



**Creating Healthy Schools  
and Communities**

**Making the healthy choice the easy  
choice!**

# Wellness Wednesdays Virtual Training Series

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PARTNERING WITH COMMUNITY ORGANIZATIONS TO PROMOTE  
SCHOOL WELLNESS

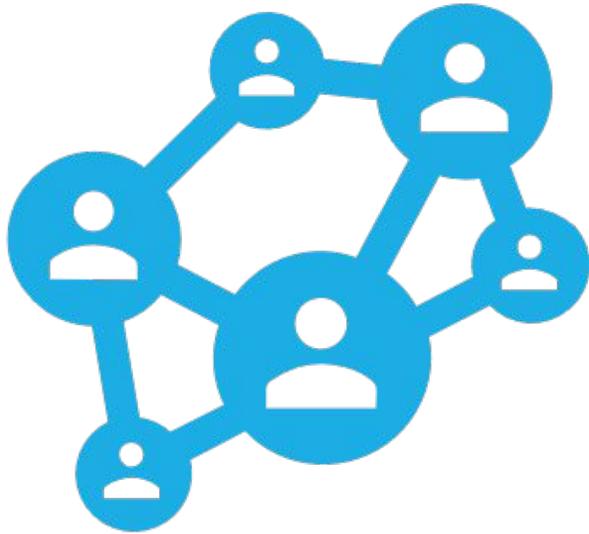


## Community partners can play a major role in supporting school-wide wellness efforts.

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Community-based organizations (CBOs) and local businesses:

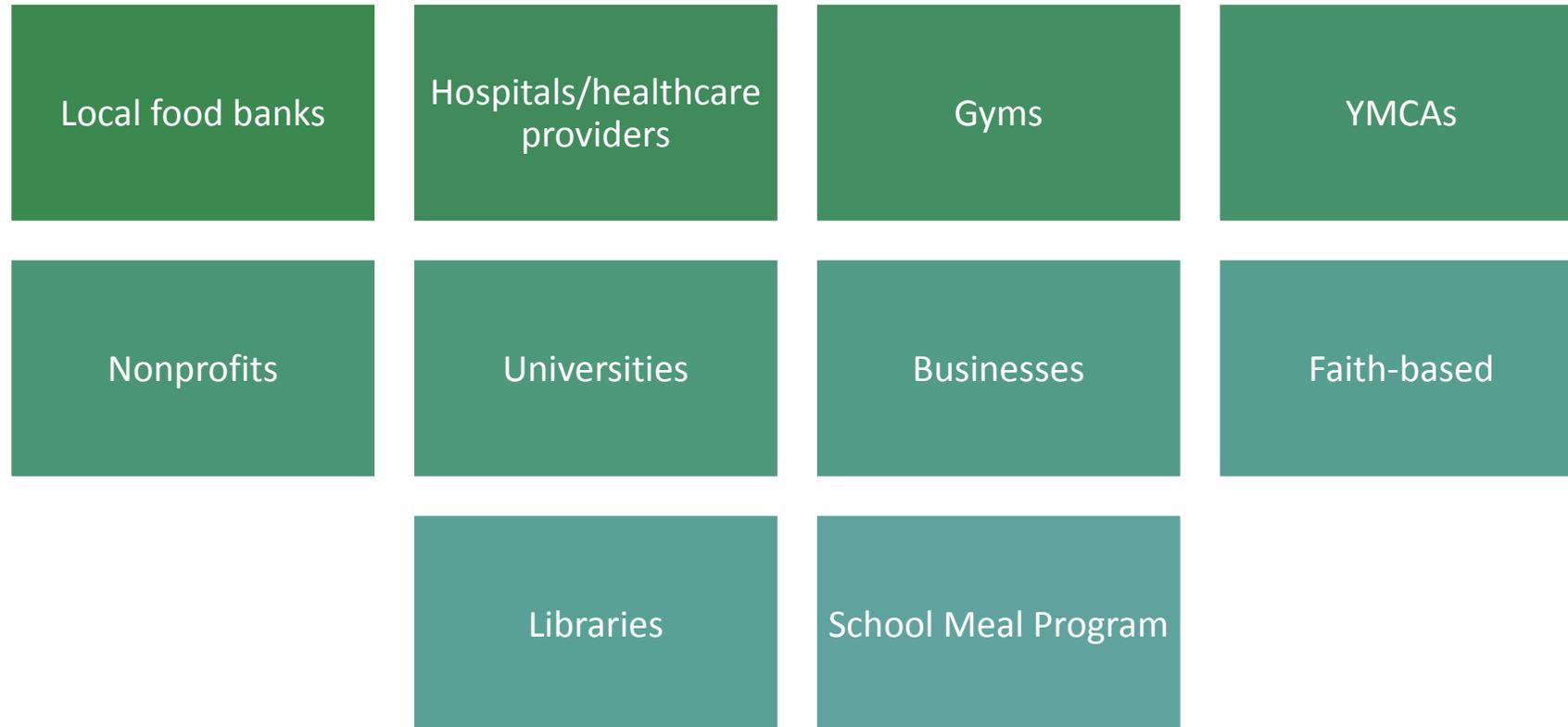
- Share your vision for healthy communities
- Invest in community improvement initiatives
- Garner strong trust and credibility
- Provide resources and funding to enhance your school-wide wellness efforts.
- Offer valuable insight on conditions required for community health and wellness based on their established programs and trusting relationships.
- [100 WAYS BUSINESSES CAN BE INVOLVED IN SCHOOLS](#)



The relationship is bidirectional; CBOs and businesses can expand their outreach and brand visibility across the community by participating in highly visible school wellness efforts.

