

Healthier 901 MSCS School Challenge: Sample Email Copy



Subject Line: Healthier 901 MSCS School Challenge Starts Today!

Happy New Year! We hope you all had a wonderful, restful, and happy holiday season!

The holidays are always a staple in the Mid-South for good food, good fellowship and great fun. I know I personally love (insert favorite holiday dish – example my mom’s sweet potato pie, my wife’s buttery mashed potatoes). But now it’s time to look at this new year with a new perspective on our old habits.

As many of you know, we’ve joined Methodist Le Bonheur Healthcare’s Healthier 901 movement as a school, along with other MSCS schools. We told you when the initiative launched that cancer and heart disease are the top two causes of death in Shelby County, and the goal of Healthier 901 is to address obesity as a risk factor for those diseases and others.

Together, we are challenged to lose one million pounds. And to take that step, we’re challenging you and other schools in our system to join the Healthier 901 MSCS School Challenge.

Even if your goal isn’t to lose weight, Healthier 901 has something for everyone, including tools to lead a healthier and more active lifestyle. As a district, our goal is to register and activate 75 percent of MSCS employees and it starts with you.

Join us. It’s Easy!

- Download the Healthier 901 app from the Apple App Store or Google Play Store. Follow the prompts on the app to register.
- No smartphone? No problem. Visit Healthier901.com to create an account.

Once you’ve registered, visit the Challenges section, find our school name and join!

And don’t forget to come out to our Healthier 901 events where we will celebrate our wellness journey – together! Register your friends, family and neighbors!

Throughout the challenge, we will share updates on Healthier 901 events, activities for the whole family, and other health and wellness tips.

I look forward to another successful school year for our students, staff and community.

Principal Name