

#HealthyKidsCampaign

2021-2022 Campaign Toolkit

Approved and endorsed by
the Ohio Chapter, American
Academy of Pediatrics

Ohio Chapter

INCORPORATED IN OHIO

American Academy
of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



What is the #HealthyKidsCampaign?

Health Action Council and Ohio High School Athletic Association have joined forces to engage students and their families, school leaders, teachers, athletic directors, coaches, employers, and communities to promote improved health and wellness.

The goal is to encourage and promote:

- ✓ Childhood preventable disease vaccinations.
- ✓ Annual well-child visits.
- ✓ Activity among kids.
- ✓ Enhance health literacy.

"Less than 24% of kids ages 6 to 17 participate in 60 minutes of physical activity every day."

~Centers for Disease Control (CDC) and Prevention

Why activate and utilize the #HealthyKidsCampaign with employees?

A large part of an employee's lost work time can be attributed to health problems they developed during childhood.

By increasing an employee's understanding of their benefits and education on how they can support and improve the health of a child, employers achieve:

- ✓ Lower healthcare costs.
- ✓ Increased productivity.
- ✓ Improved employee retention rates.
- ✓ A healthier workforce for tomorrow.



"We believe healthy kids create healthy families, and healthy families make healthy and productive employees for today and tomorrow."

~ Health Action Council



CHILDHOOD PREVENTABLE DISEASE VACCINATIONS

Children are exposed to thousands of germs every day through eating, breathing, and putting everyday items in their mouths. Their immune system can fight most germs they encounter. However, there are a few that are harmful.

Vaccinations can help provide children immunity to these potentially life-threatening diseases; however, one in four children are not getting their preventable disease vaccinations.

According to the Centers for Disease Control (CDC), vaccine preventable diseases that still circulate in the U.S. include whooping cough, chickenpox, Hib (a cause of meningitis), and influenza.

“One in four children are not getting preventable disease vaccinations.”

~Centers for Disease Control and Prevention

Preventable Disease Vaccination Schedule

Encourage parents to download these simple charts to ensure kids are receiving the recommended preventable disease vaccinations during their well-child visits.

[Click here](#) to view charts.





WELL-CHILD VISITS

Regular doctor visits provide comprehensive health promotion, disease prevention exams, and monitor the development of kids through age 21.

However, it is essential to note that a sports physical is not a replacement for a well-child visit.

Well-child visits help parents ensure their children are:

- ✓ **On-schedule** for all preventable disease vaccinations.
- ✓ **Getting plenty of sleep.** Adequate amounts of sleep improve attention, behavior, creativity, learning, memory, problem-solving abilities, relationships, and overall mental and physical health.
- ✓ **Growing and developing properly** (heart, mental health, reproductive health, etc.). According to Better Health Partnership, approximately 20 percent of children in the U.S. suffer from a mental illness, and only 20 percent of these children receive treatment.
- ✓ **Receiving the proper nutrition.** Healthy eating in childhood is essential for good growth and development and to prevent disease. Kids that struggle with weight have an increased risk of future health problems, including diabetes, high blood pressure, high cholesterol, heart disease, and cancer.

Parents know who they should go to when their child is sick, but pediatrician visits are just as important for healthy children. The Bright Futures/American Academy of Pediatrics (AAP) developed a set of comprehensive health guidelines for preventative well-child care, known as the “periodicity schedule.” <http://ow.ly/EGM050GvBIk>



KEEPING KIDS ACTIVE

Encourage kids to live an active lifestyle, such as playing outside and participating in sports. Kids who develop healthy patterns at a young age will carry them forward.

Here is why physical activity is so essential for kids:

- ✓ Burns calories instead of storing them as fat.
- ✓ Makes bones and muscles strong while building strength and endurance.
- ✓ Relieves stress and anxiety and helps with focus and concentration.
- ✓ Maintains blood sugar levels.
- ✓ Lowers blood pressure and cholesterol levels.
- ✓ Enhances cardiorespiratory fitness.
- ✓ Improves sleep and mental health.
- ✓ Supports better posture and balance.
- ✓ Boosts self-esteem.

