

USING 54321GO! TO PROMOTE THE MICHIGAN NUTRITION STANDARDS

54321GO! is not a program. It is the childhood obesity prevention message and marketing campaign that has been adopted by *Healthy Kids, Healthy Michigan*. This campaign was created by The Consortium to Lower Obesity in Chicago Children (CLOCC). *Healthy Kids, Healthy Michigan* has been granted permission to use this message in our state from CLOCC. A Michigan look and feel has been created for the words and graphics. The tag line, "Be Fit. Look Good. Feel Strong." was added to the message specifically to target students in grades 4-10. The goal of 54321GO! is to provide unified information and messaging to families to prevent childhood obesity and support the *Healthy Kids, Healthy Michigan* policy initiatives which include the *Michigan Nutrition Standards*.



54321GO! IS AN EVERYDAY PLAN FOR STUDENTS TO FOLLOW FOR A HEALTHY LIFESTYLE.

- 5  Eat more than 5 fruits and veggies
- 4  Drink 4 glasses of water
- 3  Get 3 low-fat dairy foods
- 2  Spend less than 2 hours at a TV or computer
- 1  Take 1 full hour to get a runnin' and a jumpin'

GO! Be Fit. Look Good. Feel Strong.



WHY USE 54321GO! WHEN IMPLEMENTING THE MICHIGAN NUTRITION STANDARDS?

Marketing tools can assist with implementing a healthier environment. The message is easy to use and children remember it. For students, it helps them understand ways to be healthier and emphasizes nutrient rich choices that meet the *Michigan Nutrition Standards* that are available throughout the district/building campus.

LINKING SCHOOL AND HOME

The 54321GO! message can be a tool to help parents teach healthy habits at home. The family resources all use 54321GO! to reinforce the easy to remember message. Since the message has been adopted by *Healthy Kids, Healthy Michigan* the hope is that 54321GO! will be recognized in the community as well.

Check out the 54321GO! [user guide](#) for more information.

HERE ARE SOME WAYS TO USE 54321GO! MARKETING MATERIALS:

• POSTERS HUNG THROUGHOUT THE BUILDING

• CLINGS USED IN HIGH TRAFFIC AREAS

- School entrances
- Main offices
- Classroom windows
- Bathroom mirrors

• SHELF TAGS WHERE FOODS MEETING THE STANDARDS ARE SOLD

- On the serving line
- In the school store
- At the concession stand

• 54321GO! MENU PAPER

- Highlight the school meal menus
- Newsletters
- Classroom party announcements
- Meeting agendas

• TABLE TENTS IN STRATEGIC LOCATIONS

- Cafeteria tables
- Counters in the main office
- Counseling offices
- Library
- In place of candy dishes
- By pencil sharpeners
- Concession stands
- Athletic training office
- Health centers
- Teacher's desk

• TATTOOS

- Classroom rewards
- Taste testing giveaway
- School meal participation giveaway
- Kick off events
- Field day reward

• T-SHIRTS

- Food service staff
- Wellness committee members
- Student teams

• BRACELETS

- Gift to students to kick off the year
- Classroom project

• STICKERS

- Classroom rewards
- Grab and Go Meals
- Water cups

• BANNERS (HORIZONTAL AND VERTICAL)

- Cafeterias
- Parent Events
- Community Events
- Gymnasiums
- Sporting fields
- Hallways

• OTHER WAYS TO GET THE MESSAGE OUT

- Create bulletin boards
- Student created posters
- Student created videos to highlight how their school is healthy
- Logos on the school district website



Interested in using the 54321GO! logo and materials? Go to <http://www.healthykidshealthmich.com/54321go.html> for more information