



CASE STUDY

BELDING AREA SCHOOLS

54321GO! WRISTBANDS

Belding Area Schools wanted to educate students about how to stay healthy while the district implemented the *Michigan Nutrition Standards*. Their Wellness Committee agreed to use the 54321GO! message. The district had 2,500 wristbands made with the 54321GO! message in their school colors. The wristbands were provided to all staff and students. When the wristbands were given to students, the staff explained the daily message—Eat more than 5 fruits and vegetables, drink 4 glasses of water, eat 3 low fat dairy foods, no more than 2 hours of screen time, and 1 hour of physical activity. At the lower elementary building, the middle school Fuel Up to Play 60 team gave out the wristbands during a school assembly about staying healthy. 54321GO! posters, bulletin boards and clings were in all of the school buildings helping to reinforce this positive message. Throughout the school year, staff and students were seen wearing the wristbands. It ended up being a successful marketing tool that spread the word in a fun, positive manner.



NUTRITION NIGHT

In February 2011, the Belding Area Schools Wellness Committee hosted a Nutrition Night to help educate families about healthy lifestyles. The event was spearheaded by the maintenance secretary and one of the district custodians. They were awarded a community grant and received donations from community businesses and district vendors. The event was a success. Participants enjoyed fun, healthy food and physical activity stations. When the students were at their stations, the parents attended a healthy cooking presentation by Dr. Tom Peterson, Executive Director, Safety, Quality and Community Health, Helen DeVos Children's Hospital. Families were able to walk around the building and learn about healthy activities going on in the

"It was great to see families come out for an event to learn more about living a healthy lifestyle. It was fun to watch families get excited about moving together."

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CORI ANDERSON, PARENT

community such as rails for trails, a community garden, the district wellness committee, and community health. Attendees received literature on healthy lifestyles and were able to taste test healthy food options. One of the leading business owners in the community partnered with the team to sponsor the Nutrition Night. "This opened my eyes to the changes I need to make within my own life and staff at my business. I believe this will be an annual event in our district." A walking challenge for the students took place in the four weeks after the event.

