



PROGRAM SET-UP GUIDE



STRONGER BODIES AND MINDS

AMPED™

WITH BILLIE JEAN KING'S BRAIN TRAINING SYSTEM

PHIT AMERICA™

Congratulations on receiving free programs and equipment from PHIT America!

OUR MISSION

Create a national 'Movement' to greatly improve the physical and mental health of 50 million children in the USA by providing all kids with increased physical activity in school-based programs and on a pathway to lifetime sports. By doing this, we create many more active kids who are healthier and better students.

OUR TARGET

50 million USA children who are not active to the CDC Physical Activity Standards and are battling America's pandemic, 'physical inactivity'. This pandemic has resulted in USA Kids being ranked last in physical health among 38 'rich' countries in a survey by UNICEF.

OUR CHALLENGE

The 'Inactivity Pandemic' - USA kids are not active at home anymore. 'Play' has mostly evaporated. And, the second place where kids learn physical activity skills, school physical education programs, have been eliminated or cut dramatically. The result - the only thing kids move consistently is their 'thumbs'.

OUR SOLUTION

PHIT AMERICA goes 'where all the kids are' and rebuilds physical education and physical activity programs in schools. Supporting schools with resources and raising awareness of the P.E. Teacher role as the **Most Important Job in America!** Our AMPED Program with Billie Jean King Brain Training System, PLAYTENNIS, and PLAY GOLF programs improve children's physical and mental health. And, by getting kids more active, we are creating PHIT KIDS who are healthier, smarter and happier.

THE RESULTS

PHIT AMERICA has already created over 740,000 PHIT KIDS in over 1300 schools nationwide. These kids are realizing the tremendous benefits of 'The Miracle Drug', physical activity.

"We have to help our kids. 90% are dangerously inactive and unhealthy. They will not be able to compete with children around the world in the classroom... or in board rooms. The good news is we know how to improve kids physical & mental health. It is not hard. It is just a matter of making sure we defeat America's Pandemic, Physical Inactivity."


Jim Baugh, Founder, PHIT America

PROGRAM SET-UP GUIDE FROM PHIT AMERICA!

The AMPED program, is an incentivized running/walking program, with lap-tracking technology and Billie Jean King's Brain Training System. AMPED has been designed to get kids moving before the first bell rings; allowing kids to be kids and just run, laugh, socialize, and even dance. AMPED encourages positive influence through students showcasing their super fun charms to their friends, challenging their teachers, and even getting their administration up and out onto the AMPED course. Billie Jean King's Brain Training System enhances kids focus, visualization and thereby improves their ball-striking skills, academic performance and confidence. ALL AMPED Programs include EZ Scan and EZ Tally.

Your AMPED Tool Kit is designed to hold all your tools and make a clean, quick set-up and take-down. It's so easy your AMPlifiers can take on the responsibility themselves!

YOUR AMPED TOOL KIT INCLUDES:

<p>WHEELED STORAGE CASE</p> <ul style="list-style-type: none"> 1 Bluetooth Speaker 1 Rewards Carry Case 1 Wheeled Storage Cart 1 Program Banner 	<p>CHARMS, NECKLACE, CONES</p> <ul style="list-style-type: none"> 100 large AMPED charms 400 silicone necklaces 2000 charms (year supply) 4 AMPED cones 		<p>LAP TRACKING TECHNOLOGY SYSTEM From Fitness Finders</p> <p>EZ Scan / EZ Tally included</p>
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<p>Small charm = 5 miles Large charm = 25 miles</p> 	<p>BILLIE JEAN KING'S BRAIN TRAINING SYSTEM</p> <ul style="list-style-type: none"> 2 Billie Jean King EyeCoach device <p>Plus 10 Wilson 'Minion' Racquets* <small>*shipment may vary / separate packages</small></p>
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AMPED provides two charm sizes for students to earn:

TIP: We highly recommend NOT handing out necklaces to everyone; instead, wait until the student's first charm is earned.

Once you've received your AMPED Tool Kit and checked that you've received all your AMPED tools, you're ready to get your school AMPED! (See page 9 for contact info if you need assistance)

FOUR EASY STEPS TO GET STARTED!

