



Guide to Promoting the HAF Offer: Information for Key Organisations and Partners

This guide is for partners, organisations and voluntary groups to support the promotion and communication of the Holiday Activity Programme (HAF) in Sandwell.

Your role in promoting the Holiday Activities and Food (HAF) programme is **crucial** to reaching families who need it most.

What is the HAF Programme?

The HAF programme provides **FREE**, fun holiday activities for children and young people (Reception to Year 11) who are eligible for benefits-related Free School Meals.

What children get	Why it Matters
A FREE nutritious meal - meeting school food standards every day.	Supports good health and reduces 'holiday hunger'.
FREE physical activities - sports, games, play.	Helps children meet the recommended 60 minutes of daily activity. Help reduce Child obesity levels
FREE enriching activities - arts, crafts, cooking, trips.	Supports learning, builds new skills, and increases confidence.

Your Role: Targeting and Promotion

The greatest barrier to HAF is often that eligible families don't know it exists or don't realise they qualify. Your organisation is uniquely placed to close this gap as you work closely with and have built relationships with the families who need this the most.

Targeting Through Your Channels

Organisation	Recommended Action	Key Message
Family Hubs	Direct outreach: Mention HAF in all appointments with FSM-eligible families or families experiencing hardship. Display posters and leaflets prominently. Staff able to promote the offer and signpost to the HAF website.	"HAF is a free, fun way to give your child a hot meal and keep them busy over the school holidays. Ask us how to book."
Public Health	Signposting: Include HAF information in communications with schools, community groups, voluntary sector etc about healthy eating, children's activities, or holiday stress. Use the HAF offer as a solution for physical activity and healthy food access.	"Need support with healthy meals and physical activity during the break? The HAF programme offers free clubs and food for eligible children."
Social Workers/Early Help Teams	Referrals: Use the HAF programme as a tool to support the wider well-being of vulnerable children on your caseload.	"We can help your child access a HAF place. It provides safe, structured fun, food, and social contact during the holidays."
Schools	Digital/Physical Promotion: Send direct emails/texts to parents of FSM-eligible children. Display HAF promotional material and give out flyers, send out HAF newsletters letting families know the HAF offer in your local area / area. This is the most critical link.	"Your child is eligible for free places at the HAF Holiday Clubs! This includes a free meal and fantastic activities. You will receive an email or text notification with your HAF voucher a month before the main HAF holidays if you need help accessing your code speak to (school contact name here)"

Key Principles for Effective Promotion

- **Make it Stigma-Free:** Emphasise the **FUN** and **ACTIVITIES**. The programme is about a high-quality, inclusive holiday experience for all attendees.
- **Simple Language:** Avoid jargon. Refer to it as "Free Holiday Activities"
- **Keep it Simple:** Always provide the direct website link or HAF email address for questions. Families should not have to navigate multiple pages.

Crucial Information to Share

- **What is the cost?** FREE
- **Who is eligible?** Children in receipt of benefit related Free School Meals
- **How to find a Holiday Activity?** <https://holidayactivities.sandwell.gov.uk/>
- **How to book?** Please **visit the Holiday Activities website** for useful guides on how to book activities.
- **When is it?** Easter, summer and winter holidays