







## Go for the Goal! Game Planning Tips



### It's Game Time!

By now, you may have completed your School Wellness Investigation and selected your Healthy Eating and Physical Activity Plays. Try to do one of each. To help you get the Plays off the ground, here are some tips:

- **Event Planning:** Include as many students as possible, and help your group to plan carefully and get buy-in from the school staff and principal. Review [Who Can Help and How](#) for suggestions on involvement and assistance. 
  - Use this [planning checklist](#) to map out each step of the process. 
  - Get ideas both from people on the team and from others you need.
  - Consider issues like:
    - table arrangement so more students participate in a food tasting event
    - making the right spaces and equipment available for a physical activity event
  - Develop a plan to enlist the support of everyone who can help you. Think about:
    - getting help from the school nutrition manager or P.E. chair for help with outside resources (vendors, retailers, local farms, etc.) for food or physical education equipment availability 
    - identifying cost considerations like taste-test foods, rewards and incentives — remember, you can apply for funding opportunities to help cover these costs.
- **Involving the Community:** You can also look to the community for support and involvement in your programs. See [Tips and Tools for Involving Your Community](#) for ideas and suggestions. 
- **Logistics:** The details of an activity or event are vital to its success. You'll need to be sure you have enough people, the right assignments and a good plan to make sure everything gets done without losing sight of the fun!
  - Make sure your group considers set-up, program activities and clean-up. Check that everyone has permission if they need to miss any class time.
  - Prepare for events and activities ahead of time, and run a pretest to make sure things will work (for example, test the voting method: voting cards, online polling, etc.).




## Spreading the Word

- **Promotion:** Look for ways to promote activities before, during and after the events. You can look through the Kickoff and Promotion Plays in the [Fuel Up to Play 60 Playbook](#) to help come up with ideas.
  - Design strategies for promoting the programs, and, just as importantly, design strategies for maintaining the healthy changes that result. 
    - How will you encourage students to actually choose the foods that are identified as good-for-you choices?
    - How will you get students to participate in the physical activity options over the long term?
  - Determine when and how to share the results of your efforts. 
    - Will you document your events on video to share on [FuelUpToPlay60.com](http://FuelUpToPlay60.com) or on the morning news in your school?
    - Will you try to get local newspapers and television channels to do a story on the healthy improvements your efforts are making in your school?
    - See [Highlight Your Success](#) for helpful information on this.

Note: Ensure that privacy and parent permission issues are considered for any media recording students plan to do.

## Halftime Checkpoint

If you're running a Play that takes a few weeks, build in a checkpoint to stop and ask yourself (and those helping you): What's working? What's not? What would it take to continue? Consider the following:

- Can you make any improvements in materials, resources, volunteers or staffing?
- Can you add regular reminders to keep students participating? (Maybe use simple morning announcements, or hold weekly prize drawings that reward students who participate regularly.) 

Use what you've learned to make improvements.



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## Reach your goals

Whether your Play is a day-long or month-long event, when you're finished, bring together the people who helped to discuss what went right, what could be improved and what could add to the programs. Discuss and plan what it would take to do those things. Draft a plan and apply for [funding opportunities](#) to make this an ongoing part of your school's culture (or try a new approach if that makes sense).

Consider the following:

- Have students offer suggestions at all phases. Make sure surveys and polling opportunities involve a wide range of the student body so the feedback is universal and a good representation of the school. Use the sample polling questions available in the [Tools and Resources](#) section of [FuelUpToPlay60.com](#) to gauge student interest pre- and post-event. 
  - **Before:** What challenges do students face with respect to the different programs (eating breakfast, choosing healthier menu options, getting physical activity into their day?)
  - **After:** Have student attitudes and behaviors changed?
- Work with your School Nutrition Manager, School Nurse and your P.E. Department Chair to determine next steps — and how to translate your successful activities into regular activities or changes at school. Can you repeat the Fuel Up to Play 60 programs for more groups or in more locations? If you haven't already done so, is it time to consider adding your events to the regular school schedule? How can you work together to translate your successful Plays into permanent options at school? 
- Evaluate your programs and announce your results — and follow up with the school staff and administration to keep working on increasing opportunities for students to access nutritious foods and physical activity at school.

## Your long-term goals...and beyond!

Some things on which you will need to work closely with adults in the school, especially the principal, include the following:

- How to staff new programs or activities long term:






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- Work with your administration on how to add the key adult roles for this Play and/or the role of those who support the Healthy Eating and Physical Activity programs to the overall school budget. 
- Work with the PTA/PTO to see if there are funds available for long-term support of a stipend position to support these healthy changes.
  
- How to help groups "hand off" their programs and teamwork from year to year:
  - Throughout the school year, you may work with a diverse group of student leaders, adults and community members. Encourage everyone involved to highlight the benefits — for themselves — of doing the work. That will help them encourage others to keep the programs going in the future. 
  - Be sure to engage younger students in the fun and “hype” of the successes within each program. This will motivate them to continue to participate and join the team as they get older.
  
- How to incorporate parent and community volunteers to help sustain the program over the long term:
  - As part of publicizing results and promoting your activities, be sure to have a concentrated outreach to parents and community organizations. 
  - Meet with community organizations (like 4-H, local Boys and Girls Clubs and others) to highlight the programs going on in your school. This will help generate interest in them now and help you find possible ways to sustain or improve upon the activities in the future.



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