

# SCOUTStrong™ PALA Program Launch Tips

## 1. Lead by example!

The SCOUTStrong™ PALA award presents a great opportunity to encourage a council to become more active and lead its constituents by example. Maybe the council's Key 3 can challenge their council to earn their SCOUTStrong™ PALA. This was the basis of the BSA Adult Leadership "Walk-The-Walk" Activity Challenge in which the Chief Scout Executive and 15 other adult leaders from the National Council committed to earning their PALA. Maybe your council can start its own "Walk-The-Walk" Challenge. You can learn more about it at [www.scouting.org/BSAFit/walkthewalk](http://www.scouting.org/BSAFit/walkthewalk).

## 2. Develop a SCOUTStrong™ web presence.

One aspect of the BSA Adult Leadership "Walk-The-Walk" Activity Challenge was a dedicated website and blog for participants to share experiences. Your council can do the same so members can follow the activities of their Key 3 and other leaders or units in pursuit of PALA.

## 3. (Almost) Everything counts!

The SCOUTStrong™ PALA is designed to include any activity consisting of any movement that uses large muscle groups. Physical activity doesn't have to be continuous to be healthy. Doing chores around the house counts. So does walking to school. More than 100 activities can be used to achieve a SCOUTStrong™ PALA. But remember, playing passive video games doesn't count!

## 4. Recess? Practice? Walking? Count it!

Participating in recess, after-school athletic practices, or Scouting activities all count toward a SCOUTStrong™ PALA. Also, you can walk it too! Use a pedometer to measure daily number of steps to earn the patch. **Remember: Move it. Track it. Earn it!**

## 5. Challenges? Scouts love challenges!

Another great way to promote the SCOUTStrong™ PALA is to recommend challenges both within and outside your council. Units can challenge one another to the highest number of participants earning SCOUTStrong™ PALA awards. Keep tab of SCOUTStrong™ PALAs earned by using paper log sheets or the SCOUTStrong™ online activity tracker. Visit [www.scouting.org/SCOUTStrongPALA](http://www.scouting.org/SCOUTStrongPALA) for more information on how to set up groups.

## 6. Look for alliances!

A SCOUTStrong™ PALA Challenge may be a great way to engage local hospitals and healthcare providers that may have funding in their marketing budgets to help SCOUTStrong™. Give other organizations a call to see if they have any interest in helping.

## 7. Combine with events.

Thinking about having a 5K run, a field day, or some other BSA activity? Merge the SCOUTStrong™ PALA into it! Participants should be encouraged to log their day's activity into SCOUTStrong™ PALA. Also, inform local media about your event and SCOUTStrong™ PALA Challenge. It may be more newsworthy than you think!

## 8. Bring in the volunteers!

The SCOUTStrong™ PALA is an existing program with the President's Council on Fitness, Sports and Nutrition. It is the perfect program for a key volunteer (*or group of key volunteers*) to take charge of. It is of vital importance to Scouting and to America as a whole. Many volunteers will be eager to assist in rolling out this program.

## 9. Log it online or on paper.

While the SCOUTStrong™ PALA has a very intuitive, easy-to-use online activity tracker for participants, some may find it inconvenient to log on to a computer, or may not have access to a computer. Paper log sheets can be downloaded from [www.scouting.org/SCOUTStrongPALA](http://www.scouting.org/SCOUTStrongPALA) and distributed to people who don't have access or who prefer not to use a computer.

## 10. Promote the patch! Scouts love patches!

It's well known that Scouts LOVE patches. The SCOUTStrong™ PALA allows participants to earn not only a PALA patch from the President's Challenge, but also a SCOUTStrong™ PALA patch, a unique co-branded patch available only to participants who complete the SCOUTStrong™ Challenge.

