Afterschool Outcomes

http://expandinglearning.org/research/vandell/

District Spotlight: In one metropolitan district with 30 centers, students in 5th and 7th grade who attended the Texas ACE program for more than 120 days improved their test scores on state assessments.

Nationally, students who attend quality afterschool programs also improved their test scores on state assessments.*

Regular Attendees:
- 35% improved reading scores
- 35% improved math scores

Students who attended for 90+ days:
- 45% improved reading scores
- 45% improved math scores

*Students who scored below proficiency in previous year

Invest in Afterschool

Texas ACE and other quality afterschool programs funded by the 21st Century Community Learning Centers (CCLC) help students do their best. Students who regularly attend 21st CCLC programs show greater improvement in:

- Grades
- Math & Reading Proficiency
- Homework Completion
- Class Participation & Behavior
Speakers/Overview

Afterschool Alliance
Nikki Yamashiro, Director of Research

PR Solutions
Gretchen K. Wright, Vice President & Principal
Matthew Freeman, Senior Account Executive

Burness Communications
Marianna Sachse, Senior Associate, Digital
Gwen Craig, Coordinator & Web Editor, Digital
America After 3PM – A Decade of Research

- In Afterschool
- Want Afterschool

### 2004
- In Afterschool: 6.5M
- Want Afterschool: 15.3M

### 2009
- In Afterschool: 8.4M
- Want Afterschool: 18.5M

### 2014
- In Afterschool: 10.2M
- Want Afterschool: 19.4M
The Need for Afterschool

For every child in a program,

2 are waiting to get in.
Nearly 1 in 3 children and teens in the U.S. are overweight or obese.

Of kids ages 6-11, only 42% get enough daily physical activity.

Of kids ages 2-18, only 40% eat enough fruit and 10% eat enough vegetables.
Afterschool Programs and Physical Activity

80% of parents say that their child’s afterschool program offers opportunities for physical activity

8 in 10 parents want afterschool programs to provide opportunities for physical activity

84% are satisfied with the amount of physical activity offered

84% are satisfied with the variety of physical activity offered
Opportunities for Physical Activity in Afterschool Across the Country

Map showing the distribution of physical activity opportunities in various states.
A Look at the Data from the Dashboard

80% of parents say their children's after-school program offers opportunities for physical activity.

The amount of physical activity...

ON A TYPICAL DAY IN AN AFTERSCHOOL PROGRAM

- Unsure: 5%
- Less than 15 minutes: 4%
- 15–29 minutes: 25%
- 30–59 minutes: 40%
- 60 minutes or more: 27%

Afterschool programs play an important role in improving the health and wellness of our nation's students. Serving more than 10 million children and youth across America, with more than 19 million more who would be enrolled in a program if one were available to them, afterschool programs have great potential to help prevent obesity and instill lifelong healthy habits that can help our nation's students get healthy, stay healthy and lead healthier lives.

Parents whose child’s afterschool program offers opportunities for physical activity

- 80%
A Look at the Data from the Dashboard

Physical Activity and Afterschool Programs

- Parents agree that afterschool programs should provide children opportunities to be physically active: 82%
- Parents whose child’s afterschool program offers opportunities for physical activity: 80%
- Parents satisfied with the physical activity in their child’s afterschool program:
  - Amount of physical activity: 84%
  - Variety of physical activity: 94%

Examples of the variety of physical activities provided in the survey questionnaire were “indoor, outdoor, games and skill-building activities.”

- Parents say that opportunities for physical activity was very important in choosing their child’s afterschool program: 67%
Afterschool Programs Providing Opportunities for Healthy Eating

More than 7 in 10 want programs to offer healthy meals, snacks, or beverages.

72% of parents say that their child’s afterschool program offers beverages, snacks and/or meals.

