

# Health & Happiness Challenge

Dear Students,

We're inviting you to an exciting Government initiative designed to connect our school community and inspire student health & happiness. This Dubai Health Authority initiative will give you the opportunity to **win 1 of 50 iPhone 13's** should you take on the challenge and support our school in climbing to the top of the [inter-school challenge leaderboard](#).



## St. Marys Catholic High School

Scan or click the QR code to join your schools' challenge and leaderboard. Earn points through the Core Direction app and help your school find a place on the podium



Scan or click the QR code to view the school leaderboard.

### WIN an iPhone 13!

50 iPhone 13s up for grabs! Join the Challenge & you could be a winner!

## How to participate and enter the student prize draw

1. Click the link or scan the QR code below and click “Join Challenge”

<https://my.coredirection.com/challenge/detail/KAqj0RnkiVCO4Wtl>



2. Download the [Core Direction Health Coach App](#) & collect points for your daily activity
3. Students who individually collect 450 points or more during the challenge will be entered into the iPhone 13 prize draw

### How to earn points

Earn up to 10 points per day from any of the 5 metrics

- Earn Steps Points: Each 1000 steps = 1 Core point
- Earn Active Heart Rate Points: Each 3 minutes in the active zone = 1 Core Point
- Create an activity & Invite Friends: 7 Core Points
- Book an Activity & check-in: 10 Core Points
- Watch an On-Demand Video: 3 Core Points

To learn more about Core Points [Click here](#)

### Helpful Links

- [Download the App](#)
- [View On-Boarding Guide](#)
- [View User Guides](#)

## FAQ

### **Can my family Participate?**

While your family can not join the school challenge, by downloading the Core Direction app, they will automatically be entered into the [Public Health & Happiness Challenge](#) with AED205,000 in cash up for grabs for UAE residents, 18 years and older.

### **Who can join our school challenge?**

Any student from Grades 6-12 can join our school's challenge and leaderboard.

### **Is it necessary to download the Core Direction application?**

Yes. While you can collect points through the Core Direction website alone, you will need to download the Core Direction application to collect step points or Active Heart Rate minutes if you have a heart rate tracking wearable device. The application will also provide supporting daily notifications to guide healthy habits and improve your chances of going into the challenge prize draw.

### **Do I need a wearable/smartwatch to participate?**

A smartwatch or heart rate tracking device is not required to participate. You can earn Step Points through your phone. You can log activity and invite friends manually for Activity Points, book city-wide activity for Booking Points, or watch virtual content for On-demand Points. The only points you can not earn without a heart rate tracker is Active Heart Rate Points

### **How can I collect points towards the challenge leaderboard?**

You can collect points through the Core Direction platform for clocking up steps, elevating your heart rate during physical activity, booking city-wide activity, logging activity and inviting friends & family to join or by consuming content from a wellness-focused content library. For a full overview of how you can earn points and the various point allocations, review the [challenge onboarding guide](#).

### **What is the duration of the challenge?**

The Challenge will start on October 14th, 2024 and will run for 91 days until January 12th, 2025.



### **How can I win the Challenge?**

While there is no prize for winning your individual school challenge, you can reach the top of the leaderboard by earning 10 points per day and collecting the most steps.

### **How can my school win?**

Once the challenge starts, the school will be ranked based on the total points across all students divided by the number of registered students to give the student point average and rank against other competing schools.

### **What if I miss the challenge start date?**

Students should register and join their schools' challenge and leaderboard before October 14th. Students who miss the start date can still join and participate and even go into the prize draw as long as the student collects more than 450 points over the entire challenge. It is still possible to collect 450 points if a student joins by Friday, November 29th by scoring a daily maximum of 10 points from your date of joining until the challenge end date. Please note that late student registrations will bring down the school average so late entry is not advised.

### **The number of winners?**

There are 50 iPhone 13 devices up for grabs. If you earn 450 points over the course of the challenge you could be one of the lucky draw winners.