

We're here to answer all your questions about ParticipACTION, Coca-Cola Canada and the Canadian movement for teen engagement in physical activity - the ParticipACTION Teen Challenge. If you need to know something that's not covered here, let us know and we'll do our best to answer and add it to the list. Chances are somebody else has the same question!

About the ParticipACTION Teen Challenge

1. What is the ParticipACTION Teen Challenge?

The ParticipACTION Teen Challenge, formerly Sogo Active, was developed by ParticipACTION, Coca-Cola Canada and a group of experts, community organizations and teens. This \$10 million, ten-year initiative is delivered by a network of community-based organizations in all 13 provinces and territories. Since its launch, the program has inspired more than 115,000 teens to get active in over 2875 community-based organizations across Canada.

2. What is a Community Organization?

A Community Organization is an approved organization that's registered with the ParticipACTION Teen Challenge to provide teens with the grounds, facilities, equipment, expertise or other support they need to get active. This includes the opportunity to apply for a Teen Physical Activity Grant, which provides funding of up to \$500 for an ongoing Physical Activity Program or up to \$250 for a One-Time Event.

Teens work directly with their local organization to confirm their participation; teens do not need to register with the ParticipACTION Teen Challenge.

Once registered, Community Organizations also receive support, guidance and regular communications from their Provincial/Territorial Coordinator. Included in these communications is physical activity-related incentives offered by Coca-Cola Canada.

3. What is a Provincial/Territorial Coordinator and how do I contact them?

The ParticipACTION Teen Challenge is administered by a network of 13 provincial/territorial coordinators who work directly with local community organizations that support teens in getting active.

The Provincial/Territorial Coordinators (PTCs) review Community Organization registration applications, process teen physical activity grant applications, provide guidance on the program and disseminate information and resources for those interested in promoting teen physical activity.

To contact the ParticipACTION Teen Challenge Coordinator in your province or territory, click here:
<http://www.participaction.com/wp-content/uploads/2013/01/PTC-contact-information.pdf>

4. What's the difference between a Program and a One-Time Event?

A Program is an ongoing physical activity program that provides an opportunity for teens to get active for 30 minutes at least once a week for a minimum of four weeks.

An Event is a one-time activity or happening where the teens at an organization, in a community, or in a province get up and get active, learn more about the physical activity crisis in Canada, or the opportunity to obtain leadership training related to physical activity or sport (e.g. referring, coaching, fitness certifications, etc.). Events should also promote awareness of the ParticipACTION Teen Challenge.

As long as teens have the opportunity to learn about the ParticipACTION Teen Challenge, get active or learn about the importance of physical activity, it can count as an Event.

5. How do I apply for funding?

Registered Community Organizations can apply for a Teen Physical Activity Grant to support teen physical activities that will be associated with the ParticipACTION Teen Challenge. A Program (must provide an opportunity for teens to get active for at least 30 minutes at least once a week for four weeks) may be eligible for up to \$500 in funding, while an Event could receive up to \$250 in funding.

Each funding application must be completed by a registered Community Organization with the input of teens. It will require at least several weeks – and up to several months – to be reviewed and approved by the Provincial/Territorial Coordinator in your region.

Application Steps for registered Community Organizations:

1. Bring a group of teens together to brainstorm ideas around some activities they would like to participate in and what they would require in order to participate in the activities. The teens may be interested in enhancing an existing program or creating something completely new.

2. Login to your Community Organization profile and click on the “Create a Program/Event” icon. Work with the group of teens to answer all the questions related to the program or event. If your program/event requires funding, select “Yes” to proceed to the grant funding application.

Work together with your group of teens to fill in the questions related to your grant funding request. Be sure to provide a breakdown of the items you are requesting funding for. Once you completed all the questions, click submit and your Provincial /Territorial Coordinator will be in touch with you regarding your submission.

Funding Examples:

Activity: Girl Guides’ Pedometer Challenge (Ongoing Challenge/Program)

Description: The club members are joining in a walk-a-thon.

