



FOR EVERY CHILD
IN DANGER

unicef
UNITED KINGDOM

GET ACTIVE. SAVE LIVES.®

Dear Families,

For the entire month of March 2017 your daughter/son with other students will be participating in **UNICEF Kid Power**, a program from the U.S. Fund for UNICEF.

UNICEF Kid Power is a great way for students to help unlock funds that enables UNICEF to access specialist therapeutic food for severely malnourished children around the world. UNICEF Kid Power is teacher-led and involves students using easy-to-use technology alongside participating in some bespoke lessons and activities linked to the Kid Power theme and parts of the school's curriculum.

How it works:



Step

1

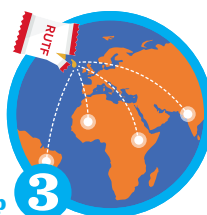
Students get active with the UNICEF Kid Power band and go on missions to earn points.



Step

2

Everytime the person is active the Band will record this and turn these into points.



Step

3

The points add up and with everyone else's points too they can be used to help unlock the funds that enables UNICEF to access specialist therapeutic food for severely malnourished children.

The **Kid Power Band** measures a wearer's physical activity (steps and movement) using the Band's pedometer and accelerometer. The Band does not track a wearer's location and does not have access to any location data or personal information.

Should you have any further queries please contact the teacher named below.

This is a great opportunity for students to participate in a UK pilot programme with Unicef Kid Power. Thank you in advance for your support and interest.

Thank you!

Teacher Name

Help your child get
to the daily goal of
five Kid Power Points!



Here are some suggestions:

- Remind your daughter/son to wear his or her Kid Power Band, and charge it at school.
- Earn Kid Power Points as a family! Go for a walk, turn chores into games or play some sports!
- Ask your daughter/son about UNICEF Kid Power and everything they are learning on their mission to different countries.



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UNICEF Kid Power Opt-Out Form

For the month of March, your daughter's/son's class will be participating in **UNICEF Kid Power**, a program from the U.S. Fund for UNICEF.

UNICEF Kid Power is a great way for students to help unlock funds that enables Unicef to access specialist therapeutic food for severely malnourished children around the world. Unicef Kid Power is teacher-led and involves students using easy-to-use technology alongside participating in some bespoke lessons and activities linked to the Kid Power theme and parts of the school's curriculum.

The **Kid Power Band** measures a wearer's physical activity (steps and movement) using the Band's pedometer and accelerometer. The Band does not track a wearer's location, and does not have access to any location data or personal information. Physical activity data from the Band is completely private, and only viewable by your child's teacher. We may share aggregate physical activity data and summary information with research partners, but individual data will not be publicly available.

If you prefer that your daughter/son not participate in **UNICEF Kid Power**, please sign and submit this form back to your school. If you choose for your child to opt out of participating in UNICEF Kid Power, there will be no effect on your child's grades.

Parent or Carer Name

Parent or Carer Signature

Date

For more information, please visit our privacy policy:
<http://schools.unicefkidpower.org/privacy-policy/>.