Developed by NC SNAC
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Soft Drinks and School-Age Children

Plan for Change

1. Create the team

Important change generally comes about when one person sees a need for change and is willing to take action. A good first step is to bring together a group of interested people and discuss the concerns you share. It would be great if you could start with an existing team such as a School Health Advisory Council or a Local Physical Activity and Nutrition Coalition. The team should consist of those people who are willing to make a commitment to actively participate and stay involved. See the **Create the Team** information in this kit for a list of potential team members.

2. Conduct the assessment

The first thing your team needs to do is identify areas that need improvement. Use the **Gather the Facts** and the **School Soft Drink Report Card** provided in this kit. The forms complement each other, so be sure to use both. The data will help you decide what needs to be done. You may have data that you have previously collected, for example; you may have used the **School Health Index** or the USDA **Changing the Scene** kit. The **School Health Index** is available at www.cdc.gov and the **Changing the Scene** kit is available at www.fns.usda.gov.

3. Develop the plan

Based on your assessment, review the school's strengths and weaknesses and select areas for improvement. The team may need to decide which areas to tackle first and which to do later. Decide on specific activities that will help achieve the desired improvements. Determine what materials and resources you will need to complete the activities. There are several resources in this kit to help. Determine what your timeline and budget will be. Make sure to include steps for communicating the plan. Set times for reviewing successes and resolving problems. Make certain your plan includes a method for evaluating progress. Use the **Action Plan** provided with this kit to get you started. Make as many copies as you need.

4. Implement the plan

Assign responsibilities to specific team members and get activities moving. Use the numerous resources in this kit to help you put your plan into action. Many of these resources can be used as single page information sheets for decision makers. They could also be used to recruit additional team members or as media pieces.

5. Communicate the plan

Let other people in the community (including the media) know about your activities. Invite them to participate as often as possible. This will help you win support for your goals, gain recognition for your school and encourage others to join the team. There are numerous resources in this kit to help you communicate your activities. Include communication strategies with a timeline when you develop the plan.

6. Evaluate the plan

Review your progress - recognize your successes and resolve problems that arise. Your team may need to revise the plan as you go along to make sure you accomplish your goals. Use the **Evaluate the Plan** in this kit to evaluate your progress. Once you have achieved a goal, reassess your action plan and move on to the next area that needs improvement.