

Move More, Sleep Better, Sit Less for Healthy Child Development Social Media Campaign

The Southwest Physical Activity Promoters in Public Health Network (SWPAPN) has created a Move More, Sleep Better, Sit Less for Healthy Child Development Social Media Campaign to provide some key messages to parents and caregivers to raise awareness of the 24-Hour Movement Guidelines for the Early Years (0-4 years). It provides practical examples to get children to move more, sleep better and sit less for healthy child development and to raise awareness that the whole day matters!

To support us in our social media campaign, use the following three social media posts to raise awareness and spread key messages related to **Move More, Sleep Better, Sit Less for Healthy Child Development**. The target audience for these messages are parents and caregivers of children of the early years (0-4 years). For each image, there are suggested captions to ensure we are providing consistent messaging related to the 24-Hour Movement Guidelines. Several options are available so one can be selected that best resonates with your organization. We have suggested a month for the posting of each image to be circulated so the messaging is consistent amongst our supporters. It can then be continued in a repeated cycle thereafter.

Suggested Social Media Posts:

Image 1

Topic Heading: **Move More for Healthy Child Development**

Suggested Month for Posting: **April**

Move More
for Healthy Child Development

- Encourage unstructured play
- Run, hop, throw, and catch with your child everyday
- Explore the outdoors; climb, jump, roll in the grass

Check out the 24-Hour Movement Guidelines for the Early Years
<https://csepguidelines.ca/early-years-0-4/>

SWPAPN
Southwest Physical Activity Promoters Network

Suggested Captions:

- Children should be moving in a variety of ways several hours a day. Check out these tips to keep your child happy and healthy through movement.
<https://bit.ly/2VbfKlv>
- Allowing your child to be the leader in their own play can boost independence and self-confidence. Check out these resources to fill your child's day with active outdoor play <https://bit.ly/2VbfKlv>

- Letting your child explore the outdoors can help with healthy growth and development. Crawl, jump, splash, and learning how to play outdoors can help build a day full of movement. <https://bit.ly/2VbfKlv>
- Moving in a variety of ways can set your child up for a long, active life. Crawl, roll, leap, and catch every day to meet their movement goals. Check out other activities here <https://bit.ly/2VbfKlv>

Image 2

Topic Heading: **Sleep Better for Healthy Child Development**

Suggested Month for Posting: **May**

Sleep Better for Healthy Child Development

- Have a bedtime routine
- Limit screen time before bed
- Keep bedrooms screen free
- Move more to sleep better



Check out the 24-Hour Movement Guidelines for the Early Years
<https://csepguidelines.ca/early-years-0-4/>

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Suggested Captions:

- Is your child's bedtime, wake-up time and nap time the same every day? Find out how much sleep your child needs <https://bit.ly/2DxGbda>
- How much screen time is your child getting before bed? Light from screens can reduce the sleep hormone, melatonin. Is your child getting enough sleep? <https://bit.ly/2DxGbda>
- Good sleep habits help with emotions and behavior. Is your child getting enough sleep? Check out the 24-Hour Movement Guidelines for the Early Years (0-4 Years) <https://bit.ly/2DxGbda>
- Outdoor play every day helps your child sleep. Check out how much move and sleep your child needs <https://bit.ly/2DxGbda>

Image 3

Topic Heading: **Sit Less or Healthy Child Development**

Suggested Month for Posting: **June**

Sit Less

for Healthy Child Development

- Limit your child's screen time
- Sit no more than one hour at a time
- Choose active play



Check out the 24-Hour Movement Guidelines for the Early Years
<https://csepguidelines.ca/early-years-0-4/>



Suggested Captions:

- How much screen time is too much for your little one? Check out the 24-Hour Movement Guidelines to find out. <https://bit.ly/2DxGbda>
- Is your little one spending too much time in car seats, strollers, and highchairs? Check out the 24-Hour Movement Guidelines to find out. <https://bit.ly/2DxGbda>
- Sit Less. Plan for active play throughout the day to boost your child's mood & learning. Check out the 24-Hour Movement Guidelines for more info. <https://bit.ly/2DxGbda>

References:

Canadian Society for Exercise Physiology. (2017). Guidelines. Retrieved from <https://csepguidelines.ca/>

ParticipACTION. (2018). Benefits and Guidelines. The Early Years (0-4). Retrieved from <https://www.participaction.com/en-ca/benefits-and-guidelines/early-years-0-to-4>

Note: This project was a collaborative effort of the SWPAPN which includes representatives from the following Ontario Public Health Units: Chatham-Kent Health Unit, Grey-Bruce Health Unit, Huron County Health Unit, Lambton Public Health, Middlesex-London Health Unit, Perth District Health Unit, Southwestern Public Health, and the Windsor- Essex County Health Unit. The network also includes representation from Ophea and the Ministry of Tourism, Culture and Sport, Ministry for Seniors and Accessibility.

(March 2019)