

Parents for Healthy Schools Promotion Kit



Schools and groups that work with parents in the school (e.g., PTA/PTO) can use the *Parents for Healthy Schools* resources to educate and engage parents about three key areas: 1) the school nutrition environment and services, 2) physical education and physical activity, and 3) managing chronic health conditions in school settings. This promotion kit provides an overview of *Parents for Healthy Schools* and tools and ideas to promote the resources.

Resource Name	Description
<u>A Guide for Getting Parents Involved from K–12</u>	Guide provides an overview of a healthy school environment and suggestions for how to use the resources.
<u>Making a Difference in Your Child’s School</u>	PowerPoint presentation makes the case for a healthy school environment and how parents can take action.
<u>Ideas for Parents</u>	One-page documents highlight practical strategies and actions for parents to support the three key areas.
<u>Check-in Questions</u>	One-page document to track progress in engaging parents in changing the school health environment.
Promotion Kit Items	Description
Sample Social Media Posts	Post to Twitter and Facebook channels.
Infographics	Use in PowerPoint presentations, print, or include in social media posts.
Web Badge	Use on web sites to link to the resources for <i>Parents for Healthy Schools</i> directly or use content syndication to host materials on your site.
Rollout Calendar	Upcoming events to help promote the resources for <i>Parents for Healthy Schools</i> .
Template Text	Use information to draft newsletters, emails, or blogs.

USING THE PARENTS FOR HEALTHY SCHOOLS RESOURCES

- Use the *Guide* to identify how to deliver the PowerPoint Presentation and *Ideas for Parents* and use the *check-in questions* for tracking the ways parents are engaged and impacting the school environment.
- Deliver the *PowerPoint Presentation* to parents through PTA/PTO meetings, school wellness committee, or other networks such as the National Network of Partnership Schools.
- Give parents the *Ideas for Parents* documents to share ideas on how they can become involved in making changes.
- Look for signs of change and collect parent feedback using the *check-in questions* and the *evaluation form* for the PowerPoint Presentation.

SAMPLE SOCIAL MEDIA POSTS

Promote the resources for *Parents for Healthy Schools* through relevant social media outlets (Facebook, Twitter), listservs, blogs, and e-newsletters. Use the shared hashtag to track tweets, likes, and clicks. Refer to the Rollout Calendar for ideas on when to promote.

- **Twitter**
 - Discover new resources for schools and other groups to #kidsuccess <http://goo.gl/UyAhJX>
 - Share the new Parents 4 Healthy Schools resources with schools and parents #kidsuccess <http://goo.gl/UyAhJX>
 - Parents 4 Healthy Schools is a win-win for everyone. Check out these new resources #kidsuccess <http://goo.gl/UyAhJX>
 - Help create healthier schools for your kids. Use these new resources #kidsuccess <http://goo.gl/UyAhJX>
 - Parents, help create healthy schools for your kids with new CDC resources #kidsuccess <http://goo.gl/UyAhJX>
 - Parents, learn strategies to promote a healthy school environment for your child #kidsuccess <http://goo.gl/UyAhJX>
 - Parents, learn to promote nutrition, physical activity, and management of chronic conditions in schools #kidsuccess <http://goo.gl/UyAhJX>
 - Schools can use this guide to get parents involved in making schools healthier #kidsuccess <http://goo.gl/UyAhJX>

- How do you track parent engagement in schools? CDC can show you how #kidsuccess <http://goo.gl/UyAhJX>
- Share this presentation with parents in your school #kidsuccess <http://goo.gl/UyAhJX>
- School districts, share CDC's new Parents 4 Healthy Schools resources with schools #kidsuccess <http://goo.gl/UyAhJX>