STEP ONE: SET-UP EZ SCAN

STEP TWO: DESIGNATE YOUR AMPED Course & ZONE (BJK/BTS)

STEP THREE: INTRODUCE TO STUDENTS & SCHOOL

STEP FOUR: READY, SET, GO! AMPED IN ACTION!

STEP ONE: Set up EZ SCAN

You will be receiving an email from info@fitnessfinders.net with your EZ Scan activation code. Ensure info@fitnessfinders.net is an approved sender to your school/district inbox. Once you receive your activation code, set up your account, users, classes, and more with EZ Scan. (Your EZ Scan subscription is based on PHIT America's subscription cycle with EZ Scan, so start scanning!)

PLEASE NOTE: Your EZ Scan will be renewed annually (for up to 3 years) if you maintain activity with PHIT America's programs and EZ scan usage.

You can set up multiple scanners with different levels of access to EZ Scan: **Teachers, Admin, Volunteers.** We recommend that you sync EZ Scan at the beginning and end of each day. You can run AMPED multiple times in one day and can "Sync All" at the end of the day.

What is needed to implement EZ Scan for the AMPED program

1. EZ Scan® works on iPads, Android tablets and smartphones running iOS 10.0 and later or Android 6.0 (Marshmallow) and later.
2. Laptop, chromebook, tablet or desktop to work with EZ Tally. EZ Scan data is synced to EZ Tally.

Please note: EZ Scan® is not compatible with Amazon Kindle or Fire, and Google Chromebooks. Due to technology advances, these requirements will change over time. Please contact Fitness Finders if you have questions before purchasing a device. Fitness Finders® is not responsible for purchases of devices that are not compatible with EZ Scan®.

3. Wifi is not needed for scanning but will be needed for synching your data on EZ Tally.
4. Access to a printer and paper to make QR codes for each student entered into EZ Scan.
5. You can print multiple copies of your AMPED–EZ Scan QR codes for kids to have in multiple classrooms. You can add parents, teachers, admin, and more and track their laps too. Adding your classes is as EZ as copy and paste!
6. Contact EZ Scan (info@fitnessfinders.net) for any scanning questions.
7. **EZ SCAN 'IT INFORMATION'** <https://ezmileageclub.freshdesk.com/support/home>

STEP TWO: Set up YOUR AMPED Course Area with designated AMPED ZONE for BJK/Brain Training System, fitness area)

AMPED COURSE AREA SET-UP

Step 1

If you already have a designated track or course; perhaps, you have an existing running club or jog-a-thon track, great! Use what you have and what your AMPlifiers are familiar with.

- **Make sure you know the distance of your course.**
- **If you need to measure the distance of your course, see step 2.**
- **If you already know your distance skip step 2.**

Step 2

If you need to define your new AMPED running route. Go to: [google.com/maps](https://www.google.com/maps)

Left of the page, look for: "Search Google Maps" text field.

- Type in your school's name or address – Click the search icon, and enter
- When your school populates, click the satellite icon on the lower left portion of the map
- Zoom into your school until you can see an area you'd like to map out.

Once your location is located:

- Left click to create the starting point of your course.
- On that starting point, right click and see options that populate.
- Click on the "Measure Distance" option.
- Select the next point(s) of your course until you've created a full loop course that works best for you.

Check your distance in the white box at the bottom of your screen. Make adjustments as needed.

- No need to get too precise here.
- Make it easy on yourself, safe for the students, and round up to the closest measurement when necessary.

REWARDING CHARMS

AMPED COURSE KEY

DISTANCE	FEET	LAPS Per 1 MILE	LAPS Per 1 CHARM
1-Mile	5280'	1	5
1/2-Mile	2640'	2	10
1/4-Mile	1320'	4	20
1/8-Mile	660'	8	40

AWARD WITH CHARM(S)

AMPED charms can be earned in many ways, providing a steady stream of motivation to keep kids moving. As students earn their charms, they become "AMPLifiers!"

5 MILES = 1 SMALL CHARM

(Includes their necklace when earning their first charm)

25 MILES = 1 LARGE CHARM

Participation matters! AMPED motivates participation and a lifetime of being active by recognizing both individual participation and the encouragement for participation of others.

