



New Resources for Recess in Schools - Promotion Kit -

School staff that are responsible for leading recess in schools can use the *Strategies for Recess in Schools*, *Recess Planning in Schools: A Guide to Putting Strategies for Recess into Practice*, and customizable *Recess Planning Template* to help them identify what is currently happening or not happening with recess in their school. School staff can then use this information to develop a written recess plan that serves all students. This promotion kit provides an overview of these new resources for recess in schools as well as ideas to promote them.

Resource Name	Description
<u>Strategies for Recess in Schools</u>	Document that describes 19 evidence-based strategies for planning and providing recess in schools.
<u>Recess Planning in Schools: A Guide to Putting Strategies for Recess into Practice</u>	Guide to help schools develop a written recess plan.
<u>Recess Planning Template</u>	Customizable template for schools to use to document the strategies they will use in their school recess plan.
Promotion Kit Items	Description
Frequently Asked Questions (FAQs)	Use the information provided to answer questions about the resources for recess, help frame social media posts, and draft newsletters, emails, or blogs.
Sample Social Media Posts	Post to Twitter and Facebook channels.
Infographics	Use in PowerPoint presentations, print, or include in social media posts.
Web Badge	Use on web-sites to link to the resources for recess directly or use content syndication to host materials on your site.

FAQS ABOUT THE RESOURCES FOR RECESS

Below are FAQs about the resources for recess that can be used to frame social media posts or write a short article in a newsletter or blog.

What is it?

CDC and SHAPE America developed *Strategies for Recess in Schools* to provide schools with 19 evidence-based strategies for recess, and *Recess Planning in Schools: A Guide to Putting Strategies for Recess into Practice* and *Recess Planning Template* to help schools develop a written recess plan that integrates the evidence-based strategies.

What's the purpose?

The purpose of resources for recess is to help schools develop a written recess plan and implement strategies for recess to increase students' physical activity and improve their academic achievement.

What resources have been developed?

- *Strategies for Recess in Schools*—Describes 19 evidence-based strategies for planning and providing recess in schools.
- *Recess Planning in Schools: A Guide to Putting Strategies for Recess into Practice*—Provides a guide to help schools develop a written recess plan.
- *Recess Planning Template*—Provides a customizable template for schools to use to document the strategies they will use in their school recess plan.
- *SHAPE America Recess Web site*—Identifies additional resources that schools can use to help them address the evidence-based strategies.

Who's the target audience?

- The primary audience for these new resources for recess is school staff or school groups that provide guidance on recess.

How can schools or school groups use these resources?

- Use *Strategies for Recess in Schools* to identify the 19 evidence-based strategies for planning and providing recess in schools.
- Use *Recess Planning in Schools: A Guide to Putting Strategies for Recess into Practice* to help schools develop a written recess plan.
- Use the customizable *Recess Planning Template* to help schools develop their own school recess plan and make it their own.
- Use *SHAPE America Recess Web site* for recess to download additional resources that can help schools address the evidence-based strategies for recess.

How can states or districts use these resources?

- Collaborate with state and/or district chapters/organizations (e.g., [SHAPE America](#), [AHG](#), [AFHK](#)) to determine how to
 - Train groups that work with school staff on how to use these resources.
 - Share the new resources for recess directly with schools.
- Engage school staff, parents, and other community members as a way to build support for recess in schools.
- Use the new resources for recess to provide technical assistance on recess to districts and/or schools.
- Use for personal professional development.

What can you do?

- Share the new resources for recess with your partners and constituents through email and social media (refer to promotion kit).
- Provide trainings to district and school staff on these new resources for recess in schools.
- Share the importance of recess at PTO/PTA or school wellness meetings.

Who developed these resources?

The [Centers for Disease Control and Prevention \(CDC\)](#) and [SHAPE America](#) along with the input from recess experts, researchers, and practitioners.

SAMPLE SOCIAL MEDIA POSTS

Promote the resources for recess through relevant social media outlets (Facebook, Twitter), listservs, blogs, and e-newsletters. Use the shared hashtag to track tweets, likes, and clicks. Use [#recess](#) and if space is available use [#CDCHealthySchools](#).

