



# Promotional Messaging

Promotional messaging within your school or on social media helps maximize the reach of your campaign. Students and parents are staying connected for information and reminders, so this is a great resource to keep your campaign in front of them.

## Daily Announcements

Each morning, schools often utilize a daily announcement tool to reach out to the student body and staff. Schedule a reminder of the 5-4-3-2-1 Go!® countdown one day each week by highlighting a number of the countdown with a fact or challenge, then encourage staff to incorporate that number into their weekly lessons. Or pick one week to focus on the countdown by talking about one number each day.

Here are some examples of daily announcements for each number of the countdown:

- **Monday** – “Good morning! This week we will be talking about how eating right and being active is as easy as 5-4-3-2-1 Go!®. We will be counting down our goals each day. Ready? Goal #5 - Let’s eat 5 servings of fruit and vegetables today. We can eat a fruit and veggie at lunch, 1 for snack and a fruit and veggie for dinner. That’s five!”
- **Tuesday** – “Ok everyone, it’s time for goal #4 today! Drink 4 glasses of water today – and remember, sports drinks, juice boxes and pop DO NOT count! You can do it!”
- **Wednesday** – “Good morning! Today is goal #3! Everyone needs to eat or drink at least 3 servings of low- fat dairy products, like 1% or skim, yogurt or cottage cheese. Talk to an adult about some good choices! Goal #3 is as easy as 1-2-3!”
- **Thursday** – “We’re down to just two more days this week and goal #2 is a BIG one! Spend two hours or less in front of a screen today. That means: TV’s, computers, iPads, cell phones, or video games. Get up and exercise instead by playing outside or helping your parents with supper or chores. Get moving!”
- **Friday** – “Happy Friday everyone! We made it all the way to goal #1. Are you ready to find out what it is? Let’s exercise at least 1 hour today! Walking, running, skipping, jumping, dancing and playing sports are all GREAT ways to exercise. Remember to practice the 5-4-3-2-1 Go!® every week. It’s a simple way to keep yourself healthy and happy! Let’s go!”

## Social Media

Many parents use social media channels every day. Take this opportunity to connect with them or other people that may be caring for your students. Research which tools are best for your specific audience and, keep in mind, these tools are constantly evolving with new tools being developed. You can engage them with news, contests, facts, fun games and ideas, healthy recipes and events going on in the community that would get them out and get them active as a family.

There is so much great information out there to use. Below you will find sample tweets/posts for each number of the countdown:

- Healthy foods are fun! Encourage kids to eat 5 servings of fruits & veggies a day w/ these creative ideas: <http://go.usa.gov/3qyPe> #54321Go
- Talk to kids about the importance of choosing water over sugary beverages <http://bit.ly/1qCEmbm> #54321Go #4servingsaday

- Got dairy? Each child should get 3 servings of low-fat dairy a day. 10 tips to help from @MyPlate: <http://1.usa.gov/1jPTXz> #54321Go
- Try limiting screen time to 2 hours a day to keep kids active and healthy! <http://ow.ly/7RBCE> #54321Go
- Make physical activity part of your family's routine w/ walks, bike rides & visits to the pool! Kids need to move around 1hr/day. #54321Go

Find more social media posts and timely information to share at [GoNebraskaKids.org](http://GoNebraskaKids.org). You can also find Go Nebraska Kids on Pinterest at <https://www.pinterest.com/gonebraskakids/>

## Newsletter Content

Publish information about the 5-4-3-2-1 Go!<sup>®</sup> countdown in your school newsletter to reach even more households. Here is some sample newsletter content to get you started:

### Eating right and being active is as easy at 5-4-3-2-1 Go!<sup>®</sup>

Kids are hit with nearly 2,000 advertisements per day and spend an average of 5.3 hours per day watching TV. Childhood obesity continues to be a problem in our community. Being a strong role model can instill healthy habits in children for a lifetime. Because parents and other care providers have influence over what kids eat and how often they can move around, they can instill healthy habits in their children that can last a lifetime. Encourage your kids to follow this simple countdown every day to live a healthier life.

5-4-3-2-1 Go!<sup>®</sup> – The Healthy Kids Countdown:

- 5 servings of fruits and vegetables a day
- 4 servings of water a day
- 3 servings of low-fat dairy a day
- 2 hours or less of screen time a day
- 1 or more hours of physical activity a day!

Check out [GoNebraskaKids.org](http://GoNebraskaKids.org) for ideas and activities, as well as free, downloadable resources focused on helping your family learn and practice 5-4-3-2-1 Go!<sup>®</sup> every day!

This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). 5-4-3-2-1 Go!<sup>®</sup> is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved. [www.clocc.net](http://www.clocc.net)

Find more newsletter content and resources, including print and digital advertisements (samples below), available for download at [GoNebraskakids.org](http://GoNebraskakids.org).

