

Daily Mile NI Design Deck
Jamie Stewart

Design Concept 1

Graphics



I believe The Daily Mile will have a huge impact on young people's lives, helping children across the UK to be fitter, healthier and happier. I'm delighted to be supporting The Daily Mile, and hope that every child has the opportunity to take part in this fantastic initiative.

Colin Jackson, Olympic 110m hurdles Medallist

CONGRATULATIONS!

School Name



You have reached Mile 22!
You are now passing Obel Tower



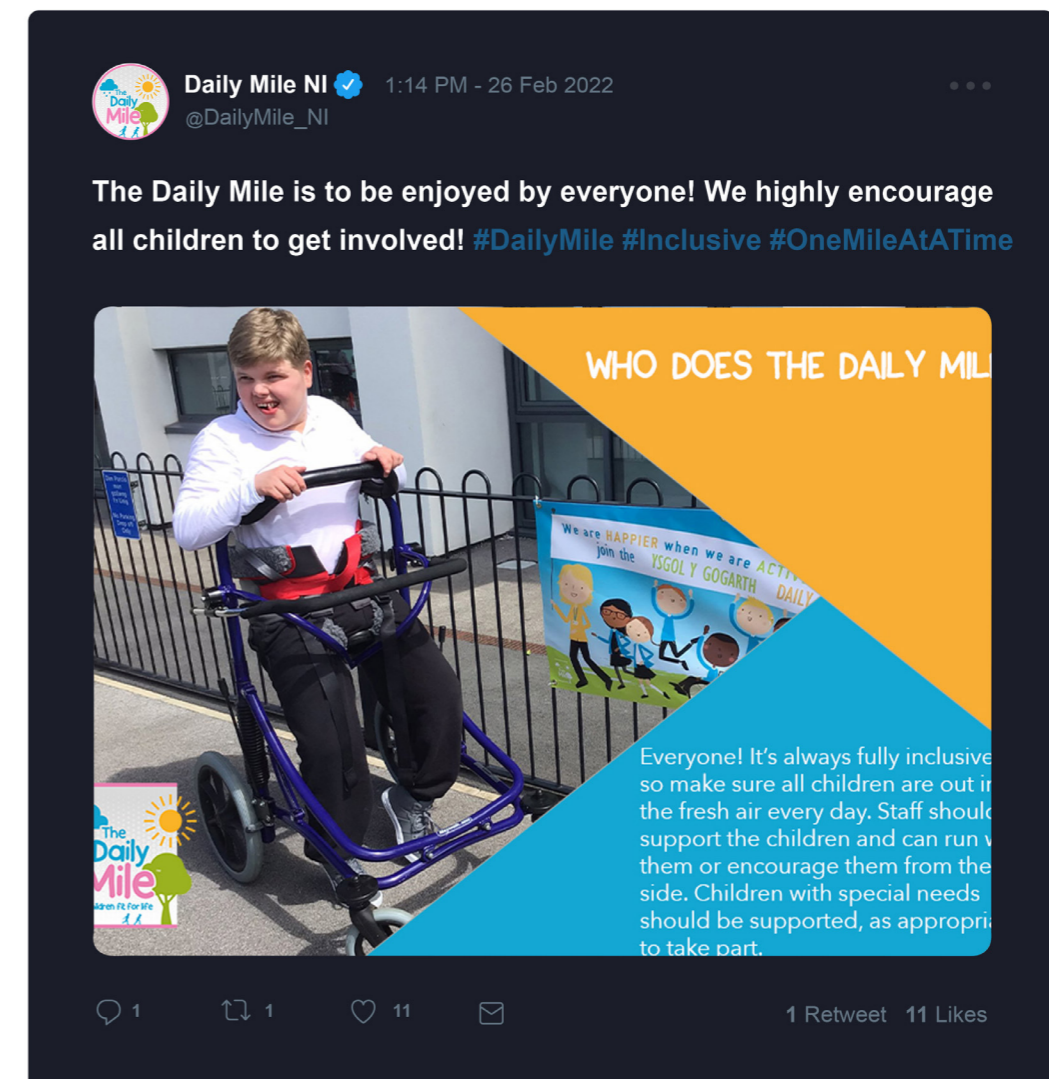
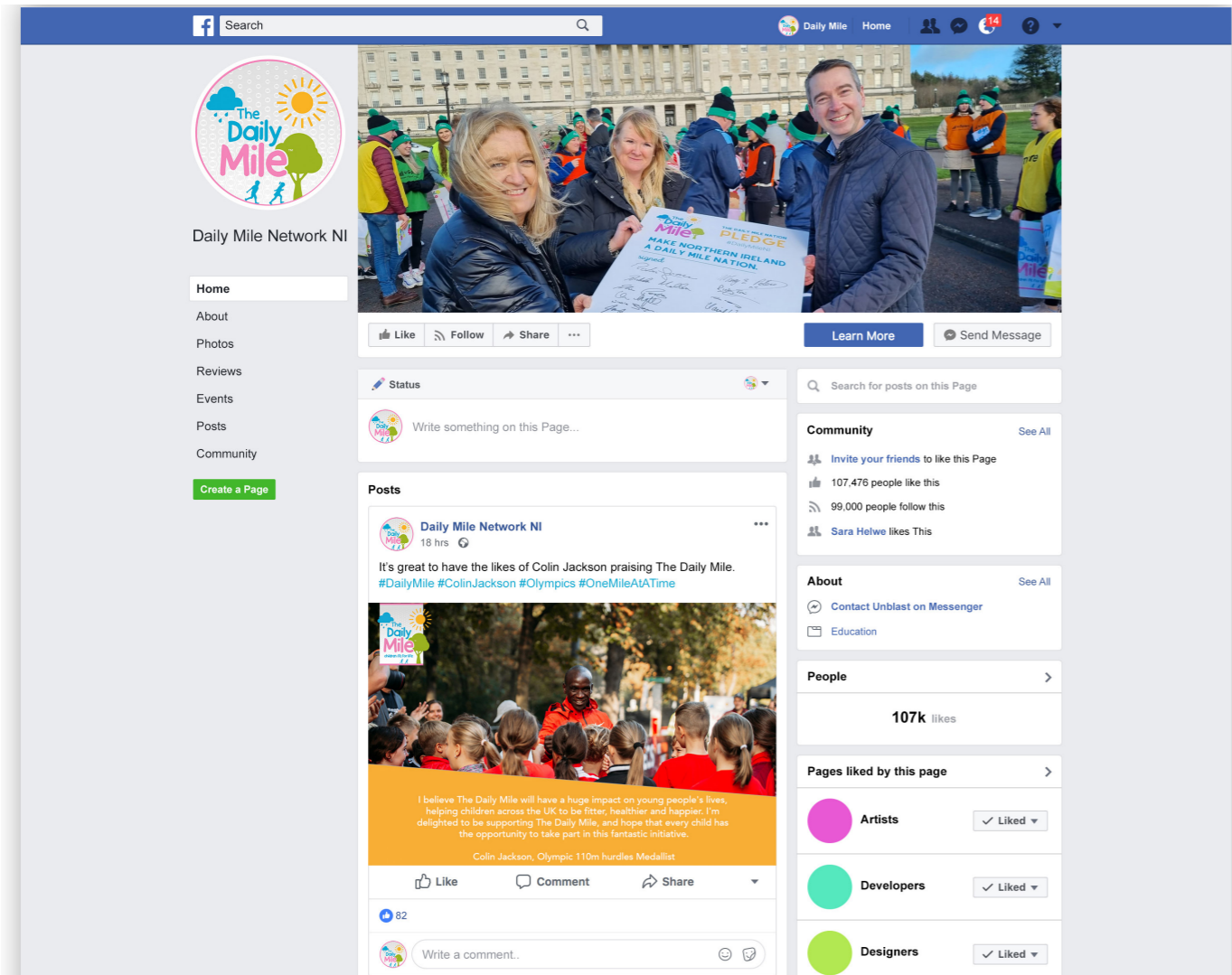
WHO DOES THE DAILY MILE?



