

TOOLKITS

Health: Promote Back-To-School Health

CHILDREN'S HEALTH**THE FACTS**

This summer, as President Obama and Congress work together to enact health reform that reduces health care costs for families, businesses, and government; protects a patient's choice of doctors, hospitals, and insurance plans; and assures quality affordable health care for all Americans, we hope that you will participate by promoting healthy lifestyles in your community – a key to avoiding costly disease and improving the nation's health.

The prevalence of obesity among children aged 6 to 11 has more than doubled in the past 26 years, going from 6.5% in 1980 to 17.0% in 2006. The rate among adolescents aged 12 to 19 more than tripled, increasing from 5% to 17.6%.¹

Overweight adolescents have a 70 percent chance of becoming overweight or obese adults. Obesity in adulthood increases the risk of diabetes, high blood pressure, high cholesterol, asthma, arthritis, and a general poor health status.²

According to a 2006 CDC survey, 23% of black children and 20% of Hispanic children had not received the recommended five-vaccine series by the age of 35 months.³

Thirty-two percent of low income children ages 2-17 had not visited a dentist in the last year according to the same 2006 study.

This summer, commit yourself and a team of your friends, family, and neighbors to help improve children's health and join United We Stand. This tool kit will give you the basics to plan your activity, recruit a team, organize your own service project, and make an impact this summer.

GETTING STARTED

While no two projects will be the same, successful projects will share a few common practices. We encourage you to incorporate the following elements into your service project:

- Create a team with your friends and neighbors to share the effort;
- Set outcome-based goals and track your progress to those goals;

¹ Obesity Prevalence, CDC, accessed 2009, <http://www.cdc.gov/nccdphp/dnpa/obesity/childhood/prevalence.htm>

² The Surgeon General's Call To Action To Prevent and Decrease Overweight and Obesity. http://www.surgeongeneral.gov/topics/obesity/calltoaction/fact_adolescents.htm

³ Centers for Disease Control and Prevention, National Center for Health Statistics (2006) <http://childstats.gov/americaschildren/care.asp>.

- Celebrate your successes together.

The Challenge: Many community-based organizations do not have enough capacity to manage a large number of volunteers, so they need you to organize yourself in coordination with them. This tool kit is designed to either help you organize a group and be a positive addition to a community-based organization, or, if such an organization does not exist, to be a well-organized independently-run group that fills a needed gap in the community.

A step by step guide to getting started and executing service activities follows. Please let us know how your project goes and what you learn by telling your story at Serve.gov.

STEP ONE: IDENTIFY LOCAL PARTNERS

Check out the organizations already doing good work improving children's health in your area, such as hosting children's immunization drives or promoting healthy living through exercise or nutrition education. Many existing service groups have identified community needs and built the expertise to provide solutions.

- Search national organizations like the Boys and Girls Clubs or local United Way chapters to see how volunteers can contribute.
- [“Get a guide to finding local partners”](#)
- Often community health centers (search for [local](#) health centers), hospitals, and other clinical settings utilize volunteers to assist with community events, health fairs, and on-going initiatives that help to promote children's health.
- Link up with a national service program. Many AmeriCorps, Senior Corps, and other national service programs currently assist non-profits in your community to recruit, train, and recognize volunteers. Some current AmeriCorps programs include the National AIDS Fund, the Community HealthCorps, the American Red Cross, and the National Health Corps. If you are having trouble identifying a local organization focused on children's health, many school districts host community events related to healthy lifestyles and fitness.

STEP TWO: BUILD A TEAM

Teams can help share the work, motivate members, and hold each other accountable. Teams build community. Ask your family, friends, colleagues, faith group members, book club devotees to serve with you.

- Host a house meeting or pot luck to choose a project, set goals, recruit volunteers, and plan next steps.
- [“Get a guide for hosting a house meeting”](#)
- Post your service activity on Serve.gov to recruit new volunteers.

STEP THREE: SET A GOAL

Set a service goal for June 22 – September 11 and hold yourself accountable. Find out what your partner organization needs and then work to fill that need. Commit as individuals and as a team to volunteering a certain number of hours promoting children's health (such as number of hours spent

advertising an immunization drive or working at a drive, exercising with kids, or promoting education on healthy eating). Set your goals high to stretch yourself. Then keep track of how you are doing and designate someone to be responsible for updating the group on how you are progressing toward your goals. You'll be surprised at how much you can do when you commit, focus, and follow through.

