Move Your Way Community Playbook

Tips for Partnering with Schools

Schools can be powerful partners in promoting physical activity for kids, parents, and families. Use these 7 tips to work with schools on spreading the word about your Move Your Way community campaign!

1. Research your potential school partner.

Before you approach a school with your proposal, it's important to do your homework:

- Get to know the school. Does it have a strong PE curriculum or athletic department? Does it have a gym, sports fields, or other facilities?
- Get to know the students. Are there groups that may need a specialized approach, like students with disabilities or English language learners?
- Get a feel for the larger community. Are there parks and other public recreation spaces? Do families have financial resources for sports teams and classes?

2. Identify influencers.

Depending on where you live, you may need to work at the county or school district level to promote Move Your Way in individual schools. Ask around to determine who

the key decision-makers are in your district — and make sure you approach people in the right order (like getting approval from principals before talking to individual teachers).

Possible influencers in schools include:

- Principals, superintendents, and school board members
- After-school program leaders and coaches
- PTAs and other parent groups
- School nurses and school health councils or committees — if your local school doesn't have a health council, suggest they form one!

3. Leverage existing opportunities.

There's no need to start from scratch! Schools have lots of existing structures and programs that make perfect opportunities to promote Move Your Way, including:

- Continuing education and professional development programs for staff
- PE and health classes, sports teams and clubs, and after-school programs
- School events like book fairs, open houses, and field days
- Bulletin boards and classroom walls to display posters

4. Pick your materials.

Move Your Way provides tools and resources just for kids and parents. Check out all the Move Your Way campaign materials at **health.gov/MoveYourWay/Campaign**. Then think about how the school could use them:

- Ask teachers or administrators to hang the Poster for Kids in classrooms or hallways.
- Encourage teachers to use the Fact Sheet for Kids as part of a lesson in PE or health class.
- Ask teacher to send the Fact Sheet for Parents home in kids' backpacks.
- Suggest adding a link to the Parent Interactive Graphic in the school's newsletter or on its website.
- If you customize Move Your Way materials for your community, ask the school to use the customized versions. You can customize materials through the CDC State and Community Health Media Center: **bit.ly/2OLGxCq**

5. Prepare your pitch.

Now that you've done your research, it's time to make your case. Use this sample pitch language as a starting point: **health.gov/MoveYourWay/Pitch**

And be ready with additional talking points tailored specifically for schools:

- Being more active can improve kids' sleep and mood.
- Studies show that kids who get regular physical activity perform better on tests. Getting kids to move a bit more during the school day can make a real difference in academic performance.
- You can use our Move Your Way materials to support classroom activities and initiatives that get the whole school community moving, like a school-wide step challenge.

6. Set specific goals and implementation strategies.

After you've connected with the school, the next step is to agree on a game plan:

- Set measurable goals and decide on a shared timeline to meet them.
- Agree on any regular meetings you'll attend, like PTA or school board meetings.
- Decide what type of data collection and measurement you'll do to assess the partnership, like tracking the number of resources the school shares with students and families. Use the Process Evaluation Survey as a guide: **health.gov/MoveYourWay/Process**

7. Review your results.

After you've implemented your first activities, it's time to check in to see how it went. Don't miss this opportunity to learn from your experience:

- Review lessons learned so far.
- Brainstorm improvements you and the school can make as you move forward with the campaign.

Find more community resources at
health.gov/MoveYourWay/Playbook

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