**Wellness Policy Pitch**

**Think through…**

1. Who is the audience? Consider what is in it for them.
2. What is your goal?-such as soliciting participation in the wellness committee, getting buy-in from decision makers or key stakeholders, getting on the agenda for a meeting
3. Organize and Present

* Consider your local statistics, overall benefits of improving health, main emphasis of your wellness policy, and/or some memorable situations or messages
* Can use the SAR formula (Situation Action Results) to structure your message
* Frame your goal into a specific ASK

1. Practice with a partner (keep your speaking points brief)

**Sample: Goal-to have a parent join wellness committee**

***Opening***

Hi Ben. I am Mrs. Wellness Champion and a parent of a 4th grader at Wonderful Elementary. I am also a member of our district’s wellness committee.

**Situation**

My son often dragged his feet getting ready for school, and sometimes he was late. As you know, our district has tardiness problem in general.

**Action**

Recently, his school started a walk to school breakfast program. A lot of his friends participated in the walk to school program and then they all went on to eat breakfast at school.

**Results**

Now, he can’t wait to walk with his friends and he is ready on time. Our school has a decreased tardiness rate. The teachers say the kids are more alert, and the school nurse reported that she is getting fewer tummy ache visits because more kids are eating breakfast. And it makes mornings so much better for our family.

**ASK**

I would love to see this program at all our schools, including your daughter’s school. Our wellness committee is helping our district provide programs like this. We have a wellness policy that has the goal of keeping our kids healthy so they do well in school. The policy includes nutrition education, healthy meals, and physical activity.

We need more parents like you to help put the wellness policy in action. Our committee is meeting next month on Tuesday at 3:30 pm at the district office. Would you come to a meeting to see how you could make a difference?

**Get Commitment-**If parent agrees to come that is great! If parent says they can’t make it, then have another small ask in mind that they would be able to commit to, such as share the walk to school flyer with the PTA. If you are able to get the parent to agree on your small ask, they will feel more obligated in the future to get involved.