- [“Get a goal-setting guide”](#)

STEP FOUR: SERVE YOUR COMMUNITY

The key to effective service is planning. Organize your materials, make confirmation calls, and, if you have time, read supplemental materials before you volunteer.

- [“Get a tip sheet for your service activity”](#)

STEP FIVE: REPORT AND CELEBRATE SUCCESSES

Your team members, the community, and the President want to know about your successes and hear your stories. Share your accomplishments by reporting your results. We will highlight the best stories throughout the summer. Tell us about your successes and what you have learned, or just tell your story of service at Serve.gov.

FOLLOW UP

SPREAD THE SERVICE

- After every event, thank your volunteers and sign them up for the next activity.

FINDING LOCAL PARTNERS: CHILDREN’S HEALTH

Check out the organizations already doing good work in your community. Many existing service groups have identified community needs and built the expertise to provide solutions. Get plugged in with them!

It will be helpful to provide background on the local service landscape to the attendees of your house meeting. A few phone calls can produce all the information you need to know your options.

- Search for local organizations working to promote children’s health.
- Identify clinics serving children within your own community and find out how you can serve their needs.
 - Search for [local clinics](#) that need your help and ask how you can help.
 - Search for local groups that provide athletic activities, like the YMCA, Boys and Girls Club and ask how you can help (sample phone script below).

SAMPLE PHONE SCRIPT:

- Hi, my name is _____ and I’m interested in supporting the great work your organization is doing in the community. Some friends and I would like volunteer to support children’s health activities. Is there an area in which a group of dedicated volunteers willing to work a few hours each week could help?
- Do you have a screening process for volunteers?
- What kind of volunteers do you most need?
- Do you have any back-to-school activities or summer projects that need extra support?
- Are you the best person for me to contact?

Remember to keep track of who you have contacted so you can follow up as necessary. You can use the chart below or create one that fits your project.

Group name	Contact name	Contact number	Volunteer activities	# of vols needed

House Meetings

Purpose:

House meetings are a valuable tactic for recruiting volunteers and building a team. House meetings allow community members to share their concerns and join together to work for progress. Within the room, you already have all the tools you need to enact change on a local level. Every attendee can contribute time or resources or leadership abilities.

Your house meeting will help you identify your leadership team. The people that are committed enough to come to your house meeting should be considered potential leaders of the initiatives being implemented in their communities.

As a house meeting host, invite people from your social network to participate in a discussion about your community, pressing needs, and potential solutions. House meetings often engage people new to service and unclear about next steps. Serving with the support of a team will increase the ease and comfort of many new volunteers.

Building community through house meetings is a critical step toward the President's ultimate goal, which is to support everyday Americans in a grassroots effort to improve lives and strengthen communities.

A House Meeting

Goals

- Choose and plan a service project for the summer.
- Set measurable group and personal goals for your United We Serve project.
- Identify 5 attendees to be team leaders.
- Plan the next meeting of the leadership team and identify next steps for each leader.
- Obtain commitments from all attendees to volunteer on a regular basis from June 22 – September 11.

Host Duties

- Before
 - To have **20** people attend, you will need to invite **50**. Brainstorm a list of **50** people to invite. Include your friends, family, members of your faith group, colleagues, book club attendees, etc.
 - Make calls to the **50** people on your list to invite them to your house meeting. Remember that phone calls are much more effective than a mass email.
 - Post your house meeting on Serve.gov and invite local residents interested in volunteering to attend.
 - Browse Serve.gov to see what needs in your community aren't being met and which organizations you might be able to partner with. Take some preliminary steps to identify local partners already working in the community.
 - Prepare necessary materials.

- During
 - Be prepared to give a short explanation of why you became involved/what inspired you to serve.
 - Consider how you most want to serve your community. President Obama has identified four target areas for summer service: health, education, community renewal, and energy and environment. What does your community most need?

- After
 - Thank attendees and get their pledge to serve this summer.
 - Organize a follow-up volunteer leadership meeting with your new team to take next steps.

