

## **Wellness Principle: Policies to Promote Health**

### **Promising Practice: School Newsletters**

**Aim:** To communicate the health and wellness initiatives from school to the home environment.

### **School Newsletters**

Newsletters are a great way to continue healthy school nutrition and physical activities to family members at home.

### **Getting Started How To's :**

1. Design a timeline for your newsletter (once a month, once a quarter, once a semester).
2. Decide on your main health and fitness features or categories: Spotlight on Success, Focus on Fitness, Home Play suggestions, Kid Tip, Community Connection, etc.
3. Enlist the talent of other school staff and students to write for the newsletter.
4. Include information from your district wellness committee or wellness policy.
5. Include a section that features upcoming health and wellness events, activities, or field trips. Also include information about any special guests that visit the school.
6. Tailor your newsletter to your readers by asking them for feedback. What do they like, dislike, want to read about, etc.? What topics are important to them?
7. Brand your newsletter so that it matches your other marketing materials. Include your logo, school colors and perhaps your photo.
8. Keep it fun and integrate national observances, health themes, etc. Check out [What's happening This: Day, Week, Month](#) website and [TeacherVision Educators' Calendar](#).
9. Make it visually appealing. Include photos, clip art, charts, graphs or

other visual elements that complement the content.

10. Get a head start and use a premade template like [Rachel Ray's Yum—o Kitchen Road Map™](#). The Yum-o! Kitchen Road Map™ features handy tips and tasty recipes that are developed in cooperation with the [Alliance for a Healthier Generation](#). The monthly road map newsletter provides tips to make meals and snacks fast, easy and affordable by providing fresh ideas and recipes.
  - ❖ Add community and school specific event information to the back of the Yumo-o Road Map.
  - ❖ Insert general health and wellness ideas & information from the [Alliance for a Healthier Generation Newsletter Ideas and information](#)
11. More free templates from [Microsoft School Newsletter Templates](#) and Education World's [Teacher Tools and Templates](#).
12. Place your newsletter on the school website or consider an email version for more exposure.

**Keys to Success:** Keep it short and sweet. Whether you insert outside content or write your own, offer one or two main ideas with each issue. If you offer too much content, it is likely to be ignored.

**More Information:** [Rachel Ray's Yumo](#)

**References:** [Newsletter Success Secrets](#)