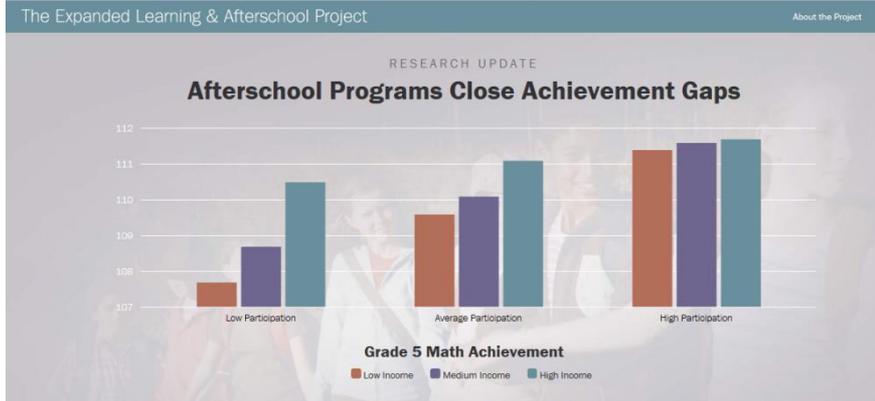




Traditional and Social Media Tools for Kids on the Move

Afterschool Outcomes

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



www.tweet4afterschool.com

Over 1.0 million students are at risk as Congress debates eliminating \$1 billion from vital after-school programs. At a time when an additional 20 million students want to be in programs but none are available it is more important than ever that we inform our policy makers about the many reasons these programs help our children succeed in school and in life. Take a moment to use the power of social media to join this effort and be the champions our students are depending on.

After school programs



Texas Afterschool Centers on Education is a proven and cost-effective investment in students' academic success.

Supporting Texas Students

Texas ACE serves 175,000+ students and involves nearly 10,000 teachers at almost 900 centers.



164 school districts

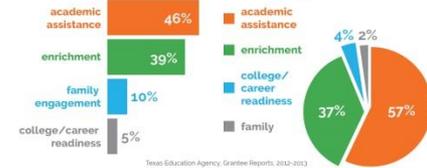


26 community organizations



1 Institute of Higher Education

Texas ACE offers nearly 38,000 activities focusing on:



Improving Academic Performance

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.

5th Grade:
 +34.3 points Math
 +10.4 points Reading

7th Grade:
 +22.5 points Math
 +21.8 points Reading

Edvance Research, unpublished, 2012-2013

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

Regular Attendees:
 36% improved reading scores
 35% improved math scores

Students who attended for 90+ days:
 46% improved reading scores
 45% improved math scores

*Students who scored below proficiency in previous year
 Learning Forward Associates, 2011

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

Photo: HM, Auger & Vandell, DL, 2012
 Dworkin, M., University of Florida, 2010



Learn more:
www.texasace21.org
[#invest3to6](https://twitter.com/invest3to6)