- **Facebook**

- Check out Parents for Healthy Schools—a new set of CDC resources to engage parents in addressing nutrition, physical activity, and managing chronic health conditions in schools. #kidsuccess <http://goo.gl/FxCtxl>
- New resources are available to support parent engagement in school health activities. Learn more about Parents 4 Healthy Schools and strategies to make schools healthier. #kidsuccess <http://goo.gl/FxCtxl>
- Learn how you can make a difference in your child's school with CDC's Ideas for Parents. #kidsuccess <http://goo.gl/FxCtxl>
- Use CDC's new Parents for Healthy Schools Guide to learn how to engage parents in promoting healthy eating, physical activity, and managing chronic conditions in schools. #kidsuccess <http://goo.gl/FxCtxl>
- Share CDC's Parents for Healthy Schools resources with schools to motivate and educate parents to be part of creating a healthy school environment for their children. #kidsuccess <http://goo.gl/FxCtxl>
- Parents, learn how to work with your child's school to create a healthier school environment. Ideas for Parents offers suggestions on how to increase the availability of healthy foods in schools and much more! #kidsuccess <http://goo.gl/FxCtxl>

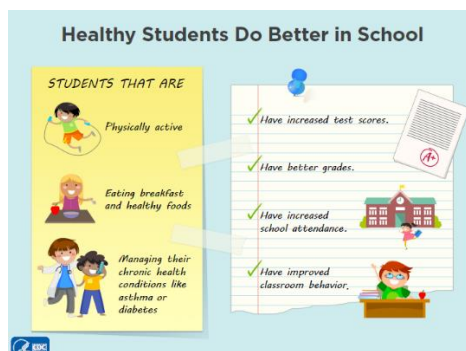
- **Pinterest**

- Check out the CDC Healthy Schools board on Pinterest at <https://www.pinterest.com/cdcgov/>

INFOGRAPHICS

These graphics may be used in presentations, handouts, and on social media. The different file types are provided below to support a variety of uses.

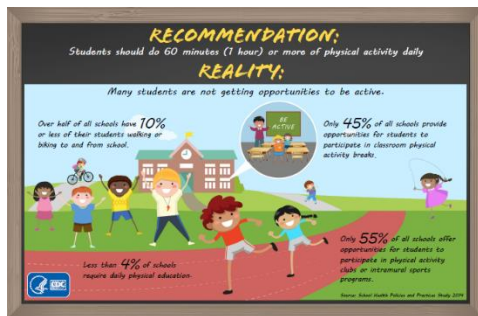
Healthy Students Do Better in School | [PDF](#) | [.jpg](#) | [.png](#) |



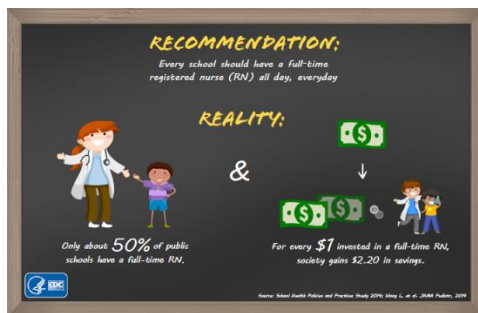
Healthy School Nutrition | [PDF](#) | [.jpg](#) | [.png](#) |



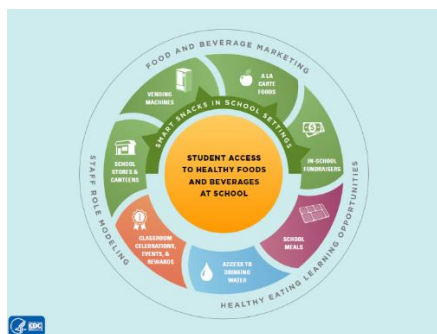
Physical Education and Physical Activity in Schools | [PDF](#) | [.jpg](#) | [.png](#) |



Managing Chronic Health Conditions in Schools | [PDF](#) | [.jpg](#) | [.png](#) |



Help Promote Healthy School Practices - Healthy School Nutrition Environment and Services | [PDF](#) | [.jpg](#) | [.png](#) |



Help Promote Healthy School Practices - Physical Education and Physical Activity in Schools | [PDF](#) | [.jpg](#) | [.png](#) |



Help Promote Healthy School Practices - Managing Chronic Health Conditions in Schools | [PDF](#) | [.jpg](#) | [.png](#) |



WEB BADGE

Add the badge below to your website and help promote the resources for *Parents for Healthy Schools* and direct visitors to the [CDC Healthy Schools website](#) where they can access resources.



