

Equipment and Staffing for "FitLife Games" Fitness Event/Promotion

funded by the Health Campus Network



The overall purpose of the project:

To create and facilitate a fun and challenging event that will motivate members of our campus community to complete a variety of fitness assessment activities which will not only provide physical activity but will also educate them on quality of their current fitness level.

Project description:

This project will address the Physical dimension of the HCN. The "FitLife Games" is envisioned as a 2-3 week long event during which participants are challenged to complete a variety of standardized fitness assessment tests (i.e. 1-mile walk/1.5-mile run, Max Push-up/Pull-up, 1-min Sit-up, Vertical Jump, Shuttle Run, Body-Composition, etc.). Participants will be given points for each completed test, and can also choose to participate in a competitive aspect of the event that compares test-results/performances. In addition to being given accurate fitness assessment scores from trained fitness professionals (i.e. the FitLife personal training staff), participants will earn prizes according to the number of tests they complete (and according to their comparative placings in the competitive aspect of the event). Participants will then be given the opportunity to solicit advice from our fitness staff on how they can go about improving their fitness scores, particularly by taking advantage of HCN resources, if desired.

The expected outcomes of the project:

1) Education of campus community members regarding the quality of their physical fitness, 2) Promotion to campus community members of the means and resources available to them on campus for improving their physical fitness, 3) Incentivization of campus community member to participate in fitness programming to improve their physical fitness, and 4) Relationship building between FitLife's personal training staff and the campus community.

Major milestones of the project:

- 1) Perform further research on adult fitness tests and finalize test-choices for this event,
- 2) Purchase needed fitness testing equipment,
- 3) Plan and finalize testing schedule and procedures for event,
- 4) Begin marketing and promotion of event,
- 5) Open registration for event,
- 6) Facilitate/Host event,
- 7) Announce results and distribute prizes,
- 8) Follow-up with participants regarding fitness opportunities.

Project Budget:

HCN Funds will be used mostly for the purchase of testing equipment, which can then be used for each year's event. The remainder of the funds will go towards event staffing and prizes, will be then be funded by sponsorship revenue and/or out of our FitLife program's promotional budget in future years.

Equipment Purchases: \$3,500

- Standardized Push-up Tester x 4 = \$350
- Standardized Sit-up Tester x 4 = \$375
- Mobile Modified Pull-up Station x 2 = \$700
- Vertical Jump Tester x 1 = \$925
- Shuttle-Run Tester x 6 = \$150
- Digital Clock for Walk/Run Test x 1 = \$550
- Handheld Heart-rate Monitor x 2 = \$150
- Body Composition Tester/Scale x 2 = \$300

Staffing: \$1,100

- FitLife Personal Trainers (hourly pay) x 100 = \$1,100

Prizes: \$5,000

- Finishers T-shirts x 200 = \$3,000
- Other prizes TBD = \$2,000



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