



NATIONAL HEALTHY SCHOOLS WEEK

COMMUNICATIONS TOOLKIT

AUGUST 2023

CANADIAN
HEALTHY
SCHOOLS
ALLIANCE

Developed by the Canadian Healthy Schools Alliance

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WHAT IS NATIONAL HEALTHY SCHOOLS WEEK?

National Healthy Schools Week (NHSW) is an opportunity to prioritize, plan, and engage your school community in Healthy School conversations at the start of the year. This week-long initiative is meant to be tailored to your unique school community, focusing on the priority areas most relevant in your context.

➤ **When is it?** **October 2-6, 2023**

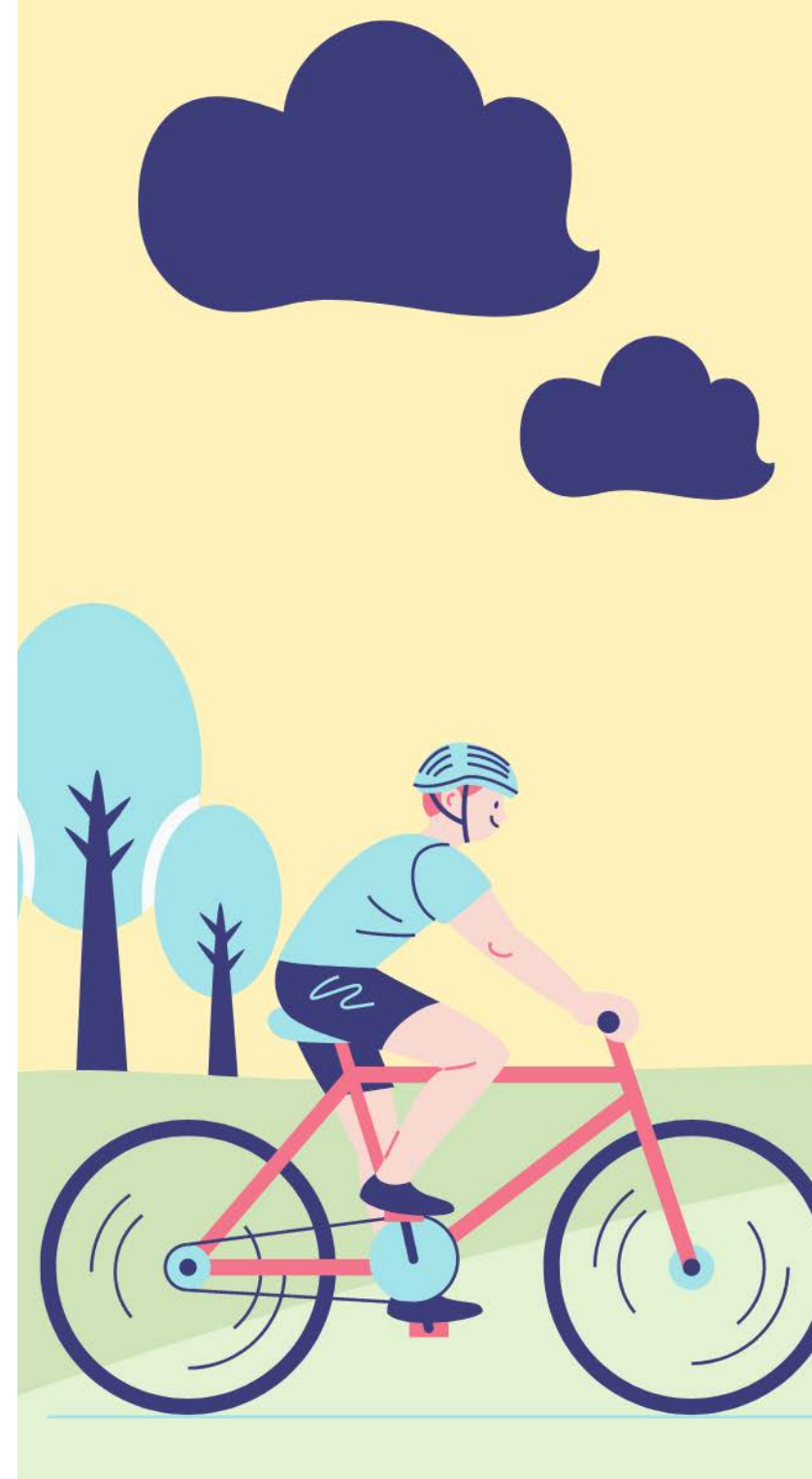
National Healthy Schools Week takes place the first week in October. The #NHSW2023 will take place from October 2 to 6, 2023.

