

How Schools Work Webinar

Rachelle Johnsson Chiang, MPH

Project Director, School Health

National Association of Chronic Disease Directors

Whitney Meagher, MSW

Project Director, Center for Safe and Healthy Schools

National Association of State Boards of Education

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.

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.

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

NASBE

National Association of
State Boards of Education

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.

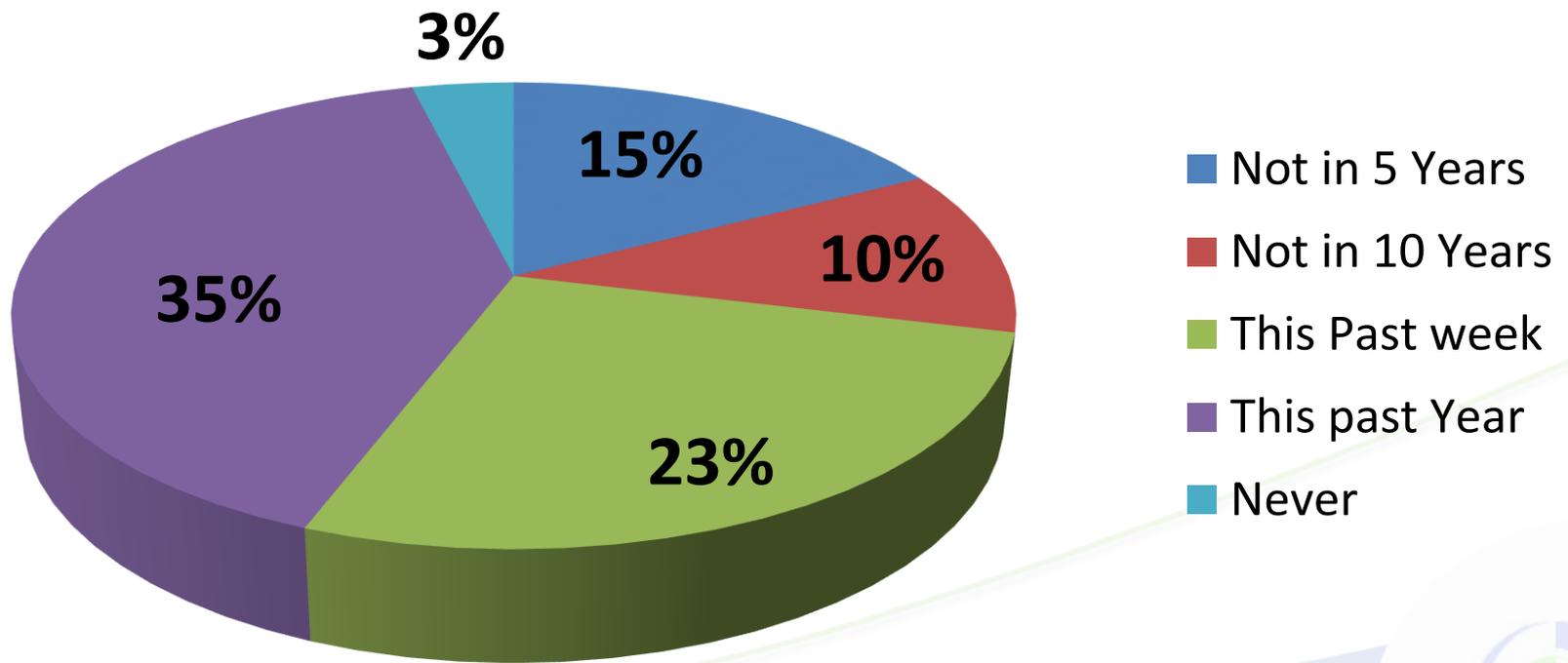
NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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



NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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.

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.



"I'm not trying to change you—I'm trying to enhance you."

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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.

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

The Structure of Education Policy



State Education
Agency

School
District

School

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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

State School Board Member

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Which questions would you ask when working with your education partner?



What does the health department need schools to do?



What can the health department offer schools?

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Which questions would you ask when working with your education partner?



How can the health department work in schools?



How can the health department work with schools?

