



Subject: **Kids Run Club responds to COVID-19**

Dear Kids Run Club Coaches,

In these uncertain times, the health and safety of our community remains our greatest priority.

As COVID-19 evolves, we are evolving too.

As you know, the Nova Scotia government, under the advice of Chief Public Health Officer Dr. Rob Strang, closed all public schools in Nova Scotia until May 1, at least. Kids Run Club is a school-based running program; without schools in session, you may be wondering what does Kids Run Club look like and how can I continue to be involved?

Let me reassure you that we are committed to helping Nova Scotians remain active and stay well. We are preparing to launch a campaign called *Let's Keep Moving*, designed to encourage Nova Scotians to make time for movement every day. We're planning an extensive social media strategy that will include daily videos and tips to inspire families to move together (safely, within the house or yard, of course). The campaign will respect the Public Health protocols including social distancing and self-isolation, while motivating all Nova Scotians to keep moving when and where they can.

Our campaign strategy includes working with media, our stakeholders and online community to get our messages out to all Nova Scotians. Our Kids Run Club coaches can also play a crucial role in helping us reach more students and families by sharing information about the campaign within their school communities.

We hope you are as excited about *Let's Keep Moving* as we are and hope you will promote the campaign with your students as you strive to provide them with home-based learning and activity opportunities. We believe this campaign has the potential to resonate with many Nova Scotians of all ages and may be the beginning of a Movement to Celebrate Movement!

We look forward to helping all Nova Scotians stay safe, active and virtually connected as we make our way through this difficult time together.

Sincerely,

Kerry Copeland
Executive Director
Doctors Nova Scotia Healthy Tomorrow
Foundation

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