

Appendix 1

Q4: OUTSIDE THE **LIVE BOX** Primary School Campaign Guidelines

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7&8	Week 9/10
		Q4 Comp	Q4 Comp	Q4 Comp			
<p>✓ Health Promotion Unit provides campaign information to put into school newsletters.</p> <p>✓ School Contact to put campaign information into newsletter.</p> <p>Media release about Q4 in your local paper.</p>	<p>✓ Main school launch of <i>Q4: Live Outside the Box Campaign</i>.</p> <p>✓ Schools prepare for any other activities they want to run during the campaign such as a healthy food strategy at the canteen or in terms of physical activities.</p> <p>✓ Media/celebrities arranged to attend launches of selected schools.</p> <p>Newsletter inserts Media release about Q4.</p> <p>Prize packs delivered</p>	<p>✓ Schools begin <i>Q4: Live Outside the Box Campaign</i>.</p> <p>✓ Teachers hand out passports to classes and explain campaign and remind students to start Week 1 of passport.</p> <p>✓ Teachers can use optional activity sheets in class.</p> <p>School Newsletter inserts.</p> <p>Media release about Q4 in Manly daily.</p> <p>Prize packs delivered.</p>	<p>✓ Schools will have Weeks 3,4 & 5 to complete the 2 week campaign.</p> <p>✓ Teachers remind students to complete their passport entries by the end of Week 2.</p> <p>Media release about Q4 in your local paper.</p> <p>Newsletter inserts.</p>	<p>✓ Teachers remind students to complete their passport entries by the end of Week 2.</p> <p>✓ Teachers collect passports from students reminding them to get parents to complete survey.</p> <p>School Newsletter inserts.</p>	<p>✓ Teachers work out which level of certificate students receive (gold, silver, bronze, participation).</p> <p>✓ Teachers submit a class list of the totals from each student to the School Contact person.</p> <p>✓ School Contact gives certificates to teachers to fill in for each class.</p> <p>Media release about Q4 in your local paper.</p>	<p>✓ School Contact person calculates the participation rate for the school, gets teachers' survey forms completed and sends this info to their local Health Promotion Unit.</p> <p>✓ Teachers present students with their certificates.</p> <p>Data entry conducted in schools then passports returned to students. Teacher surveys collected.</p>	<p>✓ Principal presents prizes to students who win the draw in each year (K – 6).</p> <p>✓ Health Promotion Unit presents prizes to 1st, 2nd and 3rd place schools for highest participation.</p> <p>Media release about Q4 -awards presentation, winning schools and how campaign went.</p> <p>Data entry conducted in schools then passports returned to students. Teacher surveys collected.</p>