**Topic: Physical Activity and Sedentary Behaviour and Sleep**

Dear School Administrator, please find below some basic messaging you are invited to use to promote the abovementioned topic among students, parents, and the general school community. Included are:

* Morning announcement scripts
* Newsletter inserts
* Social media messages

Please choose messaging as appropriate for your school community.

If you have any questions, please do not hesitate to reach out to your Healthy Schools contact at HPEPH.

-HPEPH Healthy Schools Team

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| Morning Announcement Message | **Audience** |
| A message from Public Health - Recess is the time to get energized! Choose to get active and get your heart rate up with activities like walking, running, tag, ball games and so much more! Let’s get moving! | Elementary students |
| A message from Public Health - Getting a good night sleep helps you be ready to learn the next day. Try to get 9 to 11 hours of sleep every night with consistent bed and wake-up times and try to limit your screen time for an hour before bedtime. | Elementary students |
| A message from Public Health – Getting active can help you feel more energized and alert. Being active will also improve your focus, learning and memory. Let’s get moving! | Elementary students |

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| Newsletter Inserts | Audience |
| Let’s Play Outside Every Day!  Active outdoor play does more than help kids to achieve the 60 minutes of physical activity they need every day, it supports their development in many ways – especially when the play is outdoors, self-directed and fun. This allows kids to test boundaries and problem-solve, develop social skills and resolve conflict, and learn to control their emotions and behaviour.  Active play outdoors in the fresh air and nature also helps to improve mood and lower stress. Encourage your child to play outside every day and in all seasons. | Elementary Parents |
| Live 10-5-2-1-0  Kids need the right balance throughout their day to help them to learn, play, and grow. This includes getting enough sleep, having healthy food and drinks, being physically active, and limiting time in front of screens. 10-5-2-1-0 are daily recommendations for children and youth aged 5-17.  10 hours or more of sleep 5 or more servings of vegetables and fruit 2 hours or less of screen time 1 or more hours of physical activity 0 sugar-sweetened drinks  Get tips for what families can do to help kids live 10-5-2-1-0 at [www.hpepublichealth.ca/10-5-2-1-0/](https://www.hpepublichealth.ca/10-5-2-1-0/). | Elementary Parents |
| A Recipe for Physical Literacy  Physical literacy is about helping kids to learn the skills and gain the knowledge and confidence to participate in a wide variety of physical activities throughout their life. Physical literacy starts with learning the basic movements like crawling, walking, running, jumping, balance, kicking etc. When children have had the opportunity to try and master these basic skills they will have more success as they attempt and learn more complex movement skills.  Here’s a recipe for families to encourage movement and physical literacy   1. Invite your child to play 2. Provide skill practice with fun and games. Include skills such as throwing, catching, jumping, running etc. 3. Build confidence with positive feedback 4. Repeat all steps and make adjustments for your child’s age, development and interests   Let’s get our kids moving from an early age to help them gain a love of physical activity that will last a lifetime. Learn more at [activeforlife.com](http://www.activeforlife.com). | Elementary Parents |

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| Social Media Messaging – Elementary | Audience |
| Build your best day and don’t forget to include activities with friends and family! #MoveMoreSitLess <https://bit.ly/3aFY9Kf> | Elementary Students |
| Recess is the perfect time to connect and be active with friends. Go for a walk about the school yard, create an obstacle course and challenge your friends or play your favorite ball game. #MoveMoreSitLess | Elementary students |
| What’s your favorite way to get to school? Walk? Bike? Scooter? Being active on your way to school or home is a great way to include more activity throughout the day. Remember you’re aiming for at least 60 minutes of heart pumping activity every day! | Elementary students |
| Puddle jumping season is here! Who can jump over it? Who can make the biggest splash? Get outside today and find out! More tips to get kids active outside <https://bit.ly/3bNS5Qy> | Parents |
| Get Active. Get Connected. Spend time being active with friends and family. Here’s 5 tips for a memorable winter adventure! <https://bit.ly/2sSXZ11> | Parents |
| Live 10-5-2-1-0! Kids need the right balance throughout their day to help them to learn, play and grow. Find out more here: <https://hpepublichealth.ca/10-5-2-1-0/> | Parents |
| Spring has sprung! Kids who play outside move more, sit less and play longer! #MoveMoreSitLess | Parents |
| Let’s get rolling! Be prepared to bike/scooter or skateboard this season, check to see if you have the right helmet for the right activity. <https://www.parachutecanada.org/en/injury-topic/helmets/helmets-for-bicycles-skateboarding-inline-skating-scooter-riding/> | Parents |
| Invite your child to play. Provide skill practice (throw, catch, jump, run). Build confidence with positive feedback. And repeat. That’s a recipe to get kids moving!! <https://activeforlife.com/recipe-to-get-kids-moving-for-life/> | Parents |
| Enjoy the longer days with a walk/roll with your family after dinner. Create healthy routines that will last a lifetime. #MoveMoreSitLess | Parents |
| Good sleep routines will help children be ready to learn and play. Children need between 9 and 11 hours per night with consistent bed and wake-up times. | Parents |

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| Social Media Messaging – Secondary | Audience |
| Did you sleep well last night? Good sleep hygiene includes consistent bed and wake-up times and avoiding screen time before bed. Better sleep helps us to be ready to be active and learn. | Youth |
| Active study breaks will help improve your alertness, attention and motivation and help you ace your next test! | Youth |
| Walking, rolling or running to school will help get your brain ready to learn! | Youth |