



The Healthy Hydration Company™



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PTA.org/HealthyLifestyles

How to Promote Your Healthy Lifestyles Event

To Students and Families

Research shows that parents are more likely to attend an event if they receive a personal invitation from someone they know and trust. Ask for the school's help in reaching out to families, particularly families from traditionally underrepresented communities. You can engage your school district's family engagement office, if one exists. Here are some other ways to engage families:

- Send an invitation letter or flyer home with students.
- Include messages in students' morning announcements and announce the event at PTA meetings.
- Ask teachers to include a message inviting families to attend your Healthy Lifestyles Event in their classroom app, should they use one.
- Hang posters and flyers in visible locations. You can find sample flyers at in the toolkit under the "promoting" section.
- Post event reminders on signs near student drop-off and pick-up locations.
- Post announcements and updates on the school and/or PTA website, in school and/or PTA e-newsletters and on social media (Facebook, Twitter, etc.), including the school's social media.
- Write an article about your event and the program for a PTA or school newsletter. Ask a student to write a similar article for the school newspaper.
- Appoint "student ambassadors" to talk positively about the event and the program among peers. Consider high school students from after school clubs related to health and wellness.
- Advertise any incentives that will be offered to the attendees during the event.

To Teachers and Administrators

Invite school health professionals, as well as health and physical education teachers to serve as your event co-chairs, committee members or volunteers. The more involved your school's staff are in planning, the more likely they will be to serve as "champions" of the event and the program among other faculty and staff, as well as to students and family members.

Here are some other ways to engage school staff:

- If possible, request time at a school staff meeting to present the event and the program to teachers. Use the "Healthy Hydration Talking Points for PTA Leaders" to highlight the benefits of healthy hydration, recycling and the importance of family involvement.
- Ask school staff to provide ideas about how they might encourage their students to participate in the event.
- Solicit suggestions for how event activities might be linked to curriculum. Ask a teacher volunteer to create a sample lesson plan that demonstrates how lessons learned during the event can be reinforced in class.
- Consider rewarding teachers who attend for their above-and-beyond help with gift cards.





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- Engage school staff in planning a school-wide healthy lifestyle assembly to build excitement about the upcoming event and program.
- Make sure you provide a personalized thank you note to any school staff that help you with the event. You can find a template thank you note in our toolkit.

To Your Entire Community

When reaching out to potential community partners to ask for volunteers or donations, or to invite community members to attend, use the “Healthy Hydration Talking Points for PTA Leaders” to share the potential impact of your Healthy Lifestyles Month Event and Healthy Hydration Program on students’ futures.

Here are other ways to involve your community:

- Local universities or high schools might have nutrition organizations, clubs or groups that will come out and help lead the hands-on activities.
- Other businesses might promote the event (NOTE: check with National PTA staff before inviting any corporations or businesses to advertise or sponsor your Healthy Lifestyles Events).
- Work with school officials to customize our template media release (which can be found in the toolkit) to invite the media to attend and cover your event!
- Don’t forget to share the media release with smaller, local media outlets such as local newspapers (online and print), neighborhood association blogs and e-newsletters.
- Community bulletin boards can be good places to promote the event and the program. Remember to advertise any incentives that will be offered to the attendees during the event.

