

COMMUNICATING WITH STAKEHOLDERS TO SUPPORT HEALTH INTERVENTIONS

Successful Students Eat Smart, Move More *boosts support for school wellness policies*

Public Health Problem

- About thirty percent of North Carolina children ages six to seventeen are overweight or at risk for overweight.
- School wellness policies can improve the food and physical activity environment at school, increasing the opportunities for children to practice health habits that prevent obesity.
- Parent support of school wellness policies can influence school boards and administrators to adopt policies that support a healthier school environment.

Program

- *Successful Students Eat Smart and Move More* is a statewide social marketing intervention intended to create a buzz in support of school wellness policies. Modeled after a California project with the same name, North Carolina's project targeted not only school board members but also parent members of the PTA and School Health Advisory Council chairs.
- The project goal was to get parents to question school administrators about wellness policies and to communicate their interest in the implementation of better wellness policies.
- Campaign materials created include brief advocacy documents on fundraising, using food as a classroom reward and food served at parties and events, as well as white papers on issues such as soft drinks, TV and school age children. These materials are posted on project websites as well as PTA websites and a series of workshops communicated these messages to school board members, PTA members and other school personnel.

Impact

- *Successful Students* trained three hundred people on implementing school wellness policies, reaching twenty-one school boards and putting promotional materials on the web to allow communities around the state to begin using them.
- The program leveraged in-kind advertising from their partnership with the PTA which reached about 30,000 parent members with wellness policy articles and advertisements in their statewide newsletter.
- *Successful Students* put resources into the hands of people who can use them to promote the mutually-desirable goals of the state program and concerned parents.

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