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## Promotional Toolkit for The Hub



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## EMAIL SIGNATURE

Visit [The Hub](#) and find resources to boost your school wellness efforts and build your capacity to advance integration of health and wellness in Colorado’s classrooms.

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## EMAIL LETTER FOR COLLEAGUES AND PERSONAL NETWORKS

*Audience: PD providers and community organizations*

Dear \_\_\_\_\_,

I’m excited to let you know about [healthyschoolshub.org](http://healthyschoolshub.org), a robust new website designed to boost school wellness efforts throughout Colorado.

[The Hub](#) is a website that connects people working in PK-12 education with a broad array of resources, including events, grants, organizations, professional development, research, templates, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to integrate health and wellness in the classroom and the school community.

Join this online community today to support the shared vision that all Colorado youth are healthy and reach their full potential. Here’s how:

- **Create a user profile**  
[Introduce yourself](#) and open the door for engagement with other Hub users.
- **Create an organization profile**  
[Add your organization](#) to the directory of agencies, non-profits, and companies focused on health and education.
- **Submit content**  
Share your organization’s events, learning opportunities, programs, and resources. [View submission guidelines](#)

This unique online community is made possible by Healthy Schools Successful Students (HSSS)—a collective of state-wide organizations, agencies, and higher education institutions focused on health and education. I am an active participant in HSSS and proud to share the results of our work with you today. Let me know if you have any questions or comments about The Hub. [You can also share feedback by following this link.](#)

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## EMAIL LETTER FOR COLLEAGUES AND PERSONAL NETWORKS

***Audience: Educators***

Dear \_\_\_\_\_,

I'm excited to let you know about [healthyschoolshub.org](http://healthyschoolshub.org), a robust new website designed to boost school wellness efforts throughout Colorado.

[The Hub](#) is a website that connects people working in PK-12 education with a broad array of resources, including events, grants, organizations, professional development, research, templates, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to integrate health and wellness in the classroom and the school community.

### **Discover the power of The Hub today!**

- [Create a user profile](#) and make connections with peers and experts.
- Search for resources and opportunities - Give items a thumbs-up, add comments, and save your favorites (user profile required).
- Upload personal resources that you have created or found to be helpful.
- Create and join groups—participate in discussions with others who have shared interests.

The collaborative power of The Hub will be fueled by users like you; I hope you take advantage of the increased opportunities The Hub provides to connect with others who know that healthy students are better learners.

The Hub was created by Healthy School Successful Students (HSSS)—a collective of state-wide organizations focused on health and education. I am an active participant in HSSS and proud to share the results of our work with you today. Let me know if you have any questions or comments about The Hub. [You can also share feedback by following this link.](#)

Thank you for the work you do every day on behalf of the students in Colorado.

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## EMAIL LETTER FOR COLLEAGUES AND PERSONAL NETWORKS

### *Audience: Parents*

Dear \_\_\_\_\_,

I'm excited to let you know about [healthyschoolshub.org](http://healthyschoolshub.org), a robust new website designed to boost school wellness efforts throughout Colorado.

[The Hub](#) is a website that connects parents and teachers with a broad array of resources, including events, organizations, research, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to integrate health and wellness into the daily routines of our children.

### **Discover the power of The Hub today!**

- [Create a user profile](#) and make connections with peers and experts.
- Search for resources and opportunities - Give items a thumbs-up, add comments, and save your favorites (user profile required).
- Create and join groups—participate in discussions with others who have shared interests.

The Hub was created by Healthy School Successful Students (HSSS)—a collective of state-wide organizations focused on health and education. I am an active participant in HSSS and proud to share the results of our work with you today.

I hope you take advantage of this opportunity to find information and connect with others who know that happy, healthy students are better learners. Let me know if you have any questions or comments about The Hub. [You can also share feedback by following this link.](#)

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## TEXT AND LINK FOR WEBSITE

### *Version 1*

#### **The Hub: Building Community, Advancing Wellness, and Fueling Student Potential**

[The Hub](#) connects people working in PK-12 education with a broad array of resources, including events, grants, organizations, professional development, research, templates, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to integrate health and wellness in the classroom and the school community.

### *Version 2*

#### **The Hub: Building Community, Advancing Wellness, and Fueling Student Potential**

[Visit healthyschoolshub.org](http://healthyschoolshub.org) to find resources to boost your school wellness efforts, and build your capacity to advance equitable integration of health and wellness in Colorado's classrooms.