Speakers/Overview

Afterschool Alliance

Nikki Yamashiro, Director of Research



PR Solutions

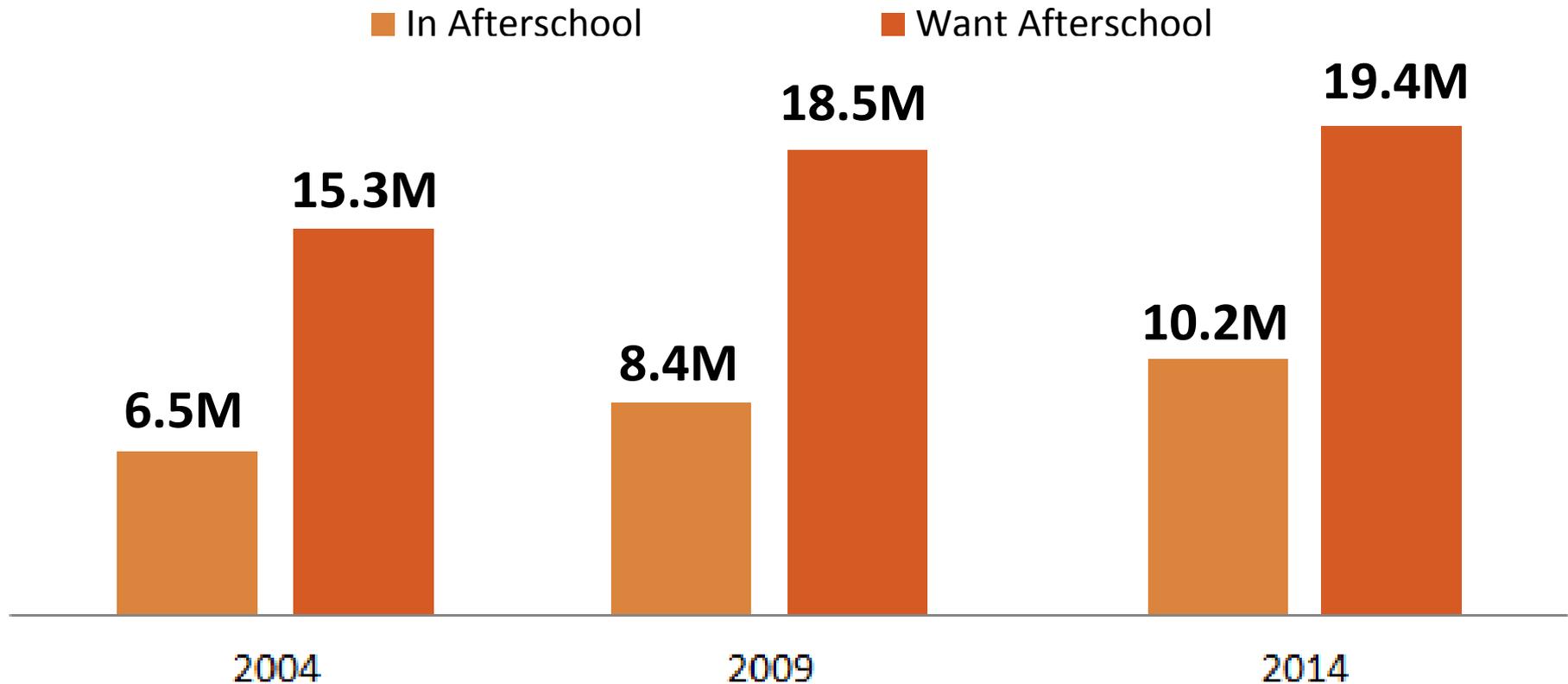
Gretchen K. Wright, Vice President & Principal
Matthew Freeman, Senior Account Executive



Burness Communications

Marianna Sachse, Senior Associate, Digital
Gwen Craig, Coordinator & Web Editor, Digital

America After 3PM – A Decade of Research



The Need for Afterschool

For every child
in a program,



2 are waiting to get in.



