



Tips from the Quarterly Regional Conference Calls

Funding Your Program

Grants:

- Add in BodyWorks to grants for work, if applicable.
- Look for local foundation grants.
- Get on listservs from the Office on Women's Health (OWH) and other government organizations so that you receive grant information.
- Team up with a non-profit organization when applying for grants. This will often help you win the grant and is sometimes even a requirement.
- Create your own non-profit BodyWorks organization by forming a coalition in your community.
- Large food companies like General Mills and Dannon offer small foundation grants. Check their websites and call!
- University hospitals also give grants. Check with them about available funding.

Donations:

Volunteers—

- Bring in professionals from the community to speak about certain aspects of the BodyWorks program. For example, a dietician or doctor.
- Other Professionals—like physical trainers, PE teachers from local schools, and chefs—will often donate their time and speak at a BodyWorks session.

Incentives/Freebies—

- Local vendors will often donate goods/services.
- Food stores will donate gift cards or food baskets - writing the corporate headquarters of a local grocery store for a donation of gift cards is a great way to get gift cards.
- Develop a letter (on letter head) that explains the BW program and distribute it with your business card to local organizations. They will often get back to you with donations.
- Trainers have received pedometers from the Washington State Dairy Council. They have an application for a grant for pedometers. Look for similar organizations in your area for pedometer donations.
- Get gyms to donate free week/day/class passes.

- Get donations for prizes such as weights, mixing bowls, measuring cups, cutlery or health-oriented magazines.
- Local casinos will often donate water bottles with their logo on it.
- Jump ropes are an inexpensive and useful incentive, and often can be obtained as donations from large toy store chains.
- Departments of Health often give out freebies at health fairs, such as jump ropes and frisbees for the kids.
- State Farm and Allstate insurance donate pedometers (part of 50 million pound challenge). Reach out to your local State Farm or Allstate agency for details.
- Partner with churches for incentives or a small budget for food.
- Get your local food bank to donate food for your program.
- Whole Foods and Wal-Mart will often donate \$10 gift cards.
- Don't be shy! Ask local organizations for donations (day passes to gyms, food, etc.). You might be surprised at how willing the community is to help out!
- Go to your local Rotary and Elks groups and civic clubs. Sometimes even if you don't get funding from the groups themselves, individuals who are a part of these organizations will want to donate.
- Stores like Wal-Mart, Target and Kohl's will often donate goods and offer funding opportunities.
- Supermarkets will donate foods and healthy snacks—especially if you bring the parents for a supermarket tour and they make purchases at the end!
- The Chamber of Commerce is a great place to start your donations search.
- Contact your local nursery (or garden center) to donate plants for participants, like tomatoes, and then have participants make, cook and prepare salsa.

Space—

- Local Parks and Recreation Departments can often offer space in their buildings when programs are open to the entire community.
- Make use of existing groups in the community – like churches and recreational centers. This will give you a natural avenue for recruiting and a space to hold your program.
- A fitness center may be interested in donating space for your program – and access to their facilities on those days.
- Turn to sororities and fraternities for donations of space and time to help with your program.

Recruiting Parents & Caregivers

In schools:

- Some schools host a Back-to-School event with vendors. Have a BodyWorks table with fliers and a toolkit, and other materials. Get parents/kids to sign an interest or signup sheet and follow up with them later to set up the program.
- Implement programs through the school system. Train local and state education department officials to help get BodyWorks into the schools.

- Meet with the principal and provide him/her with BodyWorks informational materials, and show a toolkit.
- It's a good idea to target the physical education teacher or the nurse and get them on board to help you recruit and implement through the school or after school. Send BodyWorks fliers home in the weekly student flier packet. Wait until a few weeks after school has started so it doesn't get lost in the initial rush at the beginning of school.
- Put notices in elementary and middle school announcements/newsletters to parents.
- Put up posters in schools.
- Use the kids as the recruitment tool. Get them excited about the program, and then get them to convince their parents to get involved. Offer prizes for kids who can get their families to commit.
- Speak to the school nurse or doctor about recommending the program to students.

