Campaign Planning Tool

Overwhelmed by the thought of promoting the Food & Nutrition Services Department and your healthy meal changes, in addition to implementing them? Don’t be! Create an annual action plan for promoting the district’s school lunch or breakfast program in **three** easy steps!

Date: ____________________________________________
School District: ____________________________
Name: ____________________________

**Step One.** Select key opportunities to promote your program (check all that apply):

**School Events:**
- [ ] Back to School Night
- [ ] Colorado Proud Day (Mid-September)
- [ ] Count Day (October 1)
- [ ] National School Lunch Week (Mid-October)
- [ ] Food Day (late October)
- [ ] Special holiday meal (November or December)
- [ ] Valentine’s Day/Heart-Healthy Theme (February 14)
- [ ] National School Breakfast Week (Early March)
- [ ] Teacher Appreciation Week (Beginning of May)
- [ ] Parent-Teacher conferences
- [ ] ________________
- [ ] ________________
- [ ] ________________
- [ ] ________________
- [ ] ________________

**Other Opportunities:**
- [ ] District website
- [ ] Menus
- [ ] District newsletter(s)
- [ ] School newsletter(s)
- [ ] Social media (Facebook, Twitter, Instagram, Snapchat, etc.)
- [ ] Presentations:
  - [ ] Parent group meetings (PTO, PTA)
  - [ ] Student group meetings (NHS, Student Council, Clubs, Teams)
  - [ ] Staff meetings
  - [ ] Principal meetings
  - [ ] Board of Education meetings
  - [ ] Community Partners
  - [ ] Community/School Gardens
  - [ ] Local Farmers
- [ ] Media outlets:
  - [ ] TV
  - [ ] Radio
  - [ ] Local newspaper
  - [ ] ________________
  - [ ] ________________
  - [ ] ________________
  - [ ] ________________
  - [ ] ________________
**Step Two.** From the checklist above, identify and write down your top events/opportunities for this school year.

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<thead>
<tr>
<th>Opportunity</th>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>Example: Colorado Proud Day</td>
<td>Sept 10</td>
<td>We’ll plan and serve a special meal that showcases Colorado ingredients. Parents and farmers will be invited to join us for lunch that day.</td>
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<td>Example: District Website</td>
<td>Copy due to IT by Aug 5</td>
<td>Add information to district website on healthy meal options and changes to meal program &amp; menus before school starts.</td>
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*Copy and paste to add additional rows*
**Step Three.** Identify potential champions to help support your school meal promotions:

- Superintendent
- Principal
- Assistant Principal
- Staff
- Teacher
- Students
- Parents
- Wellness team
- Facilities personnel
- School nurse
- Parent groups
- Student groups
- School communications staff
- Community groups
- Media contacts
- Other ___________________________

Four weeks prior to each of your key opportunities, complete the *Planning Checklist Tool* (https://livewellcolorado.org/healthy-schools/school-food-initiative/resources) and engage your school team & staff around the promotional event. Please note, you will need a new *Planning Checklist Tool* for each event.