20 days = 1 SMALL CHARM

(Participation for every 20 days)

50 DAYS of PARTICIPATION

= 1 LARGE CHARM

(Does not need to be consecutive)

TIPS:

- Do not take charms out to the AMPED course each day. These are earned items and should not be utilized on a daily basis. Hand out earned Charms for accumulated miles/i.e. monthly participation
- Upload data with EZ Scan Tally after each class
- The Course Area does not have to be a full mile. It could be a quarter mile lap or even a tenth of a mile. The course will be noted on the EZ Scan app with appropriate mileage for each lap.

AMPED ZONE AREA SET-UP WITH BJK-BTS

AMPED Zone is a space (within or along your AMPED Course) to set-up the Billie Jean King Brain Training Station (2 Eye Coaches + racquets). The Zone is also an area to practice fundamental locomotive skills (i.e. sprint, jump, hop, skip, gallop, speed walk, etc.) and fitness exercises.



More of BJK-BTS -

<https://www.phitamerica.org/bjk>

Watch quick video on how to use the BJK-BTS System (2 Eye Coaches) shipped separately to you

- [INTRODUCTORY HIGHLIGHT VIDEO](#) (90 seconds):
- **FIRST STEPS TO INSTRUCTING WITH THE EYECOACH** – [Watch Video](#)
- **DOWNLOAD LESSON PLANS:** What you need to have Specific instructions on how to manage and deliver the entire program, including training videos. [Download the Lesson Plans](#)

TIPS FOR SETTING UP YOUR AMPED ZONE:

There are several suggested formats that will help you determine how you would like to incorporate the BJK-BTS two Eye Coaches alongside your AMPED Running/Walking Program.

1. Set up a designated AMPED Course and the AMPED ZONE for BJK-BTS & fitness station
2. Set-up your phone, iPad, or tablet with EZ Scan
3. Hand out QR Code for participating students
4. Designate the AMPED ZONE for BJK-BTS which includes the 2 Eye Coaches, racquets
 1. Set-up AMPED ZONE – a 20-ft acceleration, Fitness Zone and the Finish Line for scanning
 2. Include (2) stations for BJK-Brain Training ZONE (2 Eye Coaches + racquets)
 3. Place Eye Coaches 10 feet apart (inside ZONE or other designated area/time)
 4. Segment and flow 6-12 Kids per Eye Coach Trainer (see suggested lesson plans and games)
 5. Determine time left in class and encourage students to run to Finish Line for scanning

For more suggestions on incorporating the BJK-BTS Eye Coaches and games into your AMPED program session, please watch the video, download lesson plans and contact the PHIT America team (see page 7 for details)



DEVELOPING FOCUS, CONCENTRATION AND ALL BALL-STRIKING SKILLS

- No balls flying away, or ball pickup
- No tennis experience or ball feeding skills required
- No limitations (sessions anywhere, anytime, rain or shine)
- Fits any PE class

Now that you have set-up EZ Scan with QR Codes for your students, identified your AMPED COURSE, familiarized yourself with the toolkit and Billie Jean King Brain Training System for the AMPED ZONE, it's TIME to get kids excited to come out and get AMPED!

STEP THREE:

INTRODUCE AMPED TO YOUR STUDENTS TO YOUR SCHOOL

When making announcements about your new AMPED program, please include the following:

Logistics

- **What time and how often AMPED will be available?**
- **Where kids should show up to participate?**
- **What they get and how they will earn their charms?**

- Display Your AMPED Banner ... and your students and parents are naturally curious. They'll begin to wonder, "what's this new, exciting banner about?" Let's tell 'em about it!
- Make a Facebook, Instagram, and/or Twitter announcement* @phitamerica #getAMPED
- Announce in a parent/teacher newsletter.*
- Announce during an existing assembly or hold an AMPED-specific one.*
Add an announcement, section, or page to your school Website.*
- AMP up your morning announcements with a countdown to AMPED.*
- Encourage your teachers to AMP-up students amped about AMPED.*
- If you would like promotional images or content for an announcement, e-mail us and let us know!

Rules of Engagement

- As soon as they arrive at school they can jump in and join in the fun.
- Explain how the kids will earn their charms: Consistent participation and for walking/running laps.
- Please place your AMPED banner in plain sight of your AMPlifiers.
- Upon your annual AMPED launch please gather AMPlifiers for a group photo in front of banner.
- We encourage AMPlifiers who earn their large charm(s) to take a picture in front of banner.
- We hope you're able to use this opportunity to bring your school community together and invited families and staff to join in!

