

Quick Guide to using the media

PHOTO REDACTED DUE TO THIRD PARTY RIGHTS OR OTHER LEGAL ISSUES

Whenever you gain coverage in the media we would like to know about it – we can then add this to our website media library to share our successes.

In the first instance, contact your Local Programme or Regional Co-ordinator.

You can also contact our Communications
Manager whose details can be found on our
website: www.healthyschools.gov.uk



Contents

| Be proactive! | pg4 |
|---------------------------|-----|
| Press releases | pg5 |
| Interviews with the media | pg6 |
| The national media | pg7 |

Be proactive!

The media generally won't come to you, or at least not without a very good lead. So let them know about good news and picture opportunities, and chase them up to encourage their support.

Press releases

One of the best ways of getting your successes noticed is to send out a press release to your local media. Contact your Local Programme Co-ordinator and let them know that you are going to do this. You should also contact your local authority communications team.

Due to the media time restraints often a phone call, followed by a well written press release, is the most effective way of submitting a story and getting it published, particularly as it saves the journalist time. A really well written press release can be reprinted nearly word for word. What a great way of communicating your key message to your target audience!

Don't forget to let your Local Programme or Regional Programme Co-ordinator know when stories appear. We would like to put examples of media stories on our website, please get the appropriate permission from the media so we can use your story.

Use the example opposite as a guide for writing your press release.

How to write a press release

Date:

Title:

insert one line only

Full details of the project

- Insert two or more paragraphs about your school and its achievement.
- Include some or all of the information in the Introduction to the National Healthy Schools Programme booklet.

Quotes

 Get clearance in advance. Include children, young people, staff, parents/carers and governors e.g. Headteacher Miss Susan Smith said:
 "I am delighted...etc"

Contact

- For more information contact....
- Remember to include clear contact details on the press release in case a journalist wants to call you for more information.
- Include a reference to our website www.healthyschools.gov.uk

Photos

- If you have photographs available which can support a story, then make this clear at the end of the press release and ask editors to contact you if they wish to use them.
- You need to ensure you have the appropriate permission to release any photographs of children and young people

Sample press release



Press Release: Teachers learn to be healthy

Thousands of teachers from across England will visit the first ever Healthy Schools zone at the Education Show to seek inspiration on how to help children and young people be healthy and reach their maximum potential.

The zone is being sponsored by the National Healthy Schools Programme, a joint Department of Health and Department for Children, Schools and Families development which is making a dramatic difference to the health of children and young people.

Within the zone the National Healthy Schools Programme will have its own stand, brimming with ideas for teachers to take back to their own schools. It will have lots of examples of how individual schools have improved their results, improved behaviour and reduced bullying, enhanced provision of PSHE and improved liaison between home and other support agencies by adopting the Healthy School approach. There will also be good examples from all four of the programme's themes: PSHE (including Sex and Relationship Education), Healthy Eating, Physical Activity and Emotional Health and

Head of the National Healthy Schools Programme Delivery Unit, Sam Mellor, said: "Schools are an important springboard to future long-term health and the knowledge, skills and attitudes, learned and practised while at school, stay with us for the rest of our lives".

"Teachers are the key to the success of this programme which is why we felt it was so important to be involved in the Education Show. We are looking forward to meeting as many teachers as possible during the show and working with you to give children and young people the best start in life."

Ends

Notes to Editor

1.

2.

3

For more information contact:

Your name Your School

Your contact phone number

For more press releases visit the media section of our website: www.healthyschools.gov.uk

Interviews with the media

Interviews are an important way in which journalists gather information and the key to a good interview is being prepared. Interviews will normally take place over the phone. If time and the subject matter allow, try and arrange a face-to-face interview as it is more personable and easier to build a good rapport. NEVER answer questions off the cuff. Ask them what they want, find out the deadline and then call them back at a later time. This will ensure you are prepared to answer their questions.

Top ten tips

- 1. Be aware of off-the-record comments
- 2. Don't speculate
- 3. If you can't answer a question, don't
- 4. Be human and know your audience
- 5. Don't get too technical
- 6. Be courteous
- 7. Never lie
- 8. Prepare yourself well
- 9. Be aware of deadlines
- 10. Involve your Local Programme

PHOTO REDACTED DUE TO THIRD PARTY RIGHTS OR OTHER LEGAL ISSUES

The national media

We often work with national or specialist journalists to promote the National Healthy Schools Programme and we are always looking for examples of effective practice in schools. If you believe you have a national newsworthy item contact your Local Programme or Regional Co-ordinator. We can't always guarantee coverage for your school or Local Programme but by working together your school, and the National Healthy Schools Programme, will achieve the best chance of getting the recognition we deserve.

In some cases, we may contact you to see if you are happy to speak to the media direct or arrange for a visit to show journalists what is happening on the ground.

If you are contacted directly by the media make sure that your Local Programme and Regional Co-ordinator has full details.

Website media support

The National Healthy Schools Programme website www.healthyschools.gov.uk contains a news section. In it you will find a media section which contains national press releases, a downloadable press pack and examples of media coverage locally and nationally.



For further information...

please contact your Local Programme Co-ordinator. Their contact details and more information about the National Healthy Schools Programme can be found on our website **www.healthyschools.gov.uk**



department for children, schools and families

The National Healthy Schools Programme is a joint Department of Health and Department for Children, Schools and Families initiative