Twitter

Consider using this image with the following tweets



- Discover new resources for schools to support [#recess](#) <http://bit.ly/2j9ccAE>
- Share the new Strategies for Recess in Schools resources with schools [#recess](#) <http://bit.ly/2iDIJgf>

- Share #Recess Planning in Schools: A Guide to Putting Strategies for Recess into Practice resources with schools <http://bit.ly/2iPIgao>
 - #Recess in school is a win-win for everyone. Check out these new resources <http://bit.ly/2j9ccAE>
 - Help schools provide #recess for your kids. Use these new resources <http://bit.ly/2j9ccAE>
 - Parents, help promote #recess, physical activity, and active school environments <http://bit.ly/2hQrHZd>
 - Schools can use this guide to create a culture of physical activity during #recess <http://bit.ly/2iajtvT>
 - Address #recess in your Local School Wellness Policy <http://bit.ly/2iAc24b>
- **Facebook**
 - @CDC and @SHAPE America have released new resources on recess in schools—Strategies for Recess in Schools, Recess Planning in Schools: A Guide to Putting Strategies for Recess into Practice, and Recess Planning Template. Learn about the benefits of recess for ALL students and use these resources to develop a written recess plan with evidence-based strategies in schools. #recess <http://bit.ly/2j9ccAE>
- **Pinterest**
 - Check out the CDC Healthy Schools board on Pinterest at www.pinterest.com/cdcgov/cdc-healthy-schools/

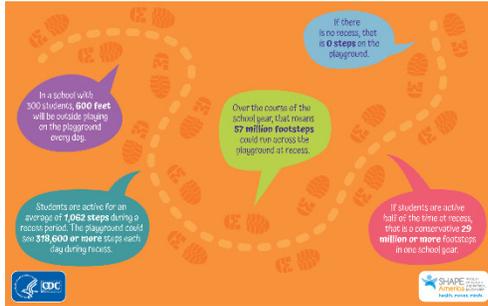
INFOGRAPHICS

These graphics may be used in presentations, handouts, and on social media. The different file types are provided below to support a variety of uses.

Recess Strategies | [PDF](#) | [.jpg](#) | [.png](#) |



Footsteps During Recess | [PDF](#) | [.jpg](#) | [.png](#) |



See SHAPE America’s two new infographics for recess (**Top 10 Benefits of Recess and Recess Policy**) at: www.shapeamerica.org/recess

WEB BADGE

Add the badge below to your website and help promote the resources for recess and direct visitors to the [CDC Healthy Schools website](http://www.cdc.gov/healthyschools) where they can access resources.

Embed Code Large (315x260):

```
<a href="http://www.cdc.gov/healthyschools/physicalactivity/recess.htm?s_cid=bb-dph-healthyschools-009" title="CDC and SHAPE America Recess in Schools Web Badge">
```

Embed Code Small (180x150):

```
<a href="http://www.cdc.gov/healthyschools/physicalactivity/recess.htm?s_cid=bb-dph-healthyschools-010" title="CDC and SHAPE America Recess in Schools Web Badge">
```



CONTENT SYNDICATION

If you prefer to host the resources for recess on your organization’s website, you can sign up for CDC’s content syndication service. It’s free, quick, and easy. Sign up at <https://tools.cdc.gov/medialibrary/index.aspx#/requestsyndication>.

OTHER IDEAS TO PROMOTE AND SUPPORT RECESS IN SCHOOLS

- Host a webinar on ways to use the resources and how the resources can assist those implementing them.
- Promote the resources at relevant local and national conferences.
- Provide trainings to district and school staff on these new resources for recess in schools.
- Share the importance of recess at school wellness or PTA/PTO meetings.

ROLLOUT CALENDAR

- February 15, 2017 from 8pm-9pm: Twitter Chat on Recess in Schools hosted by SHAPE America.
- March 14, 2017 from 9am-12:30pm: Workshop on *Recess in Schools* at the 2017 SHAPE America National Convention in Boston, MA.
- March 2017: Release of PowerPoint presentation about the importance of recess and how the new resources for recess can be used by school staff.
- May 2017: Release of “Keeping Recess in Schools” article in the *Journal of Physical Education, Recreation & Dance (JOPERD)*.