STEP FOUR:

READY, SET, GO! AMPED IN ACTION

As the first student starts along the course, AMPED has begun!

1. Bring out iPhone, iPad, or tablet to scan laps with EZ Scan.
2. Hand out EZ Scan QR Code readers for participating Amplifiers.
3. Roll out your Tool Kit to your designated AMPED course.
4. Set-up device to scan laps into EZ Tally Tracker.
5. Set-up AMPED ZONE with equipment:
Bluetooth Speaker, Cones, BJK-BTS Eye Coaches, Minion Racquets
6. Have students finish in AMPED Zone
7. Upload data in EZ Tally at end of each class

FAQs & TIPS

Who Can Participate?

- ALL students regardless of their age and ability; allow for modifications.
- Get your teachers/staff also moving in the mornings with the kids
- We love to hear about families, parents/guardians, grandparents, siblings, etc. coming out to join AMPED and lead healthy lives
- No experience needed for Ball Striking System on the Eye Coaches, no balls flying. Parents or kids may be AMPED Assistants, no hand eye coordination skills needed.

Do all kids begin at the same time?

- Let kids jump in and out of AMPED as they wish.
- Allow AMPlifiers to start right as the music begins or get in a few laps before the bells rings to get lined up for class – 40 minutes or 10 minutes is all great!
- AMPlifiers can start immediately, go grab some morning breakfast, and/or come back and walk up some extra miles. They can stop and welcome a friend who just arrived and come back, or not!
- Keep it easy, open and always fun

Can they get partial laps?

- It's all about encouraging participation and movement
- Some kids may come out every morning but only complete one lap; remind Amplifiers, they earn participation feet on top of their laps. Congratulate them for being active and on time for school every day! Try to encourage them to stay longer or invite a friend. Most importantly, encourage them to continue showing up.
- Ultimately, it is your decision, your program, and your kids. We encourage you to make it as fun for your kids as you can.
- Feel free to give us feedback and let us know new methods and ideas for your AMPED program.

How do we increase participation?

- It's all about encouraging participation and movement
 - Encourage classes to challenge each other (first against fifth grade) / winner get extra 10 minutes recess
 - Bring your parents to AMPED Day
 - Encourage a friend to join you
 - Walk with a Purpose – Use AMPED for other school functions and fundraising events
 - Kids love to run and hit things – 40 balls every PHIT Hour / challenge on the number of hits
- See BJK-BTS Games and Videos (see page 6) or online at <https://www.phitamerica.org/bjk>

How do we incorporate the community?

- Encourage family members, teachers, and staff to come join in
- Offer kids extra feet for bringing along a friend, family member, convincing a teacher, etc.
- Designate "Family week/month"
- Who can get the most laps as a family in the month? Most successful Hits / most ball strikes
- "'Out-AMP' your teacher week/month" / Students vs. Teachers vs. Admin
- Be creative, get your students involved with ideas and inspiration for AMPED

Need Additional Charms and/or Necklaces?

In order to receive additional charms and necklaces PHIT America will verify that you are using EZ Scan/Tally to award your students. If you are not recording your data, we will not be able to send you more materials. Email programs@phitamerica.org for additional material.

TALK TO YOUR PHIT AMERICA TEAM

Questions? Send us an email at programs@phitamerica.org or contact a team member below

PHIT AMERICA TEAM:

AMPED Program and EZ Scan Set-up:

Toni Waters - toni@phitamerica.org
208-283-2459

Billie Jean King Brain Training System

Delaine Mast - Delaine@phitamerica.org
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843-810-0986

PLAY TENNIS Program

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PLAY Golf Program

Colby Morris - colby@paynestewart.golf
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Learn more about PHIT America and its founder, [Jim Baugh](#) at [PHIT America.org/about](http://PHITAmerica.org/about) ...including where our name comes from. PHIT stands for *Personal Health Investment Today*. The PHIT Act is legislation pending in Congress that would allow Americans to use their pre-tax medical accounts for physical activity expenses. PHIT America is very supportive of this legislation but now focuses on helping kids locally through our school-based programs.



PHIT America Foundation

DBA PHIT America
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REGISTERED CHARITY: 46-3861749

Thanks to our program sponsors!





THIS PROGRAM GUIDE BELONGS TO: