



Be A School Wellness Champion

OUTREACH TOOLKIT

Dear Wellness Policy Coordinator,

We are excited to share a new communications toolkit to assist school districts in talking with parents and school staff about wellness policies and increasing their involvement in the process. Parents play an important role in helping school districts create and carry out strong wellness policies that work. When parents are engaged in school activities, their children are more likely to get better grades, choose healthier behaviors, and have better social skills. So their participation can really have a positive impact.

Developed under the United States Department of Agriculture’s Team Nutrition initiative, these dynamic resources include a letter to principals, parent flyer, newsletter insert, social media posts, and presentation slides about local school wellness policies.

These customizable templates can be adapted to meet your district’s specific needs. If desired, these materials can be edited at the district level, and then distributed at the school level. Anyone can give the presentation on the wellness policy, but it will be most effective if the principal gives opening remarks to show his/her support.

Here are a few tips for successfully reaching parents and staff with this kit:

Introduce the Toolkit: Kick things off with the letter to principals. Invite them to share the newsletter insert, parent flyer, and slides in their ongoing parent and staff communications at least once a year.

Share Everywhere: Make the most of every opportunity to educate parents and staff on the wellness policy and ways to get involved. Opportunities to distribute parent flyers or present the slides include when your parent organization elects new officers, at back-to-school nights, at school orientations, at school events focused on physical activity and healthy eating, and before meetings of a school or district wellness committee.

Amplify Your Reach: Use social media posts to reach as many parents and staff as possible.

Sometimes, parents have difficulty finding a copy of the school wellness policy or knowing who to contact about the wellness policy. We encourage you to work with schools and others in your district to make this information easy for parents to find through both the school district and individual school Web pages. It also helps to make sure all school staff are aware of their role and how parents can get involved.

We hope these communication tools serve as a first step to engage parents in school wellness efforts. There are even more resources at:

<https://www.fns.usda.gov/tn/local-school-wellness-policy>.

Sincerely,
Your Friends at Team Nutrition

