

How to Use 54321GO!



Healthy Kids, Healthy Michigan Coalition
April 2011

Introduction

Thank you for your interest in using the Healthy Kids, Healthy Michigan and Michigan Department of Community Health endorsed childhood obesity prevention message – 54321GO!. We are excited to promote this easy to use daily plan with our youth. Healthy Kids, Healthy Michigan encourages all advocates to adopt this message to teach children and families about healthy habits to last a lifetime.

We ask that you utilize the message in the fashion that it was intended. This guide will give you the information needed to use the message.

What is 54321GO!?

54321GO! is not a program. It is the childhood obesity prevention message and marketing campaign that Healthy Kids, Healthy Michigan has adopted. 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 from CLOCC in our state. We have provided a Michigan look and feel to the words and graphics to aim it for our students. The tag line, *Be Fit. Look Good. Feel Strong.*, was added to the message specifically for our target audience of students in grades 4-10. The goal of 54321GO! is to provide a unified information and messaging to families that support the Healthy Kids, Healthy Michigan policy initiatives.

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.

How should I use 54321GO!?

54321GO! can be used in many ways through many venues such as child care centers, community groups, community gardens, health providers, health departments/centers, local planning groups and coalitions and many more! Here are some ways to use 54321GO! :

- An avenue to support nutrition and physical activity policy.
- A unified message throughout the district to teach healthy habits.
- For a fun assembly to get students excited about healthy eating and physical activity.
- A compliment to implementing the State Board of Education Approved Michigan Nutrition Standards.
- A way to identify foods that are better choices for growing bodies.
- A way to incorporate health education that meets the Nutrition portion of Health Education Grade Level Content for grades K-8.
- A way to frame a parent/student education series.
- A way for health care providers to frame a parent/patient discussion.
- A fun in-class activity to in a child care center to teach the basic concepts about healthy foods and physical activity.
- An avenue to assist in the implementation of the Licensing Rules for Child Care Centers.
- A unified message throughout the child care center to teach healthy habits.
- A way to promote healthy behaviors in the clinic waiting room and exam rooms.
- A method to talk to your school administrator about how to encourage walking and biking for children to and from school.
- A place to begin a discussion with other parents for a Walk to School Day at your child's school.
- A message to bring to talk to community leaders (board, council) and staff (supervisor, mayor, planner) about what your community does to accommodate walking, biking, and transit use on its roadways.
- A way to motivate yourself and others to consider walking or biking to work.

Can 54321GO! be altered by our organization?

54321GO! is to be used in its entirety. **The wording and/or colors can NOT be altered by the user.** The colors and look of the logo have been designed specifically for the audience the message is intended for. There are three approved logo versions that can be utilized – full color, monochromatic and black and white. In addition to the full logo, there are two other versions: horizontal and horizontal with icons only. These graphics can be utilized when creating handouts and other materials that promote 54321GO!



What promotional items are available?

The following items have been created and approved for usage (see Appendix A for examples):

- 11"x17" poster
- Collapsible Banner (one for each message as well as a composite banner)
- 4'x6' banners for each message
- Table tent
- 4x4 and 10x10 clings
- Menu Stationary
- Tattoo
- Sticker 2.5 x 2.5
- GO! Shelf Tag

If you are interested in producing any of these items, please contact us for the file to use at: healthykidshealthymi@gmail.com.

What should we do if we make our own materials?

If you use the 54321GO! message and materials, you will need to use the following footer to all items that will be distributed (handouts, pamphlets, etc).

5-4-3-2-1 Go!TM was developed by the Consortium to Lower Obesity in Chicago Children—www.clocc.net | The Michigan use of 54321GO! was funded by an American Recovery and Reinvestment Act: Communities Putting Prevention to Work Cooperative Agreement award from the Centers for Disease Control and Prevention to the Michigan Department of Community Health.

Healthy Kids, Healthy Michigan has determined that no other logos, including organization specific logos, can be used when creating your own materials with the 54321GO! message.