

**Teachers, TAKE 5**

Thanks so much your support of the [Alliance for a Healthier Generation](https://www.healthiergeneration.org/)’s and [Kaiser Permanente Thriving Schools](https://thrivingschools.kaiserpermanente.org/)’ #**TeachersTAKE5** campaign!

**The purpose of the campaign is to promote school employee health and wellness.** Why? Because to have healthy schools, we need healthy teachers and staff. Being active and eating well, both in and out of school, keeps educators energized and reduces stress.

**#TeachersTAKE5** is a digital marketing campaign, reaching teachers and school employees nationwide. Kaiser Permanente and Healthier Generation are encouraging educators to **TAKE 5** minutes a day to focus on their own health and be healthier with their colleagues.

At [TeachersTake5.org](https://goo.gl/9Zk46P), teachers and school employees can access healthy, 5-minute activities that they can do with their colleagues. They will also have the opportunity to implement the activities via their schools’ employee wellness programs by enrolling in Healthier Generation’s Healthy Schools Program. Enrollment is free and will give educators more resources for students and staff, as well as trainings and technical assistance.

Healthy school employees are happier and more satisfied. We appreciate you using this toolkit to help promote **#TeachersTAKE5** and hope that educators in your community enjoy all that it has to offer!

[TeachersTake5.org](https://goo.gl/9Zk46P) I **#TeachersTAKE5**

**Talking Points for Educators**

***CALL-TO-ACTION***

* Visit [TeachersTake5.org](https://goo.gl/9Zk46P) to access free, healthy, 5-minute activities that you can use to focus on your own health and connect with your colleagues.
* If you enjoyed the activities, there’s more! At [TeachersTake5.org](https://goo.gl/9Zk46P), you’ll also have the opportunity to enroll your school in the Alliance for a Healthier Generation’s Healthy Schools Program.
* Enrollment is free and will give you access to even more resources for students and staff, as well as trainings and technical assistance to help your school improve its employee wellness practices and implement the activities you loved.

***WHY***

* As an educator, you often put your students’ needs before your own needs.
* Your own health can have a great impact on your physical, mental and social well-being, and also on your students and colleagues.
* Being active and eating well, both in and out of school, keeps you energized and reduces stress.
* Healthy teachers and school employees are happier and more satisfied.

***WHAT***

* Flip that script (of putting student needs before your own)! Take 5 minutes a day to focus on YOU!
* Visit Kaiser Permanente’s and the Alliance for a Healthier Generation’s new digital marketing campaign, **#TeachersTAKE5** at [TeachersTake5.org](https://goo.gl/9Zk46P).
* **#TeachersTAKE5** helps teachers and staff take 5 minutes a day to be healthier with your colleagues.
* The campaign runs through the month of October.
* At [TeachersTake5.org](https://goo.gl/9Zk46P), you can sign up to unlock fun, healthy activities created for you and your fellow teachers and school employees.

**Talking Points for District Staff, Principals, School Nurses, Parents and Supporting Organizations**

***Call-to-Action***

* We hope that we have your support of **#TeachersTAKE5** and school employees’ health.
* Please encourage teachers and staff in your network to participate in the campaign by downloading and using the 5-minute resources available at [TeachersTake5.org](https://goo.gl/9Zk46P).
* Please let us know how you see the campaign being used in your district or school, which helps us continuously improve our work to support healthy staff and students in schools across the country.
  + Feel free to contact [Sean Gustafson](mailto:Sean.Gustafson@HealthierGeneration.org?subject=Promotional%20Toolkit%20|%20%23TeachersTAKE5), Healthy Schools Program Manager, with questions and feedback.

***WHY***

* Healthy school employees are happier and more satisfied school employees.
* A healthy school employee, much like a healthy student, will regularly come to school with more energy and higher morale in the classroom.
* Teachers have a high turnover and burnout rate, but by prioritizing wellness, you can help your teachers and staff feel valued and appreciated.
* Healthy school employees can bring their best selves to their work and positively affect their schools to improve student learning, behavior and attendance.
* Educators are role models; the healthy eating and physical activity behaviors they demonstrate can influence student health and academic success.

***WHAT***

* Kaiser Permanente Thriving Schools and the Alliance for a Healthier Generation have launched a digital marketing campaign, **#TeachersTAKE5**, which encourages and supports school employee wellness.
* Together, with the support of dozens of local, state, and national public health and education organizations, we are empowering teachers and school employees to take just 5 minutes a day to focus on their own health and be healthier with their colleagues.
* The campaign runs through October and is being marketed to educators nationwide, specifically in California, Colorado, Georgia, Hawaii, Maryland, Oregon, Virginia, Washington, and District of Columbia.
* Teachers can unlock fun, healthy, 5-minute activities that they can do with their colleagues by visiting [TeachersTake5.org.](https://goo.gl/9Zk46P)

**E-mails for Educators**

**E-mail templates for you to share. Simply copy, paste, and customize as you wish.**

***e-mail to send first half of october***

*Include a graphic found in the zip folder with the below E-mail.*

**Suggested Subject Line:** TAKE 5 minutes today to focus on YOU

**E-mail Body:**

As an educator, you often put your students’ needs before your own. Your own health can have a great impact on your physical, mental and social well-being. It has an impact not only on yourself, but also on your students and your colleagues. Let’s flip the script for just 5 minutes a day. Teachers, **TAKE 5!**

This month, we’re partnering with the Alliance for a Healthier Generation and Kaiser Permanente Thriving Schools to bring you the #Teachers**TAKE5** campaign.

