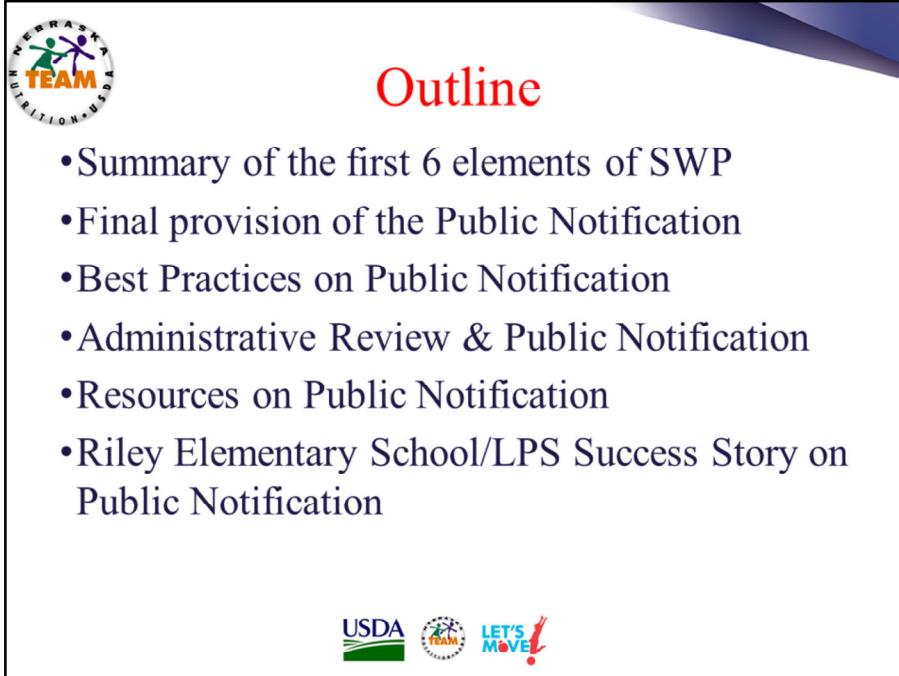


- *Good afternoon, Welcome, everyone! Thank you for joining us for today's webinar. My name is Zainab Rida and I am the director of NE TN program at the department of Education. I am very pleased to be joined by my colleague Natalie Sehi, Extension Educator at University of Nebraska Lincoln. Natalie is a registered dietitian and youth curriculum coordinator for Extension.*
- Before proceeding, I would like to review some logistics of the Webinar. All participants have been placed in listen only mode and this presentation is being recorded for the future dissemination. A link to the recorded webinar along with a deck of slides of this presentation will be shared with you via a follow up email from me. *If you have any questions during the presentation, please type them into the question box in your control panel. I will bring them up at the end of the webinar and try to answer your questions.*
- You can also email your question directly to me That email address is [zainab.rida@Nebraska.gov](mailto:zainab.rida@Nebraska.gov)
- As a reminder, that we are providing these series of webinars to help you get started with revising your school wellness policy. We will have one more webinar next Wednesday at 2:00 which will conclude all our SWP webinars. We will go through the final element of SWP (monitoring and evaluation), share resources, evaluation tools, and samples of policy language.

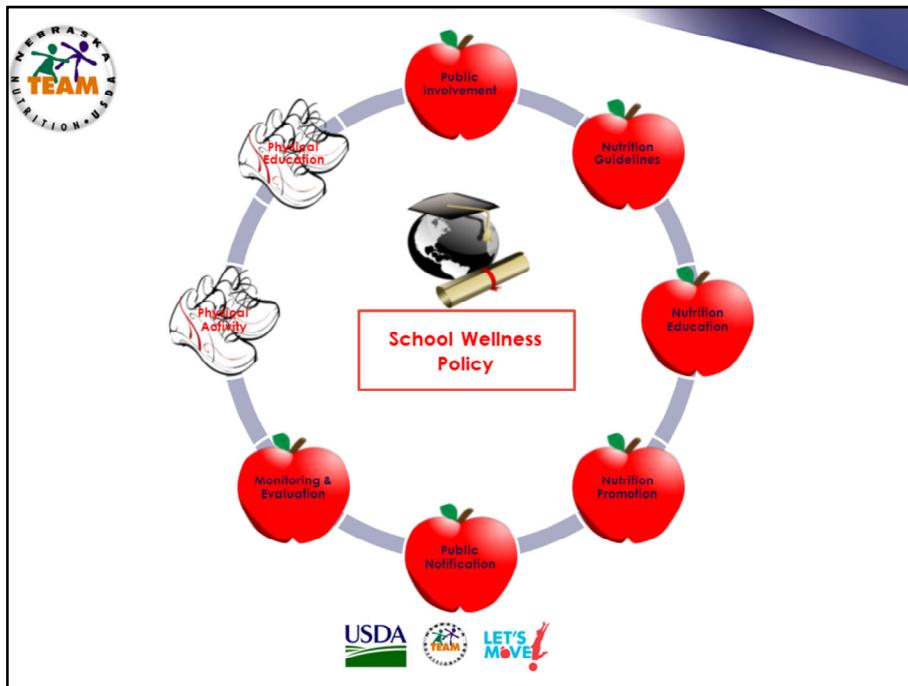


**Outline**

- Summary of the first 6 elements of SWP
- Final provision of the Public Notification
- Best Practices on Public Notification
- Administrative Review & Public Notification
- Resources on Public Notification
- Riley Elementary School/LPS Success Story on Public Notification

