



Move Your Way[®] Community Playbook

Tips for Partnering with Schools

Schools can be powerful partners in promoting physical activity for kids, parents, and families. Use these 10 tips to work with schools on spreading the word about your Move Your Way[®] community campaign!

1. Learn about your potential school partner.

Before you approach a school with your proposal, it's important to do your homework. This will help you understand how a partnership can benefit your organization, the school, and the community in the long run:

- Get to know the school. Does it have a strong PE curriculum or athletic department? Does it have a gym, sports fields, or other facilities?
- Get to know the students. Are there groups that may need a specialized approach, like students with disabilities or English language learners?
- Get a feel for the larger community. Are there parks and other public recreation spaces? Do families have financial resources for sports teams and classes?

2. Identify influencers.

Depending on where you live, you may need to work at the county or school district level to promote Move Your Way in individual schools. Ask around to determine who the key decision-makers are in your district — and make sure you approach people in the right order (like getting approval from principals before talking to individual teachers).

Possible influencers in schools include:

- Principals, superintendents, teachers, and school board members
- After-school program leaders and coaches
- PTAs and other parent groups
- School nurses and school health councils or committees — if your local school doesn't have a health council, suggest they form one!

3. Leverage existing opportunities.

There's no need to start from scratch! Schools have lots of existing structures and programs that make perfect opportunities to promote Move Your Way, including:

- Continuing education and professional development programs for staff
- PE and health classes, sports teams and clubs, and after-school programs
- School events like book fairs, open houses, and field days
- Bulletin boards and classroom walls to display posters
- Emails and newsletters for families

4. Prepare your pitch.

Now that you've learned more about the school, it's time to reach out to them.

Use this sample pitch language as a starting point: [health.gov/MoveYourWay/Pitch](https://www.health.gov/MoveYourWay/Pitch)

And be ready with additional talking points tailored specifically for schools:

- Being more active can improve kids' sleep and mood.
- Studies show that kids who get regular physical activity perform better on tests. Getting kids to move a bit more during the school day can make a real difference in academic performance.
- You can use our Move Your Way materials to support classroom activities and initiatives that get the whole school community moving, like a school-wide step challenge.

5. Set specific goals and implementation strategies.

After you've connected with the school, the next step is to agree on a game plan:

- Set measurable goals and decide on a shared timeline to meet them.
- Ask how you can support the school or what regular meetings you can attend, like PTA or school board meetings.
- Work with the school to identify school policies and guidelines that you'll need to be mindful of — and discuss how you can adjust your efforts as needed to align with them.
- Decide what type of information you'll collect to assess the accomplishments of your partnership, like tracking the number of resources the school shares with students and families. Use the Campaign Implementation Tracker as a guide: health.gov/MoveYourWay/CampaignTracker

6. Pick your materials.

Move Your Way provides tools and resources just for kids and parents. Check out all the Move Your Way materials at health.gov/MoveYourWay/Campaign.

Then work with the school to choose the materials you want to use:

- Ask teachers or administrators to hang the Poster for Kids in classrooms or hallways.
- Encourage teachers to use the Fact Sheet for Kids as part of a lesson in PE or health class.
- Ask teachers to send the Fact Sheet for Parents home in kids' backpacks.
- Suggest adding a link to the Parent Interactive Graphic in the school's newsletter or on its website.
- If you customize Move Your Way materials for your community, ask the school to use the customized versions. You can customize materials through the CDC State and Community Health Media Center: bit.ly/2OLGxCq



7. Engage partners throughout the process.

Once you've figured out a plan, it's important to work closely with the school to implement it.


- Ask the school for their input on promotion activities early and often. They're more likely to stay engaged if you ask for buy-in from the beginning!
- Brainstorm creative new ideas for promotion opportunities that are specific to schools — like creating more classroom activities that involve getting active.
- Remember to celebrate your partnership successes! Offer positive feedback to your partner when things go well — and ask for feedback on what you're doing well or could improve.

8. Make promotion easy.

After you've gotten promotion efforts off the ground, remember to make it as easy as possible for the school to continue the work.

- Remind school administrators about the importance of your joint promotion efforts, and offer pre-drafted promotion content that's easy for them to use.
- Tag the school in social media posts so they'll get notifications — and can easily share the posts on their own social media channels. Use the Tips for Coordinating Social Media Promotion to learn more about planning for social media:

health.gov/MoveYourWay/SocialMediaTips



Move Your Way® Community Playbook
Tips for Coordinating Social Media Promotion

Coordinating campaign promotion on social media can be a challenge! You may need to do some legwork to get internal social media teams and external partners on board with your outreach plans. Use these tips to set your campaign up for social media success.

Reach out as early as possible
Organizations often plan their social media strategy months in advance — so it's important to give everyone plenty of notice!

Aim to reach out to internal teams and partners about 3 months before you'd like them to share something on social media. That way, they can fit Move Your Way® posts into their social media calendars.

Before you reach out for the first time, think about:

- How promoting Move Your Way aligns with the organization's mission and values — you can use these campaign talking points to make the connection: health.gov/MoveYourWay/TalkingPoints
- How Move Your Way fits into existing outreach strategy — such as other wellness-related campaigns the organization is running
- Upcoming local events, holidays, or National Health Observances (like National Physical Fitness & Sports Month in May) — use this list to find observances you can tie into campaign promotion: health.gov/NationalHealthObservances

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9. Check in regularly.

Now that the partnership's efforts are in full swing, have regular touchpoints with the school to find out how things are going.

- Try to check in over email regularly — and work with the school to figure out how often you'll meet via videoconference or in person. Keep an open line of communication with the school to ensure the partnership's efforts are working well and going as planned.
- Emphasize that you're happy to brainstorm ways to address challenges and further the success of your partnership.
- If the school is having trouble involving teachers, talk about how your joint efforts will benefit them — by helping them keep students engaged with fun activities, for example.
- If teachers at the school don't have much time for new activities, talk about ways they could incorporate Move Your Way into existing activities.

10. Review your initial results.

After you've implemented your first activities, it's time to see how they went. Don't miss this opportunity to learn from your experience:

- Review lessons learned so far.
- Talk about how many kids participated in activities during class and after school or how many materials the school distributed.
- Brainstorm improvements you and the school can make as you move forward with your partnership efforts.

Find more community resources at
health.gov/MoveYourWay/Playbook



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