



sponsored by



**BlueCross BlueShield
of Alabama**

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Information

Five years ago, Blue Cross and Blue Shield of Alabama developed Alabama Walk@School Day to compliment National Walk@Lunch Day® and encourage school-aged children to make walking a healthy habit for life. Alabama Walk@School Day mirrored the National Walk@Lunch Day program, except with a clear focus on children.

And the program has been a great success! In our first four years, over 190,000 children participated in over 150 schools. Now, we're looking to grow, and we need *your* help!

We are now expanding the program into Be Healthy School Day to encompass multiple facets of wellness: physical, nutritional, mental and emotional. Let's make April a springboard to a lifestyle of wellness for Alabama's students!

Get Started

1. Pick a day (or days) during April 2020 to celebrate.
2. Select a teacher or other employee to be your Be Healthy School Day champion. This person will be responsible for organizing your event(s).
3. Decide the focus of your event and location. If you focus on physical wellness activities and information, a natural choice could be outdoors or in a gym; but hallways and classrooms can also be used. If you want to focus on nutrition, get your lunchrooms involved, or have food prep and cooking demonstrations during snack time. You can even combine the two and show how nutrition and physical activity work hand in hand!
4. Invite students and their parents to attend and take part in the activities!



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Suggested Activities

We'd like to suggest a few activities to celebrate fitness this year:

- Invite parents and host a 5K or mile fun run/walk on or around your school's campus on the weekend or during a weekday.
- Pick a weeknight to invite vendors and parents for a community-wide fitness fair.
- Host a walk-a-thon where children can raise money for each mile or lap they run or walk during the event. Use raised funds to purchase equipment for physical education or recess.
- Challenge classroom teachers to incorporate at least 10 minutes of physical activity per day into their lesson plans. This could be as simple as passing a ball around while the teacher asks students questions, or simply allowing kids to stand up and "shake out" their nerves for ten minutes before or after taking a test.
- Invite parents to attend and participate in physical education classes with their children.
- Involve your lunchroom in preparing a healthy snack for students during the day, and encourage teachers to talk about the benefits.
- Host a cooking or food prep demonstration on a weekend or weeknight. Invite parents and students to take part or offer taste tests of the ingredients and foods.

No matter how you participate, we want to hear from you! Please tell us how you celebrated Be Healthy School Day, and feel free to send pictures. If you have questions or want to share how you celebrated, please contact Heidi Ramey at Blue Cross and Blue Shield of Alabama by phone, **205-220-6881**, or email, **hramey@bcbsal.org**.



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Social Media Guidelines

DON'T FORGET SOCIAL MEDIA!

We encourage posting pictures depending on your school's approved social media policies. We understand some schools and individuals cannot participate. However, if you can, we'd love to see you online!

Media Handles:



Blue Cross and Blue Shield of Alabama



BCBSofAlabama



bcbsofalabama

Please like our pages, and tag us in your posts about the event!



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JOIN US!

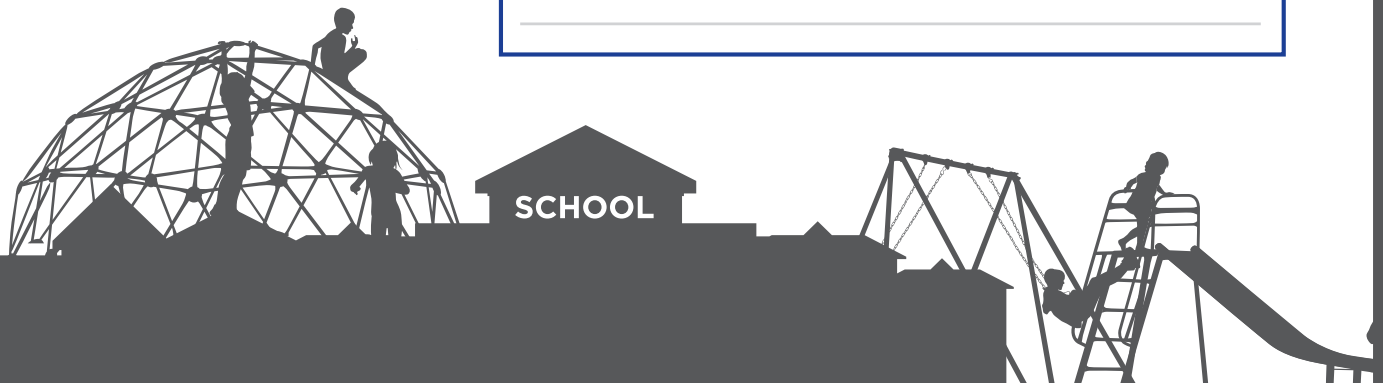
Let's get healthy together and celebrate
Be Healthy School Day

When: _____

What: _____

Where: _____

For more information, contact:



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CONGRATULATIONS!

successfully participated in Be Healthy School Day 2020.

Signed: _____

Dated: _____