"It's recommended that children and adolescents age six and older get at least one hour a day of moderate or vigorous aerobic activity."

-Department of Health and Human Services





HEALTH LITERACY

Health is part of our everyday life. Health literacy can help reduce overall healthcare costs.

Here's why:

- ✓ Helps promote, prevent, and maintain health.
- ✓ Improves health outcomes.
- ✓ Empowers individuals and families to make better health and healthcare utilization choices.
- ✓ Decreases costly emergency room visits, hospitalizations, and hospital readmissions.

Find the Right Care at the Right Price

Running to the ER for a child's minor illness or injury could cost thousands of dollars. Encourage employees to use our free Find the Right Care Symptom Checker to match symptoms to the best healthcare option. Go to findtherightcare.org to determine your best option.

Vision Health

Annual eye exams monitor vision milestones and ensure a child's eye health is on target. Vision problems can impair a child's development, interfere with learning, and lead to permanent vision loss, which plays a vital role in physical, cognitive, and social development.

Dental Hygiene

Establishing good oral health practices starts when a child is young and encourages life-long dental hygiene.

Here's why:

- ✓ Dental health can impact a child's ability to eat, breathe properly, speak, smile, and adapt to social situations.
- ✓ Regular assessments help detect other health conditions like vitamin deficiencies, tooth grinding, and acid reflux.
- ✓ Good oral health also boosts academic and social development.

Start your #HealthyKidsCampaign

We make spreading the message and
educating employees about children's health as
simple as 1... 2... 3...

1

**Select a
message.**

*(Simply copy and
paste the message.)*



2

**Pair message
with a photo.**

*(Right click on the
photo and save it to
your computer.)*



3

Share...

on your organization's
intranet, social media,
in a newsletter, or
during a meeting.



WEEK	CATEGORY	MESSAGE	IMAGE
1	Childhood Immunizations	<p>Childhood preventable disease vaccinations are one of the best ways to make sure your child stays healthy and safe. Check if your child is up to date using the CDC's Immunization Schedule.</p> <p>http://ow.ly/wpJI50FTnEp</p>	
2	Well-Child Visits	<p>Back to school means back to the doctor! Don't forget to take your child for their annual wellness exam!</p> <p>http://ow.ly/LhLh50FTnBU</p>	
3	Keeping Kids Active	<p>Sign your kids up for a sport to keep them active! It encourages the minimum 1 hour of exercise that children need per day and encourages them to be social.</p> <p>http://ow.ly/NzNM50FTnhJ</p>	
4	Well-Child Visits	<p>Get kids started on a healthy eating adventure with these games and activities from the USDA! Teach them about MyPlate and the five food groups to set them on a healthy path.</p> <p>http://ow.ly/rFf450FTnyQ</p>	
5	Health Literacy	<p>Copay vs. Deductible? Copay is a fixed dollar amount you pay for specific services covered by your health plan. A deductible is the fixed dollar amount you must personally pay BEFORE insurance coverage starts. Know your healthcare terms:</p> <p>http://ow.ly/e2HF50GiPGH</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
6	Childhood Immunizations	Preventable disease vaccines are a critical way to protect against diseases and create a safer and healthier environment for everyone. http://ow.ly/37wT50FTnrc .	
7	Well-Child Visits	Well-child visits are key for preventing illness. Ask your child's doctor about recommended preventable disease vaccines, nutrition and safety. http://ow.ly/cjao50Gr2t8	
8	Keeping Kids Active	Kids love to run around. What better place to do that than in a local park? When kids get outside, they are active and improve motor skills. http://ow.ly/BrqJ50GiU23	
9	Health Literacy	Pediatricians recommend an annual eye exam for kids. Here are six ways to be proactive about your child's eye health! http://ow.ly/rDNb50FTneH	
10	Childhood Immunizations	Preventable disease vaccines support both a child's short and long-term health. Protect your baby when it is at the most vulnerable stage in its life. Get preventable disease vaccinations! http://ow.ly/l2k850Gr2uh	

