

Confident Kids

Social Media Tool Kit

This tool kit can be used to share the [“Confident Kids” campaign](#) messages and resources with parents/caregivers, coaches, educators, and other adults who want to help kids grow strong through positive language about bodies and food. This tool kit includes sample newsletter and/or website content for organizations, social media content, and digital flyers/posters.

If you need help accessing or understanding this information, please contact ahs.vdhfchconfidentkids@vermont.gov.

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Please share these sample communication resources with parents/caregivers, coaches, educators, and other adults who want to help kids grow strong through positive language about bodies and food. You can customize them as needed for your newsletters, email lists, mailings and other communication channels.

Sample Newsletter Post or Letter/Email to Parents

How to use: Please **customize as needed** and add to your newsletter, email list, or other communication channel to promote the campaign. Or share this as a letter with parents and caregivers by copying and pasting it onto letterhead or in an email message.

Help Our Kids Grow Strong Through Positive Language

Is your language helping grow confident kids? The words kids hear every day—from parents, caregivers, teachers, coaches, and other adults—help shape the ideas they develop about food, their bodies, and themselves. Research shows these ideas begin as early as preschool, and exposure to messages that suggest certain bodies are “better” or more acceptable than others can lead to body dissatisfaction and self-criticism.

The good news: you can make a difference. The Vermont Department of Health and other partners developed a campaign with tips and resources to help adults use positive language about food and bodies. Check it out and learn more at HealthVermont.gov/ConfidentKids

[Add custom message and signature. Add image below. [Click to download image.](#)]



Sample Social Media Posts

How to use: Use the suggested post copy or customize as needed. Then, click on the link to download graphics to add to your post.

Suggested Post Copy	Link to Graphics and Videos
<p>Did you know? Ideas about food and bodies start young. Our language can help kids grow strong. Get tips on language that builds their confidence at HealthVermont.gov/ConfidentKids</p>	<p>Click to download images to pair with posts.</p>
<p>Ideas about food and bodies start young – and we can make a difference in the ideas kids develop. Here are examples of how you can talk about food and bodies in a positive and healthy way.</p> <p>Instead of: “I need to work out so I can have dessert!”</p> <p>Try: “Let’s get outside and move our bodies—it’s fun!”</p> <p>Find more tips at HealthVermont.gov/ConfidentKids</p>	
<p>Kids listen to what we say about food and bodies. Find out what language can help build healthy self-image. HealthVermont.gov/ConfidentKids</p>	

What we say about bodies and food can feed the ideas kids develop about their own body. We all want to grow confident kids. Learn how positive language can make a difference at

HealthVermont.gov/ConfidentKids

[Click to download image to pair with post](#)

Printable Flyers/Posters

How to use: Print these flyers or posters to post or share with parents/caregivers, coaches, educators, and other adults in your community and/or organization who work with kids. [Click to download](#).

Flyer/Poster 1



Flyer/Poster 2

