

Run. Jump. Play. Every Day.



The Healthy Kids Community Challenge is coming to your community – be a part of it!

It takes a village...

The Healthy Kids Community Challenge is Ontario's new drive to support the health of our children. Your community has been chosen to be a part of it. That means new ideas and programs are coming to your community – things that make it easier for children to be active and eat healthier. These are key components to good health through adulthood.

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As parents, we know that being active every day is essential for growing children. Lots of good things happen when our kids move more. Stronger muscles and bones. Greater focus and attention. Self-confidence. Better coordination. Active kids are happier, they sleep better, and they do better in school.

Being active doesn't have to mean planned, structured exercise. Or something complicated to add to your long to-do list. Children are active by nature. All you have to do is encourage that natural urge to 'Run. Jump. Play. Every day.'

From 'tummy time' to tag.

Small babies need 'tummy time' when they are awake and alert. That means putting them on their stomachs so that they can build muscles to lift their heads, move their arms and legs, learn how to roll and get ready to crawl and explore.



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As they grow, keep looking for ways to make it easy for your child to be active. Kids look to their parents. Show them that you like to move too. Get out for walks in places where they can play tag and ball games. Dance with them. Show them that you prefer taking the stairs rather than the elevator. Limit the time they spend sitting in front of a screen, and find the spaces where they can run, jump, climb, dance, swim, and bike their way to lifelong good health.

How to get involved.

All kinds of groups will be joining forces in your community – public health, recreation centres, schools and businesses, to name just a few. Their goal: help make your community a place where it's easy for kids to be active. You can be a part of making it happen.

Communities will be coming up with all kinds of ideas. It might mean new programs that get kids moving, or it might mean other changes. For instance, you might get involved in a 'walking school bus' project, where parents volunteer to walk with kids to school instead of using cars or a school bus. You might help organize to build a new rink, or make a playground safer. It all depends on what your community needs.

To learn more about what's happening in your community and how you can help, contact the project manager for your Healthy Kids Community Challenge.

Learn more about keeping your kids active at Ontario.ca/healthykids