

# THE MOVE-MORE CHALLENGE



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 **CELAFISCS** ★★★★★  
CENTRO DE ESTUDOS DO LABORATÓRIO DE  
APTIDÃO FÍSICA DE SÃO CAETANO DO SUL

 **EME**  
eMuseu do Esporte



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## Dear Parents and Young Readers,

In a world filled with screens and busy schedules, it's easy to forget one of the most important things we can do for our health: moving our bodies. This book is here to remind us all - children and parents alike - that being active is not just about exercise; it's about having fun, staying healthy, and feeling good, both inside and out.

At the World Health Organization (WHO), we care deeply about the health and well-being of people of all ages, especially children. We know that regular physical activity is key to a happy and healthy life. For children, it helps in building strong bones and muscles, improves coordination and balance, and supports a healthy heart and lungs. But more than that, being active is a wonderful way to explore the world, make new friends, and discover exciting adventures every day.

This book is designed to inspire children aged 8 to 10 to get moving and to show parents how they can encourage their children to lead active lives. Whether it's riding a bike, playing a game of tag, or simply walking to school, every little bit of movement counts. And the best part? Being active together as a family makes it even more enjoyable!

Be active and stay active



Dr Fiona Bull  
Head, Physical Activity  
WHO, Geneva, Switzerland





## Dear Reader,

Have you ever thought about what life would be like without a phone, tablet, TV, or any screen to play with?

Ms. Marta Silva, a P.E. teacher, challenges her students to try living without screens for a while. This is called the *Move-More Challenge*. A group of kids, who didn't believe they could have fun without screens for a whole month, decided to try it. Do you think you could do it too?

Here's a little secret: Ayrton, Paula, Yara, João, and Clodoaldo did it! And they discovered something amazing - life can be even more fun when you're moving! Are you ready to take the challenge?

This book, supported by the e-Museum of Sport, celebrates the 50th anniversary of CELAFISCS, a group that has worked for many years to help people in Brazil stay healthy by being active. I'm proud to be part of this project, alongside wonderful partners who have been with us from the beginning.



**BRUNO GUALANO**

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DURING BREAK TIME AT DR. GUEDES SCHOOL, IT IS DIFFICULT TO FIND A SINGLE CHILD WITHOUT A CELL PHONE IN THEIR HAND.



THE BREAK BETWEEN CLASSES IS THE LONG-AWAITED MOMENT TO PLAY THE TRENDY VIDEO GAME, WATCH THE NEWEST EPISODE OF THAT SERIES EVERYONE LOVES, OR JUST TO BROWSE AIMLESSLY THROUGH INFINITE ENTERTAINMENT, WHICH WITH A SIMPLE SWIPE OF THE FINGER, PASS LIKE A BOLT OF LIGHTNING THROUGH THE EYES STARING AT THE SCREEN.



BUT THE P.E TEACHER, MS. MARTA SILVA, HAD OTHER PLANS. IN HER CLASS, SHE PROPOSED A CHALLENGE TO THE STUDENTS:

DURING SCHOOL BREAK, FOR AN ENTIRE MONTH, EVERYONE WILL HAVE TO PUT ASIDE THEIR CELL PHONES AND TABLETS AND FIND ANOTHER FORM OF FUN.

OH, NO!  
NO CHANCE!

SIMPLY IMPOSSIBLE,  
MS. SILVA!

DON'T WORRY, THERE'S MORE:  
AND NO TV OR OTHER  
SCREENS BEFORE BED...

WHAT?!







**BUT WHEN THE COMPLAINT GAINED CHORUS AMONG THE STUDENTS, MS. SILVA CHALLENGED THEM WITH:**

**SO, DOES THAT MEAN YOU'RE GOING TO GIVE UP BEFORE EVEN TRY?**

**DO YOU REALLY BELIEVE IT'S IMPOSSIBLE TO HAVE FUN WITHOUT CELL PHONES, TV AND VIDEO GAMES, RIGHT?**

**I FIND IT DIFFICULT TO IMAGINE A FUN WORLD WITHOUT BEING CONNECTED...**

**WELL THEN, PAULA, YOU'LL HAVE THE CHANCE TO FIND OUT IF THERE ARE OTHER FUN WAYS TO CONNECT. THE CHALLENGE IS LAUNCHED!**



ON THE FIRST DAY OF THE CHALLENGE, EVERYONE FELT DISCOURAGED.

GEE, IT'S NOT FAIR THAT WE SIT HERE WATCHING ALL THE OTHER STUDENTS ENJOYING THEMSELVES WITH THEIR CELL PHONES.

WHAT DO YOU MEAN, JOÃO?

MAYBE WE DON'T NEED TO SIT HERE.