[Visit TeachersTake5.org now](https://goo.gl/9Zk46P) to see healthy, 5-minute ideas for how to focus on YOU before, during and after the school day.

[**CLICK HERE TO TAKE 5!**](https://goo.gl/9Zk46P)

Make sure to **forward this email** to a colleague! Encourage your school to support not only healthy students, but also YOU as a healthy employee.

***email to send the second half of october***

*Include a graphic found in the zip folder with the below E-mail.*

**Suggested Subject Line:** Last call for 5-minute healthy resources

**E-mail Body:**

We are in the final days of #Teachers**TAKE5**! Now is your chance to go back and download any of the free resources you may have missed this month. Whether your colleagues like to eat healthy, breathe and focus, stretch and move, or something else, #Teachers**TAKE5** has a 5-minute activity for YOU. You can also share them with your colleagues!

[Visit TeachersTake5.org now](https://goo.gl/9Zk46P) and choose your favorite way to **TAKE 5** minutes that leaves you feeling healthy and happy. This will unlock free and fun 5-minute activities for you and your colleagues to do together every day to support a healthy school.

[**CLICK HERE TO TAKE 5!**](https://goo.gl/9Zk46P)

We encourage you to ask your school to support not only healthy students but also healthy teachers and staff, because healthy employees are happier and more satisfied employees.   
  
**Forward this email** to your colleagues!

**E-mails for District Staff, Principals, School Nurses, Parents and Supporting Organizations**

**E-mail templates for you to share. Simply copy, paste, and customize as you wish.**

***e-mail to send first half of october***

*Include a graphic found in the zip folder with the below E-mail.*

**Suggested Subject Line:** Help Teachers TAKE 5!

**E-mail Body:**

Research shows that healthy school employees are happier and more satisfied. They bring their best selves to their work and positively affect their schools to improve student learning, behavior and attendance. Educators are so focused on the needs of students; they don’t always take the time to take care of themselves.

Let’s flip the script for just 5 minutes a day…help the school employees in your community **TAKE 5!**

This month, we’re partnering with the Alliance for a Healthier Generation and Kaiser Permanente Thriving Schools to bring educators the #Teachers**TAKE5** campaign.

**Please encourage the teachers and staff that you work with to** [**visit TeachersTake5.org**](https://goo.gl/9Zk46P) to download free, healthy, 5-minute ideas that they can use to focus on their own health and connect with their colleagues. Also, the activities work for all employees and leaders, so we invite you to enjoy them too!

[**CLICK HERE TO TAKE 5!**](https://goo.gl/9Zk46P)

Like the ideas that are offered? **Forward this E-mail** to 5 colleagues to invite them to **TAKE 5** with you.

***e-mail to send the second half of october***

*Include a graphic found in the zip folder with the below E-mail.*

**Suggested Subject Line:** Support healthy employees at your school

**E-mail Body:**

We’re in the final days of #Teachers**TAKE5**! Now is your chance to visit TeachersTake5.org to download free resources you may have missed this month. Support not only healthy students, but also healthy teachers and staff, because healthy employees are happier and more satisfied.

**Please encourage the employees that you work with to** [**visit TeachersTake5.org**](https://goo.gl/9Zk46P) before the end of the month to download free, healthy, 5-minute ideas that they can use to focus on their own health and connect with their colleagues. Also, the activities work for all employees and leaders, so we invite you to enjoy them too!

[**CLICK HERE TO TAKE 5!**](https://goo.gl/9Zk46P)

Then, **forward this E-mail** to your colleagues, so you can **TAKE 5** together.

**Newsletter Blurbs**

**Short blurbs that you can insert into your regularly scheduled newsletters**

***Newsletter Blurb for EDUCATORS***

*Include a graphic found in the zip folder with the below blurb.*

**Teachers, TAKE 5!**

As an educator, you often put your students’ needs before your own. Did you know that your own health can have a great impact on your physical, mental and social well-being?

That’s why we’re joining the Alliance for a Healthier Generation and Kaiser Permanente Thriving Schools for the **#TeachersTAKE5** campaign. [Visit TeachersTake5.org now](https://goo.gl/9Zk46P) to access healthy, 5-minute activities to focus on YOU. Share **#TeachersTAKE5** with your colleagues, and together we can support each other.

***Newsletter Blurb for District Staff, Principals, School Nurses, PARENTS and Supporting Organizations***

*Include a graphic found in the zip folder with the below blurb.*

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Research shows that healthy teachers and school employees are happier and more satisfied. They bring their best selves to their work and positively affect their schools to improve student learning, behavior and attendance.

That’s why we’re joining the Alliance for a Healthier Generation and Kaiser Permanente Thriving Schools for the **#TeachersTAKE5** campaign. Visit [TeachersTake5.org](https://goo.gl/9Zk46P) now and choose your favorite way to **TAKE 5** minutes that leaves you feeling healthy and happy.