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54321GO!



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

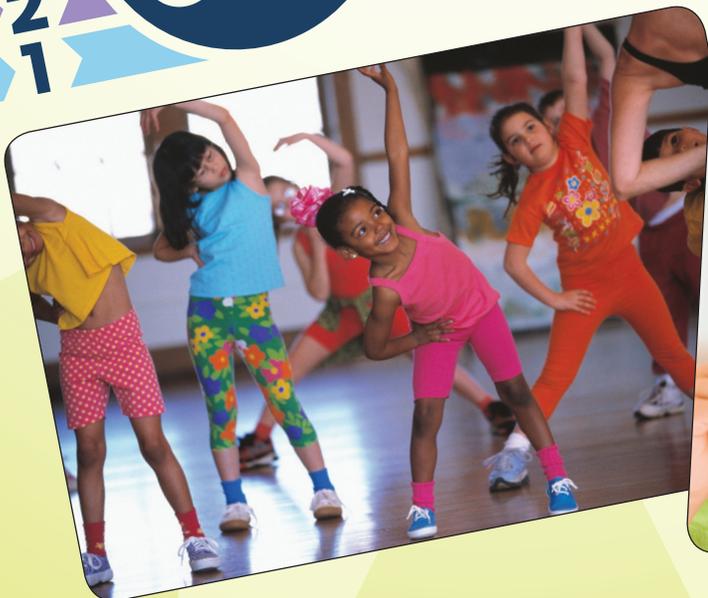
Popeye’s spinach, Snap, Crackle, Pop and the Jolly Green Giant just to name a few. *Healthy Kids, Healthy Michigan*—the statewide childhood obesity prevention coalition—has adopted the 54321GO! message to impact this generation of children in a healthy way.

IN THIS SECTION:

- Using 54321GO! to Promote the *Michigan Nutrition Standards* 135-136
- 54321GO! User Guide 137-138



**BE FIT.
LOOK GOOD.
FEEL STRONG.**



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

HOW TO USE 54321GO!

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.

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 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 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 SCHOOL DISTRICT OR ORGANIZATION?

54321GO! is to be used in it's 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:

- 11" x 17" Poster, 8.5" x 11" Poster
- Collapsible Banner (one for each message as well as a composite banner)
- 4' x 6' Banners for each message
- Table Tent
- 4" x 4" and 10" x 10" Clings
- Menu Stationary
- Tattoo Sticker 2.5" x 2.5"
- GO! Shelf Tag

If you are interested in producing any of these items, please go to: www.healthykidshealthymich.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!™ 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.



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LOOK GOOD.
FEEL STRONG.**

GO!

THE EVERY DAY PLAN:

- 5** 🍏 EAT MORE THAN 5 SERVINGS OF FRUITS AND VEGGIES
- 4** 💧 DRINK 4 GLASSES OF WATER
- 3** 🥛 GET 3 LOW FAT DAIRY FOODS
- 2** 📺 SPEND LESS THAN 2 HOURS AT A T.V. OR COMPUTER
- 1** 🏃 TAKE 1 FULL HOUR TO GET A RUNNIN' AND A JUMPIN'