Behavior patterns are established during childhood, with important implications on the short and long term health and well being of children. Targeting students directly enables them to practice healthy behaviors and indirectly engages them in delivering messages to the community.

Schools are an ideal settings for health promotion during early ages and can have multiple benefits resulting in sustained behavior change. Communication for Health, as part of its social mobilization intervention, and working with local implementing partners, has begun supporting selected second cycle primary schools. The overall aim is to create a supporting environment that engages and enables students to engrain healthy practices and be agents of change delivering messages to their families and communities. The project’s support includes communication materials for health days and guidance for effective dissemination of health information through school clubs. A School Health Promotion Kit has been developed and printed and is being disseminated to schools. ToTs for implementing partners on the Kit have been given to support its’ rollout to school Clubs.

Some health areas are more relevant to school settings due to the risk factors and behavioral determinants that contribute to related negative outcomes. These include: Water, Sanitation, and Hygiene (WaSH), Nutrition, Malaria, Tuberculosis (TB), and adolescent Reproductive Health (RH).

Supporting School Clubs
Most schools have clubs dedicated to focused health areas, academic subjects or recreation, and tend to involve both students and teachers. The clubs are often in need of new ideas and content to continue incentivizing and inspiring engagement. To this point, Communication for Health provides them with:

- Print and electronic materials; including fliers, fact sheets, audio spots (where mini-media is available)
- Suggested health day interventions and activities for different health areas
- Linkages between school health activities and PHCU/HEWs through the Tool kits and discussion guides on how to form, guide and motivate school health clubs

Supporting Health Days
Celebrating and promoting health days is an opportunity to increasing awareness on specific health issues, and to improve health-seeking behaviors among students, their families and members of the wider community. Communication for Health has put together a generic year round plan to reach more than 700 second cycle primary schools by September 2017 with suggested areas of focus, along with proposed appropriate activities for school settings.

When School Health is Promoted EVERYONE GAINS!