

“How to Grow Healthy Kids” Launch Texting Campaign



*New Bedford's 'Grow Healthy Kids' Campaign
Will Connect With Parents Via Text Messaging*

A program aimed at parents of children ages 2 through 12 is the first in the state to use text messaging to provide tips about healthy food and drinks, exercise and proper rest. Sponsored by Mass in Motion Kids, a program by Mass in Motion New Bedford and the Massachusetts Department of Public Health, the “How to Grow Healthy Kids” campaign launches in August with billboards, transit ads, and flyers.

Appearing in both English and Spanish, the ads invite parents to join a free service by texting a special number (877-877). After joining, parents will get tips about healthy food and drinks, exercise and sleep. Parents will also receive weekly texts about promotions at local grocery stores for items such as fruit, vegetables, and beverages without sugar. If you are a parent of kids ages 2-12 and want to join, text “SNACK” to 877-877 for messages in English and “BOCADOS” for messages in Spanish. Data and message rates may apply.

“Parents of young kids are busy people,” said Kim Ferreira, Mass in Motion New Bedford Coordinator. “They appreciate

getting useful information about their children at their fingertips. This texting campaign is a simple and accessible way to remind parents of the many great ways they can help their children grow up healthy.”

Mayor Jon Mitchell lent his support to the campaign, saying “We all win when parents have the tools to make informed decisions about their children’s health. And it’s not just about better health outcomes; research shows healthy, active kids make better students and are more engaged in their community.”

The advertising campaign is scheduled to run through October, but the text messages to parents will continue eight weeks after they join. Visit <http://massinmotionnewbedford.org/> for more information on Mass in Motion Kids in New Bedford.
