

CELEBRATING HEALTHY MOMENTS

Tennessee Child Health Month | October 2020



Child Health Month Toolkit October 2020

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Tennessee's Child Health Month is a call to all families, educators, health professionals, faith-based and community organizations and all levels of government to help ensure Tennessee's children are healthy. Tennessee invites all individuals, families and organizations to positively impact the lives of children and their families by participating in Child Health Month this October. Engage our children and host healthy youth and teen-centered events or support and partner with organizations that host such events.

The CHM toolkit provides adaptable resources for parents, families, educators and Tennessee organizations that impact the lives of children, teenagers and their families. These resources may enable may them to learn about health issues, gather creative ideas for interaction with families within their respective communities and obtain resources to assist in implementing activities and events.

Our Child Health Month toolkit provides a sample news release you may use to promote health and safety events in your local area.

The Events Calendar is available to post all health-related activities and events in honor of CHM. Events must take place from September through November 2020. However, they must be posted to the CHM Events Calendar no later than Saturday, October 31, 2020. The CHM Events Calendar is accessible from the main CHM page.

Ideas to assist you in becoming active in CHM include downloading the CHM graphic and inserting it in emails, promotional documents and online. The CHM Save the Date Flyer is a great tool to share with partners and your community alerting them of the upcoming month of fun activities. Social media messages targeting various health subjects, such as COVID-19, adverse childhood experiences, physical activity and healthy eating are great tools depending on your needs and interests.

The toolkit features free COVID-19 resources as well as a fun opportunity to Dance Across Tennessee. The Safe Sleep Snap TN challenge will bring out our photographer skills and educate Tennesseans about safe sleep practices for infants. Resources are provided to learn the importance of healthy beverages and additional ideas of how you may participate and engage children and families in CHM. We have also included free resources from several sources.

Take pictures of your CHM events and post them to your social media pages (with permission from parents/families) and tag @TNDeptofHealth. Send them to the CHM mailbox so we may post them to our social media sites as well. They may even appear on the 2021 Child Health Month Save the Date flyer!

Use the CHM hashtag **#TNChildHealthMonth2020** in your communications often to promote the event. Place it in emails, newsletters, organization websites, etc.

We Want to Know

Please let us know how you use the toolkit for Child Health Month. We would appreciate your feedback so future resources can be improved! **Please send your feedback to Yvette Mack, PhD at childhealthmonth@tn.gov .**

***Remember to maintain local social distancing guidelines.**

Sample News Release

The local news release is a great way to spread the word about Child Health Month. This can be shared online, with your local newspaper, schools' newsletter, local magazine, etc.

Support the Health of Tennessee's Children During Child Health Month this October *#TNChildHealthMonth2020*

The (Your Organization Name) invites all families, educators, health professionals, faith-based and community organizations and all levels of government to help ensure Tennessee's children are healthy. Join with us to celebrate **Child Health Month** this October by hosting events and using resources that promote responsible wearing of masks and handwashing to protect against COVID-19, encourage physical activity, prevent adverse childhood experiences and support healthy eating and drinking.

Join us for our celebration at (insert location) as we (insert event/campaign details) on (date/time/specific location any other details).

(Insert quote from leader in your agency/community about the health of children; event contact person and phone/email address).

To see how Tennesseans across the state are celebrating Child Health Month, and to include your own events, go to the Child Health Month Events Calendar at www.tn.gov/health/health-program-areas/mch/child-health-month-2020/chm-events-calendar.html.

What Will YOU Do for Child Health Month?

CHM Graphic

Use the CHM graphic to promote the campaign on your social media platform, placed on a flyer to promote a local CHM event or within emails. The downloadable graphic is accessible from the main CHM page.



CHM Flyer

The flyer may be used as a save the date promotional item for your partners and to promote any local CHM event. The flyer provides the link to the events calendar, the hashtag and lists partners involved in CHM. Send to your partners so they may plan CHM activities and post them on the CHM Events Calendar.



#TNchildhealthmonth2020

TO FIND ACTIVITIES IN YOUR AREA:

tn.gov/health/health-program-areas/mch/child-health-month-2020/chm-events-calendar.html

Help us celebrate this annual campaign by getting involved with your local community organizations!



American Heart Association.

Tennessee's Child Health Month (CHM), first proclaimed by President Calvin Coolidge as Child Health Day in 1928, is a call to all families, educators, health professionals, faith-based and community organizations, and all levels of government to help ensure Tennessee's children are healthy.