81% are satisfied with the healthy foods offered.
Afterschool Programs Providing Beverages, Snacks or Meals

afterschoolalliance.org/AA3PM
Kids on the Move
See National Map >
Afterschool programs continue to make advances when it comes to providing students with nutritious foods, keeping students physically fit and promoting health. See how afterschool programs are helping our nation’s students get healthy, stay healthy and lead healthier lives.

Full Report
Download >
Learn more about health and wellness in the hours after school in *Kids on the Move: Afterschool Programs Promoting Healthy Eating and Physical Activity*. Read the full America After 3PM special report or the executive summary.

Find Out More!

www.afterschoolalliance.org/AA3PM
Materials You’ve Received

• News Releases with State Specific Data
• Template Letter-to-the-Editor
• Coming Soon: Edit Memo
Letters - March 18

ISSUE: AFTER-SCHOOL PROGRAMS

Keeping kids active, healthy, and safe

More than 10 million kids nationwide— and 320,000 in Pennsylvania—attend after-school programs. A new study from the Afterschool Alliance highlights critical but sometimes-overlooked benefits of the programs. They are helping kids eat healthy and be active, and offering the healthy choices that parents demand.

According to survey data from Kids on the Move, the great majority of Pennsylvania parents with children in after-school say their child’s program offers healthy snacks, meals, and beverages. Likewise, the overwhelming majority of parents say their children’s program offers opportunities for physical activity. That’s exactly what parents of children in these programs want them to provide.

Afterschool, before-school, and summer learning programs support kids, parents, and communities in many other important ways. They keep kids safe, inspire them to learn, and help working parents keep their jobs. In Indiana, 391,944 kids would participate if an after-school program were available. In our view, more students do even more to instill healthy habits that can last a lifetime.

Kacy Comley, Pennsylvania Afterschool Youth Development Network, Camp Hill


Letters to the Editor

For Monday, March 16, 2015

Afterschool, kids play, get healthier

One of the great joys of providing after-school programs is watching them play. That’s certainly not the only thing they do at our after-school Afterschool programs. They get a healthy dose of homework help and other academic support.

But there’s nothing quite like the joy of kids running around, playing a game or, in some other way, being a kid.

According to survey data from Kids on the Move, the great majority of Indiana parents with children in after-school programs say their child’s program offers opportunities for physical activity, like playing with the kids, keeping kids busy and having fun. Parents say their children’s after-school programs help by promoting healthy habits through fun nutrition activities. Because after-school programs do so much to keep the kids safe, inspiring them to learn, and helping working parents, it’s easy to overlook another contribution. Helping combat Indiana’s childhood obesity problem. But after-school programs are doing just that—and our kids, parents, and communities are better off as a result.

Paul Adams
Executive Director, Indiana Afterschool Alliance
Other Things You Can Do

- Pitch radio and TV talk shows
- Pitch feature stories
- Conduct editorial outreach
- Blog
- Continue to cite data in relevant materials and through outreach
Researching Shows

• Find out which local TV and radio stations have shows.
• Watch or listen to them.
• Check out their websites for previous shows.
  • What topics do they cover?
  • What are the interviews like?
• Check the website or contact the station to get the name and contact info for producers or guest bookers.
Pitching Shows

• Identify a “hook.”
• Provide background material.
• Establish your (or your spokesperson’s) street cred.
• Suggest a date (if it needs to be timely).
• Follow up with a phone call.
• Don’t get discouraged!
Researching Feature Reporters

- Television, radio and print.
- Coverage of children’s health, parenting issues, family issues, education, community.
- Longer form stories.
Pitching Feature Reporters

• Identify a child with a story about how an afterschool program has helped with his or her health or esteem through nutrition and/or physical fitness programming.
• Interview the child and parents.
• Offer an interview with the child and/or parents and someone from the program.
• Include some relevant state data from the study.
The Opinion Pages

• Generating Editorials: Two Approaches
• Finding a Friendly Columnist
• Sending a Letter
• Your Blog
• The Blogs of Others

MomsRising.org
Where moms and people who love them go to change our world

Afterschool Programs Keep Kids on the Move toward Good Health
March 18, 2015

These days, keeping our children healthy and fit sometimes seems like an unwinnable war. Getting kids to eat their spinach, drink water or low-fat milk instead of soda, and put down the video game console can test the will of even the most determined mom or caregiver.

