

## Communications Overview and Conversation

# Communications Objectives and Strategies

## **OBJECTIVES**

- Reinforce Action for Healthy Kids' position as a national – and local – leader fighting childhood obesity and undernourishment by helping schools and kids be healthier
- Inspire people to take action on this special day and every day by joining Action for Healthy Kids
- Provide an opportunity for positive news coverage locally, in partner publications (“trades”) and nationally

## **STRATEGIES**

- Highlight our niche of working with schools to help them become healthier places where our kids can learn to eat right, be active every day and be ready to learn
- Tell compelling stories of schools and kids and the positive difference that Action for Healthy Kids makes

# Where to find PR support

- If you don't already have someone as a part of your team, encourage you to recruit a Communications professional to help you with this part of Get in the Action. If you need suggestions of where to find such a person, consider the following:
  - See if you can get a volunteer from the Marketing, PR or Public Information dept. of one of your member's organizations
  - There are Public Relations Society of America chapters around the country – find a list at [www.prsa.org](http://www.prsa.org).
  - Communications or Marketing dept. at a local university where you might find students who'd be interested in working with you for credit or for the experience.
  - Student chapters - <http://www.prssa.org/chapters/find/>
  - Ask friends and family in the biz

# Audiences

- Current AFHK members in your state/community
- Schools and school communities
- Partner organizations
- Local media
- Social media outlets
- Potential sponsors and donors
- Secured sponsors and donors

# The Communications Plan

- Still a work in progress
  - Determining web capabilities for volunteer recruitment and promotion
  - Other promotional needs, including an updated “What is Get in the Action” overview
- Share examples from the 2010 Get in the Action

# The Basics

- Letterhead – electronic template
- Email template
- Use GITA logo
- Web site – can use [www.ActionforHealthyKids.org/get-in-the-action](http://www.ActionforHealthyKids.org/get-in-the-action) for informational purposes
- Save the date e-postcard
- State e-newsletters
- State email
- State team page on [www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org)



Get in the  
**ACTION**



OUR SCHOOLS BE A SPONSOR

Dear John,

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Thank you,

Rob Bisceglie  
Executive Director, Action for Healthy Kids

Get in the Action wouldn't be possible without the generous support of our sponsors:

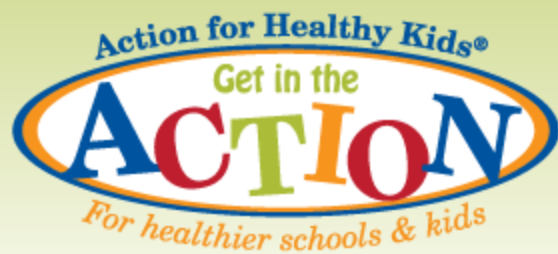


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## Get in the Action Makes Healthier Schools & Kids

Action for Healthy Kids brought real, long-lasting change to two Chicago Public Schools and their students Sept. 29 with the launch of *Get in the Action*. The country's first volunteer service initiative to make healthful, sustainable improvements in schools went off without a hitch as some 200 volunteers from 48 states, including dozens of Chicago school parents, staff and others, worked at Frederic Chopin and Theophilus Schmid elementary schools to make the kinds of changes that will encourage students to eat right and stay active both in and out of school. View our photo gallery from this amazing day of action [here](#).

The day of service kicked off with an energetic rally led by Action for Healthy Kids board member Dr. Antronette



*Save the Date:*  
**September 29, 2010**

Please plan to join the Action for Healthy Kids Board of Directors for a celebratory evening reception at the Gleacher Center, downtown Chicago. We'll recognize outstanding volunteer leaders helping make schools and kids healthier around the country, and celebrate the inaugural Get in the Action initiative.