CHM 2020 Hashtag

Show your support for Child Health Month 2020 and promote the campaign often by using the 2020 hashtag. Add the hashtag to emails, on print materials, to your organization website or departmental webpage and any acceptable location. Alert partners and the community that October is the time to celebrate Child Health Month!

What will YOU do during CHM?

#TNChildHealthMonth2020

Social Media Messages

Social media is a great way to spread the word about community events and activities. Below are sample social media messages your department or organization can use to promote Child Health Month and local events. Please feel free to adapt and use these messages on your own platform. Subjects include COVID-19, ACES, physical activity, healthy eating, breastfeeding, injury prevention and safe sleep.

Platforms to follow and re-tweet or share

Twitter: <https://twitter.com/TNDeptofHealth>

Facebook: www.facebook.com/TNDeptofHealth/

COVID-19

- “Getting rid of germs like coronavirus takes a one-two punch. Make sure to clean surfaces with soap and water, then disinfect with a household disinfectant or other recommended products. Remember, do not mix chemicals!” <http://bit.ly/33vrmod> #COVID19 #PhysicalDistance
- “Keep your distance while staying connected. Play it safe to protect yourself and others from #COVID19.” <http://bit.ly/2QAPMaG> #PhysicalDistance
- “Follow these important tips to help keep your family safe during the #COVID19 pandemic. Get more science-based information about supporting #health with good #nutrition from @eatright.”

Adverse Childhood Experiences , or ACEs

- Pediatrician Nadine Burke Harris breaks down ACEs and discusses the long-term effects of trauma on the developing brain: www.ted.com/talks/nadine_burke_harris_how_childhood_trauma_affects_health_across_a_lifetime
- Building Strong Brains Tennessee aims to educate the public on the prevalence of ACEs in Tennessee. www.tn.gov/tccy/ace/tccy-ace-building-strong-brains.html
- The Centers for Disease Control & Prevention has a list of resource anyone can use to teach themselves and others about ACEs. Learn more: www.cdc.gov/violenceprevention/childabuseandneglect/cestudy/resources.html.

- Understanding toxic stress can help you understand how ACEs can affect one's overall health. <https://developingchild.harvard.edu/science/key-concepts/toxic-stress/>

Physical Activity

- #Nature is important to children's development in every major way - intellectually, emotionally, socially, spiritually & physically. Download the @healthyparksTN app & started earning rewards for outdoor play! #healthyparksTN #getthekidsoutside
- #Nature is a proven stress reliever, soothes ADD symptoms, improves motor abilities and nurtures self-discipline. It's important now more than ever to #getthekidsoutside! Download the @healthyparksTN app & started earning rewards! #healthyparksTN
- #Parents: Make sure your child gets at least 60 minutes of physical activity every day. Get tips: <https://bit.ly/2X1ovQ0>
- #Parents: When your family gets active together, everyone benefits! Tips for making a #PhysicalActivity plan for the whole family: <https://bit.ly/2pkjOrC>

Healthy Eating

- Pass the apron! Encourage kids to help cook the next meal. When you involve kids in their nutrition decisions, you'll have a chance to talk about healthy food choices and empower them to make healthy decisions. www.heart.org/en/healthy-living/healthy-eating/eat-smart/nutrition-basics/5-tips-to-deal-with-picky-eaters-both-kids-and-adults
- Healthy habits start early and last a lifetime. We have resources to help you raise a healthy family. <http://bit.ly/HealthyFamilyTips>
- #HealthEquity is part of our mission to make each day healthier for all children. Get involved: <http://bit.ly/2r1CIQf> #HealthyKids
- It's time to #RethinkYourDrink. Let's make each day healthier by limiting sugary drinks. <http://bit.ly/1T1Hct2>

COVID-19 Preparedness

Novel Coronavirus (COVID-19) has created an unprecedented health and economic crisis for Tennesseans. In response, during CHM we have made a variety of resources and activities available to allow families to fight back and protect the health of the public, especially children and youth.

The first CHM COVID-19 preparedness resource is a virtual toolkit with colorful and educational posters for young children, high school aged youth and sports officials. The complimentary toolkit may be accessed on the main CHM page.