USDA  

- The outline of today webinars is to
- Provide a summary of previous webinars (public involvement, nutrition guidelines, NUTR Ed., NUTR promotion, PE and PE)
- Introduce the final provision of the Public notification
- Identify best practices regarding this element
- Highlight some of the administrative review questions regarding this element and provide some possible answers for these questions
- Share some of the great TN resources to help schools meeting public notification requirements
- And finally, Natalie will share with you a great success story featuring Riley elementary school. Natalie will also share with you resources that Extension and SNAP ED has to offer to school wellness policy regarding public notification



As you all know, On July 29, 2016, the USDA Food and Nutrition Service (FNS) finalized regulations to create a framework and guidelines for written wellness policies established by Local educational agencies LEAs. The final rule requires LEAs to begin developing a revised local school wellness policy during School Year 2016-2017. LEAs must fully comply with the requirements of the final rule by June 30, 2017.

- The new regulations require districts to include all these 8 elements.
- Public involvement
- Nutrition Guidelines
- Nutrition Education
- Nutrition Promotion
- Public notification
- Physical activity and Education
- Monitoring and evaluation.

## Wellness Policy Requirement Overview

- **Public Involvement**
- **Nutrition Guidelines**
- **Nutrition Education**
- **Nutrition Promotion**
- **Physical Activity**
- **Physical Education**
- **Public Notification**
- **Monitoring and Evaluation**



- So far we have addressed the public involvement. The final rules of the first element indicates that each LEA must allow parents, students, representatives of the SFA, teachers of physical education, school health professionals, the school board, school administrators, and the general public to participate in the development, implementation, and periodic review and update of the local school wellness policy.
- The final rule of the nutrition guidelines which would require that the local school wellness policy include nutrition guidelines for all foods and beverages available to students on each participating school campus under the LEA during the school day. This requirement, ensures that policies include guidance about foods and beverages available for sale that is consistent with the regulations governing school meals and competitive foods for sale in schools , and also encourages districts to establish standards for foods made available, but not sold, during the school day on school campuses.
- We have also highlighted The final of NUTR Education. The final rule are now required to include goals for nutrition education and promotion that promote students wellness. In developing these goals, LEAs must review and consider evidence-based strategies and techniques that link education with school environment.
- we have also introduced the nutrition promotion. LEAs are now required to include goals

for nutrition promotion to improve the nutrition environment: Changing the school environment to support healthy eating.

- Last week we introduced the final provision on PE and PA. **LEAs are now required to include goals for physical activity, PE and other school-based activities to promote student wellness**
- Today we will be focusing on the seventh element of SWP, public notification.

# Public Notification



LEAs are now required to inform and update the public (including parents, students, and others in the community) about the content and implementation of local wellness policies.

Information for the public on the School Nutrition Environment: Requires LEAs to report on the school nutrition environment to the USDA and the public, including information on food safety inspections, local wellness policies, school meal program participation, nutritional quality of program meals, etc.



- The final rule of public notification would require the LEAs inform the public about the content of the local school wellness policy and make the local school wellness policy and any updates to the policy available to the public on an annual basis.
- According to the final rule, LEAs or schools must notify households on an annual basis of the availability of the local school wellness policy information and provide information that would enable interested households to obtain additional details.
- USDA strongly encourages LEAs to provide as much information as possible to their communities about the school nutrition environment.
- While USDA agrees that sharing the local school wellness policy in many locations is useful in notifying families about the content and implementation of the policy, USDA recognizes that LEAs are best-suited to determine specific methods for publicizing the information, since LEAs communicate with households using various methods.
- LEAs are also required to make available to the public the results of the triennial assessment, and actively notify households of the availability of the assessment results.

## Public Notification

- ✓ Handbook
- ✓ Simple flyers or bulleting-board posters
- ✓ Articles or notices sent home in student's backpacks
- ✓ Staff and community emails
- ✓ Daily loudspeaker announcements
- ✓ Health and wellness programs
- ✓ In-service educational programs
- ✓ Cafeteria promotions



- Here are some avenues of communication methods for schools to use to meet the public notification. Handbooks, simple flyers or posters, articles staff emails, cafeteria promotion. Really, the final rule provides LEAs flexibility to determine the most effective method of providing this notification within their communities.
- For example, LEAs could post the local school wellness policy on the school or LEA's website and send a message to families notifying them of how they may obtain a copy or otherwise access the policy.
- In addition to the online posting option, a copy of the local school wellness policy could be posted at each physical school site, such as in the front office or main entrance.
- Furthermore, the LEA could present the information during a meeting with the Parent Teacher Association/Organization, school board, district superintendent, school/district health and wellness committee, or other interested groups or stakeholders.
- Other examples of methods for public information sharing with the larger community include notifications through local newspapers or the media that link to a Web page on the school or LEA's website.
- USDA strongly recommends LEAs make intensive efforts to ensure that the local school wellness policy and any public announcement related to the policy is available in the languages that represent the school community.

