



5-4-3-2-1 Go!® Out-of-School Campaigns

Childhood obesity is an issue in our community, with roughly 30% of our 5-17 year olds being overweight or obese. The promotion of daily recommended behaviors, like those in the 5-4-3-2-1 Go!® Healthy Kid's Countdown can reverse this trend.

What is Go Nebraska Kids? A group of awesome partners in Cass, Colfax, Douglas, Otoe and Sarpy counties working to promote the 5-4-3-2-1 Go!® recommended healthy habits and help kids in kindergarten through 5th grade learn and practice these habits every day.

What We Offer to Out-of-School Organizations: We have **FREE** resources for out-of-school organizations to promote 5-4-3-2-1 Go!®. A toolkit allows an organization to choose components they want to use and create their own 5-4-3-2-1 Go!® campaign. This is *not a curriculum* and was designed to provide a variety of ideas to infuse 5-4-3-2-1 Go!® into existing programs and let organizations implement something that works for them! All materials are available online for free for anyone in Nebraska. If an out-of-school organization “signs up”, additional campaign resources are available (see below). The toolkit includes:

- age-specific activities, lessons, and games ranging from 5 – 30 minutes
- school-wide challenges to get everyone engaged in the message
- communication tools (announcements, advertisements, posters, social media, newsletter content)
- parent handouts and resources
- many materials translated into Spanish
- materials available in print (toolkit binder) and downloadable online

PLUS, we have resources to support campaigns and to use as teaching tools, prizes, etc. (while materials last):

- posters and floor stickers
- 5-4-3-2-1 Go!® water bottles
- 5-4-3-2-1 Go!® dry erase boards to track daily habits
- Assemblies presented by local health educators

Learn more today!

Visit our website:
GoNebraskaKids.org

Or contact Leslie:
leslie.turner@alegent.org

Ready to get Go!-ing? If you want to host a campaign at your organization (and be eligible for the giveaways, assemblies, etc.) here is what we hope you will commit:

1. Implement at least two campaign components (like an assembly and a school-wide challenge, or a daily classroom brain blaster with communication like posters, announcements, and parent handouts).
2. Tell us what you did.
3. Provide info for a contact person so we can help you succeed in promoting 5-4-3-2-1 Go!®!





5-4-3-2-1 Go!® Out-of-School Campaigns

We are happy to partner with you and provide the 5-4-3-2-1 Go!® materials to your organization. Because resources are limited, we ask that you commit to using the resources in a way that works best for your school.

In order to help your organization succeed in promoting the message, we like to provide technical assistance and receive feedback on campaign components and materials. Please provide the following contact information for someone in your school that we will be able to contact around 5-4-3-2-1 Go!®.

Organization Name:

Contact Name:

Position/Title:

Phone Number:

Email:

Please select the activities you plan to implement (at least two; check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Host an assembly | <input type="checkbox"/> Put up posters or other info |
| <input type="checkbox"/> Implement School Wide-Challenges | <input type="checkbox"/> Send info to parents |
| <input type="checkbox"/> Implement Lessons/Activities in the classroom | <input type="checkbox"/> Use communications tools (announcements, social media, etc.) |
| <input type="checkbox"/> Promote the message at another event (health fair, parent night) | <input type="checkbox"/> Other: |

If you agree to use the 5-4-3-2-1 Go!® materials in your out-of-school organization to help kids and families learn and practice healthy habits, please sign on the line below. (We encourage getting an administrator's signature so they are aware of the campaign, but it is not required.)

Contact Signature: _____

Please send to Leslie at leslie.turner@alegent.org or fax to 402-343-4621. Once we receive your signed form, we can deliver materials and giveaways. Please contact your local 5-4-3-2-1 Go!® site lead to arrange quantities and delivery.

Douglas County Contact:

Leslie Turner

(402) 415-7585

leslie.turner@alegent.org