



Creating Healthy Policies in Schools



School District Outreach Toolkit **2021-2022**

UAMS Community Health and Research

Project Overview

The goal of the Creating Healthy Policies in Schools (CHPS) project is to encourage districts to implement policies that improve overall health by adjusting policies related to nutrition in the school.

The University of Arkansas for Medical Sciences Community Health and Research (UAMS CHR) developed this toolkit to support districts as they develop messages and marketing campaigns to support the strengthening of school wellness policies.

The goal of this toolkit is to provide examples and templates for school districts to:

- Develop an informational handout about CHPS
- Develop a press release
- Develop three social media posts over the course of the 2021-2022 school year

Strategies related to the above goals are outlined in this toolkit. This toolkit is available to be modified and/or updated by the district or the UAMS Office of Community Health and Research team throughout the duration of the CHPS project.

Goal: Develop an informational handout about CHPS

UAMS CHR will provide an informational handout to participating districts about CHPS. The purpose of the handout is to educate the public, parents and students about:

1. CHPS goals
2. CHPS tools and activities
3. Where to find more information
4. How to contact UAMS CHR staff working on the CHPS project

Goal: Develop a press release

UAMS CHR will provide the district a press release template for participating districts. The purpose of this press release will be for the participating districts to share their involvement in CHPS.

The press release template will describe the importance of strong school wellness policies, activities and engagement during related to CHPS, and the purpose and goals of the CHPS project and can be edited to the needs of each school district.

Contact Information

[Your Logo Here]

[District Name]
[District Contact]
[Phone Number]
[Email Address]

[District Website]

News Release

[DATE]

**[School District Name] Focusing on Healthier School Meals
with Wellness Policies**

[District] –

{School District} is excited to be utilizing the Creating Healthy Policies in Schools program and accompanying toolkit to improve the nutrition of our district’s students. The goal of the program is to encourage districts to implement policies that improve overall health by adjusting policies related to nutrition in the school. The program was developed by UAMS Office of Community Health and Research (UAMS CHR) food equity staff to help enhance school food environments, student nutrition and access to healthy foods.

The program toolkit assesses existing school wellness policies and recommends enhanced language to address meal patterns and quantities, competitive foods, whole grains, added sugars and sodium.

Quote from Child Nutrition Director in District. Suggestion: “Our school district is committed to providing healthy and delicious meals for our students,” [title and name] said. “We know that by strengthening our wellness and nutrition policies through the Creating Healthy Policies in Schools program, we can ensure that our school meals meet and exceed USDA National School Lunch and Breakfast Program standards, and that students are offered wholesome meals that contain whole grains, low sodium and reduced sugar. In partnership with UAMS CHR, this toolkit will help {School District} wellness committee examine their existing school wellness policies and will identify areas where they can be enhanced and strengthened.”

Establishing healthy eating and physical activity patterns during school-aged years is critical to preventing many health problems in our students’ formative years and later in their lives. Schools play a vital role in fostering the health of our youth, many of whom face increased risk for chronic health conditions due to social determinants of health such as food and housing insecurity and insufficient access to safe and healthy foods and places to play.

[Quote from Child Nutrition Director in District. Suggestion: “Our child nutrition team’s goal is to make school meals appealing and delicious and by strengthening our wellness policy, we can begin to make concrete and lasting changes that will affect student health into the future.”]

For more information about the Creating Healthy Policies in School program or for guidance on implementing the program toolkit, email communityhealth@uams.edu and/or call (479) 713-8655 for more information.

The Creating Healthy Policies in Schools Toolkit was developed with support from the Center for Science in the Public Interest.

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Goal: Develop three social media posts during the 2021-2022 school year

UAMS CHR has developed three template social media posts for school districts to customize and post as needed to reach school families and the community about their dedication to strengthening their school wellness policy.

Samples of Facebook posts may be seen below.

Attention [district name] parents! Did you know that your child's school has a wellness policy? Our district is dedicated to improving your children's health and wellness. We are strengthening our school wellness policy. To learn more about this partnership and program, follow the link below.

Did you know that children who eat school lunches may be at lower risk for health conditions like high blood pressure, high cholesterol and type 2 diabetes? We are working to improve the school wellness policies so that your children's school meals continue to be delicious and nutritious! See the link below for more about this program.

Schools provide students with healthy foods for breakfast, lunch, snacks and after school. That's well over two-thirds of the food they'll eat in a day! With children eating so much of their food at school, it's important for those meals to be healthy. [District name] is working to improve our nutrition policy to create healthy and lasting changes for school meals! Follow the link below to learn more about school wellness policies.