➤ **Who should participate?**

All school communities in Canada are encouraged to participate in National Healthy Schools Week!

Visit healthyschoolsalliance.ca/nhsw for more information!

Engage students, staff, and community members in conversation, experiential learning, and action planning to support the well-being of your school community throughout the entire year. The goal of National Healthy Schools Week is to support, empower, and engage school communities as they work towards becoming a Healthy School.



What Is a Healthy School?



A Healthy School centres (w)holistic health and well-being in its policies, its curriculum, its people, its relationships and its environment.

A Healthy School¹:

- honours each person, the interconnection between them and the land upon which they live;
- values broader ways of knowing;
- focuses on what the school community can do together; and
- identifies where there is energy, interest and capacity to strengthen the health and well-being of the school community and supports action in that direction.

This initiative is designed to extend beyond the first week of October and become a whole school, whole year approach. Your school's priorities may emerge in conversations with students, staff, and community members. These priority areas can be further defined by working through the [Healthy Schools Certification](https://www.healthyschoolsalliance.ca/en/resources), a 4-Step Process to promote and enhance the health and well-being of students, school staff, and the broader school community.

¹ Canadian Healthy Schools Alliance (2021). Canadian Healthy School Standards. Ottawa, Ontario. Available at: <https://www.healthyschoolsalliance.ca/en/resources>



Why participate in National Healthy Schools Week?

- ⇒ Engage your school community in healthy conversations at the beginning of the year
- ⇒ Gain feedback through community engagement opportunities
- ⇒ Use NHSW as a jumping off point to complete [Healthy Schools Certification](#)
- ⇒ Get connected with community partners early in the school year
- ⇒ Work toward your goals and celebrate [National Health and Fitness Day](#) in June as a year-long wrap up of your progress!

HOW TO USE THIS TOOLKIT

National Healthy Schools Week is an opportunity to kick off the school year with Healthy School conversations and activities that extend throughout the school year. This toolkit is to support you to effectively convey messages, promote your #NHSW2023 event, and connect with members in your Healthy School community, such as students, parents, staff, and community partners.

In this toolkit, you will find brand guidelines, social media examples, graphics, and letter templates for the 2023 National Healthy Schools Week.

Share Your Progress and Get Connected!

Tag the Canadian Healthy Schools Alliance [@CdnSchoolHealth](#) and PHE Canada [@PHECanada](#) on social media to share your #NHSW2023 highlights!

You are encouraged to share your #NHSW2023 story with us at info@healthyschoolsalliance.ca for a chance to win funding towards your next year's NHSW and be featured in the PHE Journal, hosted by Physical and Health Education Canada!

BRAND GUIDELINES

National Healthy Schools Week's brand is developed based on the brand guidelines of the Canadian Healthy Schools Alliance, to ensure we are promoting health and well-being in school communities with consistent and cohesive brand identity.

Colour Palette

PRIMARY COLOURS

SEAFOAM

RGB: 227/242/222

CMYK: 11/0/15/0

HEX: #E3F2D3

DARK BLUE

RGB: 61/61/124

CMYK: 90/88/21/7

HEX: #3D3D7C

SECONDARY COLOURS

LIGHT BLUE

RGB: 163/227/233

CMYK: 32/0/10/0

HEX: #A3E3E9

YELLOW

RGB: 255/242/187

CMYK: 0/5/32/0

HEX: #FFF2BB

OFF-WHITE

RGB: 250/247/245

CMYK: 1/2/2/0

HEX: #FAF7F5

PINK

RGB: 244/116/140

CMYK: 0/69/26/0

HEX: #F4748C

TEAL

RGB: 65/154/163

CMYK: 73/23/35/0

HEX: #419AA3

Typography

The typographic approach establishes a professional and official look. ITC Avant Garde Gothic Pro Book is used for large headlines in all caps and is available as part of the Alliance brand assets. Source Sans Pro, a sans serif typeface, is used for all other applications. The entire Source Sans Pro family is available for free download from Google fonts: <https://fonts.google.com/specimen/Source+Sans+Pro>

ITC AVANT GARDE GOTHIC PRO BOOK (ALL CAPS ONLY) —
FOR HEADLINES

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
01234567890

SOURCE SANS PRO REGULAR —
FOR BODY COPY

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

SOURCE SANS PRO BOLD —
FOR SUBHEADINGS OR EMPHASIS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
01234567890

SOCIAL MEDIA TEMPLATES

Below are some sample posts you can use as tweets or captions on other social media platforms. Each sample post has been crafted to fit within the 280 character limit for Twitter.

