



Spread the Word: Publicize Your Results

Whether you're building excitement for your Kickoff event or announcing the results of your programs, here are some fun ways you can tell others about all of the great activities you're doing:

- **Announce It:** Write up an announcement to be read on your school's morning TV or loud speaker to let everyone know about the fun programs you are planning.
- **Pass It On:** Make flyers to hand out between classes, or post them on lockers and in popular places students hang out around school.
- **Advertise:** Put an advertisement or article in your school paper or newsletter to help recruit other students to get involved.
- **Engage Your Community:** Post flyers on bulletin boards and in windows of local businesses, including coffee shops, restaurants and stores.

Getting media attention for your program is a great way for more people to find out how your school is taking action for health! Work with your Program Advisor(s) to create a plan to get your local media to take notice.

- With help from your Program Advisor(s), send out a press release or flyer sharing information about your program to a local newspaper (check out the [Press Release Template](#) for ideas on how to create your own)!
- Do an online search to find out what newspapers are close to your school, and find a contact person.
- Make a press release or flyer that explains your program, and include all the details.
- Drop off the press release or flyer with your team and Program Advisor(s) to the local newspaper after school.

Want to make a bigger impact? Make t-shirts featuring "before" and "after" numbers to show your school's progress, and have everyone on your team wear them when you drop off the press release or flyer to the local newspaper. That way you're giving the paper the opportunity to interview your team and take a picture of your group right there! For more information on getting t-shirts donated, see [Tips and Tools for Engaging Businesses](#).

- With help from your Program Advisor(s), invite local news stations to your school to check out the changes you are making.



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- Just like searching for newspapers online, do an online search to find out what local news stations are close to your school, and get the contact information.
- Use the same press release or flyers that you made for the local newspapers, but adjust with more information about your team, as well as your school's results and progress.
- Drop off the press release or flyer with your team and Program Advisor(s) to the local newspaper after school — give them the opportunity to see your shining faces and get them to check out the rest of the enthusiasm at your school!

Want to make a bigger impact? Once you score the opportunity to get the news cameras to your school, work with your Program Advisor(s) to plan a special greeting for them at the main entrance of the school to demonstrate your results numbers. For example, have everyone on your team hold different colors of construction paper representing the “before” and “after” progress numbers, or numbers showing your school's most popular foods or physical activities.



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