**PTA Guide to Hosting a Real-Time Healthy Hydration Event**

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

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| **Actions to Take and Points to Consider** |
| **Create your core Healthy Hydration event team.*** Identify who you want to collaborate with: PTA board members, teachers, school administration, and other volunteers. This is a good opportunity to engage health and science teachers and really put the “T” in PTA. This can help make connections between this event and what the students are learning in class too! 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.
* Review the provided [timeline](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/planning-timeline.docx) and choose a date as soon as possible. We recommend hosting this event on a weekend (or directly after school hours) to complete outdoor family exercise during the afternoon (with sunlight) vs. late in the evening.
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| **Determine your platform.*** Determine which platform your PTA will use to run the live event. Consider Zoom, Google Meet, Microsoft Teams or the technology platform your school is using for distance learning. School leadership and teachers may be able to provide your PTA with training and support on using the technology.
* Breakout rooms on Zoom – as well as other platforms – allow you to split your meeting into separate virtual sessions. Learn more about breakout rooms on Zoom [here](https://blog.zoom.us/using-zoom-breakout-rooms/).
* At one point in the event, you’ll notice we suggest using either a separate platform like JamBoard or using a chat feature within your platform to share your family’s commitments to drinking more water. Take this into consideration when choosing your platform.
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| **Be creative when promoting your event.*** Promoting virtual events is similar to promoting in-person events. Personalizing your outreach can make it even more effective!
* Be sure to include a link to register (more information below) in your promotion.
* Use the press release template to spread the word throughout your community.
* Use the [sample invitations](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/sample-invitation-to-participants.docx) and [flyer template](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/flyer-template.docx) to reach new families.
* Use your email distribution list. Ask: Would any of your families benefit from sign-language interpreters or other accommodations online?
* Find ways to spread the word informally, including asking for support from room parents.
* Use social media (Facebook, Twitter, Instagram) to provide frequent updates about the upcoming event. You can use the provided [sample messaging templates](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/sample-messaging.docx) provided.
* Write an article for the school, principal or PTA newsletter/e-newsletter. Include a link to the event.
* Promote the event in your morning announcements. Create a video message if your school is virtual/remote.
* If your school is learning in an in-person or a hybrid model, post the date and reminders on outdoor signs near student drop-off/pickup locations.
* Send the sample invitations to school staff and teachers and get them to help promote the event (consider physical education teachers and health educators).
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| **Find volunteers.*** Consider who to invite as volunteers. You will likely want around four volunteers. Roles include: event promotion, planning and logistics, day-of facilitation, etc.
* Check out our [sample volunteer invitation letter](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/sample-volunteer-invitation.docx) to help you plan your outreach.
* During the event, we recommend that one person facilitates the live activities and the other troubleshoots or monitors the chat function.
* We have created an easy-to-follow script in the [Facilitator Guide](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/facilitator-guide.docx) as well as a [PowerPoint.](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/slide-deck.pptx) Be sure all facilitators have access to these prior to the event. The key is to practice once or twice, have all materials ready, check technology, and be ready to have fun.
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| **Set up registration.*** Set up registration using an online platform like Sign-up Genius, SurveyMonkey, Google Forms or another method. Include a link to register in your promotional materials.
* Use this [participant registration template](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/participant-registration-template.docx) to think through what fields you want to include.
* Make sure people receive a link to login when they register. Send the link again in a reminder the day of the event.
* Determine if you want to cut-off registration at a certain time for the event. Can people register up until the minute before?
* Include a link to the [media release form](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/media-release-form.docx) that families need to complete. Remember this is a National PTA requirement and a great way for your PTA to demonstrate your engagement to your broader community.
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| **Develop a plan for photo/video collection.*** Your PTA is required to share photos/videos of families participating in this event with National PTA. Being able to share photos/videos is also a great opportunity for your PTA to be more visible in the community.
* Please remember to consider the privacy of families that are participating. If your PTA plans to take photos (screenshots) or recordings with images/videos from attendees, you must collect [media release forms](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/media-release-form.docx) (templated provided by National PTA). You can include these forms in your registration and also in your follow-up email to participants. Your PTA still must inform participants when you plan to take a screenshot or record, even if they’ve completed these release forms. By having these signed forms, your PTA can share all the awesome things you did on social media and other platforms, allowing your PTA to be more visible in the community.
* Your PTA is also encouraged to ask families to take photos/videos of them while they’re participating and share these with you. If families share the photos/videos on social media and tag your PTA, they do NOT need a signed media release form 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.
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| **Decide how you want to do the sugary beverage demonstration.*** There are 2 options for the demonstration:
	+ The facilitator can show a [Sugary Beverage Activity Video](https://youtu.be/MwV0fVhJmvA).
	+ The facilitator can do the demonstration and lead the guessing game to see how much sugar is in each beverage we drink.
* If the facilitator will be demonstrating, make sure that the facilitator has:
	+ Sugary beverage cut-outs of the different beverages
	+ ½ pound of granulated sugar
	+ Clear cups (at least 3 needed for the demonstration)
	+ Water for one of the cups
	+ A measuring teaspoon
	+ Nestlé® Pure Life® water bottle
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| **Develop a materials plan.*** For your PTA to do the Real-Time demonstrations, be sure you have all the [supplies](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/materials-list.docx) you need, including the sugary beverage cut-outs (provided by National PTA), Nestlé Pure Life brand water bottles, fruit, sugar, teaspoons and clear cups.
* Some PTAs may choose to assemble kits with the print materials (family handout provided), fresh fruit and Nestlé Pure Life brand water bottles needed for the event to ensure all families can participate.
* If you choose to supply materials, find volunteers to purchase and assemble these kits. Encourage social distancing and follow all CDC recommendations.
* Distribute the materials through contactless delivery and wear a mask. Check with the school or district to distribute or host a distribution day, or pair this distribution with other types of distribution your school is doing, like food or school supplies. Your PTA can use the registration form to determine who to send kits to and where they need to be sent.
* If you aren’t concerned about distributing materials, be sure to provide the family handout online and have families get the materials they need themselves prior to the event and use online resources to supplement the event.
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| **Keep families engaged.*** Keep morale high by building a community virtually. This can be a great way for your PTA to establish its relevance and build PTA membership.
* To encourage attendance and greater participation, consider giveaways and incentives. These might include gift cards, PTA swag or other family-friendly items.
* 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.
* Another way to keep families engaged is by starting the event with introductions (this is built into the [Facilitator Guide](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/facilitator-guide.docx)). Based on the number of attendees you have, choose whether you want people to say their name or type it into the chat pod. If you have a smaller group (less than 15), it’s better to have people unmute themselves and speak, but this takes more time, so it’s recommended to use the chat pod with larger groups.
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| **Host your event with pride.*** Your PTA should be well-prepared for a successful event. Use the Sample Timeline for more details on event logistics.
* Use the provided [PowerPoint](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/slide-deck.pptx), [Family Handout](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/handout.docx) and [Facilitator Guide](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/facilitator-guide.docx) to facilitate the event and conversations.
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| **Gather feedback.*** Within a day after the event, send a thank you email to all the families who participated. Use the [email template provided](https://www.pta.org/docs/default-source/files/programs/healthy-lifestyles/2021/real-time/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.
* It is also a way to keep families excited and engaged about the topic. You can add more details specific to other health-related opportunities at your school. And, as explained in the email template, you can link to additional healthy lifestyles resources on National PTA’s website.
* 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/real-time/sample-volunteer-thank-you.docx).
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