Kids on the Move

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



8 in 10

parents want afterschool programs to provide opportunities for physical activity



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



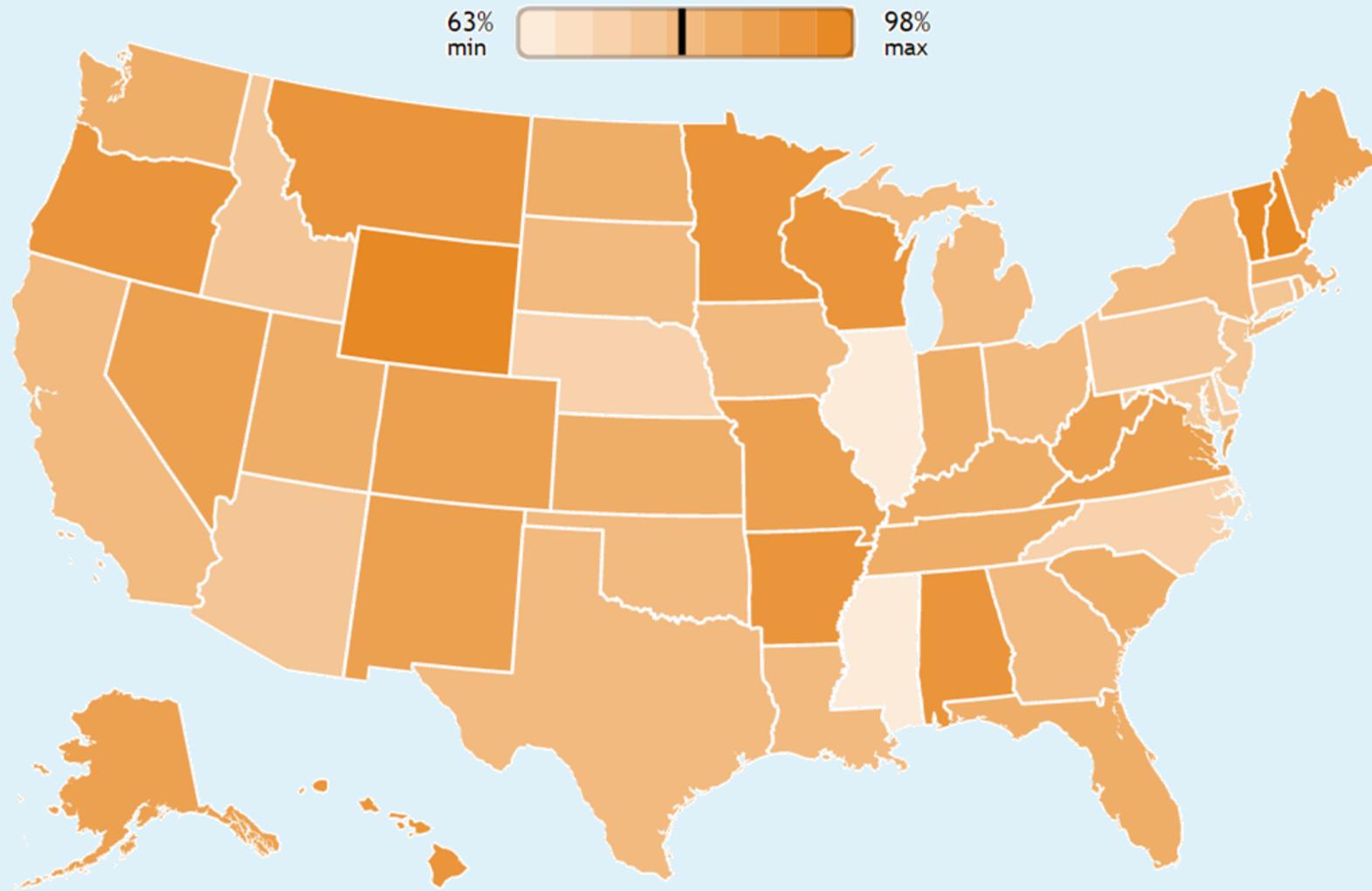
84% are satisfied with the amount of physical activity offered



84% are satisfied with the variety of physical activity offered



Opportunities for Physical Activity in Afterschool Across the Country



A Look at the Data from the Dashboard

Jump to...

DEMAND

BENEFITS

SUPPORT

FACT SHEET

Special topics

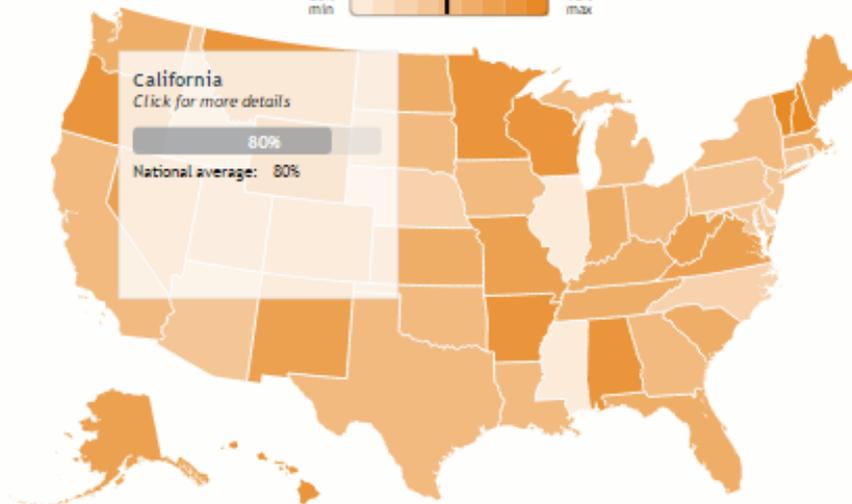
★ HEALTH & WELLNESS

KEY FINDINGS

IL MS DE NE NC CT PA NJ ID MO AZ SD TX CA IA GA LA HI RI OH OK NY KS TN ND NA SC IN FL MA UT KY VA CO MD WV AK NM ME NY MN AR HT OR WI AL HI DC NH NY VT

80% OF PARENTS SAY THEIR CHILDREN'S AFTERSCHOOL PROGRAM OFFERS OPPORTUNITIES FOR PHYSICAL ACTIVITY

63% min 98% max



The Amount of Physical Activity...

