Creating School-Wide Conditions for All Students to Thrive: Part 2: Building a Team and Engaging your Partners

April 17, 2018
Today’s Presenters

Jordanna Snyder, MPH, CHES

Sara Trivette, PA-C, CHES
Objectives

1. Identify three individuals to include on your school wellness teams
2. List two ways to engage partners in your school-wide wellness efforts
3. Learn about Turner Elementary School’s and District Wellness Action Team and Hallways to Health accomplishments
National scale up
## Conditions for School-Wide Wellness

<table>
<thead>
<tr>
<th>Build Buy-In And Engage Stakeholders And Partners</th>
<th>Build A Wellness Team</th>
<th>Creating a School-Wide Culture of Wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage Parents And Guardians</td>
<td>Engage Youth</td>
<td>Engage Community-Based Organizations and Businesses</td>
</tr>
<tr>
<td>Assess Conditions For Wellness</td>
<td>Tell Your Story</td>
<td>Engage School Partners</td>
</tr>
<tr>
<td>Resource And Tools</td>
<td>Sustain Your Efforts</td>
<td>Create &amp; Implement Your Action Plan</td>
</tr>
</tbody>
</table>
Build a Wellness Team

An effective school-wide wellness strategy permeates every aspect of school life – from the classroom to the cafeteria, from campus to neighborhood, and from student support services to the attendance office. It requires active involvement of all who have a stake in student wellbeing and academic success.

Whatever the name - wellness committee, council, task force - a diverse coalition of school and community stakeholders, champions, supporters, and implementers serves many important functions. The group may do the following:

- Establish a compelling vision for what wellness makes possible.
- Explore shared values and aspirations.
- Set actionable goals and objectives.
- Align resources and partnerships.
- Create performance measures and benchmarks.
- Evaluate progress.
- Communicate the group’s efforts to a broader public.

Diversity of membership on the team in role, gender, racial, and sexual identity can fuel broader community connections and resources and generates more innovation. Based on your needs and process, recruitment and vision setting can occur simultaneously, or one may precede the other.
School Wellness Team

Teacher

Principal

Health Educator

Students

Parents

Nurse
Engage Partners

- Identify strategic opportunities for collaboration and coordination
- Engage stakeholders affected by school wellness efforts
- Conduct asset mapping
- Develop stakeholder engagement plan
Who are ideal partners to engage?
## Engaging School Partners

<table>
<thead>
<tr>
<th>Who?</th>
<th>Why?</th>
<th>What challenges or barriers do you anticipate?</th>
<th>How?</th>
<th>What messages will you use to get their buy-in?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Engaging School Partners

<table>
<thead>
<tr>
<th>Who?</th>
<th>Why?</th>
<th>What challenges or barriers do you anticipate?</th>
<th>How?</th>
<th>What messages will you use to get their buy-in?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal</td>
<td>Can approve school wellness efforts</td>
<td>Many demands on time, competing priorities such as academic outcomes and absenteeism rates</td>
<td>Attend faculty meetings and school wide events-show up and be seen</td>
<td>We’d like to help you increase attendance.</td>
</tr>
<tr>
<td></td>
<td>Can encourage staff, parents, youth to support or attend</td>
<td></td>
<td>Invite Principal to sit on your wellness team</td>
<td>Let’s work together to identify the top chronically absent students and to work with them to determine what health, academic, home factors are preventing students from coming to school.</td>
</tr>
<tr>
<td></td>
<td>May offer funding, space, time for school wellness efforts</td>
<td></td>
<td>Ask for a meeting to pitch you messages and conclude meeting with asking if there are any other committees or meeting Principal holds that would be useful for SBHC to attend</td>
<td>We’ve learned from our patients that many students are unable to cope with stressful events like bullying, pressure from home and school.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>We’d like to offer some training to the teachers and students to provide them with skills and tools to use to de-stress and process. This will translate in the classrooms as well.</td>
</tr>
</tbody>
</table>
Youth

- Establish partnerships with youth
- Inspire youth to play an active and direct role in school wellness efforts

Youth Engagement Toolkit

Lead the Way: Engaging Youth in Health Care is the School-Based Health Alliance’s online youth engagement toolkit. This resource is designed for individuals who work in school-based or community health centers who want to engage youth in their mission and work. In these sections, you will find practical strategies, resources, and reflections from the field to help you empower youth to be productive actors in their health care and their future.

The first edition of this toolkit was developed in 2011, with support from Atlantic Philanthropies. This second edition was created with support from the Bureau for Primary Health Care, has been expanded to include community health centers, alongside school-based health centers (SBHCs).
Parents/Guardians

• Make parents/guardians feel valued

• Engage parents/guardians continuously

• Utilize parent/guardians as volunteers

• Create opportunities for them to connect with other social or health services
## Engaging Parents/Guardians

<table>
<thead>
<tr>
<th>Who?</th>
<th>Why?</th>
<th>What challenges do you anticipate?</th>
<th>How?</th>
<th>What messages will you use to get their buy-in?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents/guardians new to the school/area</td>
<td>Establish relationships, trust within school and SBHC</td>
<td>No time</td>
<td>Parent/Family engagement nights- health education opportunities</td>
<td>How can we help make sure your children are healthy and well?</td>
</tr>
<tr>
<td></td>
<td>Connect with other new parents/guardians and other students down the road</td>
<td>Parents aren’t sure what SBHC does, why they should get involved, or may mistrust</td>
<td>Ask parents about their social determinants of health and connect them with resources and enrollment in social services</td>
<td>What services can we offer to make life easier for you and your families?</td>
</tr>
<tr>
<td></td>
<td>Connect families with resources and services</td>
<td>Parents may be struggling with their own health, housing, jobs, transportation</td>
<td>In partnership with the school, send texts, email, updates on school wellness efforts</td>
<td>We aim to provide affordable, accessible services to the students who come to the SBHC and are trying to do that throughout the school.</td>
</tr>
<tr>
<td></td>
<td>Parents and families can offer in-kind services or volunteer their time for school-wide wellness efforts</td>
<td>Parents may not speak the same language as their children</td>
<td>We welcome students and families of all races, genders, sexual identities.</td>
<td>You and your children can feel safe here. We keep information confidential and private.</td>
</tr>
</tbody>
</table>
Community Based Organizations and Local Businesses