Everyone! It's always fully inclusive, so make sure all children are out in the fresh air every day. Staff should support the children and can run with them or encourage them from the side. Children with special needs should be supported, as appropriate, to take part.

Design Concept 1

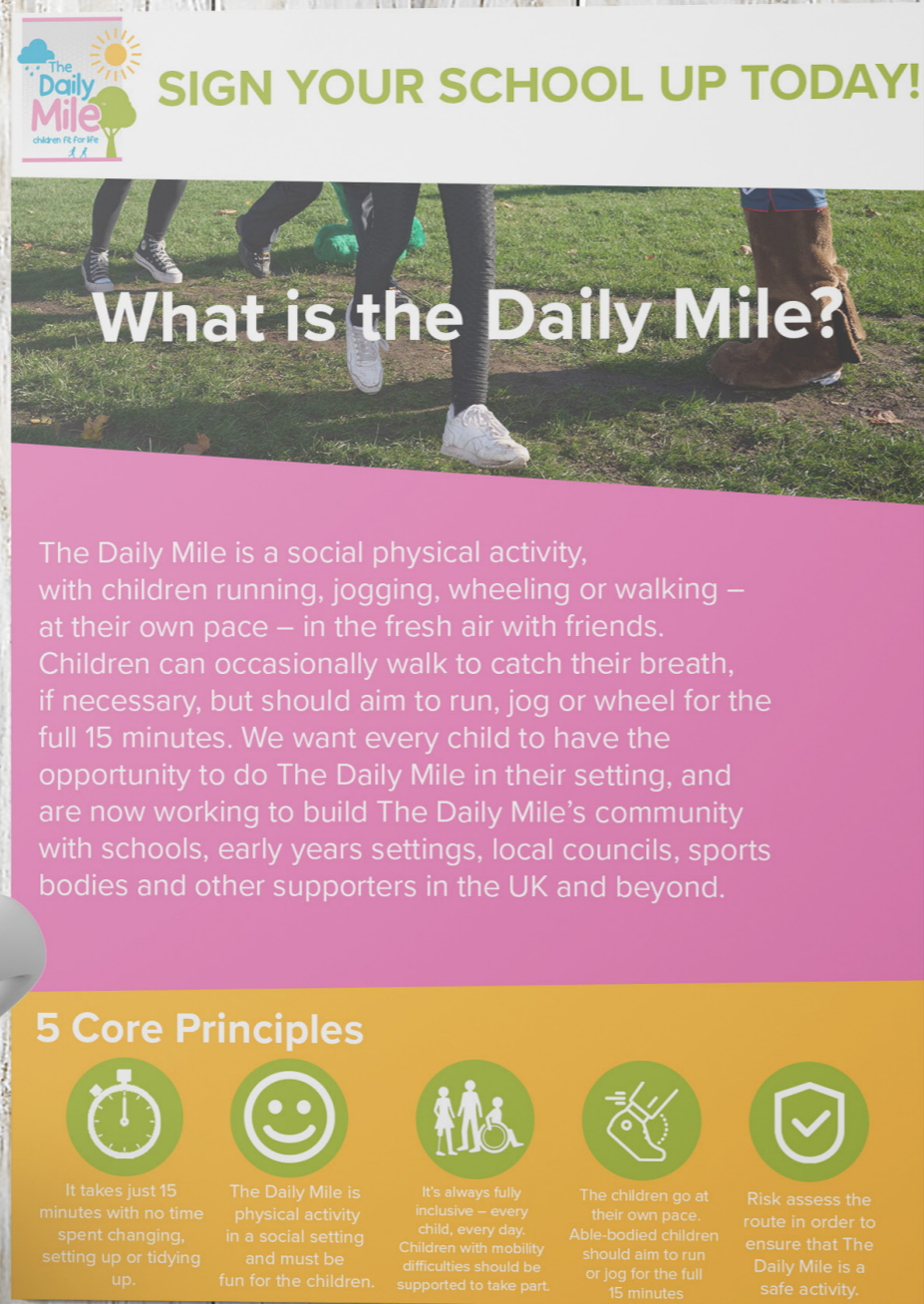
Social Media Mockups



Design Concept 1

Leaflet

FRONT



The front of the leaflet features a white header with the 'The Daily Mile' logo (a sun, a tree, and a person) and the text 'SIGN YOUR SCHOOL UP TODAY!' in green. Below this is a photograph of children's legs running on a grassy field. The text 'What is the Daily Mile?' is overlaid on the photo. A pink section contains a paragraph of text. At the bottom, a green section titled '5 Core Principles' lists five items, each with an icon: a stopwatch, a smiley face, a group of people with a wheelchair, a hand holding a pencil, and a shield with a checkmark.






The Daily Mile children fit for life

SIGN YOUR SCHOOL UP TODAY!