### *Version 3*

#### **The Hub: Building Community, Advancing Wellness, and Fueling Student Potential**

Discover the power of [The Hub](#)... boost your school wellness efforts and build capacity to integrate health and wellness in the school day.

### *Version 4*

#### **The Hub: Building Community, Advancing Wellness, and Fueling Student Potential**

[Visit healthyschoolshub.org](http://healthyschoolshub.org) for a complete collection of school health and wellness resources.

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## NEWSLETTER TEXT

*Audience: Educators*

### **Visit The Hub and Find Tools to Boost School Wellness Efforts**

[The Hub](#) is an online community featuring a broad array of resources focused on health and wellness in the school environment. This website delivers a variety of health and wellness practices and research to empower school communities and eliminate duplication of efforts.

- Learn about upcoming events
- Discover professional development options
- Explore, toolkits, templates, and programs
- View available grants and other funding opportunities

Hub users have the option to create a user profile and open opportunities to connect with peers and organizations, maintain a favorites list, participate in the unique Groups area, and more.

The Hub is the brainchild of Healthy Schools Successful Students (HSSS) – a collective of state-wide organizations, agencies, and higher education institutions focused on health and education. HSSS members look for opportunities to advance learning and strengthen networks in support of the shared vision that Colorado youth are healthy and reach their full potential.

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## NEWSLETTER TEXT

*Audience: Health/Wellness organizations and community agencies*

### **Visit The Hub – Colorado’s Connection to School Health and Wellness Resources and Community**

[The Hub](#) is a website that connects people working in PK-12 education with a broad array of resources, including events, grants, organizations, professional development, research, templates, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to integrate health and wellness in the classroom and the school community.

Join this online community today to support the shared vision that all Colorado youth are healthy and reach their full potential.

- **Create a user profile**  
[Introduce yourself](#) and open the door for engagement with other Hub users.
- **Create an organization profile**  
[Add your organization](#) to the directory of agencies, non-profits, and companies focused on health and education.
- **Submit content**  
[Share your latest news](#): events, learning opportunities, programs, and resources

The Hub is the brainchild of Healthy Schools Successful Students (HSSS) – a collective of state-wide organizations, agencies, and higher education institutions focused on health and education. HSSS members look for opportunities to advance learning and strengthen networks in support of the shared vision that Colorado youth are healthy and reach their full potential.

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## NEWSLETTER TEXT

*Audience: Mixed – educators, organizations, community, parents*

### **Healthy Schools Hub Connects School Communities With Resources to Boost Student Achievement**

[The Hub](#) is a new website that connects parents and teachers with a broad array of resources, including events, organizations, research, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to integrate health and wellness into the daily routines of Colorado's children and their families.

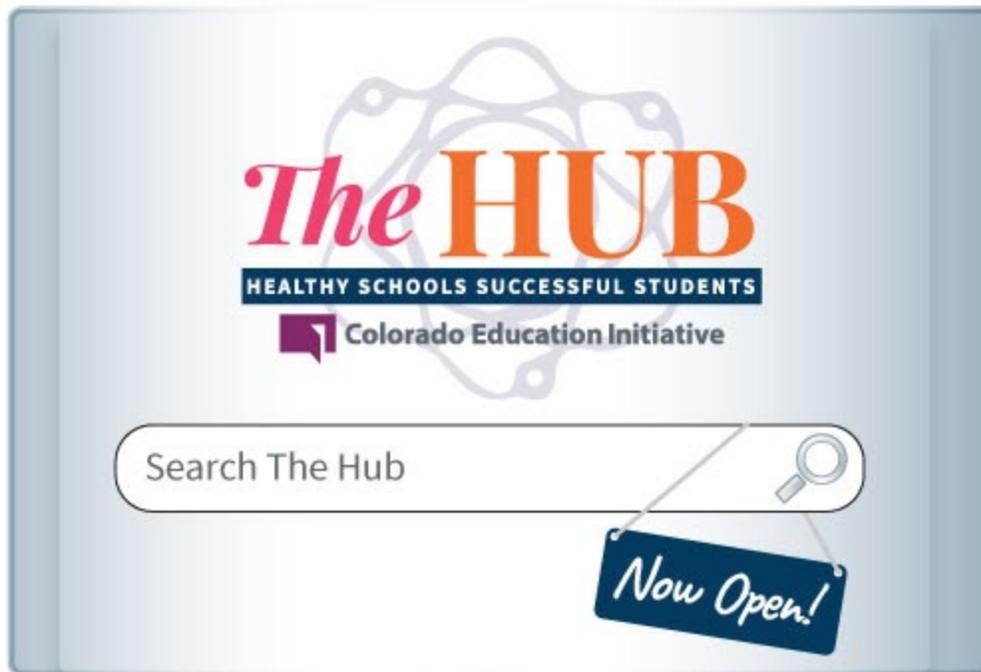
Created for school communities, The Hub serves as a repository for research, promising practices, funding opportunities, and events. Many of these resources that have been used and tested in school communities throughout Colorado. Registered Hub users have the ability to create discussion groups, share resources, and upload their own resources.

