

Local Wellness Policy Advocate Guide: What can advocates do?



SPREAD THE WORD: DISSEMINATE AND EDUCATE

1. Share with your social media networks information about the USDA final rule for updating your school's Local Wellness Policy (LWP): schoolwellnesspolicies.org
 - a. Share resources from this website in social media messaging (themed social media campaigns, Tweetchats, graphics, infographics, GIFs, etc.). Use the common hashtag **#SchoolWellness**.
 - b. Use model social media posts and graphics; visit schoolwellnesspolicies.org/socialmedia.html
2. Attend and share information at school-themed conferences, meetings of local PTAs/PTOs, school health/wellness council meetings, community forums, and teacher trainings.
3. Write a blog, website post, or article for a newsletter or other publication.
4. Write an op-ed or letter to the editor to local media outlets; visit schoolwellnesspolicies.org/oped.html
5. Issue a press statement and/or media advisory.
 - a. Reach out to local media to do a story on the issue.
6. Take pictures of local wellness policy activities (e.g., healthy meals or snacks, healthy food and beverage marketing, healthy and/or non-food fundraisers, classroom celebrations, non-food rewards, nutrition education, physical education, recess, or local wellness policy meeting or training) and share with the community via social media, newsletters, etc.

TAKE ACTION AND ENGAGE OTHER ALLIES

1. Write an email to or send tweets to community leaders and public officials to educate them on the issues and what is happening.
 - a. Meet with government officials to discuss the importance of updating local wellness policies and implementation plans. Find out what your school district's current policy is beforehand. Invite them to visit your school by joining students in the cafeteria for lunch, stopping by recess, or participating in PE class.
 - b. Work with other parents or school personnel to assess your school district's nutrition and physical activity practices; see **Alliance for a Healthier Generation and CDC's School Health Index**.
 - c. Connect with school employees that can make a difference from the inside. Include local implementers, such as the school superintendent, principal(s), school board member(s), district food service directors, and physical education and health teachers.
 - d. Consider serving on a local wellness policy committee or meet with the members of the local wellness policy or school health committee.
2. Attend meetings and events hosted by entities such as: local schools or districts, school board, city or county council, and community groups (non-profit education, health and/or physical activity groups, PTA/PTO) to highlight the current status of your school district's LWP and implementation plan, and any needed changes. Identify allies and invite interested community members or leaders to join in updating your LWP and implementation plan.
 - a. Deliver oral or submit written testimony at relevant meetings.
 - b. Attend town halls and raise the issue with local officials.