Website: healthyschoolsalliance.ca/nhsw

Primary Hashtag: #HealthySchoolsWeek

Secondary Hashtag: #NHSW2023

Social Media Captions

- Join us in participating in the first National Healthy Schools Week this October 2-6th! Learn more at healthyschoolsalliance.ca/nhsw #HealthySchoolsWeek
- Save the date! #NHSW2023 is October 2-6th. This year our school is focusing on physical activity and injury prevention! [insert your own priority areas]
- Healthy students are better learners! Join us in exploring healthy school priority areas this #NHSW2023 as we kickstart a healthy school year. #HealthySchoolsWeek #NHSW2023
- Proud of our school admins, students, and community partners working to celebrate the first National Healthy Schools Week! Let's do this! #HealthySchoolsWeek #NHSW2023
- Let's create a culture of health and well-being together! #HealthySchoolsWeek is almost here at [insert your school name]! Our priority areas are healthy eating and mental health. Join us! #NHSW2023

Social Media Graphics

Download the social media graphics following this link: <https://shorturl.at/ilzER>



TEMPLATE LETTERS

Principal Letter to Staff and Students:

Welcome back [school greeting] to another school year!

I am excited to share that [school name] will be participating in the very first National Healthy Schools Week, taking place October 2nd - 6th. We at [school name] know how important it is to take care of our well-being, this week will be an opportunity to try new things and learn more about our bodies and mind.

In preparation of National Healthy Schools Week, [teacher name] will be starting a Wellness Committee for students and staff interested in supporting our Healthy School initiatives. The very first meeting will be held in [room number] on [date] and is open to all grades to learn more about what the Wellness Committee will work on throughout the year.

We will also be sending a letter home to families to join us for our National Healthy Schools Week celebration that will be taking place on Friday, October 6th at [location] as we wrap up the week and celebrate the exciting work ahead of us at [school name].

Stay safe and see you soon!

[signature]

[name]

Letter Home to Parents:

Dear parent and/or guardian,

One of the exciting upcoming events that [school name] will be participating in is National Healthy Schools Week from October 2 - 6th. This week is an opportunity for our school community to explore different health priority areas as we work towards becoming a Healthy School community.

As our Wellness Committee is in the planning stages, we are looking for community members that may be available to support some of our activities throughout the week. If you are able to support one of our listed priority areas, please reach out to [teacher] to get in touch by [date]. Our school will be exploring the following priority areas for this year: [list priority areas].

We would also like to invite you to join us on Friday, October 6th for our celebration event to conclude the week; though, the work of becoming a Healthy School is only the beginning!

Please join us at [location] from [start time - end time] as we celebrate with [celebration activity].

Thank you,

[signature]

[name]

Principal Letter to Staff and Students:

Subject: Join [school] for the 2023 National Healthy Schools Week, October 2-6

Dear [name],

I am writing to you on behalf of [organization/school] to inform you of the inaugural [National Healthy Schools Week](#), an event organized by the [Canadian Healthy Schools Alliance](#) (CHSA) during the first week of October. This historic initiative marks the first of its kind, highlighting the urgent need to prioritize the health and well-being of all students. Throughout the week, we seek to foster an environment where schools can proactively prioritize, plan, and engage their communities to develop an active health and well-being strategy that extends throughout the entire school year.

Many studies and reports indicate a positive correlation between physical and mental health. Given that [one in five Canadians](#) experience mental health struggles, it is crucial now, more than ever, that we step up and collectively work towards equipping our youth with the tools and support they need to navigate challenges and create a healthy path to success. Not only will this positively impact the well-being of youth, but it will also foster a healthy school community that supports the well-being of all students, staff, and educators alike, while also having positive long term effects for health education across the country.

National Healthy Schools Week is an opportunity for schools across the country to be supported in their prioritization of health and well-being for the ultimate benefit of children and youth in Canada reaching their full potential. We urge you to join us in this initiative and collaborate with CHSA to share, promote, and celebrate National Healthy Schools Week. Doing so will elevate the emphasis on student success and health, promoting a brighter future for all.

We would like to extend an invitation to you for our celebratory event on [date]. Details are as follows:

Location:

Date:

Time:

This will be a great opportunity for you to see the incredible work that our students are leading to prioritize their health and well-being.

Sincerely,

[signature]

[name]

