



# *The Net Benefit*

Back-to-School Toolkit  
August 2018



**Missouri** Foundation  
for **Health**

*a catalyst for change*

As students, their families, and our schools across Missouri gear up for the school year, we are reminded of the important role students' health and well-being play in their success in the classroom and beyond.

We created *The Net Benefit*, a nonpartisan education campaign, because we know that when Missourians' basic needs are not met, their health is negatively impacted. And for children across the state, that can also put their ability to do well in school at risk.

During this back-to-school season, we want to continue to **educate Missourians about how taking care of our residents who need help most leads to stronger communities and a stronger state.**

This toolkit is designed to help you incorporate these messages during back-to-school season. In the following pages, you'll find:

- **Core messages** that provide the building blocks to incorporate campaign messages into your outreach.
- **A social media tip sheet** with ideas to infuse *The Net Benefit* messaging through your social media channels.
- **A template blog post or newsletter** to share with news outlets as you conduct outreach and your own events around back-to-school season.
- **Bulletin** language to share information with your congregation/faith community.

Please contact Courtney Stewart ([CStewart@mffh.org](mailto:CStewart@mffh.org)), Vice President of Strategic Communications, Missouri Foundation for Health, with any questions or ideas to promote *The Net Benefit*.

Visit [www.TheNetBenefit.org](http://www.TheNetBenefit.org) to learn more.

## Core Messages

Missouri Foundation for Health developed the following messages to help you communicate how taking care of Missourians' health leads to stronger communities and a stronger state. We hope this set of messages is a useful tool in your communications during back-to-school season, whether that's through presentations, social media outreach, or interviews with local media.

- When Missourians have access to care and resources that help them meet their needs, they have the opportunity to live up to their potential and pursue their dreams, bringing limitless value to their communities and to our state.
- We know how important it is for our kids to have access to health care. When they are healthier, they are better prepared to learn and grow. And ultimately, they are more likely to become productive, healthy, independent adults.
  - In Missouri, the Children's Health Insurance Program (CHIP) provides health insurance to children from families who are working hard to get by. Medicaid provides vital coverage for children—including those with special needs—who otherwise wouldn't be able to get the care they need to grow and thrive.
  - And we know that healthy students are better learners. Kids who don't eat enough healthy foods like fruits, vegetables, and dairy products, tend to have lower grades than their peers.
- Access to enough nutritious food is critical to ensuring Missouri kids have the fuel they need to attend school prepared to learn. But when our family, friends, and neighbors can't afford to put enough food on the table, they suffer from hunger and lack of good nutrition.
  - Reducing the amount of food going into low-income households has the potential to increase the rate of child abuse and neglect in Missouri. Children are completely dependent on their adult caregivers for food. When families have less food, the first to go hungry are often the youngest and most vulnerable.
  - Our children's well-being is dependent on the well-being of their parents and caregivers. When their caregivers have access to care, the whole family benefits.
- It takes our whole community—inside and outside of school buildings—working together to make a difference in our kids' lives.
- Teachers, school nurses, and other school staff will tell you themselves—they aren't equipped to provide all the support necessary to help students in need. That's where federal and state support programs, together with local organizations and resources, come in.
- Everyone should have the same opportunity to live up to their potential and pursue their dreams, because where we start off in life should not determine where we end up. When we leave our neighbors behind, it has a ripple effect on our communities. When we look out for one another, we all see *The Net Benefit*.



# Social Media Tip Sheet

We know that social media is an important tool in reaching your networks. We have prepared sample social media posts that you can use as they are, or edit as you see fit. We encourage you to personalize the content so that it fits your voice. We have also provided graphics to accompany these posts.

## Get Started

- **Follow Missouri Foundation for Health (@MoFoundHealth) on [Twitter](#) and [Facebook](#) to get the latest information about the campaign.** We will also share campaign messages and images that you can retweet and share with your networks.
- **Use the #TheNetBenefit hashtag in your posts.** That way you can be part of the conversation with partners across the state.

