

## VOICES FOR HEALTHY KIDS PARTNER OUTREACH TOOLKIT - OUT OF SCHOOL TIME

The Afterschool Alliance is working as part of Voices for Healthy Kids®, an initiative of the American Heart Association and the Robert Wood Johnson Foundation, to increase children's physical activity levels in early childhood settings and out of school. Voices for Healthy Kids has exciting grant opportunities available for state, local and tribal public policy campaigns aimed at promoting eating healthy food and active lifestyles among children to ensure that all kids have the opportunity to grow up at a healthy weight. Please consider using this toolkit to share these funding opportunities with your network.

### BASIC BRANDING GUIDELINES

When you're discussing Voices for Healthy Kids, be sure to use language that is caring, positive, motivational, and empowering. Voices for Healthy Kids places a high value on equity, so it is important to ensure that language is inclusive and addresses the importance of reaching the populations who are in greatest need of this support. Avoid using negative, fearful, or stigmatizing words when talking about the need to support the health and wellbeing of children - for example, if talking about childhood obesity, avoid the word "fat," and instead use "healthy."

Be sure to always use the full "Voices for Healthy Kids" name. The first time the name is used in text in a document, the registered trademark symbol (®) must be used at the end, and the full name must be preceded or followed by identification of the American Heart Association and Robert Wood Johnson Foundation.

### BLOG

**Does your organization have a blog? Adapt this sample post to make your audience aware of the grant opportunity, then spread the word further by sharing the blog post on social media:**

Is your state interested in pursuing policy changes that would provide resources for out-of-school time programs to meet national standards for healthy eating and physical activity? Does your state currently have a health and wellness out-of-school time campaign that is under in consideration and could use supplemental funding in the final push for passage?

Voices for Healthy Kids®, an initiative of the American Heart Association and the Robert Wood Johnson Foundation, is making strategic investments in ongoing state, local and tribal public policy campaigns aimed at promoting eating healthy food and active lifestyles among children to ensure that all kids have the opportunity to grow up at a healthy weight. In partnership with a team of experts across the childhood obesity prevention movement, the grant will provide financial and technical support to advance these campaigns.

Voices for Healthy Kids is focusing efforts in schools, community, and out-of-school time/early care and education. Applications should support at least one [Voices for Healthy Kids Policy Lever](#). There are two current grant opportunities available: Policy Campaign Grants and Lobbying Grants. For more information about the available opportunities, and to download application materials, visit [VoicesforHealthyKids.org](https://VoicesforHealthyKids.org).

## NEWSLETTER

### **If you regularly send an email newsletter to your members or partners, consider including this blurb:**

Interested in pursuing policy changes to help afterschool and summer learning programs meet national standards for healthy eating and physical activity? A Voices for Healthy Kids grant opportunity aims to provide financial and technical support to state, local and tribal out-of-school time public policy campaigns to promote eating healthy food and active lifestyles among children to ensure that all kids have the opportunity to grow up at a healthy weight.

To learn more about Voices for Healthy Kids and out-of-school time campaign funding opportunities, please visit: <http://voicesforhealthykids.org/grant-opportunities/>

## SOCIAL MEDIA

### TWITTER

Where possible, draw attention to your tweet by uploading a photo alongside this sample text.

- Help improve #HealthyOST in your community: apply for campaign support from @Voices4HK. <http://voicesforhealthykids.org/grant-opportunities/>
- @Voices4HK wants to empower you to make meaningful change by improving resources for #HealthyOST in your community: <http://voicesforhealthykids.org/grant-opportunities/>
- Grant opportunity @Voices4HK is offering support for public policy campaigns to improve #HealthyOST. <http://voicesforhealthykids.org/grant-opportunities/>

### FACEBOOK & LINKEDIN

#### **To improve the chances that your audience sees your post, be sure to upload a photo to accompany this sample text.**

Make meaningful change in your community. Apply for a grant from @Voices for Healthy Kids and start working toward policy changes to help afterschool and summer learning programs promote healthy eating and physical activity. <http://voicesforhealthykids.org/grant-opportunities/>

## TAKE THE NEXT STEP

The [Voices for Healthy Kids Action Center](#) is building a national network to promote healthy lifestyles for our children in order to ensure they grow up at a healthy weight. Whether it's going to your local afterschool program to push for more physical activity and healthier food choices, joining your state's afterschool healthy coalition, or taking part in a national day of action like Lights On Afterschool, you can play a part in this movement.

Anyone who is actively working in his or her community to change policies and environments so all children can grow up at a healthy weight can get involved. [Join today!](#)