

Linking Community, Parents and Schools for Children's Health

The Illinois NET Program is supported by the Illinois State Board of Education

NET At Your Service

- **Free** onsite and online training
- Free **assistance**
- **Newsletter**
- Nutrition **Education** Loan Library




Increased need for...

Parent/community education programs—**71%**





Expect To Learn...

- ✓ Strategies to raise **awareness**
- ✓ Identify **outreach** opportunities
- ✓ Finding partners and **funding**
- ✓ Key **planning** steps

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Before you plan...

- ✓ **What is desired?** **...survey**
 - Nutrition and activity ideas
 - Health screenings
- ✓ **Best communication form?**
 - Websites
 - Newsletters
- ✓ **What are some barriers?**
 - No child care
 - Tight budget


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Schools Benefit

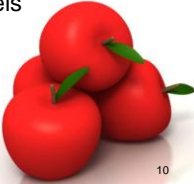
Administration

- Decreased absences, tardiness
- Improved test scores
- Multi-faceted wellness program
- Increase in healthy role models



Teachers

- More attentive students
- Improved performance
- Decreased behavior problems





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Parents Learn...

To be an influential **role model**

How to support **academic achievement**

Preventive health messages for **home**



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Community Benefits

- Raise public health **awareness**
- Utilize **expertise** and resources
- Benefit children's **health**
- Impact children **positively**
- Create **quality** programs
- Develop **partnerships**

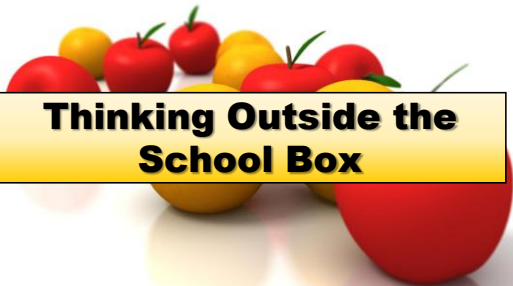


Students Benefit

- Hear **proactive** health messages
 - After-school
 - Home activities
 - Community
- Witness **positive** role modeling
- **Reinforce** learning
 - Teach parents
 - Peer education



Thinking Outside the School Box



Outreach Opportunities

- Wellness fairs
- Challenges
- Family fun night
- Sporting events
- Open house
- Orientations
- School menus
- Newsletters
- Website
- Bulletin boards

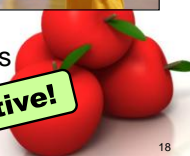


More Wellness Outreach Opportunities—(out-of-school)

- Family Fit N Fun Nights
- Fun runs
- Sporting events
- Open house
- Parent-teacher conferences
- Orientations



Be creative!





To Increase Participation...

- Offer **free** services
 - Health screenings
 - Chair massages
 - Recipe makeover
 - Healthy cooking classes
- Involve **others**
 - Parents
 - Community
 - Health professionals



Engage the Entire Family!

- **Increases** buy-in
- **Decreases** barriers
- **Interactive** programs
 - Nutrition booths
 - Cooking demos
 - PA Contests
 - Students teach parents

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Programs with Home Links







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How do I plan a successful outreach event?




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Recipe for Success!

1. Organize a **committee**
2. Develop a **theme**
3. Gain **buy-in**
4. Locate **partners** and funding
5. Plan **event**
6. Get the **word** out
7. Put plan into **action**



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Initiate Planning

- Identify **committee** members
 - School staff
 - Community partners
 - Parents
- Broad-based** committee
- Select **vision**
 - Catchy theme
 - Focus your efforts
- Develop **timeline**



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Building Support

- To succeed, you need **buy-in**
 - Administration/school staff
 - Parents
 - Students
- Refer to your **survey**
- Tap into the **community**
 - Share same vision
 - Sponsorship (\$\$)
 - Donations
 - Services



Event Game Plan

- Set an event **date**
 - Check for other events
- Location** considerations
 - Room space
 - Parking availability
- Determine **content**
- Getting the **word** out
 - Local media (PSAs)
 - School website
 - Flyers/posters



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Opportunities to Communicate Messages



Shout Outs

Websites

- Post *nutrition* facts & blogs
- Hold *contests*
- New *menu* options
- Obtain *input* from parents



Newsletters

- Healthy *recipes*
- School *nutrition updates*
- Family* activity ideas
- Announce *events*

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The screenshot shows a website for "Bloomington Schools" with a navigation menu on the left. Annotations include: "Go Green! Post your newsletter" pointing to the "Newsletter" link; "Brand" your program pointing to the "Menu Ideas" link; and "Give parents a voice" pointing to a "Menu Ideas" link in the main content area. A "Nutrition Facts" section is visible on the right.

Other Resources

- Popular Team Nutrition **Events**—USDA
- Bulletin **Board** Resources—USDA
- **Colors** of MyPyramid—Ohio Dept. of Ed.

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The Illinois Nutrition Education & Training Program

800-466-7998

KidsEatWell.org

This institution is an equal opportunity employer and provider.

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