WEEK	CATEGORY	MESSAGE	IMAGE
11	Well-Child Visits	At your child's next well-visit, ask your pediatrician about growth, social behaviors and learning. They're there to help! http://ow.ly/YCCw50Gr2yr	
12	Keeping Kids Active	Who says family game nights are only about board games or video games? Here are fun games to play without equipment. http://ow.ly/bkNP50FTn9o	
13	Health Literacy	Your child's dental health is more important than you think! It's recommended they visit a dentist twice a year. For more kid's dental hygiene tips, visit http://ow.ly/NgNM50FTn6A .	
14	Childhood Immunizations	It can be hard to say goodbye when your kid is headed off to college! Make it easier to know they are safe by making sure they have all their required preventable disease vaccinations. http://ow.ly/UNxe50Gr2zh	
15	Well-Child Visits	If you have any concerns about your child, be sure to bring them up at your child's next well-visit. Come prepared with a list of topics such as sleep, eating, and behavior. http://ow.ly/Lgd950Gr2Ag	

WEEK	CATEGORY	MESSAGE	IMAGE
16	Keeping Kids Active	<p>Did you know kids who are more physically active have better academic performance? Walking and biking to school is a great way for kids to get the physical activity needed for healthy minds.</p> <p>http://ow.ly/9jqs50FTn0W</p>	
17	Health Literacy	<p>You can start flossing your child's teeth as soon as they have two teeth touching. For more kid's dental hygiene tips, visit</p> <p>http://ow.ly/Fh2Z50GKJRA.</p>	
18	Childhood Immunizations	<p>Many preventable diseases have a cure. Be proactive in protecting your child by getting the recommended preventable disease vaccinations.</p> <p>http://ow.ly/awOZ50FTpD9.</p>	
19	Well-Child Visits	<p>Nine things you can do for you and your child to make shots less painful.</p> <p>http://ow.ly/kBEb50Gr2AW</p>	
20	Keeping Kids Active	<p>Walking your dog is a great way to get your child excited about being outside. Here are more ideas to get your kids moving:</p> <p>http://ow.ly/VQ5250Gr2BM</p>	

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21	Health Literacy	Practice makes perfect! Help your kids build great brushing habits by having them practice using a toothbrush. For more dental hygiene tips, visit http://ow.ly/5o6S50FTqa9 .	
22	Childhood Immunizations	There are so many unknowns about what your child's life will be like in the future. Make sure that their future is healthy by ensuring they are up-to-date on all preventable disease vaccinations. http://ow.ly/UDgT50Gr2Ch	
23	Well-Child Visits	Did you know in recent years there have been outbreaks of diseases such as measles and whooping cough? According to the CDC, well-child visits are essential for getting scheduled preventable disease vaccinations. Learn more. http://ow.ly/oluu50FTqpY .	
24	Keeping Kids Active	Physical extracurricular activities are a must! They encourage participation, teamwork and have positive outcomes such as increased academic achievement and reduced obesity rates. http://ow.ly/Fsiu50Gr2CO	
25	Well-Child Visits	The American Academy of Sleep Medicine (AASM) provides helpful guidelines regarding how much sleep children need at different stages in their development. http://ow.ly/yrcu50FTqF6 .	