Fortunately, we have a strong ally in our collective mission to support our children’s health and wellness: our country’s phalanx of afterschool programs.

A new special report shows that parents with children in afterschool programs are overwhelmingly satisfied with the job afterschool programs are doing to provide kids with nutritious snacks and opportunities for exercise. To many parents,
Part of Your Rap

• A Compelling Stat or Two
• A Couple Solid Bullet Points
• Talk It Up to Parents and Others
Using Social Media

Effective ways to engage your audience on Twitter and Facebook
Goals

To help you

• **Get started** on Facebook and Twitter, if you haven’t already
• **Take your use to the next level**, if you’ve established your presence online
• **Focus in** on using these skills to promote the Kids on the Move report
• **Make your time on social media valuable** by connecting it to your social change goals
Facebook and Twitter Tips
Recap: Facebook Tips

- **Status Updates**: Use links, videos, photos, share others’ information, and be conversational.

- **Frequency and Timing of Posts**: Post 2-3 x per week, schedule posts to go up when people are online (use Insights to find out when your audience is online).

- **Engage with your audience**: Reply or like peoples’ comments.

If you haven’t already, check out our tips sheet!
Recap: Twitter Tips

- **Reply to tweets**: @username or .@username (if you want it to show on your own timeline)
- **Mention a user**: @user within the tweet
- **Retweet**: Share others’ tweets, hit “retweet”, write “RT”, or “MT” if you are shortening the content
- **Use hashtags (#)**: Join conversations by adding “#” before a word or phrase (see the tips memo for hashtags to watch)

If you haven’t already, check out our tips memo!
Recap: Twitter Tips

- **Shorten URLs**: use bit.ly, which has great analytics
- **Use a Twitter dashboard**: TweetDeck can help you triage incoming tweets and follow the conversation
- **Tweet often**: Users drop in and out of the stream throughout the day, so tweeting frequently is acceptable
- **Keep it visual**: Photos and videos get more clicks and shares
- **Track your progress**: use Twitter tools like tweetreach.com and bit.ly to see how your tweets and links perform
For This Campaign

Use existing tools!
• Consult the campaign social media guide
• Use the Twitter and Facebook one-pagers for basic guidance
• Share the national graphics on Twitter or Facebook!

HEALTHY AFTERSCHOOL PROGRAMS
Bit.ly/Invest3to6

The majority of parents say their afterschool program supports healthy behaviors and among those parents, satisfaction is high.

84% are satisfied with the amount of physical activity offered
81% are satisfied with the healthy foods offered
For This Campaign

Sharing national or general information is great

What's happening?

Demand for #afterschool programs is higher than ever: kids can't afford to be cut from #21stCCLC. #Invest3to6 http://bit.ly/16HWdOX

Build on that by customizing content to your state

What's happening?

75% of CT parents say afterschool programs offer time for kids to be active. http://bit.ly/16HWdOX
For This Campaign

Now add a photo or graphic!

Check out: www.afterschoolalliance.org/AA3PM
To get state-specific stats to include in some of these kinds of tweets:

Afterschool Alliance @afterschool4all · Mar 17
75% of CT parents say afterschool programs offer time for kids to be active. Learn more bit.ly/Invest3to6
pic.twitter.com/JpFhN87bOl

Help kids get healthy.
Help working parents keep their jobs.

AMERICA AFTER3PM bit.ly/Invest3to6
Hashtags We Love

Reach the audiences who care the most!

- #invest3to6
- #afterschool
- #21stCCLC
- #summerlearning
- #education
- #HealthyOST
Social Media Goal Setting
What Should You Measure?

