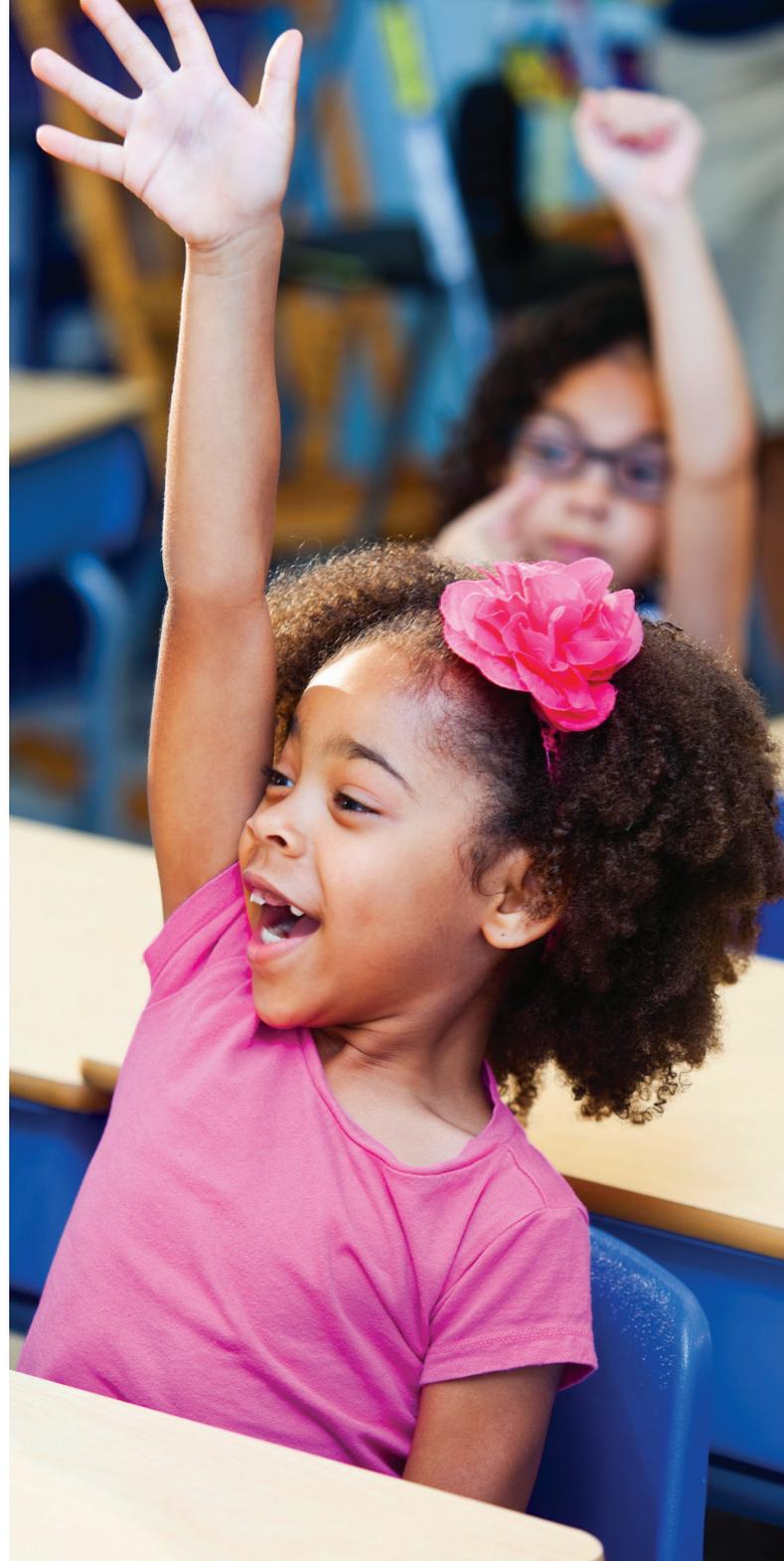


6. Promote the new policy changes to stakeholders

With the policy approved and adopted, communicating the new policy revisions to stakeholders is critical to ensure policy becomes practice. Here are some ideas 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.



RESOURCES: PROMOTE

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 school boards, administrators and the community. <http://theicn.org/ResourceOverview.aspx?ID=249>