## Public Notification

- ✓ School Wellness Webpage/Website
- ✓ Articles in the school newsletter
- ✓ Success Stories
- ✓ Social Media
- ✓ Press Release



With the policy approved and adopted, communicating the new policy revisions to stakeholders is critical to ensure policy becomes practice. Here are some avenues for communications can include on how to communicate the policy changes to staff, students, families and community:

- Establish a **school wellness webpage** on the district website to provide a go-to page for the wellness policy, frequently asked questions, handouts and calendar of events related to the wellness policy and activities.
- Include an article on the policy revisions in **district and school newsletters**; include a link to the school wellness website for more information.
- Feature **success stories** on how the wellness policy is positively impacting students and staff on district and school websites on an ongoing basis; promote the stories through district and school websites, newsletters and social media.
- Feature health and wellness successes and events on **social media** to broaden and increase awareness.
- Celebrate successes, big and small, and hold a **special event** to recognize school champions such as students, families and staff who have gone the extra mile to make wellness a priority; invite wellness committee members and give them a round of applause.
- Send a **press release** to local media outlets outlining the changes to the policy and to promote related activities and events.

## Public Notification (AR 1001 & 1006)

- How does the public know about the Local School Wellness Policy?
- Provide documentation to support the response or appropriate web address.

- The District will inform parents of the improvements that have been made to school meals and compliance with school meal standards, availability of child nutrition programs and how to apply, and a description of and compliance with Smart Snacks in School nutrition standards.
- The District will use electronic mechanisms, such as email or displaying notices on the district's website, as well as non-electronic mechanisms, such as newsletters, presentations to parents, or sending information home to parents, to ensure that all families are actively notified of the content of, implementation of, and updates to the wellness policy, as well as how to get involved and support the policy.
- The District will also use these mechanisms to inform the community about the availability of the annual and triennial reports.

Here are a couple of questions that are included in administrative review.

- How does the public know about the Local School Wellness Policy?
- Provide documentation to support the response or appropriate web address.
- IN responding to these question, here is an example. The District will inform parents of the improvements that have been made to school meals and compliance with school meal standards, availability of child nutrition programs and how to apply, and a description of and compliance with Smart Snacks in School nutrition standards.
- The District will use electronic mechanisms, such as email or displaying notices on the district's website, as well as non-electronic mechanisms, such as newsletters, presentations to parents, or sending information home to parents, to ensure that all families are actively notified of the content of, implementation of, and updates to the wellness policy, as well as how to get involved and support the policy.
- The District will also use these mechanisms to inform the community about the availability of the annual and triennial (try annual) reports.

## Example of Policy Language

- Schools will keep their school community informed about the local school wellness policy (LSWP) by posting in their front office, in the cafeteria, displaying it on their school's website, and sharing it with their food service staff and parent organizations.
- Schools will also use parent resource centers to disseminate information about their LSWP. In addition, principals will actively engage parents in discussions about LSWP, whenever possible to further promote LSWP, receive feedback, and encourage conversations about healthy behavior.



Here are more examples of policy language regarding public notification. Schools will keep their school community informed about the local school wellness policy (LSWP) by posting in their front office, in the cafeteria, displaying it on their school's website, and sharing it with their food service staff and parent organizations.

Schools will also use parent resource centers to disseminate information about their LSWP. In addition, principals will actively engage parents in discussions about LSWP, whenever possible to further promote LSWP, receive feedback, and encourage conversations about healthy behavior.

## Example of Policy Language

- The district will include and collaborate with other county/city agencies and community organizations to coordinate the development, distribution and promotion of the LSWP.
- The district will coordinate with community organizations to develop standardized language and communication materials about the requirements and benefits of LSWP. These materials should be targeted for various audiences (Staff, parents, students, community members).



- More examples: the district will include and collaborate with other county/city agencies and community organizations to coordinate the development, distribution and promotion of the LSWP.
- The district will coordinate with community organizations to develop standardized language and communication materials about the requirements and benefits of LSWP. These materials should be targeted for various audiences (Staff, parents, students, community members).

## Example of Policy Language

- The district will require schools to designate a point person in their school that can answer questions on LSWP. The district will also create guidance on how to implement a wellness committee at the school site level (consisting of staff, students, parents, community members) or to integrate wellness in existing committees such as site councils, to support the implementation of this plan and distribute the guidance in various ways. Communication should be simple, clear and direct.



