

# Wellness Policy Communication Checklist

## Building Support and Celebrating Success!

Realizing your local wellness policy goals requires communication and engagement with key people who have an interest in, or are impacted by the policy. Here are a few tips in developing a communication plan to build a broader level of support for your wellness goals.

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### Effectively Communicating Your Wellness Policy

- ✓ **Break policy goals down and make it achievable**
  - **Identify one wellness policy goal to highlight** each month or quarter. You may want to share the research or benefit of the goal.
  - **Target who** in your district can assist in achieving your goals.
  - **Share resources** to support implementation of the goal, model or showcase these activities at staff meetings
  - **Set goals for staff** (i.e. two brain breaks a day) and determine how they will be monitored (i.e. share in the district's cloud, at staff meetings or on your website and share successes with staff, parents and the community).
  
- ✓ **Keep it positive**

**Focus on the benefits** and new opportunities rather than what is being restricted or taken away. "I am so excited we will be celebrating birthdays this year with an activity play box" rather than "cupcakes or other treats are no longer allowed to celebrate birthdays."
  
- ✓ **Deliver in multiple ways**
  - Direct messaging may include posting on the website, district newsletter or in an email blast to staff and/or parents.
  - In-direct messaging helps create a culture of health in all parts of your school building-making the healthy choice the easy choice
    - Health related posters in the foyer, on the walls and in the lunchroom
    - Staff role modeling with healthy snacks and beverages, eating school lunch or participating in physical activity breaks
    - Healthy snack and activity focused rewards and celebrations
    - Physical activity ideas and resources posted and shared
    - Special events, such as a family fun night, hosted to support family and community engagement
  
- ✓ **Deliver repeatedly**
  - Reinforce/repeat positive messages about wellness goals throughout the year
  - Tag onto national campaigns or use promotions to reinforce your messaging
  - Highlight positive examples, who is doing this well?
    - Use success stories for implementation ideas and inspiration for how this work can happen

**Example: Month of October or first quarter**

Physical Activity is an important part of the school day! XX SD realizes the value physical activity brings to learning, behavior and overall health of students. We want to help students reach the goal of 60 minutes of physical activity daily.

**At School District XX we want to see:**

- Physical activity breaks incorporated throughout the school day using active classroom techniques and physical activity breaks.
- All students provided a minimum of 20 minutes of recess daily and not withheld without principal approval.
- All students actively participating in a high quality physical education program a minimum of 60 minutes weekly.
- Staff actively participating in physical activity breaks and being active role models

**Communication Plan Template**

<b>Key Message</b>	
<b>Who needs to know</b>	
<b>Method for Sharing</b>	
<b>Who is Responsible</b>	
<b>Resource to support this goal</b>	

**Key Resources**

- [USDA Outreach Toolkit](#)
- [AHG Wellness Policy Place](#)
- [AHG Wellness Policy Landing Page](#)
- [CDC Parents for Healthy Schools Promotion Kit](#)