



## GROWING HEALTHY HAPPY KIDS CAMPAIGN BACKGROUNDER

### **Campaign Goals**

Mobilize a movement of parents, caregivers and others to take 1 million actions by 2025 to help reset the course of children's health and well-being in the U.S.

### **Why Now?**

Physical and emotional health and well-being are foundational to a child's ability to learn and thrive. According to a survey by Action for Healthy Kids (AFHK), overwhelmingly, Americans agree that children today face more challenges than ever to their physical and emotional health and well-being. Children's health is consistently under-resourced in schools across the country, where children spend most of their time outside the home, while at the same time parents and caregivers need support to navigate the challenges their children face at all ages. The Take Action for Healthy Kids campaign seeks to build a movement of parents and others taking 1 million actions by 2025 to help change the course of children's health and well-being in the U.S., by creating healthier schools, families and communities together.

### **Who Can Take Action**

Parents and schools are the number one and two influences in a child's life. After working with schools and parents for nearly two decades, AFHK believes that parents play a pivotal role in creating healthier schools, families and communities that support children's overall health and well-being, and that greater collaboration between parents and schools is the key to driving change. But parents and schools cannot do this work alone. Everyone can find meaningful ways to take actions that support the campaign and the mission of Action for Healthy Kids.

### **How to Take Action**

To help us meet our goal of 200,000 actions by the end of 2020, parents and others can find dozens of ways to take action at [actionforhealthykids.org/take-action](https://actionforhealthykids.org/take-action).

- Parents have the power to transform children's health, from starting a health team or building a garden at school to trying new healthy recipes and replacing screen time with play and physical activity at home.
- Visitors can find featured and seasonal actions and submit their own actions as often as they'd like.
- Consumers can get involved by donating, fundraising and participating in cause marketing promotions made possible through Take Action campaign sponsors.

### **Links**

[actionforhealthykids.org/take-action](https://actionforhealthykids.org/take-action)

### **Social Media**

#TakeAction4HealthyKids  
Twitter: Act4HlthyKids  
Facebook: Action for Healthy Kids  
Instagram: act4healthykids

**Quote from Rob Bisceglie, AFHK CEO:** "The evidence is clear that a child's physical and mental health are inextricably tied and proven to affect their school performance, cognitive ability and overall well-being. We must expand opportunities for parents, educators and other stakeholders to work together to create communities that support children in leading healthy, happy and productive lives, both in and out of school."

**Quote from Dr. Bob Murray, Professor of Pediatrics, Division of GI & Nutrition/Department of Pediatrics at The Ohio State University College of Medicine; AFHK Board Vice Chair**

"Every child needs nurturing adults, optimal nutrition, and a safe, supportive environment. These building blocks lay the foundation for physical health and the social and emotional skills children will need to cope with stressors throughout their lives. Helping schools, families and communities provide those building blocks is our responsibility and reward as a society."

**Statistics** (See more at [actionforhealthykids.org/take-action-toolkits](https://actionforhealthykids.org/take-action-toolkits))

- Kids age 8 to 18 spend up to seven hours a day on screens
- Vaping is on the rise even among middle schoolers, and the use of e-cigarettes is higher among high school students than adults.
- Just 24% of kids age 6 to 17 get the recommended 60 minutes of physical activity each day, with activity levels dropping as kids age.
- One in three children are overweight or obese.

**About Action for Healthy Kids®:**

Action for Healthy Kids is dedicated to improving children's health and well-being by bringing together educators, parents and communities to transform school into a place where children learn to lead healthy lives. Through funding opportunities, programmatic support, and our flagship programs Game On and Parents for Healthy Kids, we support children's healthy and happy futures in communities where change is most needed. Action for Healthy Kids is the organizational home to Active Schools, formerly known as Let's Move! Active Schools, a collective impact movement of public and private sector partner organizations working to prioritize physical education and physical activity in schools. To learn more about the ways our growing network of 140,000+ volunteers and champions is helping to ensure every kid is healthy, active and ready to learn and thrive, visit us at [actionforhealthykids.org](https://actionforhealthykids.org).

For sponsorship opportunities, visit [actionforhealthykids.org/supporters](https://actionforhealthykids.org/supporters)

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**Every kid healthy, active and ready to learn**

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