House Meeting Planner

Use this brainstorm sheet to think of those you want to invite, including those who have never volunteered before or may be new to Untied We Serve.

Name	Phone #	Invited (Y/N)	Committed (Y/N)	Confirmed (Y/N)	Notes
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Name: Please print the invitee’s full name.

Invite: Please mark **yes, no, maybe** or **left message (LM)**. This will help you track who you need to contact and who you should be calling for confirmation. The only real invitations are when you speak with someone directly.

Commit: Please mark **yes, no** or **maybe**.

Confirm: Please mark **yes, no** or **left message (LM)**. You’ll need to call every invitee who said yes or maybe, and every invitee who only got a left message. Please do not assume that **anybody** will come without a confirmation the day before your meeting. It can’t hurt to give people a quick reminder, and you need to know how many people will be at your meeting to make that meeting as effective and enjoyable as possible.

House Meeting Agenda

*****Before starting the meeting, have everyone sign in and appoint a timekeeper who will keep each section running on time.*****

- 0:00-0:10 **Host welcome and introduction**
- Host of the meeting introduces themselves and welcomes attendees.
 - Host shares why (s)he was inspired to organize the house meeting and the purpose of the meeting.
- 0:10-0:25 **Attendee introductions**
- Go around the room and ask each person to introduce themselves and share their reason for wanting to serve this summer.
- 0:25-0:45 **Choose a project**
- Host introduces three or four project ideas and opens up the room for discussion.
 - Discuss what projects will work best in your community.
 - Group votes on project choice.
- 0:45-0:55 **Set goals and identify leadership**
- Ask which attendees are interested in being volunteer leaders – they should stay after the meeting for 15 minutes and commit to a weekly planning meeting from June 22 - September 11.
 - Ask each attendee to consider personal summer goals and make a realistic but ambitious summer commitment.
- 0:55-1:00 **Conclusion**
- At the end of the meeting, the group should have:
 - At least one project to commit to for the summer.
 - A leadership team.
 - Pledges from each attendee to participate.
- 1:00-1:15 **Leadership team meeting**
- Meet with volunteer leaders to set weekly meeting and divide responsibilities.
 - Fill out attached worksheets.

Leadership Team Worksheet

The members of my team include:

Name	Phone Number	Email

Our weekly leadership meetings occur every _____ at _____.

Who are 5 other friends and family members who you will call to enlist in your group's project? Make these calls during the leadership team meeting, if possible:

Name	Phone Number	Email

Setting Goals and Tracking Progress

Breaking Down Your Goal

What is your group's project?

Who are your local partners?

What is your group's goal? (ie, how many lbs of donated food will you secure, how many hours will you spend reading to kids, how many homes will you audit?)

How many weeks do you have until the National Day of Service and Remembrance on September 11th?

What will you have to average per week between now and September 11th to reach your goal?

How many volunteers will you have to recruit on average per week to reach that goal? How many hours would you guess they have to work? If it's not clear at first, you should be ambitious and then adjust your recruitment goal as you go.

Tracking Progress to Goals

Our team will report progress to goals every _____ to _____.

_____ will share our progress to goals with all team members by email/phone calls every _____.

We will also share our story and accomplishments at serve.gov.

HOW TO SET CHILDREN'S HEALTH GOALS

The prevalence of obesity among children aged 6 to 11 has more than doubled in the past 26 years, going from 6.5% in 1980 to 17.0% in 2006. The rate among adolescents aged 12 to 19 more than tripled, increasing from 5% to 17.6%.⁴

Overweight adolescents have a 70 percent chance of becoming overweight or obese adults. Obesity in adulthood increases the risk of diabetes, high blood pressure, high cholesterol, asthma, arthritis, and a general poor health status.⁵

According to a 2006 CDC survey, 23% of black children and 20% of Hispanic children had not received the recommended five-vaccine series by the age of 35 months.⁶

Thirty-two percent of low income children ages 2-17 had not visited a dentist in the last year, according to the same 2006 study.

What will you do to help young people stay healthy?

SET CONCRETE GOALS

Setting goals helps you be accountable to yourself and also increases accountability within a group. Clear goals at the beginning of a project will also help you determine how your project will work and what role group members can play. Once goals are set, you can track your progress, compare your results with other group members, and figure out what works best so everyone can meet (or exceed) their goals.

