

Appendix B: Sample Timeline

The timeline below offers a planning guideline to follow when creating screen time awareness activities.

TWO MONTHS BEFORE SCREEN SMART ACTIVITIES

- Enlist a planning team (primary, intermediate, administrator, parent)
- Set a time for the first meeting of the planning team
- Meet with the planning team to review the details of the event
- Establish which classes will be involved
- Select a date (e.g., September 19-25, 2010 is the week set by the Center for Screen Time Awareness)
- Determine responsibilities of team members
- Confirm materials needed
- Keep a record of volunteer "assignments"

ONE MONTH BEFORE SCREEN SMART ACTIVITIES

- Meet with planning team for updates on team member responsibilities and additional tasks
- Communicate with other teachers in the school (staff meeting or e-mail)
- Communicate initial information with parents and parent groups; provide communication materials for them to include in next newsletter
- Make awards like Screen Smart certificates or a golden running shoe to reward active lifestyles

TWO WEEKS BEFORE SCREEN SMART ACTIVITIES

- Initiate publicity, especially with signs and banners. See also Appendices F (Sample Notices), G (Information Sheet) and H (School Newsletter Inserts)
- Involve children in art projects or other preliminary advertising, if appropriate
- Send reminders to teachers, parents and parent groups
- Meet with planning team to refine final details for events, just prior to the event

TWO WEEKS AFTER SCREEN SMART ACTIVITIES

- Have a get-together of the planning team to evaluate and celebrate
- Keep a file of the activities for reference next year
- Send a summary of your school's Screen Smart activities to the Childhood Obesity Foundation website www.childhoodobesityfoundation.ca