ON A TYPICAL DAY IN AN AFTERSCHOOL PROGRAM



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



Parents whose child's afterschool program offers beverages, snacks and/or meals

A Look at the Data from the Dashboard



California

DEMAND

BENEFITS

SUPPORT

FACT SHEET
NEWS RELEASE

Special topics

★ HEALTH & WELLNESS

FACT SHEET
NEWS RELEASE

Physical Activity and Afterschool Programs

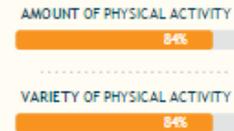
Parents agree that afterschool programs should provide children opportunities to be physically active



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



Parents satisfied with the physical activity in their child's afterschool program

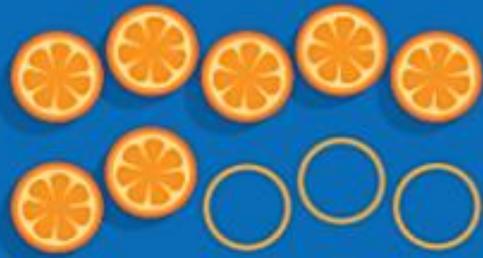


Examples of the variety of physical activities provided in the survey questionnaire were "indoor, outdoor, games and skill-building activities."

Parents say that opportunities for physical activity was very important in choosing their child's afterschool program



