**Child health**

**Social media content calendar**

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|  | **Proposed copy** |
| 1 | Our Vitality panel of global health and wellbeing experts believe that investing in child health is one of the most important things a society can do to build a better future. Read their thoughts here:**LINK TO PANEL PIECE: A HEALTHIER WORLD STARTS WITH HEALTHIER YOUTH**  #LiveLifeWithVitality |
| 2 | Ready for healthy fun? Play our Vitality Kids “Find the Fruit” word search as a family and once you’ve found all 13, ask your child to pick a favourite for their next snack 🍓 🍌  #LiveLifeWithVitality  --  *Reference asset: Find the Fruit word search* |
| 3 | Today’s fit family tip? Have a dance party. Dancing is a great way to get the blood pumping and endorphins flowing. Watch a dance tutorial on YouTube or try out your own moves – the kids will love it! **🎵**  #LiveLifeWithVitality |
| 4 | Spark your child’s interest in different foods. Cut up food items, blindfold your kids and have them taste the different options. Ask them to describe the tastes, smells, and textures and guess what it is.  #LiveLifeWithVitality |
| 5 | One of the best ways to equip your child with healthier eating habits? Cook together as a family. Try to give everyone a turn at different stages – gathering and prepping ingredients, measuring, mixing, setting the table and cleaning up🍴  #LiveLifeWithVitality  --  *Reference asset: Cook together as a family* |
| 6 | Pick a goal, any goal. Do you and your family want to eat healthier? Exercise more? Spend more quality time together? Whatever it is, we have some advice to achieve it: **LINK TO ARTICLE: HOW SMART ARE YOUR FAMILY’S GOALS?**  #LiveLifeWithVitality  --  *Reference asset: Create healthy family habits together* |
| 7 | Today’s top tip to teach your kids about good nutrition? Use a paper plate and coloured pens to teach your kids about balanced meals. Talk to them about what kinds of foods fall into the different food groups (like bananas are fruit and bread is a starch) and then plan lunches together.  #LiveLifeWithVitality |
| 8 | DID YOU KNOW that reading out loud helps to create strong parent-child bonds and promotes healthy brain development? This means:  ✅ Improved language ability  ✅ Better listening skills  ✅ Stronger emotional connections  ✅ Lifelong love of reading  #LiveLifeWithVitality |
| 9 | Technology is great for kids (and adults!), but it’s important to set limits on screen time 💻  Encourage unplugged playtime by creating tech-free zones or times. This is what we recommend: **LINK TO ARTICLE: CHILDREN AND SCREENTIME: HOW MUCH IS TOO MUCH?**  #LiveLifeWithVitality  --  *Reference asset: Unplugged play time* |
| 10 | Want to get your child active … AND get help with the housework? Ask your children to help you vacuum, sweep or take out the trash to work up a healthy sweat 🧹  #LiveLifeWithVitality |
| 11 | Talking about mental health from an early age is one of the most proactive steps you can take. This helps to form healthy habits and boost mental wellbeing, as well as remove any stigma linked to mental health issues: **LINK TO ARTICLE: MENTAL HEALTH: CONVERSATIONS WITH OUR KIDS**  #LiveLifeWithVitality  --  *Reference asset: Talk about mental health from an early age* |
| 12 | Packing a lunchbox? Use all-natural ingredients. From fresh fruits and veggies to whole grains and real dairy, snacks are (much) better when they don’t include anything artificial or processed.  #LiveLifeWithVitality |
| 13 | Ready, steady, cook! Try out our Vitality family favourite: Garden Keeper’s Pie with beets, lentils and creamy celery root mash. It’s quick, easy and delicious: **LINK TO ARTICLE: FAMILY FAVOURITE FEASTS, MADE FOR YOU, BY YOU**  #LiveLifeWithVitality |