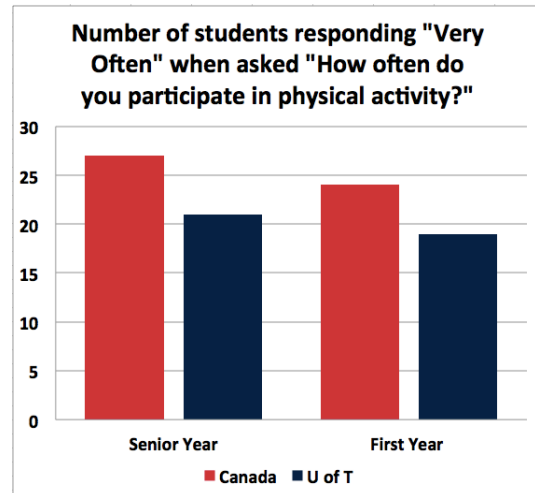


**Why you? Why now?**

- U of T students are not getting an adequate amount of regular physical activity compared to their Canadian counterparts
- Every UTSC student should graduate with the knowledge on how to lead a healthy, productive life, as outlined in Principal Bruce Kidd’s Healthy, Equitable & Sustainable Campus Framework
- With President Meric Gertler calling for the reinvention of undergraduate education, we all have a role to play to better prepare students for lifelong success



**Our Goals**

1. Educate students about the benefits of physical activity for academic performance, mental health, and overall well-being
2. Enable students to engage in physical activity in ways that meet their individual needs and that they find beneficial and enjoyable
3. Promote and support a healthy campus community

**Our Target**

Our target is the subpopulation of students who do not include physical activity as one of their main priorities. Of particular interest are those students who are immersed in their academic goals and may not see the connection between physical activity and the realization of those goals. Overall, we want to show UTSC students that physical activity is important for their holistic development AND that it is easy to implement.

## Our Plan

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We have created a series of engagement tools to meet our goals. Print materials and various media channels will be used to educate the UTSC community of the various benefits physical activity has to offer. The practical component, Fit-Breaks, will be used to help students experience the benefits of physical activity and therefore help mould their mindset. It is key to house physical activity programming within the academic setting to demonstrate the connection between physical activity and academic success. Now, it's time to put our plans into action and we need your help.

### Classroom Components

**Video:** Showcase campus role models that are currently active or trying to get active. Reflect the diversity of programming available and demonstrating actionable ways to get physical.

**Fit-Break:** Allows students to experience the positive outcomes of participating in minimal physical activity as a break from long periods of focus and concentration. Bridging the gap between academic performance and physical activity.

**Education:** Highlight the benefits that the participants have received through their minimal efforts. Help students understand that a little bit will go a long way.

## Learning Outcomes

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1. Deliver experiential activities and educational information within an academic setting to start a shift in mindset
2. Provide faculty members with the tools to incorporate physical activity in an academic setting as a means of achieving academic success and managing stress
3. Create a positive learning environment for students, ultimately leading to a healthier campus community