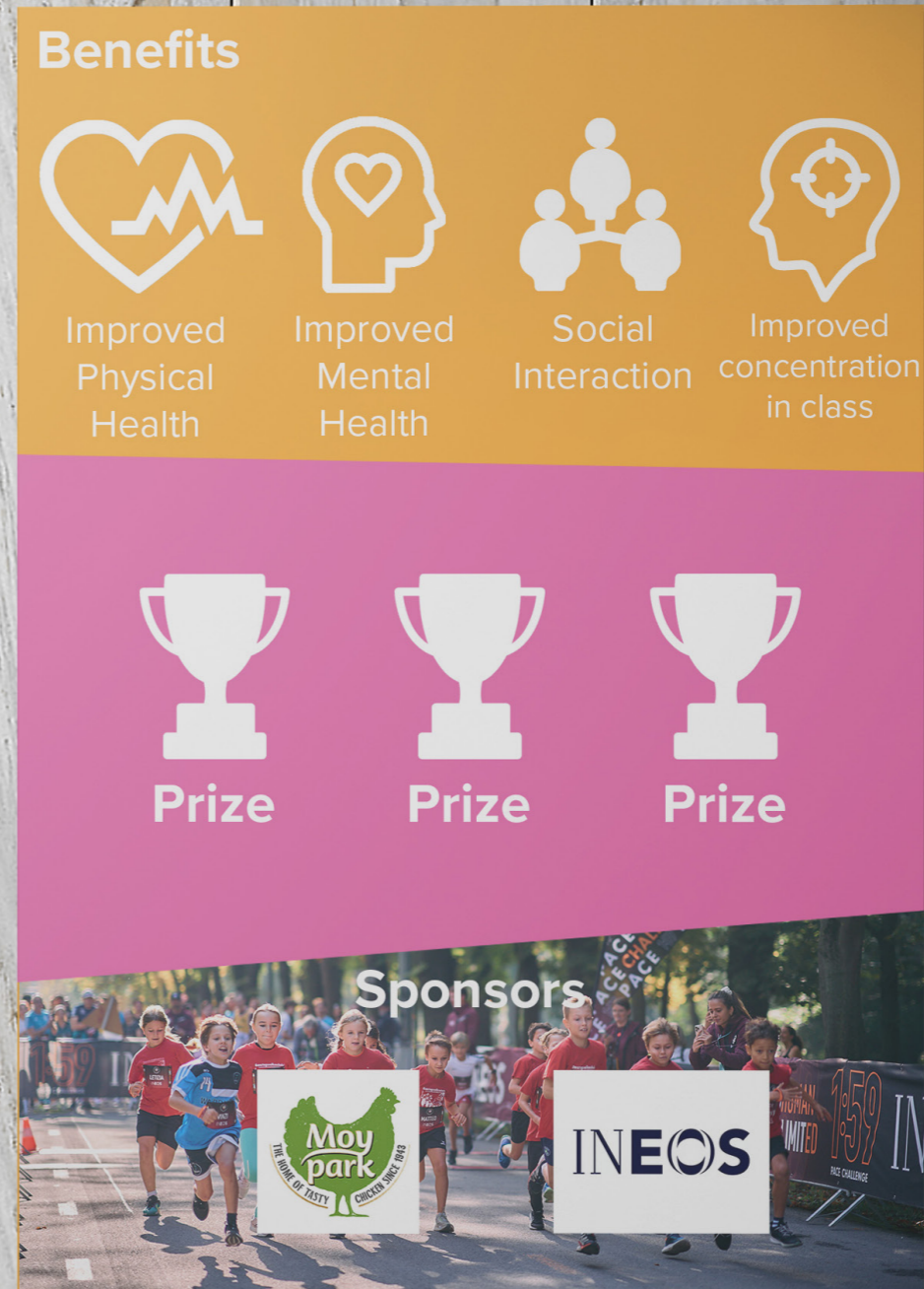
What is the Daily Mile?

The Daily Mile is a social physical activity, with children running, jogging, wheeling or walking – at their own pace – in the fresh air with friends. Children can occasionally walk to catch their breath, if necessary, but should aim to run, jog or wheel for the full 15 minutes. We want every child to have the opportunity to do The Daily Mile in their setting, and are now working to build The Daily Mile's community with schools, early years settings, local councils, sports bodies and other supporters in the UK and beyond.

