**PTA Guide to Hosting an At Your Own Pace Healthy Hydration Program**

This guide is designed to help your PTA reimagine and plan a Healthy Hydration program during COVID-19 and beyond. As National PTA supports and engages families, we have provided resources and flexible options for your PTA to implement the Healthy Hydration program in meaningful ways.

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| **Actions to Take and Points to Consider** |
| **Create your core Healthy Hydration program team.*** Identify who you want to collaborate with: PTA board members, teachers, school administration and other volunteers. Be sure you're inviting diverse perspectives so your planning committee represents the community you're serving.
* Have a pre-planning meeting and read through these resources for the At Your Own Pace programming. Review the timeline to see what to prioritize.
* Assign roles and responsibilities. Team members will be responsible for making this program happen, including promoting the program activities, sharing stories from families participating from their homes, and collecting family feedback.
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| **Spread the word.**This program model relies on sharing information with families about how they can participate on their own time. Because this isn’t a real-time event, it is important to build awareness and excitement. To do this:* Use the [sample flyer](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/flyer-template.docx) to encourage families to participate.
* Promote this opportunity on various social media platforms (Facebook, Twitter, Instagram, school website, PTA website, etc.). Check out the [sample messaging templates](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/sample-messaging.docx)to help your promotion efforts.
* Use the [template letter for families](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/sample-invitation-to-participants.docx). You can send this as an email or print and mail to families. You can also include similar language in newsletters and e-newsletters.
* Find ways to spread the word informally, including asking room parents for support.
* Be sure to include links to the [Caretaker’s Guide](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/caretaker-guide.docx) and [Student Handout](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/student-handout.docx). Share with families that they can expect each of the three activities to take about 20 minutes to complete.
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| **Determine your timeframe.*** Your PTA can decide how long you want to focus on promoting this Healthy Hydration program. For instance, you can run the program for one week where all families are encouraged to participate at their own pace. Or, you can promote the program on a regular, monthly basis throughout the school year to families in your school.
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| **Develop a plan for photo/video collection.*** Your PTA is required to have families to take photos/videos of them engaging in this program and share these with you. Your PTA can then share these with National PTA to fulfill your grant requirement.
* We must be sure to consider the privacy of the families that participate. If families share the photos/videos on social media and tag your PTA, they do NOT need a signed [media release form](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/media-release-form.docx) for your PTA to be able to share these photos. However, if a family emails your PTA photos/videos, your PTA must get them to sign a media release form before you can share those photos. You can include the media release form in your registration.
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| **Set up registration.*** Families should register to indicate that they plan to participate in this program at their own pace. Registration can be open for as long as you’d like, depending on your PTA’s chosen timeframe. Check out the [sample registration fields](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/participant-registration-template.docx). Having this information on families who plan to participate allows your PTA to encourage families to follow through with the program, send supplies if necessary, collect and promote the stories of families that participated and gather feedback.
* Set-up registration using an online platform like Sign-up Genius, SurveyMonkey, Google Forms or another method.
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| **Develop a materials plan.*** Before you send the registration information, determine if your PTA will be providing supplies to any families in your school community. Check out the [activity materials list](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/materials-list.docx).
* Some PTAs may choose to assemble kits using grant funds for families who might not have the funds to purchase these materials themselves. Because not all families have access to fresh fruit, your PTA may want to create a pick-up plan for families to receive activity materials so they can still participate in the program. Find volunteers to order and assemble kits. Encourage social distancing and follow all CDC recommendations. Distribute through contactless delivery and wear a mask. Check with the school or district to distribute or host a distribution day. If you choose to supply materials, use the registration information to determine who to send kits to and where they need to be sent.
* Your PTA may choose not to distribute materials to any or all families. Be sure to still communicate to families what materials they need to participate at their own pace.
* For the sugary beverage demonstration and guessing game, families may want to watch the provided National PTA demonstration [Sugary Beverage Activity Video](https://youtu.be/MwV0fVhJmvA). Alternatively, they can use the provided sugary beverage cut-outs to conduct the activity.
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| **Keep families engaged.*** Keep morale high by building a community virtually. Even though families aren’t doing these activities together, they can still feel like part of your PTA-created virtual community if your PTA lifts up their stories.
* Ask families to tag your PTA on social media while doing the activities and repost what they’ve shared. Or, invite families to email your PTA photos/videos or stories of them participating and share them via your PTA communication channels.
* Consider doing giveaways throughout the time you’re promoting the Healthy Hydration program. If families share their completed choice board or photos/videos of them doing these activities and tag your PTA, enter them into a drawing. This can be a one-time drawing or held monthly as a way to keep the excitement going.
* Consider how you can use this event to help boost membership. By giving new families a good experience, they might be interested in joining. Your PTA can share information on how to join your PTA in follow-up communication. Also, by having families register to participate in this event, your PTA will have additional contact information for these families.
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| **Gather feedback.*** Be sure to send a thank you email to all families who participated towards the end of your program timeframe your PTA chose. Use the [email template provided](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/sample-thank-you-to-participants.docx).
* This is an opportunity to collect the Participant Surveys created and required by National PTA (accessible at [PTA.org/Survey](http://www.pta.org/survey)). They will allow you to complete your Program Leader Feedback Form and also see how the event went and learn how you can improve for future PTA events.
* You can include a link to participant surveys in your event promotion and PTA communications channels. Also, email the list of registrants with a copy of the survey to see how the event went and learn ways to improve. These surveys will also capture information required by National PTA.
* It is also a way to keep families excited and engaged about the topic. You can include more details specific to other health related activities your school has. And, you can link to additional STEM @ Home resources on National PTA’s website.
* It’s important to have these surveys readily available, especially if your PTA chooses to host the At Your Own Pace program over a long period of time and won’t know exactly when families are participating.
* Also, be sure to thank and to learn from the volunteers. Use this [volunteer email template provided](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/at-your-own-pace/sample-volunteer-thank-you.docx).
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