- The district will require schools to designate a point person in their school that can answer questions on LSWP. The district will also create guidance on how to implement a wellness committee at the school site level (consisting of staff, students, parents, community members) or to integrate wellness in existing committees such as site councils, to support the implementation of this plan and distribute the guidance in various ways. Communication should be simple, clear and direct.

**EXAMPLE**

The school district will develop and implement a communication plan which includes staff and student training and communication to families to ensure understanding of the rationale for the wellness policy and actions of the wellness policy.

Communication Methods By Target Audience

Target Audience	In Person	Print	Media	Electronic
Students	In class, clubs, student group presentations Assemblies	Posters, flyers, student newspaper, menu backs Bulletin boards	School wide announcement Phone call	School website Facebook Twitter
Parents and families	Open houses, events, PTA/PTO meetings, site council meetings, booster clubs	Letters sent home, backpack flyers, menu backs, Handouts brochures	School newspaper Auto dialing	School or district website Email
Teachers and staff	Staff meetings Site council meetings Wellness committee meetings or other school committees	Posters Memos	Newsletters for school, district staff	Email School or district intranet
Superintendent or school board	presentations Superintendent meetings	Reports Letters	School or district newspaper Local news media	Email Website
Community organizations	Presentations	Letters	Local news media	e-letter articles email regional forums

This slide shows examples of appropriate communication methods based on your target audiences. If you want to target parents and families, you can communicate in person by hosting an open house event, through PTA/PTO meetings, Council meetings and others. If you want to communicate with the parents using a print method, you can send letters home, or backpack, flyers, menus, handouts and brochures. If you want to use media method of communication, school newspaper and auto dialing are appropriate methods for this audience. And finally, you can communicate with the parents using electronic method utilizing school/district website and emails.

Sample Communication Plan				
Communication Objective	Key Message Content	Stakeholder Audience(s)	Methods	Timeline
School Wide Awareness that the LSWP is continuing	Announce changes for the wellness policy based on Healthy, Hunger Free Kids Act of 2010  Describe focus for the school year  Current Members of the school and district committees  General timeframe of activities that will be implemented	School Staff Parents	School Website School Newsletter School Handbook	Early September
Solicitation of broader stakeholder participation in committees	Description of the school and district committee  Application process and criteria for selection	School Staff Parents Students Community Members	District/School Website School Newsletter Letter Local Newspaper Presentation at Board Meeting Student Association meetings	Early September
Parent Support and understanding of the rationale for the LSWP	Importance of good nutrition and physical activity for children  Contribution of school meals and snacks  Changes aimed at improving school health  Review of policy components, implementation process, feedback	Parents	Letter  Brochure or Handout at open house/ back to school night and PTA meetings  Update after winter break	Mid September  Late September- early October  January- February
Student Support and understanding of the rationale for LSWP	Contribution of student wellness to academic success and success in life	Students	Bulletin boards and posters Student Assemblies Talking points for leaders of student clubs and meetings	Quarterly

**EXAMPLE**

This slide gives you an example of communication plan organized by the purpose of communication/objective, your key message content, your target audiences/stakeholders, methods of communication and suggest a timeline for each plan.

Example, if your purpose of communication is seeking Parent Support and understanding of the rationale for the LSWP, your message may include the following:

- Importance of good nutrition and physical activity for children
- Contribution of school meals and snacks
- Changes aimed at improving school health
- Review of policy components, implementation process, feedback
- The method of communication, you might send this message in form of letters, brochures, handouts at open house/back to school night and PTA meeting. You may also disseminate this message in form of an update after winter break.
- Best time to disseminate this information , it is suggested mid September if you want to send letters, late September, early October if you want to use handouts/brochures and finally in January or February for sending an update.