Embed Code Large (315x260):

```
<a  
href="http://www.cdc.gov/healthyschools/parentengagement/parentsfo  
rhealthyschools.htm?s_cid=bb-dph-healthyschools-005" title="Parents  
for Healthy Schools web badge"></a>
```

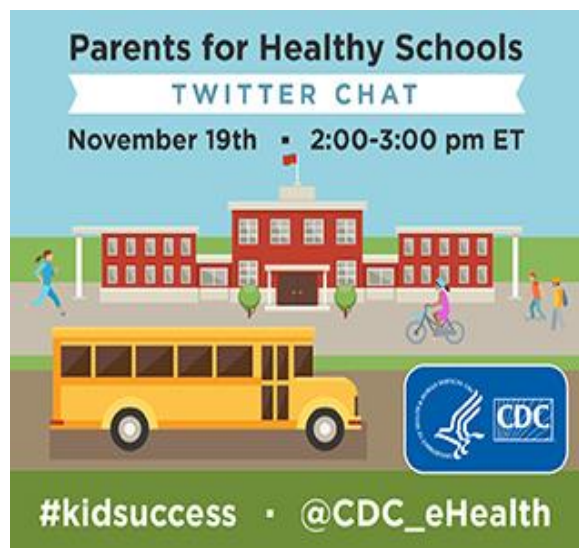
Embed Code Small (180x150):

```
<a  
href="http://www.cdc.gov/healthyschools/parentengagement/parentsfo  
rhealthyschools.htm?s_cid=bb-dph-healthyschools-003" title="Parents  
for Healthy Schools web badge  
></a>
```

CONTENT SYNDICATION

If you prefer to host the resources for *Parents for Healthy Schools* on your organization's website, you can sign up for CDC's content syndication service. It's free, quick, and easy. Sign up at <https://tools.cdc.gov/medialibrary/index.aspx#/requestsyndication>.

Use to promote the twitter chat on *Parents for Healthy Schools*



Embed Code Large (315x260):

```
<a href="http://www.cdc.gov/healthyschools/parentengagement/parentsforhealthyschools.htm?s_cid=bb-dph-healthyschools-004" title="CDC Parents for Healthy Schools Twitter Chat web badge Twitter Chat: November 19, 2015, from 2:00-3:00 pm ET Use #kidsuccess and follow @CDC_eHealth to participate"></a>
```

Embed Code Small (180x150):

```
<a href="http://www.cdc.gov/healthyschools/parentengagement/parentsforhealthyschools.htm?s_cid=bb-dph-healthyschools-006" title="CDC Parents for Healthy Schools Twitter Chat web badge Twitter Chat: November 19, 2015, from 2:00-3:00 pm ET Use #kidsuccess and follow @CDC_eHealth to participate"></a>
```

ROLLOUT CALENDAR

- November 9, 2015: CDC web feature at www.cdc.gov
- November 9, 2015 at 1pm ET: Parent Teacher Association's Healthy Lifestyles webinar
- November 19, 2015 at 2pm ET: Join us for a Twitter Chat #kidsuccess
- April 5, 2016: Workshop on *Parents for Healthy Schools* at the SHAPE America National Convention in Minnesota
- Summer 2016: CDC E-learning course for *Parents for Healthy Schools* with continuing education units (CEUs)

HEALTH OBSERVANCES TO PROMOTE PARENTS FOR HEALTHY SCHOOLS

Use social media, listservs, face to face meetings, or other opportunities to promote the resources for *Parents Healthy Schools* or a specific topic area related to one of the monthly health observances.