The Hub is the brainchild of Healthy Schools Successful Students (HSSS) – a collective of state-wide organizations, agencies, and higher education institutions focused on health and education. HSSS members look for opportunities to advance learning and strengthen networks in support of the shared vision that Colorado youth are healthy and reach their full potential.

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## SOCIAL MEDIA

### Post #1



### Facebook

We are excited to announce the launch of The Hub! Visit this one-stop shop to find resources, events, and a community focused on increasing health and wellness in Colorado's schools. The Hub is the brainchild of Healthy Schools Successful Students (HSSS) – a collective of state-wide organizations focused on health and education. [healthyschoolshub.org](http://healthyschoolshub.org)

### Instagram

The Hub is here! Stop by this virtual one-stop shop to find resources, events, and a community focused on increasing health and wellness in Colorado's schools. The Hub is the brainchild of Healthy Schools Successful Students (HSSS) – a collective of state-wide organizations focused on health and education.

[Healthyschoolshub.org](http://Healthyschoolshub.org) #healthyschoolshub

### LinkedIn

We are excited to announce the launch of The Hub! Visit this online powerhouse to find resources, events, and a community focused on increasing health and wellness in Colorado's

schools. The Hub is the brainchild of Healthy Schools Successful Students (HSSS) – a collective of state-wide organizations focused on health and education.  
Healthyschoolshub.org #healthyschoolshub

*Twitter*

#healthyschoolshub is here! Visit this one-stop shop and find resources, events, and a community focused on increasing health and wellness in CO schools. healthyschoolshub.org  
#hsss

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## SOCIAL MEDIA

### Post #2



### Facebook

Visit The Hub today and join the movement to embed wellness in every classroom in Colorado! Connect with people working in PK-12 education who know that healthy students are better learners and find a broad array of vetted resources to advance wellness in the classroom and the school community.  
[healthyschoolshub.org](http://healthyschoolshub.org)

### Instagram

Visit The Hub and join the movement to embed wellness in every classroom in Colorado! Find a broad array of vetted resources aimed at advancing health and wellness in the classroom connect with people working in PK-12 education who know that healthy students are better learners.  
[Healthyschoolshub.org](http://Healthyschoolshub.org) #healthyschoolshub #hsss

### LinkedIn

The Hub delivers a broad array of vetted resources to advance health and wellness in classrooms and the school community. Visit The Hub and connect with people working in PK-12 education who know that healthy students are better learners; join the movement to embed wellness in every classroom in Colorado!

Healthyschoolshub.org #healthyschoolshub

*Twitter*

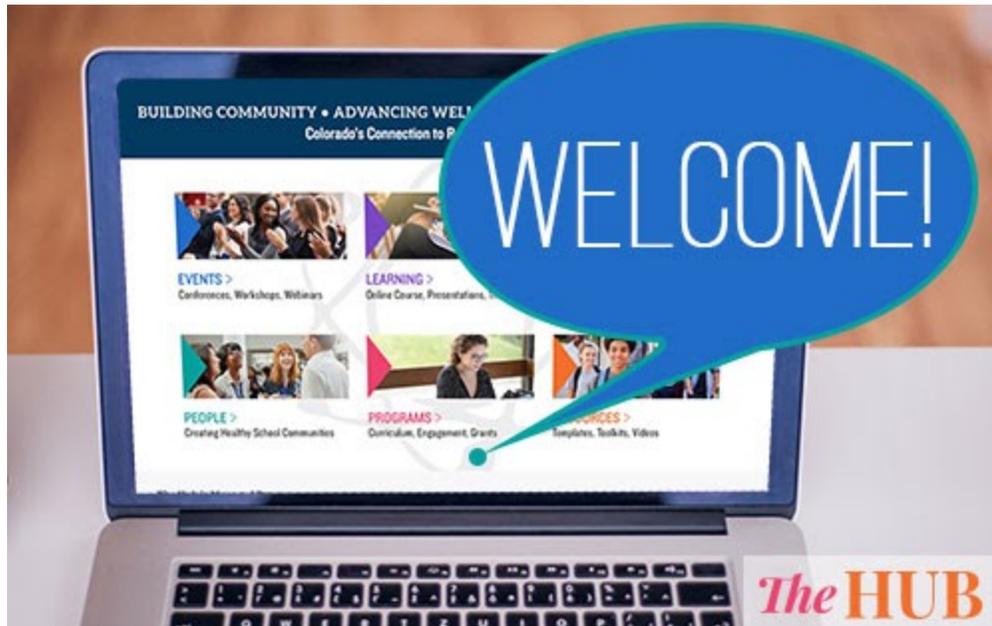
Healthy learning environments = successful kids! Visit The Hub to find a broad array of vetted resources, and join the movement to embed wellness in every classroom in CO!