**Sample Communication Plan**

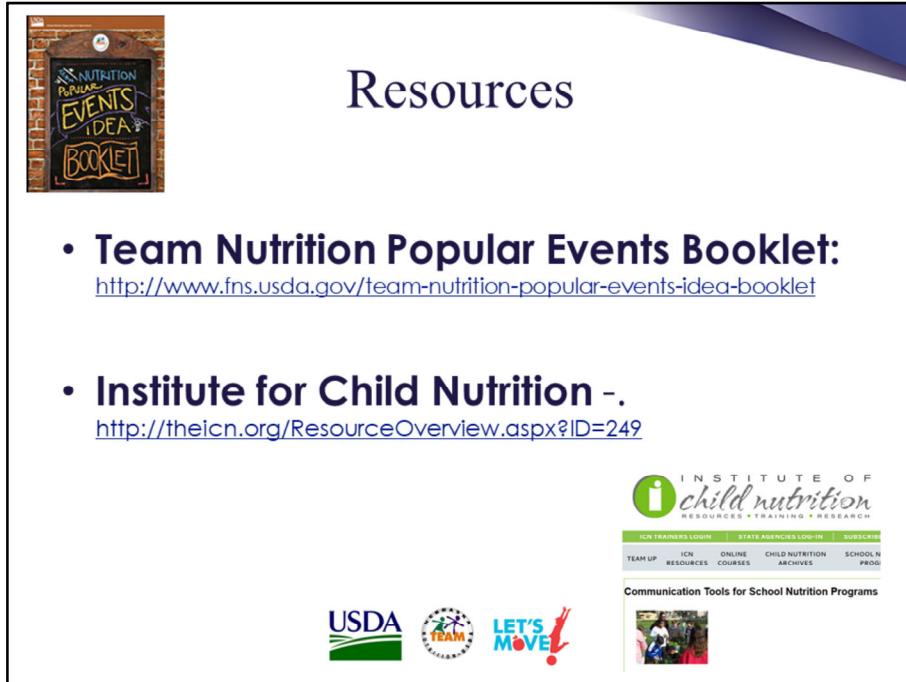
<b>Communication Objective</b>	<b>Key Message Content</b>	<b>Stakeholder Audience(s)</b>	<b>Methods</b>	<b>Timeline</b>
Staff Support and understanding of the rationale for the LSWP	Same as above Role of principals, teachers, other staff	School Staff	Presentation at all staff meeting  Focused presentation at principals meetings Talking points for principals to share with teachers Memo to staff	First meetings of the year
Parent and Student motivation for compliance	Featured parts of the local wellness policy with related tips	Parents Students	Menu back and backpack flyers	Monthly
Progress on Implementation	Focus for school year Activities accomplished Evaluation methods and data	Board Members Community Members School Staff Parents Students	School newsletter School/district website Board Meeting	April-May
Evaluation of Communication	Knowledge of content and benefits of local school wellness policy  Knowledge of input process  Knowledge of implementation	Students Parents School staff	Online survey, focus group Key interviews	May-June

**EXAMPLE**





More samples of communication plans. Give you an idea of the key message content.



The slide features a title 'Resources' in a dark blue serif font at the top right. To the left of the title is a small graphic of a chalkboard titled 'NUTRITION POPULAR EVENTS IDEA BUCKET'. Below the title is a bulleted list of resources:

- **Team Nutrition Popular Events Booklet:**  
<http://www.fns.usda.gov/team-nutrition-popular-events-idea-booklet>
- **Institute for Child Nutrition -.**  
<http://theicn.org/ResourceOverview.aspx?ID=249>

At the bottom of the slide, there is a screenshot of the Institute for Child Nutrition website. The screenshot shows the ICN logo, a USDA logo, and a 'LET'S MOVE!' logo. The website navigation includes links for ICN TRAINERS LOGIN, STATE AGENCIES LOG-IN, SUBSCRIBE, TEAM UP, ICN RESOURCES, ONLINE COURSES, CHILD NUTRITION ARCHIVES, SCHOOL N PROG, and Communication Tools for School Nutrition Programs.

**Team Nutrition Popular Events Booklet:** Filled with ideas for fun ways to promote nutrition and physical activity at elementary and middle schools.

<http://www.fns.usda.gov/team-nutrition-popular-events-idea-booklet>

**Institute for Child Nutrition -** Communication Tools for School Nutrition Programs:  
Includes templates for newsletter articles and press releases, tips on working with the media, and tips on garnering support from  
from school boards, administrators and the community.

<http://theicn.org/ResourceOverview.aspx?ID=249>

The screenshot shows the homepage of the Institute of Child Nutrition. At the top, there is a search bar and a link to 'Advanced Search'. On the right, there are links for 'Login or Register'. Below the header, there is a navigation menu with categories like 'ICN TRAINERS LOGIN', 'STATE AGENCIES LOG-IN', 'SUBSCRIBE TO OUR NEWSLETTERS', 'CONTACT US', 'HELP DESK', and 'DOCUMENT LIBRARY'. Underneath this, there are sub-links for 'TEAM UP', 'ICN RESOURCES', 'ONLINE COURSES', 'CHILD NUTRITION ARCHIVES', 'SCHOOL NUTRITION PROGRAMS', 'CHILD & ADULT CARE FOOD PROGRAM', 'CENTER FOR TRAINERS', 'FACE TO FACE TRAINING', and 'RESEARCH'. A main content area titled 'Communication Tools for School Nutrition Programs' contains several links to Word documents:

- [School Nutrition Media Release: Tips and Templates](#)  
Use this information to help develop positive relationships and consistent communication with print and electronic media reporters. Word Document.  
[View or Download](#)
- [Sample Newsletter #1 Word Document](#)  
Sample Newsletter #1 in Microsoft Word format designed to be customized and edited for specific program needs. 2008. ET82-08  
[View or Download](#)
- [Sample Newsletter #2 Word Document](#)  
Sample Newsletter #2 in Microsoft Word format designed to be customized and edited for specific program needs. 2008. ET82-08  
[View or Download](#)
- [Sample Newsletter #3 Word Document](#)  
Sample Newsletter #3 in Microsoft Word format designed to be customized and edited for specific program needs. 2008. ET82-08  
[View or Download](#)
- [Newspaper Advertisement for School Nutrition Employees Word Document](#)  
Template to be used as advertisement for school nutrition employees in Microsoft Word format designed to be customized and edited for employee needs. 2008. ET82-08

In the bottom right corner of the content area, there are logos for USDA, Team, and Let's Move!

