Created and used school's custom # (hashtag) for the Winter Games	Sent 3 best pics from this week to WinterKids' google docs folder	Previous social media goals as well as a feature about the Winter Games in the school newspaper	
Family Engagement	Not Completed	Students take home BINGO cards.	Students review BINGO cards to pick which BINGO they can achieve.	Hold a community Family Night event centered around a winter outdoor activity (sledding, shoveling neighbors, etc)	Family Night event with up to 30 second video of highlights	
Online Wild Card (Photo)	Didn't win week's online judging	Placed 1 <sup>st</sup> in online judging				
<b>Total Score</b>						

## Week 4: Winter Carnival (T&E – technology & engineering)

	0 – Not Completed	1 – Beginning Goals	2 – Approaching Goals	3 – Meets Goals	4 – Exceeds Goals	Score
Participation During Week	Less than 70% of present students participated	70-79% of present students participated	80-89% of present students participated	90-99% of present students participated	100% of present students participated	
Activities	Not Completed	Students and Staff participate in Winter Carnival	Students, Staff, and Parents participate in Winter Carnival	Winter Carnival has a station with an activity from the Winter Games packets or GOAL <b>and</b> level 2 participation	Winter Carnival has 3 stations with activities from the Winter Games packets or GOAL <b>and</b> level 2 participation	
Non-Teaching Staff Participation	No additional participation	Additional participation from 1 group	Additional participation from 2 groups	Additional participation from 3 groups (such as): Administration, nutritional services, custodians, bus drivers, etc.	Additional participation from 3 or more groups <b>and</b> photos of them having fun!	
Guest Speaker	Not completed	Guest table or booth at Winter Carnival	Guest at table or booth related to engineering at Winter Carnival	Guests at tables or booths related to engineering AND technology at Winter Carnival	3 Guests at tables or booths related to technology and engineering at Winter Carnival	
Social Media	Not Completed	Visited Winter Games page for any updates	Created and used school's custom # (hashtag) for the Winter Games	Sent 3 best pics from this week to WinterKids' google docs folder	Previous social media goals as well as coverage in local paper	
Closing Ceremony	Not Completed	Congratulatory High-5 line	Classroom Closing Ceremony Celebration	School-wide Closing Ceremony	School-wide Closing Ceremony with up to 30 second video of highlights	
Online Wild Card (Boomerang Video)	Didn't win week's online judging	Placed 1 <sup>st</sup> in online judging				
<b>Total Score</b>						



# The WinterKids Winter Games are made possible with support from:



THE BINGHAM PROGRAM



America's Most Convenient Bank®



WinterKids Programs are made possible by our Major Community Sponsor:



Our Supporting Sponsors:



WinterKids  
506 Main Street, Suite 10, Westbrook, ME 04092  
WinterKids.org