Request: Funds to purchase a pedometer for each group member

Activity: Intro to Swimming Challenge (One-Time Event)

Description: Somali youth had an event to introduce the basics of swimming to young Muslim women

Request: Funds to pay lifeguards, pool time in-kind

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Activity: Teen Leadership Challenge (One-Time Event)

Description: An existing municipal leadership conference is made available to Sogo Active youth members

Request: Funds to hire a local fitness instructor to lead activity breaks throughout the conference, and to speak about the inactivity crisis.

6. Does it cost anything to join this program, or do I have to purchase anything to be a part of the program?

It doesn't cost a penny to join the ParticipACTION Teen Challenge as a Community Organization. However, there could be costs that individual teens incur as part of the specific program or event they are joining, this is usually subsidized in some way by the Teen Physical Activity Grant. You also do not have to purchase anything to be a part of the program. All you need to do is register if you are a Community Organization representative— and help get Canadian teens off the couch!

About the ParticipACTION Teen Challenge Partners

7. What is ParticipACTION and what does it do?

ParticipACTION is the national voice of physical activity and sport participation in Canada. Originally established in 1971, ParticipACTION was re-launched in 2007 to help prevent the looming inactivity crisis that faces Canada. As a national not-for-profit organization solely dedicated to inspiring and supporting healthy and active living for Canadians, ParticipACTION works with its partners, which include sport, physical activity, recreation organizations, government and corporate sponsors, to inspire and support Canadians to move more.

Through leadership in capacity building and communications, ParticipACTION continues moving toward its vision of a Canada where physical activity is a vital part of everyday life.

8. Who is Coca-Cola Canada and what does it stand for?

Coca-Cola Canada has operated in Canada since 1906. Coca-Cola Canada is responsible for developing, marketing, manufacturing and selling the brands of The Coca-Cola Company to consumers in Canada. Coca-Cola Canada's mission is to refresh the world...inspire moments of optimism and happiness...and create value and make a difference. Coca-Cola Canada currently offers Canadians more than 350 products ranging from sparkling beverages to waters, to 100% fruit juices and fruit drinks. More than 70 of their products are no or low calorie beverages.

Coca-Cola Canada has seven production plants located across the country and employs approximately 6,500 employees in Canada's 10 provinces. The vast majority of the beverages Coca-Cola Canada sells in Canada are made in Canada.

9. How are Coca-Cola Canada and ParticipACTION connected?

ParticipACTION works with many partners committed to promoting physical activity, including those from the not-for-profit, public and private sectors. Coca-Cola Canada supports the ParticipACTION Teen Challenge and is just one of many organizations that we partner with.

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10. Why is Coca-Cola Canada funding this project? Is it another way to sell its products to young people?

The Coca-Cola Company has a long tradition of supporting physical activity around the world. Coca-Cola Canada recognizes the importance of incorporating active living into Canadians' daily routines. That's why Coca-Cola Canada is working with ParticipACTION – Canada's leading authority on active living – to make that happen.

There is no product purchase required to participate in the ParticipACTION Teen Challenge and information about Community Organizations will never be used to sell products.

11. Why is ParticipACTION associated with Coca-Cola?

ParticipACTION's partnership is with Coca-Cola Canada, which makes a wide range of beverages besides soft drinks, including Dasani Water, Minute Maid juice, Powerade sports drink, tea, and coffee.

Coca-Cola Canada has a long tradition of supporting physical activity around the world. It's the largest continuous supporter of the Olympic Games, and its funding helps support the Games as well as training athletes around the world.

Coca-Cola Canada shares a similar goal to ParticipACTION: to address Canada's inactivity crisis by encouraging youth to become more active.

12. Do ParticipACTION and Coca-Cola Canada have a long-term commitment to helping young people help each other get active?

ParticipACTION and Coca-Cola Canada are determined to help youth become more active in their community. Coca-Cola Canada has committed \$10 million over a period of 10 years, carrying the ParticipACTION Teen Challenge program through 2017.

The goals of the ParticipACTION Teen Challenge are to encourage Canadian teens to make a life-long commitment to active living, and to overcome Canada's physical inactivity crisis.

Technical Issues on ParticipACTION Teen Challenge

13. Who can I contact regarding technical difficulties with the ParticipACTION Teen Challenge website?

For all technical issues, please contact msutherland@participACTION.com.

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