healthyschoolshub.org #healthyschoolshub

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## SOCIAL MEDIA

### *Post #3*



### *Facebook*

The welcome mat is out at The Hub! You are invited to join this community to learn from and with Colorado educators who create learning environments that advance health and wellness at school and boost student achievement. Share your ideas, find new resources, and learn about events and training opportunities... welcome to your wellness home base!  
[healthyschoolshub.org](http://healthyschoolshub.org)

### *Instagram*

The welcome mat is out at The Hub! Join the community to learn from and with educators who create learning environments that advance health and wellness in Colorado schools and boost student achievement. Share your ideas, find new resources, and learn about events and training opportunities.  
[Healthyschoolshub.org](http://Healthyschoolshub.org) #healthyschoolshub

### *LinkedIn*

The welcome mat is out at The Hub! Join this unique community to learn from and with Colorado educators who create learning environments that advance health and wellness in support of increased student achievement. Share your ideas, find new resources, and learn about events and training opportunities.  
[Healthyschoolshub.org](http://Healthyschoolshub.org) #healthyschoolshub

*Twitter*

The welcome mat is out at The Hub! Learn from and with CO educators creating learning environments that advance health and wellness in support of student achievement.  
[healthyschoolshub.org](http://healthyschoolshub.org) #healthyschoolshub #hsss

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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

Date

### CONTACT INFORMATION

Your name	Susan Paulsen
Your title	The Hub Manager
Your organization	Colorado Education Initiative
Phone number	720-737-9043
Email address	spaulsen@coloradoedinitiative.org

## ***Healthy Schools Hub Connects School Communities With Resources to Boost Student Wellness, Achievement***

(Organization Name), in partnership with Healthy Schools, Successful Students and the Colorado Education Initiative, is excited to announce the launch of The Hub ([healthyschoolshub.org](http://healthyschoolshub.org)), a new interactive website focused on health and wellness in elementary and secondary schools. The Hub serves as a resource repository and a collaboration tool for school communities and organizations that support healthy learning environments.

For the past two years, members of HSSS, a visionary group representing state-wide organizations and education systems, have collaborated to understand district and school goals and related needs, gather requirements for how an online tool could meet those needs, and set the wheels in motion to architect The Hub.

Now, The Hub is where people find vetted resources, share ideas, create groups, and learn about events and training opportunities. It's where school communities find information to address their specific health and wellness priorities in support of increased student achievement. The Hub's library covers health education, nutrition, physical activity, safe physical environments, social-emotional support, staff wellness, and more.

Cheryl Miller, President and CEO of RMC Health, is a firm believer in the power of the collective to improve health outcomes for young people. Miller believes the collaborative nature of The Hub will expand the efforts underway in Colorado to implement programs and practices that best meet the needs of a diverse range of student populations.

“Having a community of practitioners from across the state to work with is critical to problem-solving and finding innovative solutions,” Miller said. “The Hub empowers school communities to find the most relevant resources to accelerate their health and wellness efforts. Hub users can find tools and implementation support across the continuum, at any stage in their journey toward creating cultures of health and wellness for young people.”

Moving forward, HSSS members will provide new and updated resources for The Hub, review Hub content submissions from a variety of sources, and continue to connect school communities with tools and resources to create healthy school environments. The Hub is managed by the Colorado Education Initiative.

