



Healthy Kids, Healthy Schools

Posted: 05/07/09 7:11 PM



Here are the main themes identified from Visions of the Future!

- "Awards programs"
- "Healthy Kids, Healthy Schools Day"
- Government, Media partnerships
- Creating a 'buzz' around a healthy culture



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Posted: 05/07/09 7:24 PM

Notes from the Prototyping Session

Building a Communications Campaign- I AM COMMITTED

The campaign is built around a unified crystallized vision, which is directly aligned with the Healthy Kids Healthy Schools mission. The "I AM" campaign will engage students and the school community to be healthier through utilizing various communications vehicles, a student pledge to personally commit, technology, and in-school promotion.

An advertising campaign will be developed to promote the cause, including print media, radio and TV broadcast. In support of that social networking sites like, Facebook, MySpace, and Tweeter will be utilized to keep the momentum going. In school promotion will include branded signage, give-aways, and point of purchase tracking of healthy eating to allow schools to compete against each other. Each student will pledge their commitment to being healthy through the I AM Committed Pledge below.

I AM COMMITTED PLEDGE

I am going to cook at home instead of eating out
 I am walking
 I am eating more vegetables
 I am turning off the TV
 I am going to stop drinking soda and drink more milk
 I am going to get enough sleep
 I AM STRONG!



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Posted: 05/07/09 7:22 PM

Comment from Kristy Bagget

The idea of innovative tools that connect with young people is wonderful. We incorporate some "facebook" like tools into our program so kids and teachers can stay connected and support each others health and fitness efforts. This is key to communicating with a very discerning group of young people.



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Posted: 05/07/09 7:21 PM

Notes from Brainstormer



view

Notes from the Brainstomer Session

It was great fun to sit in with the Communication/Campaign project team to capture all their ideas on what they imagined might be possible.

Here are the highlights. I have attached the document in this post (look in the upper right corner of this post) that includes all the ideas!

Target Audience and Messaging

The group discussed the need to segment the various audiences and develop specific targeted messaging.

Working with Media

The group discussed strategies for partnering with various media to increase awareness, spread information and messaging, get kids involved.

Other Creative Communication Strategies

This discussion was mostly about viral communication strategies using tools that kids use - like MySpace, Facebook, You Tube, Twitter text messaging. In addition, other channels for carrying the communication included libraries, teachers, community partners (like YMCA etc). Creating a communitywide message.

Increasing Awareness of Health & Wellness and Awareness of Health in Schools

This discussion focused on the need to create an overall image of what healthy is? Create images of wellness. Strategies to reinforce this were also included.

Creating Experiences of Wellness in Schools

Much of the discussion was focused on how to create daily and continual experiences and opportunities for wellness in schools. Ideas ranged from competitions, to health kiosks, to a daily health/wellness focus or mantra, to cafeteria purchasing innovations etc.

Partnering for Communication

The group talked about the need to find out what is already being done (ie at the City, in the Community) and partner with these efforts to help with communication.

Working with Other Project Teams

The group identified the opportunity to work with other project teams, be a communication vehicle for what other project teams are working on.

Bottom Line - Whatever it is - it needs to be cool and fun!



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