• So you’ve spent hours on social media and you want to show it was worth your time
• What do you share?
  ▪ The number of followers?
  ▪ The number of retweets?
  ▪ How many people your tweets reached?
• What do these numbers tell you? Do they tell you that your time was well spent?
Take A Step Back

• The metrics you track are dictated by your digital or social goals
• Are your goals the right ones?
• To determine if your goals online are meaningful, take a step back and look at your larger organizational or campaign goals
• Once you ensure that your social goals support and work towards your broader organizational or communications goals, then you can:
  ▪ Make those goals measurable
  ▪ Know which metrics are important to track
  ▪ Limit the metrics you share to the ones that will help demonstrate the value of your work
Objectives

Core/Campaign

Communications

Social/Digital

“What is the main thing your organization or campaign is trying to accomplish?”

Litmus test: Would the board of directors or leadership team agree that THIS is the main thing the organization is trying to achieve?

“What goals, if achieved, will lead to [core organizational, campaign objective]?”

Litmus test: Do each of these objectives, if achieved, lead to our core organizational objective (e.g., policy change)?

“What digital goals, if achieved, will lead to [strategic communications objective]?”

Litmus test: Is it clear to you and the leadership team that these specific goals, if achieved will lead to one or more strategic communications objectives?

Adapted from 3.5 STEPS TO SETTING INTELLIGENT SOCIAL MEDIA GOALS
Core Objective

• “What is the main thing your organization is trying to accomplish?”
  • This should be, or be closely related to, your vision or mission statement
  • For a campaign, the core objective may be specific to that campaign and different from the larger organizational goal

• Litmus test: Would the board of directors or leadership team agree that THIS is the main thing the organization is trying to achieve?

Adapted from 3.5 STEPS TO SETTING INTELLIGENT SOCIAL MEDIA GOALS
Communications Objectives

- “What goals, if achieved, will lead to [core organizational/campaign objective]?”
- Examples:
  - Increase Reach—how many people see your content
  - Increase Conversions—how many people take an action based on your content
  - Increase Retention—how many people come back to you for more
  - Increase Credibility
  - Maintain Visibility
  - Develop Stronger Relationships With Stakeholders
- **Litmus test:** Do each of these objectives, if achieved, lead to our core organizational objective (e.g. policy change)?

Adapted from 3.5 STEPS TO SETTING INTELLIGENT SOCIAL MEDIA GOALS

Afterschool Alliance
Digital/Social Objectives

• “What digital goals, if achieved, will lead to [strategic communications objective]?”

• Examples:
  • Build an online community
  • Increase conversions from visitors to donors, volunteers, petition signers, advocates, etc.
  • Demonstrate thought leadership
  • Become a media resource
  • Increase online visibility

• **Litmus test:** Is it clear to you and the leadership team that these specific goals, if achieved will lead to one or more strategic marketing objectives?

Adapted from 3.5 STEPS TO SETTING INTELLIGENT SOCIAL MEDIA GOALS
SMART Objectives

• Once you’ve defined your social/digital objectives, put some numbers to them

• Social/digital objectives should be SMART:
  
  **Specific**: Being “awesome on Instagram” is not specific enough
  
  **Measurable**: Luckily, most things online are measurable
  
  **Achievable**: Don’t expect to be like charity:water in year one
  
  **Relevant**: The metric you track looks at what you think it looks at
  
  **Time sensitive**: Pick an appropriate date for meeting each goal

  e.g.:
  
  • To have 10 followers retweet or share the Kids on the Move report by June 1
  
  • To have 30 click-throughs on the Kids on the Move report by June 1
Your Assignment ...

...should you choose to accept it!

• Gather with your network peers
• Define your core, communications, and digital objectives
• Make those digital objectives measurable
• Check in on your objectives regularly, track your progress, and adjust your objectives as needed
Traditional and Social Media Tools for Kids on the Move

Thank You!