Set a service goal for June 22 – September 11 and hold yourself accountable. Commit as an individual and as a team to volunteer a certain number of hours on public lands this summer. Then keep your commitment. Let's see what we can do together!

- As an individual, I will exercise with kids _____ times a week this summer.
- As a team we will exercise with kids _____ times a week this summer.
- As an individual, I will educate _____ children about children's health (immunization drives, healthy eating, etc.).
- As a team, we will educate _____ children about children's health (immunization drives, healthy eating, etc.) this summer.

Part of setting good outcome goals is thinking about how you will achieve them. As a group or an individual, think about process-based goals as well to map out how you will hit your goals above:

⁴ Obesity Prevalence, CDC, accessed 2009, <http://www.cdc.gov/nccdphp/dnpa/obesity/childhood/prevalence.htm>

⁵ The Surgeon General's Call To Action To Prevent and Decrease Overweight and Obesity.
http://www.surgeongeneral.gov/topics/obesity/calltoaction/fact_adolescents.htm

⁶ Centers for Disease Control and Prevention, National Center for Health Statistics (2006)
<http://childstats.gov/americaschildren/care.asp>.

- As an individual, I will ask _____ friends, family members, colleagues to join me in service this summer.

TRACK PROGRESS TOWARD GOALS

- Set a weekly or biweekly deadline to report progress. For example, "Our team will report progress every Friday. The person responsible for reporting results for your team is _____."
- Make sure every group member is in the loop. Designate a group member to track and share the results. For example, "Our team will share our progress with all members by email/phone calls every week. The person responsible for sharing progress is _____."
- Keep track of your progress. Score sheets like the one below can be helpful.

Week	# children informed	# hours spent exercising with kids	# hours spent volunteering	# volunteers active
June 22				
June 29				
July 6				
July 13				
July 20				
July 27				
August 3				
August 10				
August 17				
August 24				
August 31				
September 7				
Total				

TIPS: PROMOTING CHILDREN'S HEALTH

VOLUNTEERING AT A HEALTH CLINIC OR NON-PROFIT

- Before you go to a health clinic or a non-profit that promotes children's health, research the organization and the community it serves so that you can learn about the challenges faced by the children.
- The easiest way to do this is to talk with the leadership and/or other volunteers who work at the agency.
- If you are volunteering within a particular initiative or for an event (e.g. immunization drive, nutrition education, enrollment assistance for CHIP), learn about the available resources and/or necessary training.
- Include parents and guardians in all decisions and activities. Encourage them to support their children's participation in physical activities, health services, and healthy eating.

PROMOTING EXERCISE

- Community and volunteer programs that promote regular physical activity among children could be among the most effective strategies for reducing the public health burden of chronic diseases associated with sedentary lifestyles. Programs that provide students with the knowledge, attitudes, skills, and confidence to participate in physical activity may go a long way toward establishing active lifestyles among young people that will continue into their adult lives.
- Contact a local [Boys and Girls Club](#) or [YMCA](#) to serve as a volunteer at summer activities.

VOLUNTEERING AT BACK-TO-SCHOOL HEALTH DRIVES

- Local health clinics and municipal governments often sponsor summer health fairs for children and provide free dental exams, immunizations, and access to pediatricians. Contact your [local clinic](#) to see how you can help. Offer to distribute flyers, work a booth, or fundraise for the cause.
- Immunizations are critical to keeping kids healthy and in school. According to a 2006 CDC survey, 23% of black children and 20% of Hispanic children had not received the recommended five-vaccine series by the age of 35 months.⁷ Contact your [local American Academy of Pediatrics chapter](#) and see how you can help.

⁷ Centers for Disease Control and Prevention, National Center for Health Statistics (2006)
<http://childstats.gov/americaschildren/care.asp>.

CELEBRATE YOUR ACCOMPLISHMENTS

Your work this summer matters and should be celebrated. Remember to go to [Serve.gov](https://www.serve.gov) and tell us your summer story of service.

Also, be sure to keep track of what worked for you this summer and what could be improved. You can learn from this service project when you organize your next service project!