NOW THAT I'M NOT USING MY CELL PHONE, I STARTED TO NOTICE THAT THE SCHOOL COURT LOOKS REALLY COOL... AND SINCE SITTING HERE IS REALLY BORING, WE COULD BET ON A RACE... LET'S GO THERE?

FOR ME, WHATEVER!

NOT BAD

I'M IN! BUT A TEAM RELAY RACE WOULD BE MUCH COOLER, DON'T YOU THINK?



AS SOON AS THE RELAY RACE BEGINS, THE BOREDOM GOES AWAY. AND ALL THAT EXCITEMENT, COOPERATION AND COMPETITION MAKES AYRTON REFLECT:

I THINK WE FOUND A FUN NEW WAY TO CONNECT...



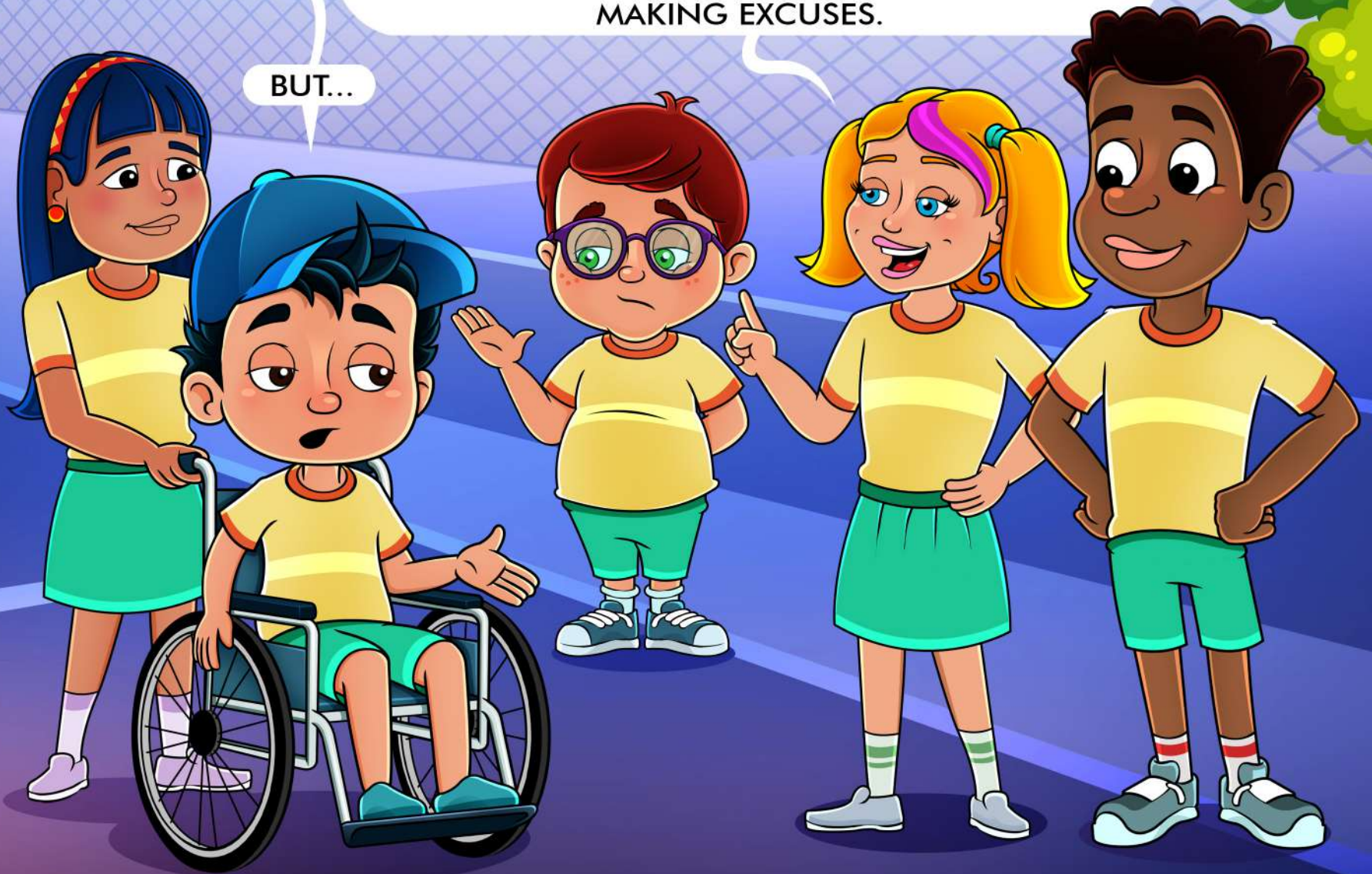


CLODOALDO, YOU'RE NOT TELLING ME THAT YOU'RE GOING TO STAND THERE, JUST WATCHING, ARE YOU?!

YOU KNOW VERY WELL THAT THIS KIND OF GAME IS NOT FOR PEOPLE LIKE ME, RIGHT?