5 Core Principles





-  It takes just 15 minutes with no time spent changing, setting up or tidying up.
-  The Daily Mile is physical activity in a social setting and must be fun for the children.
-  It's always fully inclusive – every child, every day. Children with mobility difficulties should be supported to take part.
-  The children go at their own pace. Able-bodied children should aim to run or jog for the full 15 minutes.
-  Risk assess the route in order to ensure that The Daily Mile is a safe activity.

BACK



The back of the leaflet has an orange header with the word 'Benefits'. Below it are four icons: a heart with a pulse line, a head with a heart inside, a group of three people, and a head with a target symbol. Each icon is followed by text: 'Improved Physical Health', 'Improved Mental Health', 'Social Interaction', and 'Improved concentration in class'. A pink section contains three white trophy icons, each with the word 'Prize' below it. At the bottom, a photograph shows children running on a track with banners for 'Moy park' and 'INEOS'.

Benefits

-  Improved Physical Health
-  Improved Mental Health
-  Social Interaction
-  Improved concentration in class

Prize

Prize

Prize

Sponsors

Moy park
THE HOME OF TASTY CRICKET AND MORE

INEOS

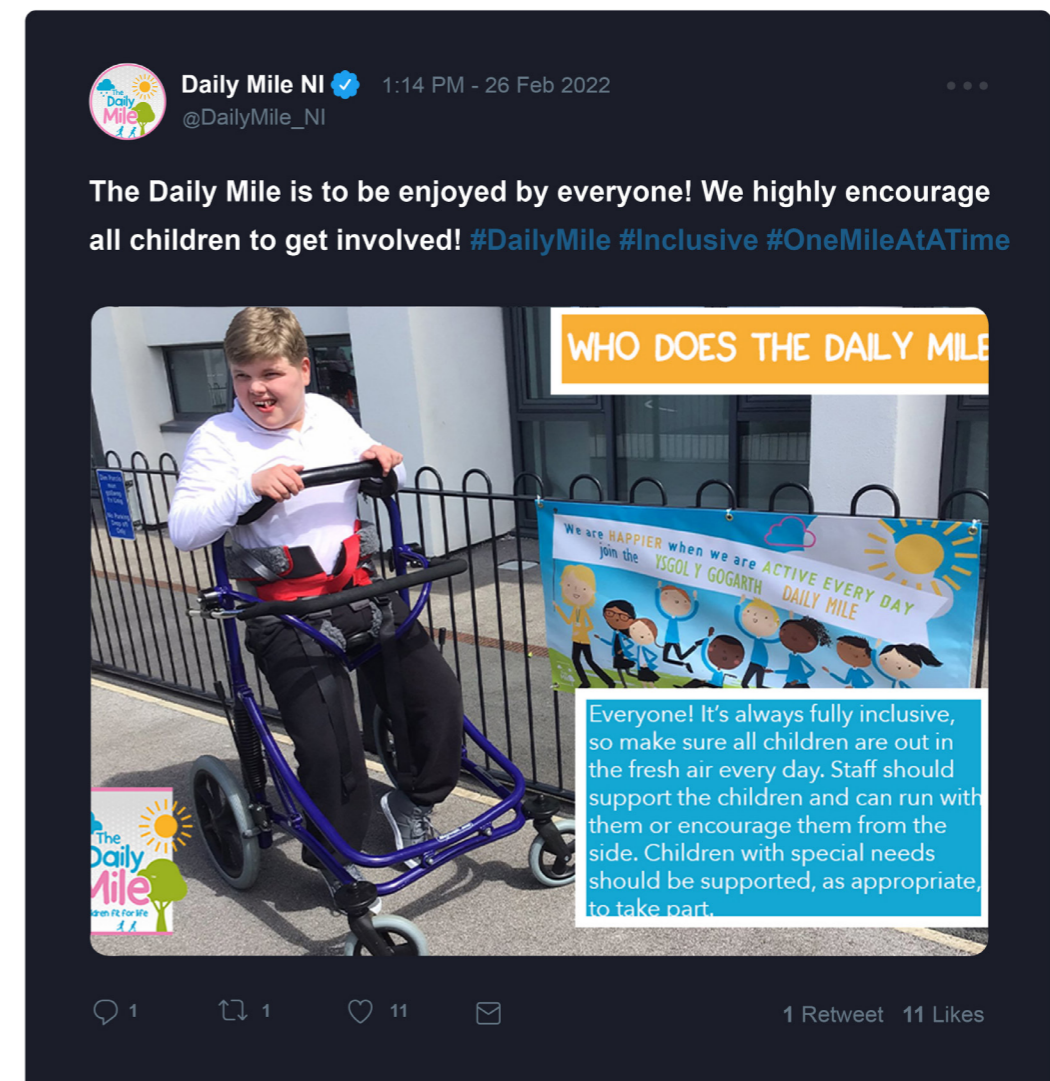
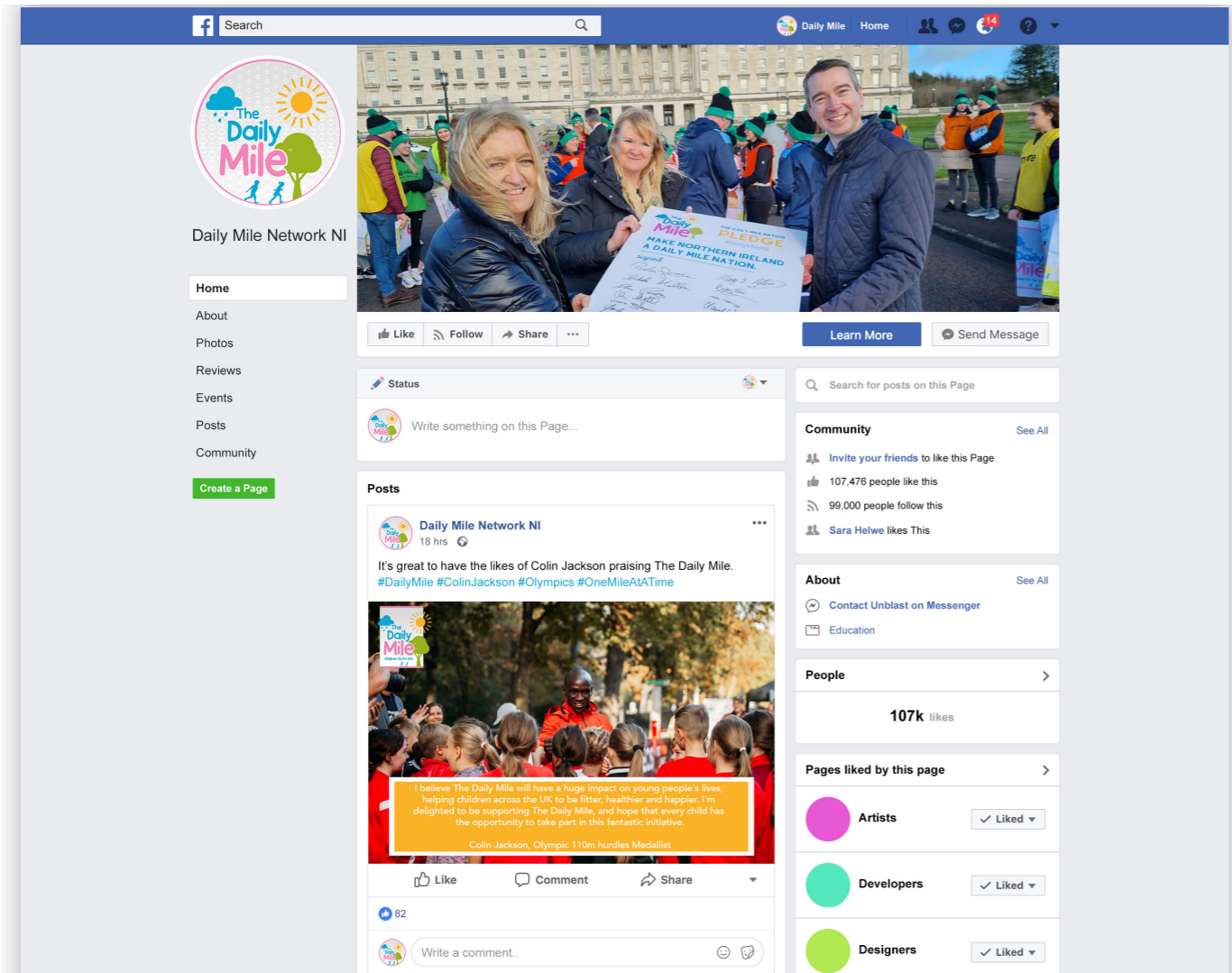
Design Concept 2

