

Challenge Day

MOVE AND
THE
WORLD
WILL MOVE
WITH
YOU

May 30, 2018





WHAT IS CHALLENGE DAY?

It is a worldwide campaign coordinated by **TAFISA - The Association For International Sport for All** - and in the American Continent lead by Sesc São Paulo, with the support of **ISCA - International Sport and Culture Association** - to incentive the regular practice of physical activity and sport, aiming to reduce the sedentariness and promote behavior changes of the entire population.

It always happens on the last Wednesday of May and proposes a competition between cities. The idea is to mobilize the highest number of people to practice any kind of physical - sportive activity on Challenge Day.

On April 4, the federal law No. 13,465/2018, established The National Challenge Day

HOW CHALLENGE DAY STARTED?

It started in the winter of 1983, in Saskatoon, Canada, when the temperature was very low. To keep citizens warm and encourage some physical exercise, the mayor suggested that residents left their homes and walked around the block for 15 minutes. In the following year, the neighbor city also joined the initiative. The essence of **Challenge Day** was created.

1995 - Sesc starts coordinating the activities in Brazil.

1997 - Sesc starts the campaign coordination in Latin America.

2000 - Sesc is in charge of the coordination in entire American Continent.

Created by TAFISA, coordinated by Sesc in Americas with the support of UNESCO and ISCA and accomplished by the City Halls.

WHO CAN TAKE PART?

The Challenge invites cities, organizations, institutions and people of all ages to take part of this movement.



HOW TO REGISTER THE CITY?

Keep in touch with the Local Coordination of Challenge Day in your community or with the Executive Secretariat of the American Continent.

Fill in the registration form that should be signed by the Mayor and send it back by e-mail to **diadodesafio@sescsp.org.br**

HOW TO ORGANIZED CITIES FOR THE CHALLENGE?

Cities are grouped in seven categories, considering the total of their inhabitants.

CATEGORIES OF CITIES*

-
up to 9.999 inhabitants
-
from 10.000 to 19.999 inhabitants
-
from 20.000 to 49.999 inhabitants
-
from 50.000 to 99.999 inhabitants
-
from 100.000 to 249.999 inhabitants
-
from 250.000 to 999.999 inhabitants
-
over 1.000.000 inhabitants

* To belong to one or another category, cities should consider their official number of inhabitants shown in their local census.

HOW DOES THE CHALLENGE HAPPEN?

The challenge happens by means of a competition between cities assigned in the same category.

The pairs of cities that will challenge each other are formed by an electronic match taking place on May 7, 2018, at Sesc Jundiaí, in São Paulo – Brazil.

The pairs made by the draw will compete for three consecutive years – from 2018 to 2020.

HOW TO PREPARE THE EVENT?

Create a working team with a general coordinator, coordinator for activities, monitors, promoters, fundraisers and results collectors.

IN THE FOLLOWING STEPS:

Use local resources and potentials, making adaptations needed accordingly to your reality

Search for partnerships with companies and institutions and count on the support of volunteers

Make contact with the local press to promote the campaign and keep a good flow of information about the Challenge Day

Organize the places to receive the results

Incentive and accept new ideas!

WHAT ACTIVITIES ARE VALID FOR THE CHALLENGE?

Gymnastics practice

Walking, cycling, running

Water activities such as swimming, gymnastics and water games

Classes of martial arts such as judo, karate, taekwondo,
Kung-Fu and others

Corporal practices as yoga, tai-chi-chuan, lian gong

Festivals, tournaments and championships of traditional or
adapted sports as athletics, football, basketball, volleyball,
handball, tennis, and others

Gymkhanas

Games and amusement

Rhythm classes

Activities in companies

and many others!

HOW TO REGISTER THE PARTICIPATION?

This is an important point of **Challenge Day**.

Once we are motivating the participation of everyone, it is important to take note of all data as soon as the activity finishes, keeping the participation numbers updated.

One of the most valuable guidelines of **Challenge Day** is the trust in each other. That is why it is important to count and release the participation numbers with faithfulness.

LEARN IT GRADUALLY:

- 1 Find a model of chart to register the participation numbers on **Challenge Day** website at “Downloads” area.
- 2 Register the participation in all places where the activities take place (parks, schools, companies, etc.). Take note of the total of participants in the chart as soon as the activity finishes.
- 3 Finally add all numbers and send the total to the Local Coordination or to the Executive Secretariat of Challenge Day. Consider the total of people mobilized until 9 p.m. of May 30, 2018.
- 4 The Coordinator of the City will insert the results in the electronic system of **Challenge Day** until 6 p.m. of May 31, 2018.
- 5 BE AWARE when informing the final number in the electronic system. Once the number is released, it cannot be changed.

Other ways to register the participation can be available in your city, such as 0800 number, e-mail or fax. CHECK IT OUT!

HOW TO OUTLINE THE RESULTS?

Results are established by the percentage of participation in relation to the number of inhabitants of each city.

In the challenge **CITY X CITY**

the winner will be the one reaching the highest percentage of participation of each pair.

However, the participation **CITY + CITY**

is a challenge of cooperation that will measure the capacity of both cities in mobilizing persons in **Challenge Day**.

The total of results of each pair of cities will create a ranking in each category that will indicate the commitment of cities to work together.

IMPORTANT

It is important to send the results within deadlines to enable the closure of the event.

Organize the gathering of participation numbers from the beginning of the activities to avoid delays that cause anxiety in communities.

WHAT WILL BE THE AWARD?

Taking part of **Challenge Day** demonstrates the community goodwill to have their citizens living a healthier life and brings:

Release of the results in **Challenge Day** website

Reception of digital participation certificate

Benefits of making new partnerships

Exchange of experiences and mutual knowledge among cities and participants

Access to information and knowledge related to physical and sportive activities

Inclusion of physical and sportive activities in daily routine of people, with impact in the quality of life

New friendships

WHAT ABOUT TIME ZONES?

Challenge Day involves cities from different countries located in time zones that vary from -1 to -5 hours in relation to Brasilia time.

Coordinators should alert their teams and the local media about this gap and design an adequate strategy to avoid the pressure of expecting results from partner cities.

In the case of problems or difficulties in sending the information due to lack of communication, weather conditions, strikes or other situations, the Executive Secretariat of Challenge Day in American Continent will fix another deadline to receive the results. In all its decisions, the organization will use the event philosophy to enable the participation of the greatest number of people and communities.

The Coordination Center of American Continent will operate until **10 p.m.** of **Challenge Day** - Brasilia time - to solve eventual communication problems.

On the following day, Thursday, March 31, 2018, it will be national Holiday in Brazil (Corpus Christi). Coordinators can send the results by e-mail at any time. However, the final figures will be informed on Tuesday, June 5, 2018.

If doubts arise about the validity of an action, the decision will be of the Coordination Center of **Challenge Day** for the American Continent.

HOW TO PROMOTE THE EVENT IN MY CITY?

All promotional pieces should include the official logos. Arts of logos, printing material, posters, banners, T-shirt and other pieces are available at the website **diadodesafio.org.br**, at “Downloads” area.

COMMUNICATION

Besides news related to the event, the website will bring the history, guidance, suggestions and good practices as well as a special page with information about each city.

Challenge Day also has a page on Facebook to interact with participants and receive registers of activities.

We invite you to take part and the idea in social networks, informing the preparations, the activities and results, using the hashtag **#ChallengeDay**.

diadodesafio.org.br
facebook.com/oDiadoDesafio/
#diadodesafio

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Initiative:



Coordination:



Support:



Representação
no Brasil

Accomplishment:

CITY HALL