

# Call to Action/Action Alert Template – July 31<sup>st</sup> Notes



1. **Who** are you mobilizing to “take action” (e.g. health providers, school nurses, teachers, parents, child care centers, etc.)? Carry forward & further specify the target audience(s) from Q2 of the worksheet. Identify 1 but no more than 3 segments to mobilize.

**Ideas:**

- Schools (nurses, Administration, Older Children)
- Health Depts. (can be healthy)
- Parents (Home visitors, pediatrician)

**Top 3 Ideas:**

- School Admin
- Healthy Depts.
- Parents

2. **What is the evidence-based “ask”, action, or change** that the people identified in question one will be asked to do? Consider **key message(s)** or resources to be communicated or promoted to the target audience, and behaviors to target. (Carry forward and refine from Q 6 and 7 of domain group worksheet.)

**Key ask/action/change:**

- Physical activity breaks
- Not using PA as punishment
- Elementary resources

\*Data to be released along with 3 policies

Now, **refine by audience or segment**, if needed. Include key **data, resources, or visuals** (infographic, chart, photo, colors, etc.), if appropriate to improve messaging-effectiveness for each audience. *Be as detailed as possible with your ideas.*

Who (from Q1 above)	Audience-specific Message	Data/Resource	Visual
School Administrator	Moving implementing to model level policies	Show admin where they stand in KS school policy guidelines (district level)	CHM 1 pager specifically addressing administrators
Health Dept.	Social media campaign that H.D can post (WIC, HV, CCL)	KS school wellness policy guidelines	CHM 1 pager for parents (to hand out)
Parents (PTO/PTA)	How can the parent help? What's happening at your child's school?	--Guidelines on the recommendations for child PA --Positive and negative outcomes of physical activity	CDC info and CHM toolkit to get parents involved to support PA @ school

3. **How** could you **get the word out** about this action alert to the people identified in question one? **Who** should disseminate? Think of at least 2 communication channels and/or network partnerships per audience that could help disseminate the call to action. (If you have more than one audience, these could be the same channels for all audiences.)

Who (from previous)	Communication Channels/ Network Partnerships
Health Department	(1) Social media campaign  (2) Regional public and health meetings  (3) Local public health calls
Schools	(1) KSDE admin list  (2) Social Media  (3) School board meetings at local and state level
Parents	(1) PTA/PTO

4. **When** should this be activated? When should it be archived? Consider the timeline for this action alert/call to action.

Start Date: Schools—end of Sept.

End Date: Ongoing

Other timeline notes, such as differences by communication channel:

5. **Sketch it!** Use this space to provide a visual of how you want images, data, messages, etc. organized for the action alert. Use shapes and label them by content so it's clear to the designer how you want to utilize the space proportionately. A proof of the design will be shared back with the group.

--All visuals for our Action Plan are already complete

--Have backups!

--See attached

--R and D (Ripoff and duplicate 😊)

#### Resources

- Let's Move Active KS Schools – Mark Thompson  
[https://www.kshealthykids.org/HKS\\_Menu/ASLMK\\_Info.html](https://www.kshealthykids.org/HKS_Menu/ASLMK_Info.html)
- Fittastic.org  
<https://fittastic.org/resources/>
- Childrensmercy.org  
<https://www.childrensmercy.org/in-the-community/>
- CDC – Staff Involvement to Support Physical Activity How Can you Help?  
[https://www.cdc.gov/healthyschools/parentengagement/pdf/P4HS\\_Staff.pdf](https://www.cdc.gov/healthyschools/parentengagement/pdf/P4HS_Staff.pdf)