**Planning Timeline for the Real-Time Healthy Hydration Event**

This checklist can help you build a timeline that is specific to your PTA’s event and goals.

**At Least 3-5 Weeks Before Your Event**

* **Contact your school administration** to determine ways to collaborate in the planning and hosting of this event. Be sure to engage your principal, teachers and other school staff.
* **Review** the Healthy Hydration program materials at [PTA.org/Healthy-Lifestyles/HealthyHydration](https://www.pta.org/home/programs/Healthy-Lifestyles/HealthyHydration).
* **Secure your date** and time for the real-time event.
* **Determine your platform** (Zoom, Google Meet, Teams, etc.).
* **Order/gather the supplies you need** if you are demonstrating the activities or decide to create kits with supplies to send home to families. Review the [materials list](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/materials-list.docx) online and the [budget](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/sample-budget.docx) to determine what you need to purchase.
* **Prepare your promotional materials**—Download our [sample program flyer](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/flyer-template.docx) and [sample messaging](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/sample-messaging.docx).
* **Advertise the Healthy Hydration event** to families through PTA and school channels (e.g., school newsletter, school website, all-staff email, family engagement office, school district email) and be sure to invite your local newspaper or submit an Op-Ed (an article written by you about the program) to your local newspaper. Consult with your school’s family engagement office to figure out the best way of reaching families. In your outreach, emphasize that this is a family event, and caregivers are expected to participate with their children. Check out the sample [family invitation letter](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/sample-invitation-to-participants.docx).
* **Determine responsibilities and recruit volunteers.** Assign the roles your PTA members will play and the roles your volunteers will fill. Some of the volunteer roles will include promotion for the event, logistics and planning, and day-of facilitation of the breakout rooms. Reach out to get additional volunteers as necessary. Check out the [sample volunteer invitation letter](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/sample-volunteer-invitation.docx).
* **Ensure your materials are accessible**—Some of our toolkit items have already been translated into Spanish but consider translating handouts into other languages if necessary.

**One Week Before Your Event**

* **Determine if your PTA is going to do a live demonstration** of the sugary beverages activity or if you’re instead going to use the pre-recorded National PTA provided video.
* **Confirm and train volunteers** for the live virtual event by reviewing the materials. This is a good opportunity to review the agenda. To create one, you can use this [sample agenda](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/sample-agenda.docx).
* **Finalize material distribution**. If you’re giving materials to families, be sure they have them the week before the event. Or, if families are purchasing materials themselves, send a reminder with what they need. Here is the [materials list](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/materials-list.docx).
* **Send out event reminders** through school communications. Remember to translate documents for non-Native English-speaking families. Consider doing targeted outreach via phone calls or other means to ensure all families feel welcome to participate.
* **Continue promoting the event** via your PTA’s communication channels.
* **Touch base with volunteers** to be sure everyone understands their roles.
* **Purchase Nestlé® Pure Life® water bottles** and perishable items, such as fruit, to have for your activities.

**Day of Your Event**

* **Get your technology running at least an hour before the event** so you’re sure everything is working properly.
* **Prepare for the event** by doing a walk-through with everyone running the event.
* **Send a final reminder to registrants** to make sure they remember to attend the event (and to have water and fruit handy).

**During Your Event**

* **Take pictures and videos** to market your programs and to share with the National PTA. These can also be used in your post-event wrap-up communications to show the value your PTA brings to the school. Remind people to take pictures of them doing their experiments and post pictures in real time. Give participants an email address or link to drop the pictures or suggest that they tag your PTA on social media. Tip: To get a video, your PTA can also record the session and pull from there!
* **Engage families** by using the [Facilitator Guide](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/facilitator-guide.docx) and associated [PowerPoint](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/slide-deck.pptx).
* At the end of the event, send families the link to complete their attendee survey at<PTA.org/Survey>.

**The Day After Your Event**

* Complete and **send the PTA Leader Feedback Form** to National PTA (this is a grant requirement). You should do this in the [online grants portal](https://ptagrants.secure-platform.com/a).
* **Post on social media** to share highlights from your event with the greater school community! Be sure to tag @NationalPTA, @nestlewatersNA, @nestlepurelifeUSA, and use #ChooseWater.

**In the Weeks After Event**

* **Gather feedback** from PTA members, volunteers and community partners about what went well with the event and what can be improved for future events.