

England Does The Daily Mile!  
9am–3pm on Friday 30<sup>th</sup> April 2021



## School briefing document

**Thank you** for registering to take part, along with other primary schools around the country, in our nation-wide, mass participation event on Friday 30<sup>th</sup> April.

Within this document, you will find everything you need to make it an easy, fun and enjoyable day for everyone. We can't wait to see your pictures online!



The Daily Mile™ is a simple and free initiative which gets children out of the classroom for 15 minutes every day, to run or jog at their own pace. Whilst making them fitter, healthier and more able to concentrate in the classroom, it has huge social and emotional benefits too.

We want as many primary schools as possible around England, to get moving on the same day, to celebrate the positive benefits that daily activity can have on our **mental health**.

In light of the events in the past year, **children's mental health, and its relation to physical activity**, is more important than ever. We bring you this event in celebration with [Sport England](#), as while we can't be together in person just yet, can we get 1 million of us moving?



## How It Works

England Does The Daily Mile is designed to be as easy as possible for schools!  
Here are our 5-steps-to-success:

1. Simply **download and print the fun resources** for your students from the online Hub page, and put up your poster in your school for everyone to see.
2. **Get creative!** Decorate and fill-out your Back Signs\* for students to wear on the day. We want to see why you do your Daily Mile — send us some photos, and we can give your school a shout-out.
3. **Simply head outside** and do your Daily Mile at any time that suits your school, on Friday 30<sup>th</sup> April, between 9 am — 3pm.
4. **Take a photo of your school doing your Daily Mile**, and tag us on social media so we can see and celebrate your activity.
5. **Be awarded your special certificate**, signed by founder Elaine Wyllie, as a big thank you and to acknowledge your pledge towards better children's mental health!

## The Back Signs\*

Please find more information within the 'Back Signs: How-To' document, within the online Hub.

## Marketing:

The **England Does The Daily Mile online Hub** (that only schools who sign-up to the event can access) contains a whole raft of **free marketing resources** to promote the event to your students, parents and carers, governors, and online communities.

- A4 & A3 posters
- A printable window-sticker
- A sheet of printable stickers for students
- Printable branded envelopes
- A letter template for parents and carers
- Twitter & Instagram 'tiles' (images)
- Long banner images for Facebook & Twitter
- A promotional video for assemblies — coming in the new year!



Please be sure to include the following information on any **social media activity**:

### **Campaign hashtags:**

- England Does the #DailyMile
- #1MillionMoving

### **Tagged Accounts:**

- Tag The Daily Mile Foundation: @\_thedailymile
- Tag Sport England: @Sport\_England
- Please also try to tag your local **Active Partnership** if you can!

*We encourage you to share your involvement, but please make sure that you have photo consent for any photos / images you post in relation to this event. The event organisers cannot accept any responsibility for this.*

If you need any further information, please do not hesitate to contact **Molly Adkin, at London Sport**, who is hosting this event on behalf of the wider Active Partnership Network.

Email: [info@londonsport.org](mailto:info@londonsport.org)

Or, for more information about The Daily Mile, please visit: <https://thedailymile.co.uk/>