



## 2011/2012 Family Health Night Memorandum of Agreement

### **Purpose of a Family Health Night**

Heart health is about the whole family, so special events like these provide information for every member of the family and include tips on how parents and children can work together to improve their health.

### **Goals**

Promote healthy eating and physical activity while building heart disease awareness.

### **Aims**

- Increase or maintain participants' fruit and vegetable consumption.
- Decrease or maintain participants' consumption of sugar-sweetened beverages.
- Increase or maintain the time participants' engage in physical activity.
- Decrease or maintain participants' recreational screen time (i.e. computer, TV, electronic games, etc.).

### **Questions to Consider**

These help The Hope gauge what support your school has (or can provide) to support planning and implementation of special events (like family health nights).

1. Does your school give families opportunities to learn more about healthy eating and physical activity?
2. Do parents and other community members help plan, implement and evaluate special events centered on nutrition and physical activity?
3. Do students have the opportunity to provide input into the development and implementation of special events that include health and wellness activities?
4. Would any school staff be willing to participate in the planning process? How many?
5. When would your school most like to host a family health night?
6. The Hope can provide some seed money for special events like this, but most likely cannot provide the entire budget. Could your school help cover some of the costs of a family health night (monetary or in-kind support)?

## Expectations

We would love to partner with you in hosting a family health night for your school community. To ensure that each entity involved in the Family Health Night event understands and agrees to their role, the text below outlines our understanding of the most effective division of responsibilities for this event. Please read it carefully. If there is anything you'd like to discuss further, please let us know, and we'd be happy to talk about it until we come to a mutual agreement. Thank you!

### Cooperating PE/Classroom Teacher(s) will:

- Engage support of school principal and recruit committee.

### PTSA Planning Committee will:

- Provide some volunteers to plan, implement and evaluate the event.
- Coordinate use of facility, equipment (A/V, tables, etc.) and event set-up with appropriate staff of the host school.
- Coordinate stage entertainment.
- Coordinate and book all vendors (stations) by reaching out to local, health-oriented community members and businesses.
- Communicate with vendors regarding their table/space, material needs, and event logistics.
- Confirm vendors at least one week prior the event.
- Coordinate dinner or snacks and refreshments.
- Collaborate with The Hope on the event flyer, and distribute it to ensure an audience of at least 175 people.
- Market the event to your community.
- Place event date/time on school reader board prior to the event.
- Invite local businesses to donate prizes for a drawing.

### The Hope Heart Institute will:

- Provide some volunteers to plan, implement and evaluate the event.
- Participate in planning committee meetings.
  - Laurie Sween – Kids Take Heart Program Manager – [lsween@hopeheart.org](mailto:lsween@hopeheart.org) OR 425.456.8730
  - Carly Meiser – Education and Outreach Assistant – [cmeiser@hopeheart.org](mailto:cmeiser@hopeheart.org) OR 425.456.8715
- Provide blood pressure checks for adults and resting heart rate for children. (Additional glucose and cholesterol screenings may be coordinated through other partners on a case by case basis.)
- Check visitors in at the door the night of the event.
- Provide a Hope Heart outreach table with heart health information.

- Run Kids Take Heart activities at stations.
- Create and print “passports” for the event that are stamped and turned in for a chance at winning a drawing prize.
- Collaborate on flyers and signage.
- Provide Hope Heart Institute banners for event night.
- Handle registration and confirmation if committee prefers.
- Market the program to local media.
- Provide event volunteer staff as needed.
- Provide event evaluation forms.
- Provide gift bags (to exchange for completed evaluations at the end of the evening) and a gift basket for the drawing.
- Provide thank-yous to volunteers and vendors.

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Coordinating PE Teacher – hosting elementary school

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date

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Planning Committee Chair - PTSA

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date

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Hope Heart Institute Staff

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date



## **Family Healthy Night Elements**

In the past, The Hope has experienced the most success with **turnout** when including some sort of **food and entertainment**. We've experienced the greatest **impact** when including topics mentioned under the **station ideas** below. We believe planning a family health night is very much a team effort between the hosting school and community members. Please consider this menu a list of suggestions. We realize the hosting school may have different or additional ideas about what would work best with their community.

