

# 7 54321GO!

**Slogans and campaigns often provide lasting memories. Many people can remember advertisements from their childhood.**

Popeye’s spinach, Snap, Crackle, Pop and the Jolly Green Giant just to name a few. *Healthy Kids, Healthy Michigan*—the statewide childhood obesity prevention coalition—has adopted the 54321GO! message to impact this generation of children in a healthy way.

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