

# WASHINGTON STATE FOCUSED CAMPAIGN

## PetitionForHealthyKids.org

### GETTING KIDS HEALTHY BEFORE THE NEXT PANDEMIC

## “PROVIDE EVERY KID WITH AT LEAST 30 MINUTES OF PHYSICAL ACTIVITY 3 DAYS PER WEEK IN SCHOOL”



### MAKING AMERICANS AWARE...

- THE ‘INACTIVITY PANDEMIC’ IS A HUGE HEALTH THREAT TO OUR KIDS
- KIDS ARE IN BAD SHAPE AND MANY HAVE PRE-EXISTING CONDITIONS
- WE NEED TO HELP KIDS NOW BEFORE IT IS TOO LATE
- EVERYONE CAN HELP BY SIGNING THE PETITION [FORHEALTHYKIDS.ORG](https://PetitionForHealthyKids.org)

### A CAMPAIGN SUPPORTED BY LOCAL MARKETING

- FEATURING WELL KNOWN LOCAL DOCTORS & CELEBRITIES
- SUPPORTED BY LOCAL ADS AND OTHER MEDIA
- PRESS COVERAGE, MEDIA INTERVIEWS - TV, PRINT, DIGITAL AND MORE



GET KIDS HEALTHY BEFORE THE NEXT PANDEMIC



**ALMOST 50% OF ALL SCHOOLS HAVE NO PHYSICAL EDUCATION\***

HERE'S HOW YOU CAN HELP  
[PetitionForHealthyKids.org](https://PetitionForHealthyKids.org)

JENNIFER RODRIGUEZ  
PHYSICAL EDUCATION TEACHER

HIGH SCHOOLS, SHAPE AMERICA PHIT AMERICA

EXAMPLES OF CAMPAIGN ADS OR POSTS

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**DID YOU KNOW THE 'INACTIVITY PANDEMIC' KILLS 5 MILLION PEOPLE EACH YEAR?\***

HERE'S HOW YOU CAN HELP  
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DR. JUSTIN DE BOER  
ARTS & PEAKS MEDICAL CENTER CHILDREN

THE LANCET PHIT AMERICA

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**93% OF CHILDREN ARE NOT ACTIVE TO CDC HEALTH STANDARDS\***

HERE'S HOW YOU CAN HELP  
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BARBARA ROSENFELD  
PROFESSIONAL SOCCER PLAYER

SPORTS MARKETING SURVEYS PHIT AMERICA

OVERALL  
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## HELP US GET 1 MILLION SIGNATURES: [PetitionForHealthyKids.org](https://PetitionForHealthyKids.org)