Template to be used as advertisement for school nutrition employees in Microsoft Word format designed to be customized and edited for specific program or employee needs.

### **Preparing for the Media Word Document**

List of tips to be used while preparing to speak with media.

### **Skeleton for News Releases/Articles and Suggested Topics Word Document**

This document contains a list of topic suggestions to be used for news articles and press releases. Included are two examples of press releases that are in Word format that can be customized for specific school needs.

### **SoundBits for the Media Word Document**

Suggestions for information to have prepared when contacted by or contacting the media in Word format that can be customized to specific school or program needs.

### **School Nutrition Case Study: Tips and Examples Word Document**

Sharing your school's nutrition success story has benefits for your department and for other schools too. Your program benefits from the exposure and recognition for healthy changes; other schools can put your good ideas to work in their programs.

### **School Nutrition Media Release: Tips and Templates PDF Format**

Use this information to help develop positive relationships and consistent communication with print and electronic media reporters.

### **Newspaper Advertisement for School Nutrition Employees PDF Format**

Newspaper advertisement for school nutrition employees in PDF format.

### **Preparing for the Media PDF Format**

List of tips to be used while preparing to speak with media.

### **Skeleton for News Releases/Articles and Suggested Topics PDF Format**

This document contains a list of topic suggestions to be used for news articles and press releases. Included are two examples of press releases in PDF format. 2008. ET82-08

### **SoundBits for the Media PDF Format**

Suggestions for information to have prepared when contacted by or contacting the media in PDF format. 2008.

### **School Nutrition Case Study: Tips and Examples PDF Format**

Sharing your school's nutrition success story has benefits for your department and for other schools too. Your program benefits from the exposure and recognition for healthy changes; other schools can put your good ideas to work in their programs.

### **Slide Presentation - Microsoft PowerPoint Format**

Slide presentation titled HealthierUS School Challenge. This resource contains 20 slides.

### Sample Article for School Newsletter and Website

**We're getting healthier!**

It's a fact – healthier students are better learners. That's why our school is launching a school-wide wellness initiative to make (name of school) a healthier environment for everyone. We're part of a movement across Washington and the nation to make our schools healthier places to learn and work.

Our Wellness Policy Team, chaired by (name), is in charge of implementing our school's wellness policy. The wellness policy addresses school meal programs, nutrition education, physical activity and foods available during the school day. We are providing more nutritious yet tasty food options so that students can choose healthier foods for their meals and snacks. We are also increasing opportunities for physical activity.

Members of the Wellness Policy Team include: (names and titles). The committee meets monthly and anyone with an interest in student health is invited to attend. The next meeting will be held (date/time) at (location). For more information, call (name) (phone).

Watch the school newsletter and website for regular updates from the Wellness Policy Team. Creating a healthier school environment is a team effort, we invite you to join us.



This is an example of one of the tools that you can use for the purpose of public notification

**Fayette County Public Schools**

**Wellness Report Card**  
**Nutrition & Physical Activity Fall 2014**

**Healthy Hunger-Free Kids Act 2010**

The FCPS Child Nutrition Program is accredited in Healthy Hunger-Free Kids Act (HHFKA) 2010 provisions. The following nutrition standards have been implemented in stages, to ensure that meals offered are well-balanced and provide students with the nutrients they need to succeed at school. A student must take a minimum of one item from each category at breakfast and at lunch to complete their meal.

**Special points of interest:**

- variety of fruits
- < 10% saturated fat
- variety vegetables, including green, red/orange, and white
- zero grams trans fat
- including whole grains
- sodium restrictions
- only whole-grain rich items
- low fat/dairy alternatives
- fat-free/1% milk
- age-appropriate calorie intakes/portion sizes

To promote healthier meals, most items are steamed or baked. Currently, 43 out of 58 items do not have a fryer. If it does have a fryer, it may be used sparingly or not at all.

**Nutrition Education**

The Child Nutrition Program utilizes the USDA MyPlate and MyTray to help educate students and adults about healthy eating habits. MyTray teaches you what goes on your lunch tray. It is important to balance your calories by increasing your fruit and vegetable intake along with eating whole grains. It is also important to consume dairy products and drink plenty of water daily.

**Smart Snacks in School...USDA's "All Foods Sold in Schools" standards**

USDA recently published practical, science-based nutrition standards for snack foods and beverages sold to children at school during the school day. The standards, required by the Healthy Hunger-Free Kids Act of 2010, will allow schools to offer healthier snack foods to children, while limiting junk food.

The health of today's school children requires us to improve. Students across the country are now offered more healthy choices with more fruits, vegetables and whole grains. The Smart Snacks in School standards will build on those healthy advancements and ensure that kids are only offered tasty and nutritious foods during the school day.

Smart Snacks in School also support efforts by school food service staff, school administrators, teachers, parents and the school community, all working hard to instill healthy habits in students.