**About (insert your organization name)**

Insert organization info here

**About Healthy Schools, Successful Students**

Healthy Schools, Successful Students (HSSS) is a diverse group of organizations and community partners that focus on physical, mental, and emotional health in Colorado schools. Founded in 2016, our members have worked together to connect school communities with tools and resources to create healthy school environments. HSSS is excited to support The Hub as a platform to promote healthy students and schools. By coordinating efforts across the state, we help all Colorado schools integrate health and wellness into their mission.

**About Colorado Education Initiative**

For 10 years, [Colorado Education Initiative](#) (CEI) has been at the forefront of improvement, innovation, and change in Colorado’s public education system. We are a statewide nonprofit organization that invests time, expertise, and dollars in K-12 public education. We are rooted in a vision of equitable outcomes for every kid that drives a strong bias for action focused on sustainable change to the system. Over the years, we’ve worked with educators as an inspired and supportive partner on the ground in over 150 urban, suburban, and rural school districts.

###

## ONE-PAGER

Follow [this link](#) to download a one-pager that briefly describes The Hub. This one-pager can be printed and shared at meetings and events.



## POSTCARD 1

Follow [this link](#) to download a two-sided postcard that highlights Hub content areas. This post card can be printed and shared at meetings and events.



## POSTCARD 2

Follow [this link](#) to download a two-sided postcard that lists five ways to get started on The Hub.



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## STORYTELLING

### PROMPTS FOR TELLING A STORY

- Where does the story begin? Was there a problem to solve... did you have an idea...were you participating in a collaborative effort?
- Why does the focus of this story resonate with you personally? What compelled you to act?
- How did you determine your goals and desired outcomes?
- What strategies did you choose to achieve your goal... and why?
- Did you adjust your strategies/plans along the way? If so, what prompted the change?
- Who and/or what helped you advance your work?
- Were there any obstacles that you overcame – and did these obstacles reveal any new ways of thinking for you?
- Did you reach your desired outcome, and/or arrive at unintended outcomes?
- What surprised you on this journey?
- Do you have tangible/measurable evidence of the impact your work has had?
- What's next for you and your work?

### STORY FORMATS

#### Written Narrative

- Use the headline and first paragraph to start your story with a question or observation that makes the reader curious to find out what happens. Consider how to use empathy and emotion to connect with readers, describing what you saw, felt, and sensed during your experience.
- Aim for about 1,000 words. Use subheads and bullets to break up long segments of text.

#### Video

- Consider the most compelling aspect of your story and record a brief narrative or conduct quick interviews to share your experience. Allow the camera to set the scene and script your narrative to describe key takeaways.
- Use Storyvine to quickly conduct interviews. [Learn more](#)

- Be sure that students who appear in photos and videos have the appropriate media permission on file with their school or district. A media release is not required for adults when they are filmed in public places, but it is a good rule of thumb (and professional courtesy) to notify them you will be filming and ask if they have any objections.

### **Photo Essays**

- Gather images of people, places and objects that illustrate your journey. Use your smart phone to capture photos with a strong focal point and crop out distracting backgrounds. Consider how close-ups, high or low angles, and lighting can enhance the photo. Write captions or a brief paragraph for each image that capture the progression of the story.
- Use four to six images to share your story, with each capturing a point in time, or progression of the story. Use images that capture where, when, how, and why.

## [Submit stories to The Hub](#)

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## **HUB AND HSSS BRANDING**

### *Tagline*

**Building Community • Advancing Wellness • Fueling Student Potential**  
*Colorado's Connection to Resources and Community*

### *Logos*

Copy and paste the following images for online and screen use (web, Powerpoint, etc.). Contact Hub Manager [Susan Paulsen](#) to request logos for print and promotional materials.



*The* HUB



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HUB AND HSSS BRANDING

## Colors

	<b>Orange</b> #F36E2D	R: 243 G: 110 B: 45	C: 0% M: 71% Y: 92% K: 0%
	<b>Pink</b> #EF436F	R: 239 G: 67 B: 111	C: 0% M: 88% Y: 37% K: 0%
	<b>Blue</b> #216DCA	R: 33 G: 109 B: 202	C: 83% M: 57% Y: 0% K: 0%
	<b>Dark Blue</b> #043B60	R: 4 G: 59 B: 96	C: 100% M: 79% Y: 38% K: 27%
	<b>Green</b> #05A09F	R: 5 G: 160 B: 159	C: 80% M: 16% Y: 41% K: 0%
	<b>Purple</b> #7B48C2	R: 123 G: 72 B: 194	C: 64% M: 79% Y: 0% K: 0%