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26	Childhood Immunizations	Is your child about to start going to school for the first time? Don't let this exciting time be filled with nerves about their health and safety. Give yourself peace of mind in knowing your child has the recommended preventable disease vaccinations to keep them safe! http://ow.ly/Khys50Gr2Dk	
27	Health Literacy	Struggling to afford your child's medical care? Some programs can provide affordable — even free — medical care and meet or supplement a person's medical insurance needs. http://ow.ly/qCHD50GiTzn	
28	Well-Child Visits	Cover all the bases at your child's next well-visit and talk about your child's growth, your family's health, and your everyday life and challenges. http://ow.ly/zEJr50GKKg4	
29	Keeping Kids Active	Eleven ways to encourage your child to be physically active. http://ow.ly/ZBjo50Gr2Ep	
30	Health Literacy	Here are 20 activities to keep kids busy without screen time! http://ow.ly/xVtx50FT80	

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31	Childhood Immunizations	<p>Today, most children in the U.S. lead much healthier lives. Preventable disease vaccinations are one of the success stories of modern medicine.</p> <p>http://ow.ly/4NgJ50Gr2EW</p>	
32	Well-Child Visits	<p>Discuss your child's complete medical history with your doctor during their well-child visit such as birth history, prior screenings, diet, sleep, dental, medical care, family, and social histories. Here are tips:</p> <p>http://ow.ly/Kesr50Gr2FL</p>	
33	Health Literacy	<p>Your child wakes up sick. What do you do? Use this Symptom Checker to help guide you to the best healthcare options:</p> <p>http://ow.ly/5GM450GzA40</p>	
34	Keeping Kids Active	<p>Keep kids moving in the winter with these 29 games to play in the snow.</p> <p>http://ow.ly/27qY50Gr2GX</p>	
35	Well-Child Visits	<p>Get tips on how to get kids more physically active at school!</p> <p>http://ow.ly/1lrQ50FTz5</p>	

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36	Health Literacy	<p>If your child has a sore throat, cough or runny nose, you might expect the doctor to prescribe antibiotics. Most of the time, antibiotics are not needed to treat a respiratory illness. Antibiotics can do more harm than good, here's why:</p> <p>http://ow.ly/le2450GiPT2</p>	
37	Childhood Immunizations	<p>The risks that are often associated with child preventable disease vaccinations are much smaller than the diseases the vaccines protect against. Learn more:</p> <p>http://ow.ly/KLGF50Gr2HJ</p>	
38	Well-Child Visits	<p>Well-child visits for infants and young children provide physicians opportunities to screen for medical problems, provide guidance, and promote good health.</p> <p>http://ow.ly/eoRE50Gr2Iq</p>	
39	Keeping Kids Active	<p>Who doesn't love a waterpark? Make one at home! All you need is your backyard to create your own slip and slide or have a water balloon fight. Get more ideas:</p> <p>http://ow.ly/sZNf50Gr2IK</p>	
40	Health Literacy	<p>Vision health is key to success in school. Here's how to prepare your kids according to an optometrist:</p> <p>http://ow.ly/lvyB50FTs2s</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
41	Childhood Immunizations	<p>Children get a lot of preventable disease vaccinations in their early years. These shots are needed and offer important health benefits, but they can be a source of stress for kids and parents. Here are some ways to make shots less stressful for your family:</p> <p>http://ow.ly/VRpe50GiQEK</p>	
42	Well-Child Visits	<p>Well-child visits are essential. Your child's doctor will do a physical exam, order recommended screening tests, give preventable disease vaccinations, and check your child's growth and development.</p> <p>http://ow.ly/qLJo50Gr2Jt</p>	
43	Health Literacy	<p>Prescriptions for your child could become costly. Did you know you may be able to save by using a discount card? Check it out:</p> <p>http://ow.ly/bQ8p50GzAwq</p>	
44	Keeping Kids Active	<p>Teach kids the value of exercise. Here are 10 easy exercises for kids:</p> <p>http://ow.ly/QVCA50Gr2JR</p>	
45	Well-child Visits	<p>Sleep problems can have negative effects on a child's behavior and performance. Is your child not sleeping well? Try mindfulness, deep breathing to help your kid sleep better.</p> <p>http://ow.ly/Xozl50FTsqx</p>	