Effective July 1, 2014

**Fayette County Public Schools**  
Physical: 193 East Main St., Lexington, KY 40506  
Mailing: 1114 Russell Cave Rd, Lexington, KY 40506

**Fresh Fruit & Vegetable Program**

The Fresh Fruit and Vegetable Program (FFVP) provides fresh fruits and vegetables to students during the school day, outside of lunch and breakfast. This program is available in elementary schools with the highest percentages of children certified for free/reduced price meals. The goal of the FFVP is to improve children's eating habits and increase their eating habits to impact their present and future health. It helps schools to provide healthy food environments by providing healthier food choices, expanding the variety of healthy options available to students, increasing children's exposure, and increasing children's fruit and vegetable consumption.

**Participating Schools**

- Arlington
- Booker T. Washington Interim
- Campbell
- May Todd
- Russell Cave

For more information:  
[www.usda.gov/childnutrition.htm](http://www.usda.gov/childnutrition.htm)

**Farm to School**

The F2S Team continues to work with schools and classroom teachers to educate students on the benefits of consuming local agricultural products. Classroom lessons incorporate sustainability, nutrition, and the importance of buying locally produced food.

FCPS Farm to School (F2S) Team meets monthly to plan and implement many activities. The F2S Team facilitates many activities, including farm visits, cooking classes, and many other educational programs. The F2S Team has developed informational material and video productions to promote the local farms and to increase awareness, processing and consumption of local food items.

**USDA**   

This is an example of an annual Wellness Report Card that reviews nutrition initiatives and physical activity district-wide, and includes archived report cards and recommendations to improve overall student wellness. This report included the school participation in FFVP program, F2S, changes on smart snack rules and more. This is one way other school districts can meet the public reporting requirement for wellness policies, as long as the required reporting requirements are included. Now, I would like to turn it over to Natalie to share with you what Extension and SNAP-Ed program can offer to schools to meet the public notification. Natalie will also share a great success story from Riely school highlight some great project that they do to promote student's wellness. Natalie.

## SWP - Communication is key!



We all know the power of communication. It is the key to all of the things in the graphic: relationships, value, success, and loyalty with customers. In this case, customers is referring to parents, students, and others in the community) etc of your school system. Notifying the public of your school wellness policy, plans, and team members is a required element of school wellness policies. Nebraska Extension and the Nutrition Education Program staff can help you with this.

## NE Extension/NEP and Public Notification

- Add SWP info to school newsletters
- Social Media (Facebook, Twitter, etc.)
  - Facebook post with a fun picture
  - Promote student involvement to promote awareness through media (twitter, facebook and social media pages), community groups, etc.
- Promote school wellness activities in news releases
  - Media/TV/radio ideas
- Post SWP information on the school website
- Assist schools in creating send-home/parent flyers to tell the community about becoming a healthier school
- Involve the community in healthy fundraising events
- Provide schools with visual aids to promote the SWP goals, accomplishments, etc.
- Provide sample resources to schools to get the word out about health and wellness at their school
- Student handbook
- Posters in cafeteria – TN has free posters ☺
- Get staff on board with letters of why and how they will become a healthier school
- Offer to write paragraph explaining school wellness committee



This slide has a lot of text on it. I apologize for that, but wanted to give everyone specific examples of how NE Extension and the Nutrition Education Program can help schools to notify the public about school wellness policies efforts. When you think about public notification related to your school wellness policy, think about what is going to work for your school. You know your school, and you know what works. And it's ok if the first method doesn't accomplish what you hoped. You can always try something else. Examples that NEP can help with related to Public Notification include:

- Add SWP info to school newsletters
- Social Media (Facebook, Twitter, etc.)
  - Facebook post with a fun picture
  - Promote student involvement to promote awareness through media (twitter, facebook and social media pages), community groups, etc.
- Promote school wellness activities in news releases
  - Media/TV/radio ideas
- Post SWP information on the school website
- Assist schools in creating send-home/parent flyers to tell the community about becoming a healthier school
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- Provide schools with visual aids to promote the SWP goals, accomplishments, etc.
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their school

- Student handbook
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- Get staff on board with letters of why and how they will become a healthier school
- Offer to write paragraph explaining school wellness committee

## Example from Riley Elementary - LPS

Riley Elementary School Wellness Team has used the grant money ([Team Nutrition](#)) to start an initiative called **Riley Gets Fit**.

- ✓ They started with awareness for both staff and students by hosting assemblies and events and promoting future activities under their initiative.
- ✓ Their wellness focus began with their wellness team.
- ✓ Their end goal is to obtain a walking path around their school playground to increase physical activity among their students
- ✓ Their greatest challenge has been their lack of a wellness team and school wide initiative.
- ✓ They have started building a team, as well as our kicking off their initiative through an assembly.
- ✓ **They started to build awareness and a need through these avenues.**
- ✓ Using their Riley Gets Fit initiative, they will be hosting several events, challenges, and activities throughout the year.
- ✓ The Team Nutrition School Wellness Policy mini grant will help them fund activities, prizes and advertisements throughout the year.



