



School briefing document

Thank you for registering to take part, along with other primary schools across the country, in our nation-wide, mass participation event between **9am-3pm on Friday 18th June 2021**

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 Scotland, to get moving on the same day, to celebrate the positive benefits that daily activity can have on our physical and mental health.

The events in the past year, children's mental health is more important than ever, we bring you this event in celebration with Scottish Athletics and SAMH.





How It Works.....

Scotland Does The Daily Mile is designed to be as easy as possible for schools!

Here are our -steps-to-success:

- Simply **download and print the fun resources** for your children from the online Hub page and put up your poster in your school for everyone to see.
- **Simply head outside** and do your Daily Mile at any time that suits your school, on Friday 18th June, between 9 am – 3pm.
- **Take a photo of your school doing your Daily Mile** and tag us on social media so we can see and celebrate your activity.
- **Be awarded your special certificate**, signed by founder Elaine Wyllie, as a big thank you and to acknowledge your pledge towards better children's physical mental health!





Marketing:

The **Scotland 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 children, parents and carers, governors, and online communities. We encourage you to share your involvement,

- A4 & A3 posters
- A printable window-sticker
- Twitter & Instagram 'tiles' (images)
- Long banner images for Facebook & Twitter

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

Campaign hashtags:

Scotland Does the #DailyMile

Tagged Accounts:

The Daily Mile Foundation: @_thedailymile
Scottish Athletics: @scotathletics
SMAH: @SAMHtweets
Active Scotland: @ActiveScotGov
and your local Active School's team

If you need any further information, please do not hesitate to contact **Fiona Paterson**. Email: fiona@thedailymile.co.uk Or, for more information about The Daily Mile, please visit: <https://thedailymile.co.uk>