**Mark your calendar. Details to come. You won't want to miss it!**

**[www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org)**

Thanks to our lead sponsor:



# School Communications

- Flyer that went into Back-to-School mailing (for Sept. event) and was handed out at parent meetings
- Story for school or PTA/PTO newsletter
- Invitation to public officials to attend Get in the Action

# Public and Media Relations

- Differentiate PR/Media Relations from Media Sponsorships
- Back to media and public relations specifically:
  - We'll provide instructions and suggestions for basic media relations, including an outreach timeline and checklist, customizable templates for:
    - News releases
    - Media advisory for the Get in the Action day
    - Post-event follow-up

# Volunteers/Members

- Use electronic communications as much as possible before, during and after

# Social Media

- Social media is a great way to engage volunteers!
- Pre-event – recruit, build excitement
- During – let people know what's happening as it's happening with posts, photos, video
- Post-event – recap and share outcomes

Get in the Action  
Action for Healthy Kids · View Photos



Friends' Photos



**Korea 2008**  
Mary Chappell is tagged in this photo from January 2009.

Sponsored

Create an Ad

Bucket List

groupon.com



365 Things to do in Chicago before you die.

Faithful Companion Wanted

maturedatingnetwork.com



Divorced men looking for a second chance to find women. Click to join the Mature Dating Network!

Faithful Women Wanted

seniorpeoplemeet.com



Faithful Women Wanted  
Single men on Senior People Meet are complaining there are not enough women registered. They need...

# Documentation

- Hire a professional photographer and videographer to capture before, during and after
- Objective is to capture the difference that Get in the Action and AFHK volunteers make and use in post-event and future communications and promotions.

# Email to: Chicago reporter

## From: Deb New, Action for Healthy Kids

### **CPS Students Gain More Opportunities to be Active, Eat Healthy with New National School Service Program Launch**

Real, long-lasting change has come to two Chicago Public Schools and more than 500 students as Chicago-based Action for Healthy Kids ([www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org)) launched Get in the Action ([www.ActionforHealthyKids.org/get-in-the-action](http://www.ActionforHealthyKids.org/get-in-the-action)), America's first volunteer service program to make healthful, sustainable improvements in schools. Some 200 volunteers from 48 states, including dozens of Chicago school parents, staff and others, participated in the launch at Frederic Chopin and Theophilus Schmid elementary schools on Sept. 29. Plans are already underway to expand Get in the Action to additional cities and schools in 2011.

At Chopin – Students are eating in a refurbished cafeteria that boasts fresh walls and a painted mural with healthy messages. They are also enjoying a fruit and salad bar, and now have a clean and freshly painted playground on which to play.

At Schmid – More opportunities to be active are abound as an empty classroom was transformed into an indoor fitness center with a climbing wall, ballet bar and equipment. The playground was also painted for safer outdoor play.

Students at both schools got to taste fruits and vegetables many had never had, including carrots and broccoli.

**Photos are available at <http://www.flickr.com/photos/actionforhealthykids/sets/72157624977832649>.**

If you'd like more information, please give me a call at (317) 523-7893 or email me at [deb@ActionforHealthyKids.org](mailto:deb@ActionforHealthyKids.org).

About Action for Healthy Kids

Action for Healthy Kids ([www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org)) is the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by helping schools become healthier places and our kids learn to eat right, be active every day and be ready to learn. A collaboration of more than 70 organizations, corporations and government agencies supports grassroots efforts by 20,000+ volunteers nationwide. Last school year, Action for Healthy Kids reached 4.5 million students in 9,200 schools. More information is available on Facebook - <http://www.facebook.com/pages/Action-for-Healthy-Kids/267076500068?ref=mf#!/pages/Action-for-Healthy-Kids/267076500068?v=wall> and on Twitter - <https://twitter.com/Act4HlthyKids>.



# Reception Communications

- Some things to consider and that we'll be able to provide samples/templates:
  - Save the date
  - Invitations – electronic and/or print
  - Reminder to RSVP
  - Reception program
  - Slide show for reception
  - Signs – directional, thank sponsors
  - Have AFHK materials on hand

# Questions and Conversation!