### Consider Food

Dinner or light snacks

Beverages

### Entertainment Ideas

Age appropriate local band

Dance Team or instructor to teach a dance (like Zumba)

Yo Yo man

Juggler

### Fitness Station Ideas

US Physical Activity Guidelines

Being physically active in inclement weather

Components of health-related fitness circuit

### Nutrition Station Ideas

Sugar-sweetened beverages/energy drinks

Importance of fruit/vegetable intake

Evaluating nutrition facts/label reading

Identifying serving sizes

Healthy recipes/cooking demos

### Screenings

Blood pressure

(Glucose and cholesterol screenings on a case by case basis)

### Goal-Setting Ideas

FITT Principle

SMART strategy

Tracking devices

Accountability partners



## Family Health Night Planning Guide

### Six Weeks Prior to Family Health Night – 1<sup>st</sup> Meeting

- Form a Planning Committee and hold **initial meeting** at school with staff, parents and other community organizations
- Discuss goals and objectives for the event and draft text to use in approaching other community partners.
- Set event date and schedule
- Tailor event to location and audience
  - Identify other community organizations aligned with event goals that may want to play a role
  - Identify a local vendor who may be interested in donating or subsidizing dinner
  - Identify a group or instructor within the school district who might be interested in providing entertainment (dance group, Zumba teacher, etc.)
- Identify businesses in the community that may be willing to donate prizes
- Discuss how to get the word out for the event (i.e. reader board, save the date, flyer, PR release, etc.)

### Five Weeks Prior

- Recruit community organizations to participate by hosting an interactive station at the event
- Connect with a local business about providing dinner
- Solicit prize donations from local big box stores, etc.
- Ask local vendor for water donation
- Secure entertainment
- Begin building volunteer team
- Create a save the date notice and translate as needed

### Four Weeks Prior

- Print and send the save the date home with students
- Create event flyer and translate as needed
- Finalize stations, entertainment, dinner/menu
- Continue soliciting for prizes

### Three Weeks Prior – 2<sup>nd</sup> Meeting

- Review stations, create event map, design passport (and translate as needed)
  - Tables/chairs/electricity needed
  - Stickers for passport
- Dinner logistics
  - Delivery time
  - Space, warmers and tables needed for buffet
  - Plates, napkins, cutlery
- Continue soliciting for prizes

### Two Weeks Prior

- Print and send the flyer home with students w/ tear off registration for dinner count
- Communicate event details and roles with volunteers
- Communicate event details with station hosts
- Collect water donation for dinner
- Press release drafted, cleared by all parties.
- Assemble swag bags to be exchanged for completed event evaluations at the end of the event.

### Week Before the Family Health Night

- Create registration list and communicate final count (+25) with the vendor providing dinner
- Print passports, media release forms, and event evaluations
- Press release goes out.

### Event Night

- Setup/tear down tables and chairs for dinner and stations
- Train volunteers
- Greet and thank station hosts and help them setup/teardown
- Take trash out

### Post Event Follow-Up – 3<sup>rd</sup> Meeting

- Review evaluations and create event summary
- Email thank you to planning committee to distribute to station hosts and partners along with the evaluation summary.
- Discuss what went well and what could be improved.

### **The Element of Evaluation**

Considering this element when planning family health nights is so important because it helps communicate impact for the efforts and funds put forth. It helps determine successes and areas for improvement with regard to family education.

Impact can be measured via a brief evaluation. We've found that participants are more likely to provide information on an evaluation if incentives (like gift bags) are provided.

The following is an example of an evaluation we've used at Family Health Nights in the past.

# Family Health Night - For All Families

## 2011 Evaluation Form

**Please answer the following questions:**

Have you attended a family health night similar to this in the past?

Yes  No

Would you attend another Family Health Night?

Yes  No

Would you refer a friend to a Family Health Night in the future?

Yes  No

**Please rate the following elements by circling one option:**

**Overall Experience:** Poor Average Excellent Don't Know

**Food:** Poor Average Excellent Don't Know

**Health Screenings:** Poor Average Excellent Don't Know

**Stations:** Poor Average Excellent Don't Know

**Exhibits and Booths:** Poor Average Excellent Don't Know

**What would you like to see more of at future Family Health Nights?**

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**After attending Family Health Night, I am more likely to:**

- Improve my eating habits
- Increase physical activity time
- Visit my health care provider
- Seek more information about health
- Get more involved with The Hope Heart Institute
- Probably won't change my eating habits

**Please check the race/ethnicity representative of most family members within your household:**

- American Indian/Alaska Native
- Native Hawaiian or other Pacific Islander
- Hispanic or Latino
- Black or African American
- White
- More than one race

**Other comments?**

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