**Tips for Promoting Your**

**"Get Off Your Apps" Physical Activity Event**

**General Tips**

One of your most important tasks is to encourage as many families as possible to participate in your event.

* Don’t forget to recognize your grant program sponsor.
* Consider creating information and materials in multiple languages, to welcome all families in your school community.

**Tips for Engaging Students and Families**

Research shows that parents are more likely to attend your event if they receive a **personal invitation** from someone they know and trust.

* It is especially important to identify and invite underrepresented families. Ask for the school’s help in identifying and reaching out to these families.

Other ways to engage families:

* Announce the event at a school-wide assembly. Feature a fun, engaging demonstration to spark students’ interest.
* Send an invitation letter or flyer home with students.
* Include messages in students’ morning announcements and announce the event at PTA meetings.
* Hang posters and flyers in visible locations.
* Post event reminders on signs near student drop-off and pick-up locations.
* Post announcements and updates on the school and/or PTA website and via social media (Facebook, Twitter, Instagram).

**Tips for Engaging Teachers and Administrators**

Invite teachers to serve as PTA Health and Safety event co-chairs, committee members or volunteers.

* The more involved they are in planning, the more likely they will be to serve as “champions” of the program among other faculty and staff, as well as to students and family members.

Other ways to engage school staff:

* Request time at a staff meeting to present the “Get Off Your Apps” event to teachers.
  + Use the Health and Safety Talking Points for PTA Leaders to highlight the benefits of exercise, less screen time, and the importance of family involvement.
  + Invite their ideas about how they might encourage their students to participate.
* Ask teachers to encourage the attendance of all students.
* Consider rewarding teachers who attend for their above and beyond help with gift cards.
* Encourage school staff to offer ideas and suggestions to help plan your school-wide "Get Off Your Apps" Physical Activity Event to build excitement.

**Tips for Engaging the Community**

Your community can offer you a lot of support in planning and executing your “Get Off Your Apps” Physical Activity Event, from pre-event promotion to door prizes.

Ways to involve your community:

* Local universities or high schools might have health organizations, clubs or groups that will come out and help lead the hands-on activities.
* Other businesses and organizations might promote the event or donate food or prizes.
* Work with school officials to customize media releases to invite local coverage.
  + Don’t forget smaller, local media outlets such as neighborhood association blogs and newsletters.
* Community bulletin boards can be good places to promote the event.