



## Share the *Kohl's Healthy at Home* Healthy Day Toolkit with Your Students' Families

Welcome back to the school year. *Kohl's Healthy at Home* is excited to share the Healthy Day Toolkit to help you and your students' families enjoy healthy habits at home and in your communities.

This communication guide includes everything you need to spread the word about these new back-to-school resources digitally and in person.

All you have to do is:

- Copy and paste the message depending on the platform you want to utilize.
- Choose an image to increase interest in the toolkit.
- Include the link to the toolkit (already included in the social captions).

View the toolkit in [English](#) and [español](#)

### Sample Promotional Messages

Copy and paste this suggested content or personalize it for your readers.

#### For websites, newsletters, school-based app, and text messaging

**In English:** Welcome back to school! This new Healthy Day Toolkit includes fun family activities, kid-friendly snack ideas, sleep tips, conversation starters, and more to support your family during this busy season! [bit.ly/HealthyDayToolkit](https://bit.ly/HealthyDayToolkit)

**En español:** ¡Bienvenido de nuevo a la escuela! ¡Este nuevo kit de Herramientas para un Día Saludable incluye actividades divertidas para la familia, ideas de bocadillos para niños, consejos para dormir, iniciadores de conversación y más para apoyar a su familia durante esta temporada ocupada! [bit.ly/HealthyDayToolkitEsp](https://bit.ly/HealthyDayToolkitEsp)

#### For social media

##### Facebook, Twitter, and LinkedIn

**In English:** Welcome #BackToSchool! Check out this toolkit full of fun family activities, kid-friendly snack ideas, conversation starters, and more from #KohlsHealthyAtHome and @HealthierGen: [bit.ly/HealthyDayToolkit](https://bit.ly/HealthyDayToolkit)

**En español:** ¡Bienvenido al #regresoalaescuela! Consulte este kit de herramientas lleno de actividades familiares divertidas, ideas de bocadillos para niños, iniciadores de conversación y más de #KohlsHealthyAtHome y @HealthierGen [bit.ly/HealthyDayToolkitEsp](https://bit.ly/HealthyDayToolkitEsp)

## Kohl's Healthy at Home Healthy Day Toolkit Communications Guide

### Instagram

**In English:** Welcome #BackToSchool! Check out this toolkit full of fun family activities, kid-friendly snack ideas, conversation starters, and more from #KohlsHealthyAtHome and @HealthierGeneration. Get the link in my bio or copy and paste: [bit.ly/HealthyDayToolkit](https://bit.ly/HealthyDayToolkit)

**En español:** ¡Bienvenido al #regresoalaescuela! Consulte este kit de herramientas lleno de actividades familiares divertidas, ideas de bocadillos para niños, iniciadores de conversación y más de #KohlsHealthyAtHome y @HealthierGeneration. Consiga el enlace en mi bio o copie y pegue: [bit.ly/HealthyDayToolkitEsp](https://bit.ly/HealthyDayToolkitEsp)

### Promotional Graphics

Click the link to download graphics sized for each social media platform. You can use any of these graphics in your emails and text messages as well. Add the image description to your social media captions to enhance accessibility.

**Designed graphics folder:** [Download here](#)

**Image description (English):** Two adult family members give piggy-back rides to their two children. The family smiles together outside with trees in the background. Text reads: Healthy Day Toolkit Let's take on a new school year together – one healthy day at a time.

**Image description (español):** Dos miembros adultos de la familia dan paseos a cuestas a sus dos hijos. La familia sonríe afuera con árboles en el fondo. El texto dice: Kit de Herramientas para un Día Saludable - Empecemos juntos un nuevo año escolar - un día saludable a la vez.

### Introducing Activities in Person

Enrich your next Meet-the-Teacher night or Afterschool Open House with adapted activities from the Healthy Day Toolkit:

- Introduce families to the **Healthy Day Checklist** and ask people to share one thing they do to feel healthy every day.
- Print and cut out the **Silly and Speedy Conversation Starters** and invite families to get to know each other by picking a question to ask and answer during the event.
- Play a round of book title charades from the **Time-Saving Active Breaks** with the books in your classroom.

Get more Healthy at Home Resources at [KohlsHealthyAtHome.org](https://KohlsHealthyAtHome.org) | #KohlsHealthyAtHome