Graphics



Design Concept 2

Social Media Mockups



Design Concept 2

Leaflet



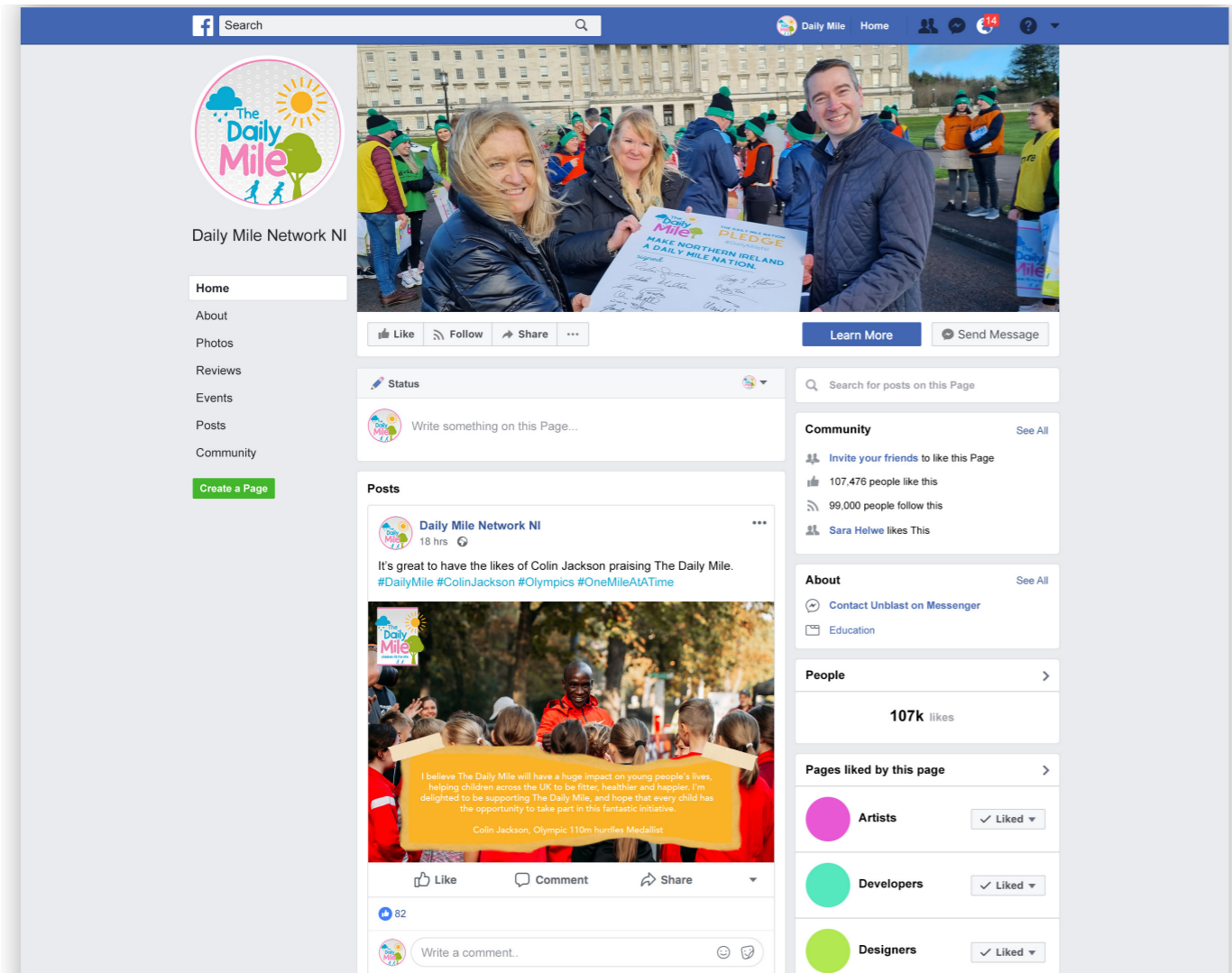
Design Concept 3

Graphics



Design Concept 3

Social Media Mockups



Design Concept 3

Leaflet



Design Concept 3

Interactive Scroller

