

# Yoga for Children

Fact Sheet 7 -

How to Approach and Market to Schools

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## Approaching and marketing to schools



### Introduction

Yoga in schools can improve the health and wellbeing of children and teachers and support learning outcomes for children by increasing focus, self-awareness and self-regulation. However, the curriculum is increasingly 'crowded' and funding for specialist programs such as yoga is limited. Schools are increasingly accessing free online programs such as Cosmic Kids, so yoga teachers seeking to enter a school environment need to research the specific needs of the school and prepare a comprehensive 'pitch'.

### Important Documents

Before approaching any school, ensure that you have all documentation in order including:

- Yoga teacher and children's yoga teacher certificates;
- Current first Aid certificate;
- Current insurance document;
- Working with vulnerable people/children registration relevant to your jurisdiction;
- CV, including relevant training, experience and feedback.

It is also advisable in a school environment to have a name tag/badge.

### Approaching Schools

You may choose a school that your child attends, that is in your local area or one where you have an internal contact. Before approaching the school, you need to do some research about the school (check the school's website or <https://www.myschool.edu.au/>) in order to develop a clear proposal including:

- Year groups operating;
- Special programs and needs;
- Specific policies and strategic objectives;
- Units of work that you could link the yoga program to.

### Writing your Statement

You also need to develop clear statements about yoga in general and specific details about your yoga program including:

- What is yoga and what is yoga for children?
- What are the benefits and the evidence?
- What are the risks and how are these risks mitigated?
- Are there religious or spiritual elements to the yoga program?
- How does the program link to jurisdictional and Australian Curriculum?
- How is the program inclusive of children with special needs?

- What are your roles and responsibilities and those of the classroom teacher and school?
- How will you measure the benefits of the program?
- How much do you charge? Who is expected to pay (user or the school)?
- How long are the sessions and the block?
- What days and times are you available?
- What space and equipment are required?

### Final Notes

You are now ready to contact the school with a proposal about your yoga program. Try to set up a meeting with the Principal or an Executive Teacher with responsibility for student wellbeing. The process to introduce yoga in a school can take some time as approval from the Executive Team or School Board may be required. It is often effective to set up a trial with one class before expanding the program across the school.