In the community:

- Hold your program before or after an already-scheduled program, such as Bible Study. Parents and kids are already there, which makes it more convenient.
- Recruit through an already established organization/group (like a health club, gym, after school program) so that people are likely to come back since it's part of their routine.
- Eager participants are often the best recruiters through word-of-mouth.
- Have participants create and cultivate a community garden.
- Recruit through diabetes programs, and other established programs, at local hospitals.
- Contact a local Girl Scout troop leader and train them in BodyWorks so that they can implement with girls and parents in their troop. The girls can also earn certain badges by completing the program.
- Create posters and display them on poster stands in waiting rooms of doctor's offices or clinics with a contact email and phone number.
- Negotiate low advertising rates in local magazines or newspapers, or ask for donated space to advertise your program.
- Hand out or post fliers at grocery stores and other high-traffic community areas.
- Small, local television stations will often donate advertisement space where you can post an announcement to be viewed on TV.
- Team up with a women's shelter or a homeless shelter.
- Put up notices at the public library.
- Team up with the YMCA in your area and have them help promote your program.
- Don't forget about after school programs, Boys and Girls Clubs and churches.
- Community resource centers are often willing to help promote BodyWorks.
- Recruit through companies that have employee wellness programs.
- Go to health care fairs for companies and communities.
- Recruit at senior citizen groups and associations on aging—you can get kids involved with their grandparents!

- Encourage both parents to attend the sessions because it changes the energy in class and at home.
- Have your BodyWorks class do demonstrations in the community at fairs or community outreach events, and make a sign-up sheet for other community members who are interested in BodyWorks.
- Create a BodyWorks “scrapbook.” Let each family who goes through your program decorate a page about what the program meant to them. Use this colorful book as a recruitment tool.
- Offer life-skills sessions for parents in conjunction with BodyWorks. For example, computer skills, resume building or job skills. Partner with a group who offers these classes and build the BodyWorks program into this setting.
- Tap into your local military community.
- Ask participants in your current class for other parent/family referrals. Keep a list of these contacts for recruitment for your next class.
- Trainers have sent emails announcing their BodyWorks program using a targeted mailing through their HMO.
- When creating a flyer about the program, make it clear that there will be a prize giveaway during the session, for example: Win a \$25 kitchen appliance!
- Get comfortable talking to parents at the local coffee shop and make use of their public bulletin board.

Keeping Parents & Caregivers Coming Back

Incentives:

- If participants attend all 10 sessions, they get a free membership or discount to a fitness facility.
- Family-centered incentives like bowling passes, zoo passes.
- Grocery store gift cards.
- If parents attend 8+ sessions, they get put into a drawing for prizes at the end.
- Give out a prize every week to one person in a drawing.
- Write incentives into grant proposals so that the funding is there for it.
- Don’t let the families take home the entire toolkit until the last session.
- Give out gift/goodie bags at the end of the ten sessions.
- At the beginning, charge \$50-\$100 (\$5-\$10 per class) to families and give that \$5-\$10 per class back to them when they come. The money that isn’t reclaimed can be used towards food or other incentives for the class.
- Give out gas cards to parents at each session to help cover transportation costs.
- Incorporate childcare into the sessions. Have teachers from school work with the children separately or hold your program at a facility that already has childcare available, like a gym or after school program.
- Hold a drawing for those families that arrive on time.
- Give a prize at the end of the 10 sessions to the family that tried the most recipes from the BodyWorks recipe book.

- Cute pens or pencils make good (and inexpensive) incentives for filling in food and fitness journals.
- Physical activity doesn't have to be expensive! Offer jump ropes, hand weights, or inexpensive exercise DVDs as incentives and as a way to teach families there are affordable options for physical activity.
- iTunes gift cards! Even if they're for a few dollars, that is a few extra songs that participants can get excited about exercising to (and lengthen their workouts, even if by just a few minutes)!
- Don't underestimate the value of PRAISE as an incentive!
- Sign up for newsletters from Total Cereal and Fiber One to get special offers and coupons to give to families.
- Give away \$5 Jamba Juice and Subway gift certificates.