CHM 2020 includes competitions for youth and teenagers to increase awareness of the importance of staying safe and healthy, especially during the current COVID-19 situation. A poster competition for Pre-K through middle school children will address topics including: 1) Why and how we wash our hands; 2) The importance of wearing a mask; 3) How to be healthy; and/or 4) Staying safe from germs.

Teenagers are encouraged to create a short public service announcement video, not to exceed 30 seconds, addressing: The importance of wearing a mask to fight the spread of COVID-19. In addition to being creative, by entering the contest teens will learn why it's important to keep themselves and those around them safe and healthy during the pandemic.

A panel of FHW staff and CHM Advisory Committee members will select state winners to be announced the first week of October. The winning video will appear on TDH and partner social media platforms and websites. Information for both competitions may be accessed on the main CHM page.

The COVID-19 Preparedness Kits in the 2020 CHM campaign are designed to protect, educate in a fun way and provide useful tools in the fight against COVID-19. The kits consist of a child-sized mask, personal hand sanitizer, a coloring/activity book with hygiene information and a reusable forehead thermometer. Kits will be provided while supplies last.

Global Handwashing Day

Washing our hands with soap is a simple and inexpensive way to practice good hygiene and prevent illness. October 15, 2008 was established as the first Global Handwashing Day by the Global Handwashing Partnership, with a focus on increasing awareness and knowledge of the benefits of washing with soap and clean running water. This is vital during key times such as after using the bathroom, when preparing food, before eating and after coughing, sneezing or blowing your nose.



Ideas

Physical Activity Events	Healthy Parks, Healthy Person
	<p>Promote the free Healthy Parks TN app for parents and families to use together. Users can earn points for outdoor physical activity and redeem for free rewards! Visit the Healthy Parks Healthy Person website to learn more: http://healthyparkstn.com/.</p>
	<p>Nature is important to children’s development in every way – intellectually, emotionally, socially, spiritually, and physically. Download the free Healthy Parks TN app on your phone and use it log your physical activity in parks across Tennessee and earn free rewards!</p>
	<p>Walk/Bike to School</p> <p>Work with your local school district to plan a Walk to School or to Bike to School event.</p> <ul style="list-style-type: none">• Invite families who live nearby to walk• Pick a safe route and take a test walk• Decide how often the group will walk together• Have fun! <p>www.walkingschoolbus.org/</p>
	<p>Do you live too far away for the Walk or Bike to School event?</p> <p><i>Park n Go:</i> Pick a designated meeting area within walking distance of the school where families may park their cars and walk or bike to school.</p> <p><i>Hold a parade:</i> Invite elected officials, parents and students to meet in one location and walk or bicycle to school parade-style!</p> <p><i>Ride and stride:</i> Bus riders are dropped off at the meeting point and greeted by volunteers and/or school staff members to make the rest of the trip on foot. First, they “ride” the bus, then “stride” to school! Look for a drop-off spot where buses will be able to enter and exit. Make a map</p>

	<p>for bus drivers so they know the location.</p> <p><i>Multiple meetups:</i> Designate meeting points that match the different directions from which students come. Each route can have a special name such as the “Southern Neighborhood Cyclists” or “West Street Walking School Bus.” Groups depart from respective locations and meet at the school.</p> <p>Publicize routes and include departure times. Identify at least one person to act as coordinator at each remote meeting point. This person can make any necessary announcements and get the group walking or riding on time. www.walkbiketoschool.org/plan/event-ideas/</p> <hr/>
<p>Promote Healthy Nutrition</p>	<p>Veggie Farmers Market</p> <p>Hold a school or farmers market veggie taste testing event. Many kids think they don’t like fruits and vegetables, but often that’s because they haven’t been exposed to a variety of produce. Help students make better food choices by letting them taste several options, adding fruits and vegetables to their daily diets and offering as many different fruits and vegetables as you can. Whenever possible, feature fresh, local produce. Frozen and canned fruits and vegetables also offer nutritious options. Serve raw fruit with low-fat yogurt dip. Serve veggies with hummus, low-fat bean dip or salsa.</p> <p>Fruit/Veggie Education Bar</p> <p>Think about adding a Fruit and Veggie Education Bar to the cafeteria during the challenge or include it in a health fair. Make sure the bar includes offerings from the Food Groups to Encourage: fruits, vegetables, whole grains and milk/milk products, with a special focus on enabling students to look at, learn about and taste a variety of fabulous fresh fruits. Include information about the fruits featured in the Fruit and Education Bar. Make small education cards for each fruit, including the following information: the name of the fruit, where it is grown, how to eat it, what nutrients it contains,</p>

how to store it, where to buy it and how much it costs. Copy the education cards on brightly colored paper. Make enough cards so each participant can take one for each fruit that's offered. You might also develop an evaluation form that students can use to rate the fruits they taste.