WHAT I KNOW IS THAT MS. SILVA'S CHALLENGE WAS FOR THE WHOLE CLASS, AND AS YOU ARE PART OF IT, YOU BETTER STOP MAKING EXCUSES.

BUT...





AND WITH THIS ULTRA-FAST MACHINE THAT ONLY YOU HAVE,  
COME JOIN MY TEAM, BECAUSE TOGETHER WE WILL WIN!





## ON LEAVING SCHOOL

OH, JEEZ! THAT  
WAS AWESOME!

AND TOMORROW THERE'S MORE!

DID YOU FORGET THAT  
TOMORROW IS SATURDAY, JOÃO?  
WE DON'T HAVE CLASSES TOMORROW.





AH, I HAD FORGOTTEN THAT...



BUT PEOPLE'S SQUARE IS RIGHT NEXT DOOR, GUYS! ALMOST EVERY SATURDAY WE PLAY THERE, RIGHT, MOM? CAN WE INVITE THE WHOLE CLASS THIS TIME? PLEASE...

'COURSE, YARA! EVERYONE IS WELCOME!





AT PEOPLE'S SQUARE.

AND THERE ISN'T EVEN  
A GOALPOST....

WOW, YARA, I EXPECTED  
MORE FROM THIS PLACE. IT'S  
FULL OF HOLES!

LOOKS LIKE OUR IDEA OF  
DOING SPORT THIS SATURDAY  
DIDN'T WORK OUT...







ENOUGH OF NEGATIVITY, GUYS!  
WE'LL LEARN NEW GAMES TODAY.

HOLD THAT SHUTTLECOCK, AYRTON!

WOW! WHERE DID  
YOU BUY THIS BEAUTIFUL  
SHUTTLECOCK?

WHERE DID I BUY  
IT?! I MADE IT!



CHECK IT OUT, YARA! IT SEEMS LIKE OUR PARENTS ARE ON ANOTHER PLANET. I DON'T LIKE THIS AT ALL...

YOU'RE ABSOLUTELY RIGHT. LET'S SORT THIS THING OUT NOW!





YOU BROUGHT US HERE TO SPEND A FAMILY DAY,  
DIDN'T YOU? SO, HOW ABOUT PUTTING THOSE  
CELL PHONES ASIDE FOR A BIT AND PLAY AS A FAMILY?

AND WHAT DO YOU WANT TO PLAY?

SO MANY OPTIONS! THE WAY IS TO PLAY ALL OF THEM.

TUG OF  
WAR!

BOW AND  
ARROW!

SACI RACE







BACK TO SCHOOL, IN PHYSICAL EDUCATION CLASS

GOOD MORNING, CLASS! TODAY MARKS EXACTLY 30 DAYS SINCE OUR CHALLENGE WAS LAUNCHED. AND I IMAGINE YOU DID EXACTLY WHAT WE AGREED, RIGHT?

YES, TEACHER!







AND I ALSO ASSUME THAT THE EXPERIENCE WAS, LET'S SAY, VERY PLEASANT, RIGHT?

IT WAS AWESOME!





BUT HOW DO YOU KNOW  
ALL THIS, MS. SILVA?"

WELL, WE JUST NEED TO TAKE  
A LOOK AT THE SCHOOLYARD  
DURING BREAK TIME. COME  
HERE WITH ME!





AS YOU CAN SEE, THE CHALLENGE SEEMS TO HAVE WORKED SO WELL THAT IT INSPIRED ALL THE STUDENTS AT THE SCHOOL



BUT WHAT NOW, MS. SILVA, WHAT DO WE DO WITH THE END OF THE CHALLENGE?





THE CHALLENGE OF LIVING A LIFE WITH LESS SCREEN TIME AND MORE MOVEMENT LASTS FOREVER. THIS IS HOW YOU WILL HAVE A LIFE FULL OF HEALTH AND WELL-BEING. AND NOW THAT YOU'VE DISCOVERED HOW FUN THIS CAN BE, IT'S TIME TO TELL THIS STORY TO FRIENDS, PARENTS, GRANDPARENTS AND NEIGHBORS. LET'S SHAKE THE WORLD!









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## HOMAGE

**PROF. DR. JOSÉ DA SILVA GUEDES**

He was a professor at the Faculty of Medical Sciences of Santa Casa of São Paulo, Secretary of Health of the Municipality and of the State of São Paulo. One of the creators of the Brazilian unified health system (Sistema Único de Saúde [SUS]), coordinator of the victorious vaccination campaign against the great epidemic of meningitis in the State of São Paulo.

Honorary Member of the Study Center of the Physical Fitness Laboratory of São Caetano do Sul (Centro de Estudos do Laboratório de Aptidão Física de São Caetano do Sul - CELAFISCS).