



## The Ruckus Nation Challenge

### Background

Ruckus Nation aims to increase physical activity in middle school-aged kids. We are looking for diverse, creative and fun ideas that can have a real impact on getting 11-14 year olds moving! We have chosen this goal for several reasons:

- Research shows:
  - Physical activity reduces the risk of poor health outcomes associated with obesity;
  - Obesity rates are on the rise among young people globally;
  - People who are physically active have better physical and mental well-being;
  - Physical activity levels start to decrease in middle school.
- Innovative approaches to increasing physical activity at a young age have the potential to establish life-long, healthy behaviors.

HopeLab will support the development, testing and rollout of the best product ideas.

### The Challenge

We challenge you to generate original product ideas that will motivate middle-school kids (11-14 years old) to become more physically active.

You might also think about the challenge this way:

*Think of a time when you were physically active and moving about and it was really fun! What do you believe made it so much fun? What new products can you imagine that would be lots of fun to use and get kids moving?*

Based on the requirements and criteria described below, select one idea for a new product that you think would be most effective.

### Scope and Requirements

- The idea should be for an actual product as opposed to a policy initiative or an after-school program, for example.
- Examples of *products* could include games, devices, toys, and/or web-based, digital, or mobile solutions that get kids to move around more.
- We will not consider ideas that are medical or surgical in nature or that would require any type of invasive procedure.
- The suggested product should not be dangerous for kids to use.

### Idea Evaluation Criteria

Your idea will be judged based on the following criteria:

- Appeals to kids (kids 11 – 14 years old will like the product).
- Gets kids moving (the product will get kids 11 – 14 years old to be more physically active).
- Keeps kids moving (the product keeps kids 11 – 14 years old physically active).
- Originality (the idea is bold, fresh, and creative).
- Gives kids control (the product allows kids 11 – 14 years old to be in control of its use).

Sponsored by



**YOUR IDEA COULD START A MOVEMENT!**

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