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

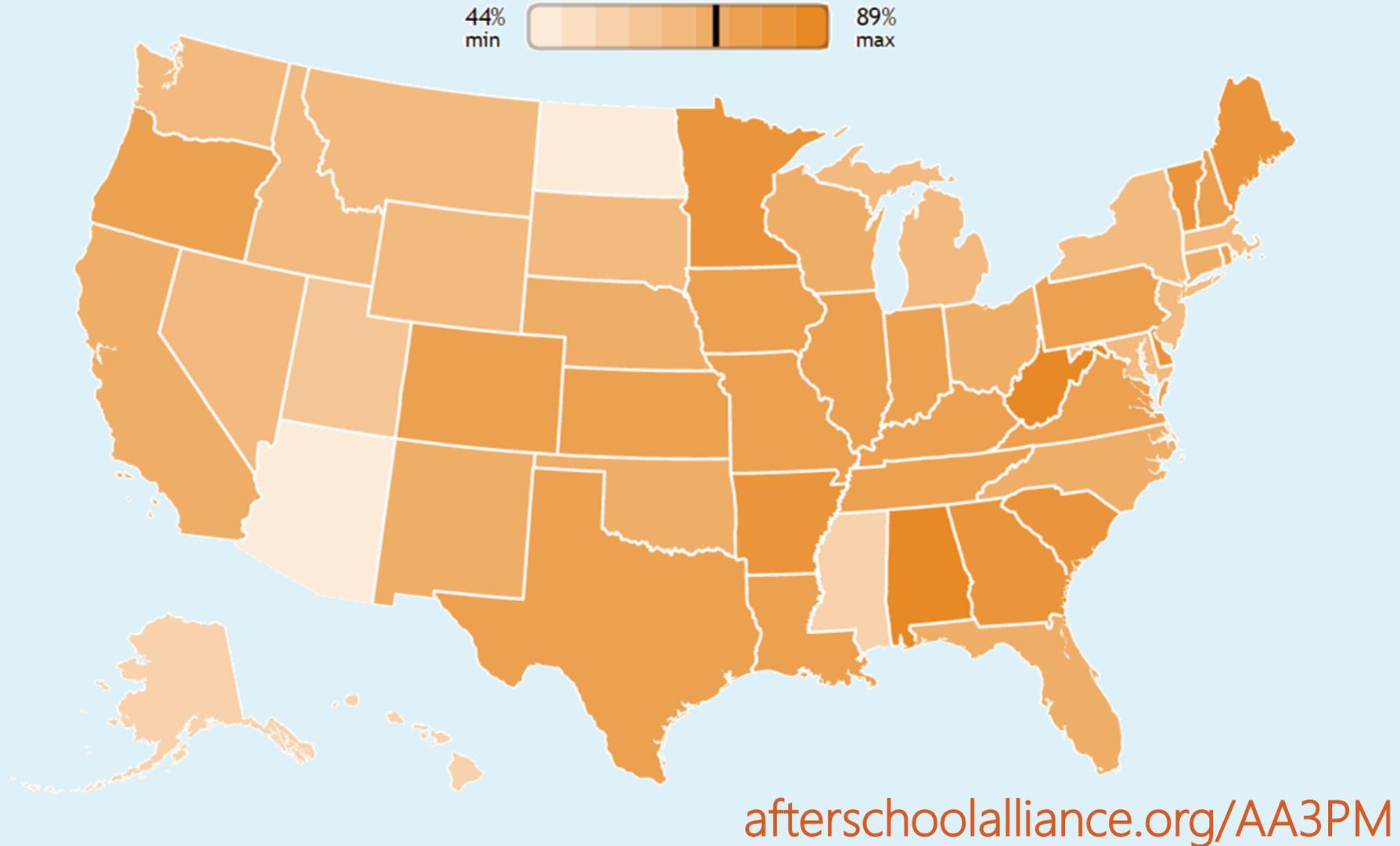


81%

are satisfied with the healthy foods offered



Afterschool Programs Providing Beverages, Snacks or Meals



Find Out More!

NEW
REPORT



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.

Infographics

[Download >](#)



www.afterschoolalliance.org/AA3PM

Traditional Media Tools

Gretchen K. Wright, Vice President & Principal

Matthew Freeman, Senior Account Executive

PR Solutions

Materials You've Received

- News Releases with State Specific Data
- Template Letter-to-the-Editor
- **Coming Soon:** Edit Memo



Letters-to-the-Editor

FROST *Illustrated*

Letter: Afterschool programs provide variety of benefits

Frost Editor | March 14, 2015

More than 10 million kids nationwide—and 123,163 kids in Indiana—attend afterschool programs. A new study from the Afterschool Alliance http://www.afterschoolalliance.org/AAPM/Kids_on_the_Move.pdf highlights critical, but sometimes-overlooked benefits of the programs: They're 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 Indiana parents with children in afterschool 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, 308,914 kids would participate if an afterschool program were available. We need to invest more in these programs, so they can serve more students and do even more to instill healthy habits that can last a lifetime.

—Debbie Zipes

Indiana Afterschool Network

www.indianaafterschool.org

The Inquirer

Letters - March 18

ISSUE | AFTERSCHOOL PROGRAMS
Keeping kids active, healthy, and safe

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

According to Kids on the Move, the great majority of Pennsylvania parents with children in after-school programs say they offer healthy snacks, meals, and beverages. Likewise, most say their children's program offers opportunities for physical activity.

After-school, 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 Pennsylvania, 810,000 kids would participate if an after-school program were available. We need to invest more in these programs so they can serve more students and do even more to instill healthy habits that can last a lifetime.

Kacy Conley, Pennsylvania Afterschool Youth Development Network, Camp Hill

Read more at http://www.philly.com/philly/opinion/inquirer/20150318_LETTERS_-_March_18.html#h.TlxhTCmtvBH5q.99

Star  **Advertiser**

Letters to the Editor

For Monday, March 16, 2015

After school, kids play, get healthier

One of the great joys of providing afterschool programs for kids is watching them at play. That's certainly not the only thing they do at our afterschool A+ 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 Hawaii parents with children in afterschool programs say their child's program offers opportunities for physical activity, like playing with the hula hoops, kicking balls and having fun. Parents say their children's afterschool programs help by promoting healthy habits through fun nutrition activities. Because afterschool programs do such a great job keeping kids safe, inspiring them to learn, and helping working parents, it's easy to overlook another contribution: Helping combat Hawaii's childhood obesity problem. But afterschool programs are doing just that—and our keiki, parents and communities are better off as a result.