- November 2015 – American Diabetes Month, National Epilepsy Awareness Month
- February 2016 – National Children's Health Month, American Heart Month
- March 2016 – National Nutrition Month, National School Breakfast Week
- May 2016 – Asthma and Allergy Awareness Month, National Physical Fitness and Sports Month

- June 2016 – National Great Outdoors Month
- July 2016- Park and Recreation Month
- September 2016 – National Childhood Obesity Awareness Month
- October 2016 – Children’s Health Month, National School Lunch Week

OTHER IDEAS TO PROMOTE PARENTS FOR HEALTHY SCHOOLS

- Hold online or in-person discussions on these resources or specific strategies for one of the health topics (i.e., school nutrition environment and services, physical education and physical activity, and managing chronic health conditions).
- Host a webinar on ways to use the resources, one or all of the health topics, and how the resources can assist those implementing it.
- Promote the resources at relevant local and national conferences.

TEMPLATE TEXT

Consider writing a short article in a newsletter or blog. Use the background details below.



What is it?

Parents for Healthy Schools is a set of resources that school groups (e.g., PTA/PTO, school wellness committee) can use to engage parents in helping schools create healthy school environments for students.

What’s the purpose?

The purpose of *Parents for Healthy Schools* is to motivate and educate parents to be part of creating a healthy school environment for their children. School groups that work with parents (e.g., PTA/PTO, school wellness committee) can use these resources to:

- Educate parents about
 - School nutrition environment and services.
 - School-based physical activity and physical education.
 - Managing chronic health conditions in the school settings.
- Provide parents with practical strategies and actions to improve the school environment.
- Document and share the progress parents are making in promoting healthy school environments.

What resources have been developed for Parents for Healthy Schools?

- **Parents for Healthy Schools: A Guide for Getting Parents Involved**—Provides an overview of a healthy school environment with a focus on the school nutrition environment and services, physical education and physical activity, and managing chronic health conditions in schools; an overview of the framework for engaging parents in school health; and suggestions for how to use the resources.
- **Parents for Healthy Schools: Making a Difference in Your Child's School PowerPoint Presentation**—Makes the case for a healthy school environments, provides suggestions for improvement, and how identifies ways parents can take action. An evaluation form is included.
- **Ideas for Parents**—Highlights different aspects of the school nutrition environment and services, physical activity in schools, managing chronic health conditions, and suggests key questions and ideas parents should consider for taking action.
- **Check-in Questions**—Identifies ways to track progress in engaging parents in changing the school health environment.

Who's the target audience(s)?

- For the *PowerPoint Presentation* and *Ideas for Parents*, the primary audience is parents.
- For the *Guide* and *check-in questions*, the primary audience is schools or school groups that work with parents.

How can schools or school groups use these resources?

- Use the *Guide* to identify how to deliver the *PowerPoint Presentation* and *Ideas for Parents* to parents and tracking the ways parents are engaged and impacting the school environment.
- Deliver the *PowerPoint Presentation* to parents through PTA/PTO meetings, school wellness committee, or other groups such as *National Network of Partnership Schools*.
- Give parents the *Ideas for Parents* to share ways they can become involved in making changes in the school health environment.
- Look for signs of change and collect parent feedback using the *check-in questions* and the evaluation form for the *PowerPoint Presentation*.

How can states or districts use these resources?

- Collaborate with state and/or district chapters/organizations (e.g., *AFHK*, *PTA*, *AHG*, *SHAPE America*) to determine how to
 - Train groups that work with parents on how to use these resources.
 - Share the *Ideas for Parents* documents directly with parents.
- Engage parents as a way to build support for the school health strategies.
- Use the *Ideas for Parents* documents to provide technical assistance to districts and/or schools.
- Use for personal professional development.

What can you do?

- Share the resources for *Parents for Healthy Schools* with your partners and constituents through email and social media (refer to promotion kit).
- Participate in CDC Twitter Chat **November 19, 2015** on *Parents for Healthy Schools* using *#kidsuccess*.

Who developed these resources?

The Centers for Disease Control and Prevention (CDC) in collaboration with Action for Healthy Kids (AFHK), United States Department of Agriculture (USDA), United States Department of Education (DoED), President's Council on Fitness, Sport, and Nutrition (PCFSN), National PTA, SHAPE America, School-Based Health Alliance, and National Association of School Nurses (NASN).