



**BOYS & GIRLS CLUBS
OF AMERICA**

MEMO

Date: March 1, 2017

To: Club Professionals

From: Program, Operations and Leadership Development – Healthy Lifestyles Team

Subject: “It All Counts” Campaign and Posters

As youth development professionals, we all know the value of recognition and encouragement for helping young people meet their goals. That’s why we launched the “**It All Counts**” campaign and created this colorful poster to cheer on members as they strive for their nutrition and physical activity goals.

What’s the idea behind “It All Counts?” We want to encourage young people, families and staff by reminding them how much of what they’re already doing counts toward achieving a healthy lifestyle. Young people in particular may not realize it, but their fitness activities, dance, sports and active play – whether at home, school or in the Club – all count toward the goal of participating in **60 minutes of physical activity on five days or more per week**.

Likewise, when members eat fruit at any time, it counts toward the nutrition goal of consuming **two or more fruits (not counting fruit juice) per day**. Vegetables eaten with breakfast, lunch, dinner or snacks all count toward the goal of consuming **three or more vegetables (including salads and non-fried potatoes) per day**.

Let young people know how much they’re accomplishing, and help them recall their healthy activities and food consumption by displaying the poster in the Club. Consider posting it near the front desk or another area where it will be visible to members’ parents and caregivers.

Throughout the upcoming months we’ll provide more resources to enhance your fitness and nutrition programming. Check out Triple Play’s Healthy Habits, Too nutrition lessons and the fitness activities from Daily Challenges, Too at www.bgca.net/Programs/Pages/Triple-Play.aspx.

Have questions about “It All Counts?” Contact Christina McGhee at cmcghee@bgca.org, Amanda Clark at aclark@bgca.org or Masud Olufemi at kolufemi@bgca.org. Thank you for helping members reach their fruit, vegetable and physical activity goals by remembering that It All Counts!

Program, Operations and Leadership Development

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