You Said What?
Tips from Educators on How to Effectively Communicate and Work with Education

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National Association of Chronic Disease Directors (NACDD) is comprised of over 3,000 specialized chronic disease practitioners working in public health departments across all 50 States and US Jurisdictions to prevent and control chronic disease.

The School Health Project assists Chronic Disease Directors and their staff to make informed decisions about a variety of school health issues.
The National Association of State Boards of Education exists to serve and strengthen State Boards of Education in their pursuit of high levels of academic achievement for all students.

NASBE’s Center for Safe and Healthy Schools works to encourage safe, healthy and nurturing school environments for all of the nation’s children and youth.
Poll

When was the last time you were inside a public school building during a regular school day?

- Never
- This past week
- This past year
- Not in 5 years
- Over 10 years
Learning Objectives

• Describe the education system’s top priorities and processes and natural opportunities that exist to incorporate health.

• Explain potential challenges that departments of education and public health might encounter when working together.

• Describe potential pitfalls that public health professionals can make when looking to partner with education.

• Identify strategies for communicating and working more effectively with the education sector.
"I'm not trying to change you—I'm trying to enhance you."
Why Schools?

• Schools have a big influence on the lives of children, more than any other societal institution.
• Schools can be a valuable setting for prevention and early intervention services.
• Schools can be a good place to assist families in poverty.
• Leading causes of mortality and morbidity among all age groups are related to categories of behavior that are often established during youth.
The Structure of Education Policy

State Education Agency

School District

School
“Don’t tell me something to make me feel good, show me how it will impact achievement.”

State School Board Member
What is Distracting Schools

TIME

BUDGETS

POLITICS

NOT AGAIN
What is Distracting School Districts

ACCOUNTABILITY

LIABILITY

BUDGETS

TOO CONTROVERSIAL

NOT EDUCATION’S JOB
What Is Distracting State Boards of Education

- ESEA
- Budgets
- Licensure and Certification
- Common Core
I'm afraid we're going to have to let some of you go.
Working and Communicating More Effectively

http://www.chronicdisease.org/?SchoolHealthPubs
Remember that in education’s world, public health is not the expert.
Working and Communicating More Effectively

Start out with the Right Questions

• What can the health department offer schools? (vs. *What does the health department need schools to do?*)

• How can the health department work with schools? (vs. *How can the health department work in schools?*)

NASBE
National Association of State Boards of Education
Speaking Education’s Language

Be an Ambassador

- Take time to learn the “host country” language, culture and politics
- Listen and assure that their priorities and concerns are heard
- Avoid making quick assumptions
Speaking Education’s Language

Attendance
Absenteism
Average Daily Attendance
Accountability
Achievement Gap
Assessment
Benchmarks
Common Core Standards
Course of Study
Content Standards
Curriculum
District Improvement Planning

Dropout
Graduation rate
High-Stakes Testing
Learning Supports
NCLB Waivers
Non-Academic Barriers to Learning
Performance Indicators
Response to Intervention (RTI)
School Climate
School Connectedness
School Improvement Planning
School Turnaround
Truancy
Whole Child Initiative
Working More Effectively

Make sure to connect and coordinate internally within the health department before reaching out to an education partner.
Working More Effectively

Learn about the education governance and key players in your state, district and/or school.
Working More Effectively

Educate yourself on the state and district-level school health policies or procedures that are already in place.
Working More Effectively

Find opportunities to work on health within existing priorities programs and practices.

• Learn about their priorities and identify health-related strategies to address them
• School Improvement Planning Process
• Existing Programs that can incorporate health
Working More Effectively

Ask Questions and Offer Support!

What areas of school health is your education partner is already working on and identify ways to support it.

Your special skills
✓ Professional development
✓ Grant writing
✓ Evaluation expertise
✓ Analyzing health data
✓ Connecting students to health services
Working More Effectively

When looking for student-related data, find out what already exists before proposing a new survey or needs assessment.

- Other areas of the health department
- Data collected by other state or local agencies
- YRBSS, Profiles
- National Center for Education Statistics
- County-level data from national organizations
Communicating More Effectively

Do a language and data check

• Don’t drown an education partner in public health data – less is more!
• Education and health use data in different ways
• Focus on a few pieces of data that connect with the school or district’s priorities
• Concrete scaled-down examples
Working More Effectively

Take the Long-term View

And

Celebrate Small Accomplishments Along the Way
The Dos and Don’ts

Dos

• Find out what the education partner’s top priorities are.
• Identify what you can offer schools that supports their priorities.
• Make the link between the public health policy or program and academic achievement, and have the research to support it.
• Involve the education sector in any health department planning around school health from the beginning.

Don’ts

• Approach education with “this is what we need you to do”
• Overwhelm an education partner with large amounts of public health data and lingo.
• Expect the health of children to be education’s #1 priority.
• Underestimate the barriers.
• Have a singular focus on obesity prevention.
• Measure the success of a school health program or policy only with health-related outcomes.
THE TROUBLE WITH OPPORTUNITY
IS THAT IT COMES DISGUISED
AS HARD WORK!
Resources for Partnering with Public Health

http://www.chronicdisease.org/?SchoolHealthPubs
Resources to support your work

Promote School Health with decision makers and opinion leaders:
• American Association of School Administrators
• National School Boards Association

Physical Education and Physical Activity
• American Alliance for Health, Physical Education and Recreation and Dance
Resources

**Nutrition**
- Action for Healthy Kids
- National Association of State Boards of Education

**Food Allergy**
- Food Allergy Research and Education (FARE)

**School Health Services**
- American Academy of Pediatrics
- School Based Health Alliance
- National Association of School Nurses
“Do Health and Education Agencies in the United States Share Responsibility for Academic Achievement and Health? A Review of 25 Years of Evidence About the Relationship of Adolescents' Academic Achievement and Health Behaviors”
QUESTIONS??

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