Paula Adams

Executive director, Hawaii 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



Blogs

- Your Blog
- The Blogs of Others

The screenshot shows a blog post on the website MomsRising.org. The header includes the site name "MomsRising.org" with the tagline "Where moms and people who love them go to change our world", a language option "en Español", and a "Join Us (It's Free)" button with an "Email Address" input field. The article title is "Afterschool Programs Keep Kids on the Move toward Good Health" in red text, with sub-topics "CHILDCARE & EARLY EDUCATION" and "FOOD!". The author is Jodi Grant, with a circular profile picture and the text "BY: Jodi Grant". A "SHARE THIS" button is visible above social media icons for Facebook, Twitter, Pinterest, and Email. The article text begins with "These days, keeping our children healthy and fit sometimes seems like an unwinnable war..." and continues with "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." and "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

 **Afterschool Alliance**
Yesterday at 11:02am · 🌐

To end the childhood obesity epidemic, kids need the healthy options #afterschool provides. <http://afterschoolalliance.org/afterschoolsnack/ASnack.cfm...>

KIDS NEED HEALTHY OPTIONS

Lack of physical activity and an unhealthy diet contribute to the obesity epidemic that affects **nearly one in three** children and teens in the United States.

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

AMERICA AFTER3PM Learn more at www.afterschoolalliance.org/AA3PM
<http://jama.jamanetwork.com/article.aspx?articleid=1832542>
www.ncbi.nlm.nih.gov/pubmed/18091006
www.cdc.gov/vitalsigns/fruit-vegetables/index.html

Like · Comment · Share · 🍊 14 ➦ 3

If you haven't already, check out our tips sheet!

Recap: Twitter Tips



#Afterschool programs are a key weapon in the battle against childhood obesity—RT if you agree! #HealthyOST ow.ly/i/a0CsG



KIDS NEED HEALTHY OPTIONS

Lack of physical activity and an unhealthy diet contribute to the obesity epidemic that affects **nearly one in three** children and teens in the United States.

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

Learn more at www.afterschoolalliance.org/AA3PM
<http://jama.jamanetwork.com/article.aspx?articleid=1832542>
www.ncbi.nlm.nih.gov/pubmed/18091006
www.cdc.gov/vitalsigns/fruit-vegetables/index.html

View on web



1:10 PM - 19 Mar 2015

If you haven't already, check out our tips memo!

- **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)

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

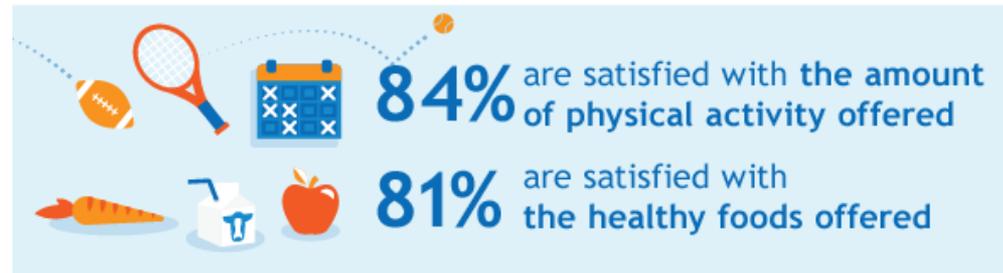
Use existing tools!

- 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.



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/JpFhN87bOI



[View Tweet details](#)

Hashtags We Love

Reach the audiences who care the most!

- #invest3to6
- #afterschool
- #21stCCLC
- #summerlearning
- #education
- #HealthyOST

Results for #invest3to6 Save

Top / All

 **Afterschool Alliance** @afterschool4all · 54m
#Afterschool keeps kids safe & helps working families. On 3/24, leaders will emphasize the need to #Invest3to6: ow.ly/KsCGa

  3  

 Afterschool Alliance retweeted

 **VPOST** @VPOST4VAKIDS · 1h
An overwhelming 93% of VA parents are happy w/ variety of phys activity offered #afterschool: ow.ly/Krs1r #HealthyOST #Invest3to6

  1  

 **wsuc2pipeline** @wsuc2pipeline · Mar 19
An overwhelming 84% of parents nationwide support public funding for afterschool programs! Congress needs to #Invest3to6, not cut.

  6  2 

 **Linda Robinson** @502_321 · Mar 19
Afterschool programs helps to close the opportunity gap especially for youth in rural areas. A great investment! #invest3to6

   1 

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?

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](#)

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