Eating the Alphabet Taste Test

In this multi-day promotion, students taste test fruits and vegetables and learn about all the varieties from A to Z. An ambitious version of this activity would run every day for a month and cover a different letter of the alphabet each day. But you don't need to run the A to Z taste test for an entire month for students to learn and have fun. You might choose certain letters to highlight (perhaps the letters in your school's name or team), or you might cover several letters in one day. Develop an evaluation form for students to record when they tried certain fruits and vegetables, if they liked them and if they would like the fruits and veggies to be added to the school lunch menu. A great accompaniment to this activity for Kindergarten and primary grade students is Lois Ehlert's book *Eating the Alphabet: Fruits and Vegetables from A to Z*. Ask your school librarian to put the book on display during your A to Z taste tests.

www.actionforhealthykids.org/what-we-do/703-fresh-fruit-a-vegetable-taste-test-ideas

Bring Your Parent to Lunch Event

Partner with a local school to hold a Bring Your Parent to Lunch Event. Review the cafeteria menu with your child. Visit your school district website for more details. Have lunch with your child in the school cafeteria.

<https://schoolnutrition.org/AboutSchoolMeals/Parents/>

<p>Childhood Dental Health</p>	<p>Stringing Teeth</p> <p>Children will have 20 primary teeth and then 32 as an adult. Make a tooth drawing on cardboard and use this for a template. Invite the children to trace around this template making 20 teeth using construction paper and cut out the shapes. Thread a child's plastic, large-eye needle with dental floss or tape the floss to a toothpick. Show the kids how to push the needle through the paper tooth and slide the shape along the floss. String the teeth into a necklace. Secure the ends with a knot. Pieces of a plastic straw can be used as spacers if you wish. Ask the children if they know why we use dental floss on our teeth.</p>
<p>Promote Youth / Teen Mental Health and Wellness</p>	<p>Tips from HealthyChildren.org</p> <p>Watch for danger signs with teens:</p> <ul style="list-style-type: none"> • Keep communication constant, open and honest • Understand mental health disorders are treatable • Be attentive to your teen's behavior <p>Red Flags for Parents:</p> <ul style="list-style-type: none"> • Excessive sleeping • Loss of self-esteem • Loss of interest in favorite pastimes • Unexpected and dramatic decline in academic performance • Weight loss and loss of appetite • Personality shifts or changes <p>If your concerns are serious, discuss them with your pediatrician.</p> <p>www.healthychildren.org/English/ages-stages/teen/Pages/Mental-Health-and-Teens-Watch-for-Danger-Signs.aspx</p>

Complimentary Resources

Getting outside has been proven to improve your physical and mental health. Healthy Parks, Healthy Person encourages Tennesseans to visit their local parks. While there, earn points that can be redeemed for real rewards from Tennessee State Parks. Go to <http://healthyparkstn.com/> for more information or use your phone and go to <http://healthyparkstn.com/faq/using-the-app/> to sign up and begin using the app.

You may request complimentary resources from HPHP for use during Child Health Month this October. **Place your requests by September 18, 2020.** Requests may be limited based on the number received.

Please send requests for Health Parks, Healthy Person resources to: Stacey Levine at Healthy.parks@tn.gov



Item	Description	Target Audience	Maximum Number
HPHP Poster	14" x 22"	Best for schools, parks, community centers, churches, daycares	20
Healthy PaRx Poster	14" x 22"	Best for health care providers, health depts., doctor's offices, therapist's offices, school nurse	20
HPHP Brochures	Folded 4-page brochure; 3.75" x 7.5"	General public	500

HPHP Outdoor/ Trail signs	8" x 10"	Metal veneer sign, designed to be mounted on a signpost with screws	10
HPHP Paper Prescription Pads	Paper prescription pads to be used by healthcare providers to prescribe outdoor activity, 5" x 7"	Best for health depts., doctor's offices, therapist's offices, school nurse	50

Complimentary Online Resources

Centers for Disease Control and Prevention

Global Handwashing Day is observed October 15 to highlight the importance of handwashing with soap at home, in the community and around the world. The Centers for Disease Control and Prevention provides educational information, complimentary posters and several downloadable resources for the classroom on their site: www.cdc.gov/handwashing/global-handwashing-day.html.

