

“How to Grow Healthy Kids” Campaign Utilizes Texts

HOW TO GROW HEALTHY KIDS

Text **APPLE** to **877-877**
for tips on raising healthy kids

Learn some great tips to help your kids grow up healthy – right from your cell phone! You’ll even get text messages about special deals from your local grocery stores.

Starter Tips – 5 Ways to Grow Healthy!

1. Switch from sugary drinks to water
2. Reduce screen time
3. Increase physical activity and active play
4. Eat fruits and veggies
5. Get a good night’s sleep

Mass In Motion Kids is a partnership between the Cities of Fitchburg and New Bedford, the Massachusetts Department of Public Health, Centers for Disease Control and Prevention, Harvard School of Public Health, Massachusetts General Hospital for Children/Harvard Medical School, and the National Initiative for Children’s Health Care Quality.

[Data and message rates may apply. Messages will be sent for up to 8 weeks. You can stop receiving messages at any time by texting STOP to 877-877]

To find out more: <http://massinmotionnewbedford.org>

“How to Grow Healthy Kids” Campaign

Have you seen the billboards or bus ads around town with the headline “How to Grow Healthy Kids”? Wondering what that’s all about?

Mass in Motion Kids is excited to share this media campaign targeted towards parents of children ages 2 to 12, called “How to Grow Healthy Kids”. It’s actually the first in the state to use text messaging to provide tips about healthy food and drinks, exercise and proper rest from the Massachusetts Department of Public Health. Parents will also receive weekly texts about promotions at local grocery stores and events happening in New Bedford. Parents shouldn’t receive more than four texts a week.

The ads have been up for about two weeks now – and we’ve even distributed flyers around town at WIC, GNBCHC, Child care programs, and local businesses. But we need your help to spread the word to make use of this exciting technology.

Parents can join by, texting “SNACK” to 877-877 for messages in English and “BOCADOS” for messages in Spanish. Data and message rates may apply – so, each text that is sent counts as one text on your data plan; if you have unlimited texting there is nothing to worry about! People can text STOP to 877-877 anytime to discontinue the service.

Please share this with your colleagues, clients, friends, and family. It’s friendly, easy to do, and a new way to reach parents!

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.



Mass in Motion KIDS **CÓMO CRIAR A NIÑOS SALUDABLES**

Para consejos sobre cómo criar niños saludables, textea **FRUTA** al 877-877

Reciba consejos prácticos para ayudar a que sus niños crezcan sanos, directamente en su teléfono celular. Recibirá incluso mensajes de texto sobre ofertas especiales en las tiendas de alimentos.

[Puede haber cargos por transmisión de datos y mensajes. Se enviarán mensajes por hasta ocho semanas. Puede dejar de recibir mensajes en cualquier momento textando STOP al 877-877]

Consejos iniciales: 5 maneras de crecer saludablemente

1. Sustituir las bebidas azucaradas por agua
2. Reducir el tiempo de pantalla
3. Aumentar la actividad física y el juego activo
4. Comer frutas y verduras
5. Dormir bien toda la noche

Mass In Motion Kids es una colaboración entre las ciudades de Fitchburg y New Bedford, el Departamento de Salud Pública de Massachusetts, los Centros para el Control y Prevención de Enfermedades, la Escuela de Salud Pública de Harvard, el Massachusetts General Hospital para Niños/Escuela de Medicina de Harvard, y la Iniciativa Nacional para la Calidad de Atención de la Salud de los Niños. Health, Massachusetts General Hospital for Children/Harvard Medical School, and the National Initiative for Children's Health Care Quality.

Para más información, visite: <http://massinmotionnewbedford.org>



“Cómo hacer crecer la Campaños los Niños Saludables
