



## Idea Sheet: Get the Word Out!

### In the News

Create and submit to your local news stations a news video or documentary about the healthy eating and physical activity programs that students in your school are doing — and how they are helping to earn rewards for your school. Include information about Fuel Up to Play 60 that encourages other students and their families to join and start tracking their own activities.

- With your principal's assistance, contact your local TV news stations (or school district TV station) about airing your video for the community.
- Work with a team of students to decide on a format. You might choose a news story, a documentary or another idea. Use your imagination!
- While writing the script, keep the focus on the healthy eating and physical activity progress your school is making. Include success stories and testimonials from students and adults.
- With the help of school adults, secure videotaping equipment and a location for filming.
- After it airs on TV, post the video on your school's website and social media accounts.

### Opinion Makers

Meet with your local newspaper editor and share what your school is doing to become healthier. Highlight students' efforts in improving their healthy eating and physical activity habits and their progress to earn rewards for your school in the Fuel Up to Play 60 program. Then convince the editors to write an editorial to build awareness and support in the community for Fuel Up to Play 60!

- Make an appointment to speak with the editor, and offer him or her information about Fuel Up to Play 60 and how students are working toward healthy eating and physical activity goals.
- Ask the editor to help build community awareness about Fuel Up to Play 60. With their help, the school can see increased participation, volunteerism and community involvement.
- Go to [FuelUpToPlay60.com](http://FuelUpToPlay60.com) and use the [Tools](#) and [Success Stories](#) there to find ideas for how you can increase your community's participation; consider sharing your story there, too.

### Parent Newsletter

Create a newsletter that outlines the goals of Fuel Up to Play 60 and highlights what you are doing. Let parents know how students in your school are improving their healthy eating and physical activity habits to earn rewards in the Fuel Up to Play 60 program, so they can encourage their kids to participate too.

- With teachers and your principal, decide how often you will publish your newsletter. You may wish to publish weekly, monthly or on another schedule — in print, by email or on the school's social media accounts.



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- The goal of your newsletter should be to keep parents up-to-date on your Fuel Up to Play 60 progress, and get them to encourage their kids to participate. Let parents know about events and your school's successes in meeting your goals towards the Fuel Up to Play 60 program.
- For more ideas on spreading the word about Fuel Up to Play 60 check out the [Tools and Resources](#) and [Success Stories](#) on FuelUptoPlay60.com.

### **Pull in the PTA/PTO!**

Share your ideas about Fuel Up to Play 60 with your school's local parent-teacher organization to build support, and a volunteer base, for your program. Your school's parents can be a valuable resource for event planning, soliciting community donations and more. Encourage them to support their children in meeting Fuel Up to Play 60 goals both in and out of school!

- Arrange a meeting with your school's PTA/PTO to share information about Fuel Up to Play 60. If your school does not have a parent-teacher group, invite parents to an informational meeting.
- At the meeting, emphasize your goals of promoting healthy eating and physical activity. Ask the group to get involved in your efforts and help with event planning and community help.

### **School and Community Health Fair**

Host a community-wide health fair to highlight the importance of healthy eating and physical activity. Through presentations and information tables set up by local health and fitness professionals, fun physical activities and healthy eating opportunities, help students, teachers and families in the community learn how they can improve the healthy eating and physical activity both at school and at home.

- Work with your school nurse, school dietitian and other nutrition and health professionals to come up with a list of possible presenters at your fair. Some possible guests might be personnel from your [local Dairy Council](#), the local hospital or a local pediatrician, a local celebrity (such as a health news broadcaster) or a local chef.
- Plan an event that includes time (and space) for presentations; fun activities, such as races or contests that families can do together; and healthy eating food offerings. The fair could have inside and outside activities so people can move around and get the most out of the event.
- Solicit parent or student volunteers to "man" the activity stations so everyone can participate and have fun.
- Contact local businesses and organizations to see if they will donate food, tables or other equipment and resources like prizes for event-winners to help make your fair a success.



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### Guest Speaker Series

Contact local hospitals, businesses and other community organizations to tell them about Fuel Up to Play 60. Ask if they will send representatives to your school to learn what you're doing and help everyone reach their goals by speaking to them about healthy lifestyles.

- With the approval of your principal, make a list of organizations in the community that may be willing to send representatives to your school. [Contact your local Dairy Council](#) for ideas and see if they can send a representative or help you reach out to farmers in your area.
- Make an appointment to speak with someone at each organization, and offer them information about Fuel Up to Play 60 and how students are working toward healthier habits.
- Invite a representative from each organization to visit the school and see the program firsthand.

### Creative Cooking

Help students create your school's own healthy eating cookbook. Work with the school nutrition staff to spread the word about healthy eating and encourage students to think about their favorite foods and how they might make a healthier version — or how they can come up with original new healthy favorites!

- Consider using the Fuel Up to Play 60 [Recipe Contest Play](#) as a starter for this school-wide, fun activity that will result in something students and their families can use and reuse for healthy eating in the years to come.
- Have students meet with the school nurse to get information about healthy eating habits and the consequences of poor health and poor eating habits.
- Have students meet with the school's dietitian and other nutrition professionals to get information about ChooseMyPlate.gov, healthy eating habits and how to substitute healthier ingredients in various recipes — such as whole wheat flour instead of white. These people can provide guidance on what ingredients might get your recipes added to the school menu.
- Decide whether you can publish the cookbook locally or if you will use a full-service cookbook printer. There are even companies that offer to print cookbooks as a school fundraiser. Use the tips and tools documents for engaging [businesses](#) and the [community](#) to help gain support.
- Send home information regarding the cookbook, including a request for recipes and information about the sale/distribution of the cookbooks. Emphasize that the goal is to go for nutrient-rich recipes including low-fat or fat free dairy, whole grains, fruits and vegetables.
- Organize additional pages with health and wellness information, including but not limited to conversion charts, a healthy ingredient substitution chart, basic daily nutritional intake information, guides to the various food groups and tips for getting physically active.



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