Notes: The CDC site provides information on the importance of handwashing to prevent illness; suggests ideas and resources for activities; allows orders of complimentary posters and provides several downloadable resources such as posters, stickers, buttons and fact sheets. There are also podcasts, videos and a social media library available.

Emergency Kit Checklist for Families with Children and Youth with Special Health Care Needs: www.cdc.gov/childrenindisasters/checklists/special-healthcare-needs.html.

American Academy of Pediatrics

AAP's Bright Future initiative features materials useful for parents, health care professionals, educators and childcare professionals who participate in youth-oriented activities: <https://brightfutures.aap.org/families/Pages/default.aspx>.

Notes: The Family-Centered Care section of Bright Futures includes physical activity and nutrition resources and downloadable activity books for children and teens; well-child planning and visits for families; and well-child educational handouts (3 days -21 years of age) for health care professionals.

National Institute on Drug Abuse

NIDA is the lead federal agency supporting scientific research on drug use and its consequences.

<https://drugpubs.drugabuse.gov/>

Notes: The site contains information and downloadable educational content for parents, students and educators.

United States Department of Agriculture

The USDA is the federal executive department responsible for developing and executing federal laws related to farming, forestry, rural economic development and food.

MyPlate Grocery Store Bingo Game

https://choosemyplate-prod.azureedge.net/sites/default/files/printablematerials/Bingo_508.pdf

Food Safety Coloring Book

www.fsis.usda.gov/shared/PDF/Mobile_Coloring_Book.pdf

U.S. Department of Health and Human Services Administration for Children and Families

Fun and Learning for Parents and Children: An Activities Handbook

The online booklet contains fun, together-time activities for parents and children that can be part of your family's everyday life in each room of your home, outdoors and away from home. <https://eclkc.ohs.acf.hhs.gov/parenting/article/fun-learning-parents-children-activities-handbook>

Jbrary

Storytime Resources

Early Literacy, Baby Storytime, Toddler Storytime, Languages and Diversity

<https://jbrary.com/category/storytime-resources/>

School Age Resources

Book clubs, storytimes, summer reading club

<https://jbrary.com/category/school-age-resources/>

Additional Information/Resources

KidcentralTN

www.kidcentraltn.com/

Tennessee Women, Infants and Children Program

www.tn.gov/health/health-program-areas/fhw/wic.html

Healthy Parks Healthy Person

<http://app.healthyparkstn.com>

Visit our blog for ideas on things to do with children outdoors and read more about the important benefits of time spent in nature: <https://childmind.org/article/why-kids-need-to-spend-time-in-nature/>

Breastfeeding Welcomed Here

www.tn.gov/health/health-program-areas/fhw/bf/breastfeeding-welcomed-here.html

Gold Sneaker Initiative

www.tn.gov/health/goldsneaker.html

Tennessee Tobacco QuitLine

www.tnquitline.org or 1-800-QUIT-NOW

Safe Sleep

www.tn.gov/health/topic/safe-sleep

Active Play!

<http://activeplaybooks.com>

COVID-19 Information and Resources

Tennessee Department of Health

www.tn.gov/governor/covid-19.html

Centers for Disease Control & Prevention

www.cdc.gov/coronavirus/2019-ncov/index.html

BAM! Body and Mind

www.cdc.gov/bam/activity/cards.html

Healthy Kids and Teens

<https://healthykidsandteens.org>

Tennessee Physical Activity/Run Club

Promote, establish or hold an event

www.tn.gov/health/health-program-areas/fhw/run-clubs.html

Host a Fun Run

www.saferoutespartnership.org/sites/default/files/resource_files/fun_run_planning_checklist.pdf

Host a School or Community Physical Activity Fair

<http://activeplaybooks.com/>

ACE Fitness Games for Kids

www.acefitness.org/education-and-resources/professional/expert-articles/5648/fitness-games-for-kids

Rasmussen College Get Movin': 15 Fun Activities for Kids

www.rasmussen.edu/degrees/education/blog/fun-fitness-activities-for-kids/

Girlshealth.gov**Nutrition information for Teens**

www.girlshealth.gov/nutrition/index.html