



Marketing Guidelines

Background

The *kids teaching kids*® Healthy Lifestyles program was created to help children and their parents build a lifetime of healthy habits through nutrition education and wellness activities. Each school year the program hosts the *21-Day Snacking Challenge*. It engages high school Career and Technical Education (CTE) students to teach elementary school students healthier snacking habits while providing other wellness and activity education.

Objective

To create a marketing campaign strategy, to be used by your district, for the 21-Day Snacking Challenge. Specifically targeting increasing involvement and submitting the final assessment.

Marketing Campaign Development

- Set up District Meetings
 - Meet with district communications department to see what rules are in place to promote to families and students inside and outside schools.
 - Meet with PTA/PTO representative to learn how they communicate to parents
 - Meet with the District PE lead to learn what has been done in the past, or if new, what they are doing around other campaigns.
- Seek Approval
 - The campaign strategy will need to be presented and approved by:
 - Marketing instructor
 - District communication/social media department
 - PTA/PTO Council President or officer
 - Optional: CTE Director, A/V Instructor, other parties the district decides

Marketing Campaign Submission

- Deadlines
 - By the end of October 2024, if your district is participating in the winter/spring 2025 challenge.
 - By the end of April 2025, if your district is participating in the fall 2026 challenge.
 - *Note: the district PE lead will have this information*
- Budget
 - Along with the collateral assets the program already provides, *kids teaching kids* will provide a marketing budget of \$500 to help support the cost of other approved ideas.

Sample Student Planning Ideas

- Develop sample plan to include, but not limited to:
 - Objectives
 - Metrics
 - Deliverables
- Create communications:
 - Morning announcements – written or video PSA
 - Newsletter posts – for the school or PTA/PTO
 - Social media posts – written or video
- Develop an internal district competition
 - Campaign strategy with incentives identified for purchase. Strategies could include, but not limited to:
 - Identifiable object/prize for the school with the highest percentage of students who sign up for the challenge
 - Identifiable object/prize for the school with the highest percentage of students who submit the final assessment for the challenge

Helpful videos/links

[Program Overview](#)

[Role of the PE teacher](#)

[FAQ's](#)

www.kids-teaching-kids.com