- Prioritize partners that serve your population and share a common mission
- Support, promote, and expand what CBOs and local businesses do
- Build formal partnerships
- Invite them to serve on your wellness teams
- Share the limelight
The Message Box

Audience: _______________________

What specific piece of the problem to address with stakeholder?

How would my listener benefit by resolving the problem?

Problem?

Benefits?

Issue

Solutions

So What?

Why does this matter to my listener?

What actions do I want my listener to take or support?
## Stakeholder Engagement Plan

<table>
<thead>
<tr>
<th>Stakeholder 1:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What interest and influence does the stakeholder have in our sustainability?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>What role can/will the stakeholder play in our sustainability?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>How can this stakeholder help us achieve our sustainability vision?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Who is the most appropriate person to reach out to the stakeholder?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>How will they reach out to the stakeholder? And by when?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>What are the key messages to communicate to the stakeholder?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>How will we know we are successful?</strong></td>
<td></td>
</tr>
</tbody>
</table>
Why Develop Wellness Committees

Opportunity to impact the health and wellness of all students in the school and school district

Healthier students are better able to excel in school
Getting Buy-In to Develop Wellness Committees

Focus areas
- Sponsoring agency administration
- SBHC staff
- School administration
- District administration
Sponsoring Agency Administration

May require some “blocking of the schedule”

Utilize advisory board

Upper level administration leading the way
SBHC Staff

Understanding the core competencies of a SBHC

It’s always about people

What does success look like?

Why are we here?

Mission, Vision, Core Values
School and District Administration

Remember it’s always about people

Build those relationships

Who are the key players

School secretary
PE teacher
School counselor
School nutrition
Janitorial staff
Define Success

- Healthier students
- Happier students
- Improved access to outside resources
- Improved social determinants of health
- Decreased bullying
- Improved test scores
Focus areas of the Wellness Committee

Physical activity
Nutrition
Social and emotional health
Employee Wellness
Possible Solutions

Update the District Wellness Policy
Recess that cannot be withheld for remediation, make up class time or discipline
All in-school fundraisers meet Smart Snack Guidelines

Update the Local Wellness Policy
No food as a reward
Incorporate into PBIS framework
Getting Buy-In For Change

Evidence of benefits of physical activity given to administration and teachers

Resources provided

Personal stories
Policy Change to Address Obesity

Updating the district wellness policy to include

all k-5 students have 20 minutes of recess daily; cannot be withheld due to behavior, for remediation, or make up academic time

food sold directly to students during the USDA’s definition of the school day shall meet Smart Snacks Guidelines

Voted on by the School Board
December 2016

Local media highlighted policy change
Lessons Learned

Change takes time
Integration is key for system and policy change
School, community, parental, and student buy in needed
Sustained success requires continual follow up
Rome Wasn’t Built in a Day

Be persistent

Don’t be discouraged

Celebrate your successes

Use partnerships
  Utilize Advisory Board
  Utilize SWAT
“Ask to be on your **district wellness committee**. It’s a great way to meet decision makers, give them the idea of who you are, and what you’re doing.”

“ If you know people, and work in partnership, we can help move things forward.”

- Sara Trivette, PA-C, CHES
Turner Elementary School Based Health Center
BECOME A MEMBER!

www.sbh4all.org/membership
PC5: Promoting Schools as Hubs of Wellness: The Hallways to Health Model

REGISTRATION NOW OPEN!

2018

INDIANAPOLIS, INDIANA / JUNE 24-27

JOIN US!

National School-Based Health Care Convention

JW Marriott Indianapolis
10 S West Street
Indianapolis, IN 46204

SCHOOL-BASED HEALTH ALLIANCE
Redefining Health for Kids and Teens

www.sbh4all.org/convention
Pre-Conference: Sunday, June 24, 2018
Reaching Beyond 'Just Say No' to Adolescent Focused Motivational Interviewing

REGISTRATION NOW OPEN!

JOIN US!
National School-Based Health Care Convention
JW Marriott Indianapolis
10 S West Street
Indianapolis, IN 46204

www.sbh4all.org/convention

2018
What makes a student **A LEADER?**

The School-Based Health Alliance can provide you with the tools to be a health leader among your peers.

**BE THE CHANGE**

Youth Training Program

June 24-27, 2017
Indianapolis, IN

- Learn from your peers through innovative workshops
- Develop leadership and advocacy skills
- Network with other student leaders and health care experts

**Engage**  
**Advocate**  
**Impact**  
**Lead**

Reserve your spot today by visiting us at www.sbh4all.org/training/youth-program.

Registration is open to all youth ages 14-18. Scholarships are available.
Upcoming Webinars

Hallways to Health Webinar Series: Part 3 – Assessing the Conditions for Wellness and Planning Action
Tuesday, May 8, 2018 2:00pm Eastern Daylight Time

Hallways to Health Webinar Series: Part 4 – Codifying and Institutionalizing Efforts
Tuesday, May 15, 2018 2:00pm Eastern Daylight Time
Thank You!

Additional Questions? Contact us at: jsnyder@sbh4all.org