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46	Health Literacy	<p>A federally-funded community health center is an option for low-cost medical care for your kids. Get checkups, preventable disease vaccinations, treatment, dental care, prescription drugs and mental healthcare. Find one near you:</p> <p>http://ow.ly/XuxM50GiQcV</p>	
47	Childhood Immunizations	<p>Getting shots might be scary for a kid. Soothe your child's fears by explaining the importance behind preventable disease vaccinations.</p> <p>http://ow.ly/73Pw50Gr2Kk</p>	
48	Well-Child Visits	<p>12 tips to help you and your family be healthy and happy.</p> <p>http://ow.ly/z2yw50Gr2Lb</p>	
49	Keeping Kids Active	<p>Learn how to be a role model for healthy behavior since what you do is much more important than what you say.</p> <p>http://ow.ly/O5eJ50Gr2Lt</p>	
50	Health Literacy	<p>Health literacy skills start early in life and are part of the process of caring for and educating children, adolescents, and young adults. All students should graduate with health literacy skills that will help them lead healthier lives.</p> <p>http://ow.ly/dK6550Gr2LR</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
51	Childhood Immunizations	<p>Bringing home a newborn can be scary for so many reasons. Don't let the fear of sickness and disease be one of them. Protect your baby against infection by making sure your baby has their preventable disease vaccinations.</p> <p>http://ow.ly/Wli050Gr2MW</p>	
52	Well-Child Visits	<p>Know the difference! An annual physical is different from a sports physical because it not only focuses on the physical health of your child, but also the developmental, emotional, and social aspects.</p> <p>http://ow.ly/U5Dn50Gr2NI</p>	
53	Keeping Kids Active	<p>Looking for a fun outdoor activity? Create a treasure hunt. Not only does this get your kids outside, but it also encourages their problem-solving skills which gives the brain a workout! Heres how:</p> <p>http://ow.ly/bRkL50Gr2Oc</p>	
54	Well-Child Visits	<p>It's important to create healthy habits early. Here are tips on how to keep your family healthy and happy!</p> <p>http://ow.ly/xpNY50FTteN</p>	
55	Health Literacy	<p>When your kids are sick, save time and money by understanding all your healthcare options. Finding the right care can lead to better quality of care. Know all your options with this easy infographic:</p> <p>http://ow.ly/ujmf50GiQir</p>	

WEEK	CATEGORY	MESSAGE	IMAGE
56	Childhood Immunizations	Preventable disease vaccinations work! Make sure these diseases don't become a threat by getting your child their preventable disease vaccinations on time! http://ow.ly/2m4g50Gr2OC	
57	Well-Child Visits	Schedule a well-child visit today to keep your child healthy and current on preventable disease vaccines! Here's what to expect. http://ow.ly/3azO50Gr2P0	
58	Keeping Kids Active	Need more ideas on how to get your child to be physically active? Go here: http://ow.ly/EJ3a50FTtyc .	
59	Well-Child Visits	Five do's and don'ts for raising a healthy eater and why forbidding certain foods can backfire. http://ow.ly/J07S50FTtLp	
60	Health Literacy	It can be unnerving when your child has a cough, so understanding the different types of coughs can help you know when to call your doctor. http://ow.ly/B5Jp50GiQqF	

QUESTIONS?

Email info@healthactioncouncil.org or visit
<https://healthactioncouncil.org/What-We-Do/Healthy-Kids>.



health action council

Enhancing Business. Enlightening Lives. Enriching Communities.

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Health Action Council is a not-for-profit 501(c)(6) organization representing mid and large-size employers that works to improve human and economic health through thought leadership, innovative services, and collaboration. It provides value to its members by facilitating projects that improve the quality and moderate the cost of healthcare purchased by its members for their employees, dependents, and retirees.

Health Action Council also collaborates with key stakeholders health plans, physicians, hospitals and the pharmaceutical industry to improve the quality and efficiency of healthcare in the community.

LET'S KEEP THE CONVERSATION GOING!

healthactioncouncil.org | 216.328.2200