This slide shares an example of a success story I recently received from Riley Elementary, a school in the Lincoln Public School District. Maddie Gates, a teacher from that school, is on this webinar and will be available for questions after the webinar, applied for and received a mini grant from Team Nutrition to work on school wellness policy efforts in her school. With her permission, we are sharing Riley Elementary's school wellness team's successes.

Riley Elementary School Wellness Team used their Team Nutrition grant money to start an initiative called Riley Gets Fit. **They started with awareness for both staff and students by hosting assemblies and events and promoting future activities under our initiative.**

Their wellness focus began with their wellness team and their end goal is to obtain a walking path around their school playground to increase physical activity among their students. Their greatest challenge has been their lack of a wellness team and school wide initiative. They have started building a team, as well as our kicking off their initiative through an assembly. **They started to build awareness and a need through these avenues.** Using their Riley Gets Fit initiative, they will be hosting several events, challenges, and activities throughout the year. The Team Nutrition School Wellness Policy mini grant will help them fund activities, prizes and advertisement throughout the year.

## Riley Elementary Short-Term Success with SWP Efforts

- 1. The awareness of the team and the initiative has sparked a lot of great ideas and activities within their building.**
2. They have seen a large change in school-level practices with a focus on activity.
- 3. They have completely changed their morning school entry procedure to include the entire student body doing 10 minutes of walking instead of sitting in lines.**
4. They have established quarterly district challenges with fun competitions with a goal of 100% participation and were successful in their first challenge.
5. They think by beginning this initiative they have opened doors to many opportunities for their building to receive future funding for their walking track.
- 6. They have seen positive staff and administrative responses to their Wellness Team and its' activities.**
7. They will continue to build their school's wellness team and expand their activities using the grant to advertise and promote them.



They have had great short-term success in their wellness ventures. The awareness of the team and the initiative has sparked a lot of great ideas and activities within their building. They have seen a large change in school-level practices with a focus on activity. They have completely changed their morning school entry procedure to include the entire student body doing 10 minutes of walking instead of sitting in lines. They have established quarterly district challenges with fun competitions with a goal of 100% participation and were successful in their first challenge. They think by beginning this initiative they have opened doors to many opportunities for their building to receive future funding for their walking track. They have seen positive staff and administrative responses to their wellness team and its' activities. They will continue to build their school's wellness team and expand their activities using the grant to advertise and promote them.

I have bolded three of the successes that I feel related back to public notification. The success of their wellness team efforts and activities are due in part to the communication between the wellness team, the students, staff and administration at Riley Elementary.

*“Our initiative has already created a more fit and active school and community. It is building a more positive school climate through teamwork and activity.”*



Activity inspiring incentive items.



Riley Elementary's goal.



I wanted to include a quote from Maddie. She stated in her success story related to the mini-grant “*Our initiative has already created a more fit and active school and community. It is building a more positive school climate through teamwork and activity.*” This is an example of we would love to hear from every school. It really does take the work of an entire school and the support of the community to make great things happen for students. I also included two pictures that she sent. The one on the left shows incentive items they purchased to inspire their students to be active and the second picture shows their ultimate goal, which is raising \$14,000 to put a walking track at their school.

## Riley's recommendations to other school districts for successful implementation of this program/activity....

1. Focus your goal and find activities and ideas to bring your school together as a community.
2. Build a strong team within your school to provide support for your goal.



Maddie listed two recommendations for other school districts to consider as they work on school wellness policy efforts. The first one is: Focus your goal and find activities and ideas to bring your school together as a community. The second recommendation was to: Build a strong team within your school to provide support for your goal. Public notification and communication are a part of both of these recommendations.

For more information on NEP,  
please visit:

<http://food.unl.edu/nutrition-education-program-nep>

Or contact:

Natalie Sehi

[nsehi2@unl.edu](mailto:nsehi2@unl.edu)

402-472-3781



For more information on what NEP has to offer related to school wellness policy & nutrition education, please visit our website at:

<http://food.unl.edu/nutrition-education-program-nep>

Or contact:

Natalie Sehi

[nsehi2@unl.edu](mailto:nsehi2@unl.edu)

402-472-3781

I will now turn it back over to Zainab Rida who will wrap up today's webinar. Thank you.



*Thank you Natalie, I would like to take this opportunity and congratulate Maddie on her great accomplishment. Riley school is very fortunate to have a wellness champion like you. Thank you for all you do for our students.*

*We will go ahead and take some time for questions now. Just a reminder, please be sure to type your questions into the question box in your control panel.*

*Great! Thank you, everyone. We appreciate you being here.*

*I will send a follow up email once we type the narrative of the webinars and send a link of this recorded webinar along with the slides.*

*Next week we will conclude all of our webinars and cover the last element of SWP, Monitoring and evaluation.*

*Thanks again for joining us today and we will see you next week. Good bye.*