Communication:

- Find out the group's schedule and ask them for the best time and day for the session before scheduling.
- Email all participants ahead of time; follow-up with a call a few weeks before the program starts and then again a few days before. It will get them excited about the program and serve as a reminder. It also helps get an idea of the participants' needs.
- Learn participants' names ASAP. It makes them feel that they are an important part of the program and keeps them coming back.
- Talk to the participants about the sessions, find out what they want to learn, and tell them about the upcoming sessions.
- At the end of each session, ask parents to give you "two loves and a wish," where they share two things they loved about the session and one thing they wished they had learned or done.
- Email participants in the middle of the week between sessions with a recap of last week's class, a homework reminder for the next class, and a sneak preview of the next class.
- Call one to two families per week between sessions to get to know them on a more personal level. It will keep them invested in the program and get them excited for next week's class.
- Make the environment smaller and give introverts more time to get introduced to an activity.

Activities:

- Hold a dinner every session where you make a healthy meal and a light dessert.
- Food demonstrations right off the bat are great to mix it up. The participants are more likely to let their guard down and start building community right away.
- Recruit high school students who need community service hours to help you lead some of the sessions: greeting, set-up, talking to parents, participating with adolescents. They bring energy!
- Bring in a completed food for everyone to sample, and give everyone a copy of the recipe and all of the necessary ingredients to create one serving. Parents are very likely to go home and try that recipe since they have everything already, and it's often something they never would have tried!
- Create a pedometer contest and offer a prize to whoever walks the farthest.

- Provide games and prizes for the kids to keep them engaged.
- ZUMBA! Have a zumba party the last week of your program or offer zumba classes along the way to keep fitness fun.
- Take a field trip to a farmer’s market to learn about new fruits and veggies.
- Have the kids prepare a healthy meal for the parents. Kids and parents alike love this!
- Ask families to bring in a food label they are curious about and discuss the nutritional content.
- Have families create their own food pyramid at home using magazine and newspaper cutouts.
- Bring in a fitness instructor to lead chair exercises for those less ambulatory and have jump ropes and elastic tubing available for others.

Getting Media Coverage of Your BodyWorks Program

- Get a local TV station to film the last session of your program.
- Make the ask! Then be prepared to give interviews to media.
- Take photos during your BodyWorks sessions (fitness activities, cooking demos) and send them to local newspapers/health bloggers with a brief description of your program.
- Emphasize to your local media that the program is FREE.
- Contact the public relations representative of your community health department, and have them attend a session and write a press release.
- If participants are involved in outside activities, celebrate their achievements! Example—a parent and child ran a 5K race while going through the program and received newspaper coverage for it.
- Getting media coverage? Let us know!

Building Partnerships

- Seek out your local housing authority. They may have an audience for you already there, and you can use the housing authority’s community centers to hold your programs.
- Form a coalition with other trainers in your area and local health organizations and hospitals – you can then seek grant funding as a group!
- Good partners are medical, fitness centers, after school programs, local resorts, recreation centers and local restaurants or culinary schools. They may also be willing to help you advertise and recruit. Their staff might also speak to your participants or demonstrate good physical activity/nutrition behaviors.
- Partner with a local surgical weight loss (bariatric) center. They often apply for grants through corporate companies and might be able to help with funding.
- Remember that your partnership will also benefit the organization with which you are partnering by giving them more publicity, especially if it is a service that class participants could potentially use (like a gym, or after school care center).
- Work with a local high school to have health sciences students come help out with your class for service hours.

- Look to nursing, public health or medical schools to train interested individuals who can use their health background to implement the program in the community or help with your program.
- Reach out to faith-based organizations and elderly homes.
- Contact the parent coordinator at schools, often a designated position, and see what parent resources they might be willing to share.

Using Community Resources Effectively

- Go to your local library! They have lots of good cookbooks and fitness books and videos. They also may allow you to use their space for your program.
- Bring in guest speakers: perhaps a media expert/professor from a local university or master gardener.
- Hold one session at a local grocery store meeting room.
- Meet at a multipurpose room inside a church so there is a kitchen area along with spacious rooms.