# What/Who do we mean by “Community Partners?”

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# Best Practices

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1. FIND AND PRIORITIZE PARTNERS THAT SUCCESSFULLY SERVE YOUR POPULATION AND SHARE A COMMON MISSION OF HEALTHY, THRIVING YOUTH.



2. DISCUSS WAYS TO SUPPORT, PROMOTE, AND EXPAND WHAT CBOS AND LOCAL BUSINESSES DO.



3. BUILD FORMAL PARTNERSHIPS WITH CBOS THROUGH MEMORANDUMS OF UNDERSTANDINGS (MOUS) THAT ALLOW PARTNERS TO OFFER THEIR SERVICES TO YOUR STUDENTS AND STAFF BOTH IN YOUR SCHOOL AND AT THE CBO.

1. FIND AND PRIORITIZE PARTNERS THAT SUCCESSFULLY SERVE YOUR POPULATION AND SHARE A COMMON MISSION OF HEALTHY, THRIVING YOUTH.

<b>Our Vision Statement for School-wide Wellness:</b>	
<b>Stakeholder 1:</b>	
<b>What role can/will the stakeholder play in our school-wide wellness efforts?</b> <i>(For sustainability, what role can the stakeholder play in sustaining your school-wide wellness efforts?)</i>	
<b>How can this stakeholder help us achieve our school-wide wellness vision?</b>	
<b>What are the key messages to communicate to the stakeholder group?</b>	
<b>How will we know we are successful?</b>	

# Develop a Stakeholder Map



## 2. Discuss ways to support, promote, and expand what CBOs and local businesses do

Promote	Promote wellness related programs being offered
Sell	Sell local products as fundraisers
Patronize	Patronize supporting businesses
Allow	Allow non-profits to use school facilities
Ensure	*Ensure the overall mission or the business or organization is aligned with your wellness goals.

3. Build formal partnerships with CBOs through memorandums of understandings (MOUs) that allow partners to offer their services to your students and staff both in your school and at the CBO.

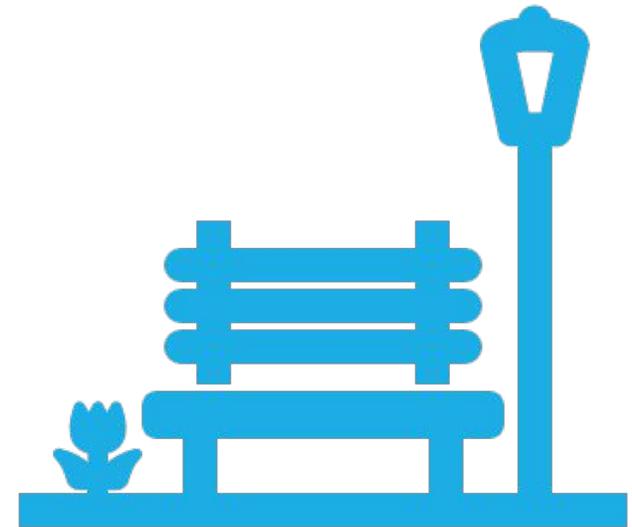


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- Define your shared goals, responsibilities, accountabilities, and resources.
  - Develop joint protocols, policies, and workflows with CBOs to outline each party's roles and responsibilities to coordinate care.
  - Share the limelight. Acknowledge each partner's contribution in publications, presentations, and marketing.

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Work with the local parks department and community centers, which are active throughout neighborhoods and communities and have a wealth of resources to lend or donate. These organizations can provide access to outdoor space, offer fitness classes, and share sports equipment to encourage physical activity.

Find local businesses like grocery stores, restaurants, and farmers markets that can donate healthy food and drink for alternative breakfasts, school-wide events, and harvest shares. Local hardware stores can donate supplies for gardens, reflective spaces, and staff wellness rooms.



# Persistence Pay Off!

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At Whitefoord Elementary School, Atlanta, GA, SBHC staff created a space for school employees to focus on their wellness— to gather, stretch, meditate, and eat healthily.

The Program Coordinator envisioned creating a calm and inviting atmosphere for staff, but she needed the resources to transform the messy space to a wellness oasis.

She asked the local Home Depot for funds or donations to absorb the renovation costs. The Program Coordinator was persistent in her communication with the store manager, who eventually offered to fund new furniture and donate plants for the space. The school wellness team got to work, renovating the space and preparing it for the staff.

Who are you currently partnering with, or have you partnered with in the past?

# References

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School Based Health Alliance