## Sample Social Media Posts and Graphics

We're heading back to school ["here in \*insert community name\*" OR "across Missouri"]! Missouri's kids rely on local, state, and federal supports to meet their basic needs and lead healthier lives, so they'll be better prepared to learn and grow. #TheNetBenefit



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When Missouri kids are healthier, they're better prepared to learn and grow. When we help kids and families access the resources they need to lead healthy lives, we all see #TheNetBenefit. Learn more: [www.TheNetBenefit.org](http://www.TheNetBenefit.org)



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Kids ["in \*insert community name\*" OR "across Missouri"] need to fuel up to study up this school year! Programs like SNAP and WIC help children access nutritious meals so they're better able to focus in the classroom and become productive, healthy, independent adults. #TheNetBenefit



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Kids across Missouri are heading back to school this month. Schools throughout our state are going the extra mile to make sure their needs are met, inside and outside of the classroom. Because when we look out for one another, we all see #TheNetBenefit.



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When our kids give back to the communities that raised them, we all see #TheNetBenefit. When they have what they need to lead healthy lives, they have the opportunity to live up to their potential and pursue their dreams, bringing limitless value to our communities and state.



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# Template Materials

We have provided the following template materials to give you fresh blog and newsletter content during back-to-school season. Feel free to use each material as is or personalize the language so it best meets your needs.

## Develop and Distribute a Blog Post or Newsletter

Your organization's blog or newsletter can be a great way to communicate *The Net Benefit* message. Check out this sample post for inspiration and adapt it based on your organization's expertise and the audiences you reach. The more you can localize the blog post, the more it will resonate with readers.

### Template Blog Post

For many families across the state, their back-to-school checklist includes much more than pencils and protractors. They are thinking about the things they need to make sure their child can lead a healthy life and thrive in school. From having enough food and access to health care, to shelter and other economic supports; local, state and federal supports help Missouri families meet their basic needs.

During this back-to-school season, we must think about the most vulnerable among us—our kids. When our kids are healthier, they're better prepared to learn. And ultimately, they're more likely to become productive, healthy, independent adults.

[Insert an example—such as a story or local data point—illustrating how you've seen students thrive because of additional resources and support.]

No matter who you are or where you live, everyone should have the same opportunity to pursue their dreams. When our kids have access to the care they need, they have the opportunity to live up to their potential—bringing limitless value to their communities and to our state. When we look out for one another, we all see *The Net Benefit*.

Learn more at [www.TheNetBenefit.org](http://www.TheNetBenefit.org).

## Distribute Information Through Your Faith Community's Bulletin

Another way to share information about *The Net Benefit* is through your congregation/faith community. That's because Missourians are often connected to the resources they need to lead healthy lives through the caring support of our faith communities.

### Template Bulletin

#### **Committed to Helping Our Children Thrive**

The school year brings promise and opportunity to children throughout our community. We must do our part to help them succeed in the classroom and beyond. For many, that means making sure their basic needs are met, like access to food, shelter, health care, and other supports they need to lead a healthy life and thrive. When they are healthier, they are better prepared to learn, grow, and live up to their potential.

In our own community, we are committed to [insert examples of services provided by your faith community, why they are so important, and the difference you've seen these services make in the lives of your neighbors]. Because when we look out for one another, we all see *The Net Benefit*.

# Collect Stories to Highlight What Missourians Need to Lead Healthy Lives

Missouri Foundation for Health is collecting stories from across the state to convey what it really means to help Missourians in need. We want to amplify the voices of Missourians who have been supported by or interacted with this network of services. Doing so allows us to lift up the voices of people who are working to live up to their potential, bringing limitless value to their communities and to our state. We appreciate your help collecting stories that tell the story of *The Net Benefit*.

## What We Want to Showcase

- How Missourians have found support in times of need—past or present.
- How communities are lifted up when their individual members are lifted up.
- The role of community leaders (such as food pantry directors, faith leaders, volunteers, teachers, school administrators, etc.) who are helping their neighbors access food, shelter, health care, and economic supports and can speak to the importance of these supports in building strong communities.

## Two Ways to Collect Stories

1. Hold conversations yourself. Then, share your stories with Daniel Waxler, Missouri Foundation for Health Communications Officer, by email: [DWaxler@mffh.org](mailto:DWaxler@mffh.org). Additional details are below.
2. Refer people to [www.TheNetBenefit.org](http://www.TheNetBenefit.org), which includes a form to “share your story.”

## Questions to Ask

- What is your biggest concern for your health and/or well-being?
- Is there anything getting in the way of leading a healthy life? How can you eliminate these obstacles?
- How have you been supported by local, state, and/or federal support systems in your life?
- What role do these support systems play for your family? Your friends? In your community?
- Tell me about a person or organization, that has made a difference in your life and for your health.

## Additional Information That is Important to Collect

- Full name
- Hometown
- Contact information (phone and/or email)
- If possible, photo(s) of individual