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

What is Distracting Schools

TIME

BUDGETS

POLITICS

NOT AGAIN



NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

What is Distracting School Districts

ACCOUNTABILITY

LIABILITY

BUDGETS

NOT
EDUCATION'S
JOB

TOO CONTROVERSIAL



NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

What Is Distracting State Boards of Education



NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.



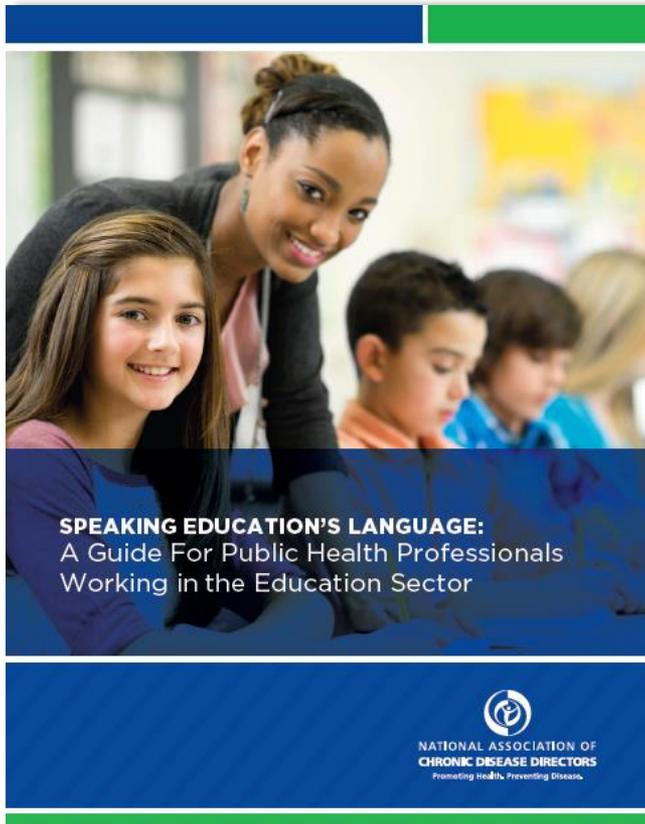
NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Working and Communicating More Effectively



<http://www.chronicdisease.org/?SchoolHealthPubs>

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Working and Communicating More Effectively

Remember that in education's world, public health is not the expert.



NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Speaking Education's Language

Attendance

Absenteeism

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

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Working More Effectively

Shaking off the Silo:

Moving toward Internal Coordination around School Health in the Health Department



Why Focus on Internal Coordination Around School Health?

One of the most important components of a coordinated school health initiative is the word *coordinated*. Without it, the eight components of Coordinated School Health¹ would continue as separate silos with no interaction between one another. In a similar way, *coordination* is perhaps the most critical component of a successful school health initiative within a state health department. Without it, even the most well planned initiative risks remaining a silo, losing opportunities to broaden its impact, strengthen its efforts and maximize resources and efficiency.

What Does Internal Coordination around School Health at the Health Department Actually Mean?

Probably the best place to start is what it *does not* mean. Increasing internal coordination does not mean doing away with categorical programs or doing more work. Rather, it is about doing work differently and providing opportunities for programs to work together in new ways so that the impact of all programs is improved.¹ It is a *process*, not an outcome, and is *complementary* to categorical programs, not meant to replace them.

Internal coordination focuses on increasing effectiveness and efficiency while maintaining individual program integrity, boundaries and accountability to funding agencies. It is about working together to identify linkages, crosscutting issues and common goals in a way that promotes collective problem solving, a more efficient use of resources, and ultimately, produces a total impact that is greater than the sum of its parts.

Why is Internal Coordination around School Health Important?

School health is inherently broad by nature, touching upon many health issues that often have dedicated programs and staff within the department of health. A few examples include asthma control, obesity prevention, tobacco prevention and control and child nutrition. Each of these programs has distinct goals and priorities. However, they share both a population – *young children, adolescents and often the adults that work with them* – and common crosscutting risk factors. Internal coordination focuses on the common population and risk factors and seeks to

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

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

What challenge do you see as the top roadblock for public health collaboration with schools?

- Burden of extra work and/or requirements
- Adequate funding (staff and programs)
- Political support
- Time or schedule constraints
- Other

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Working More Effectively

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



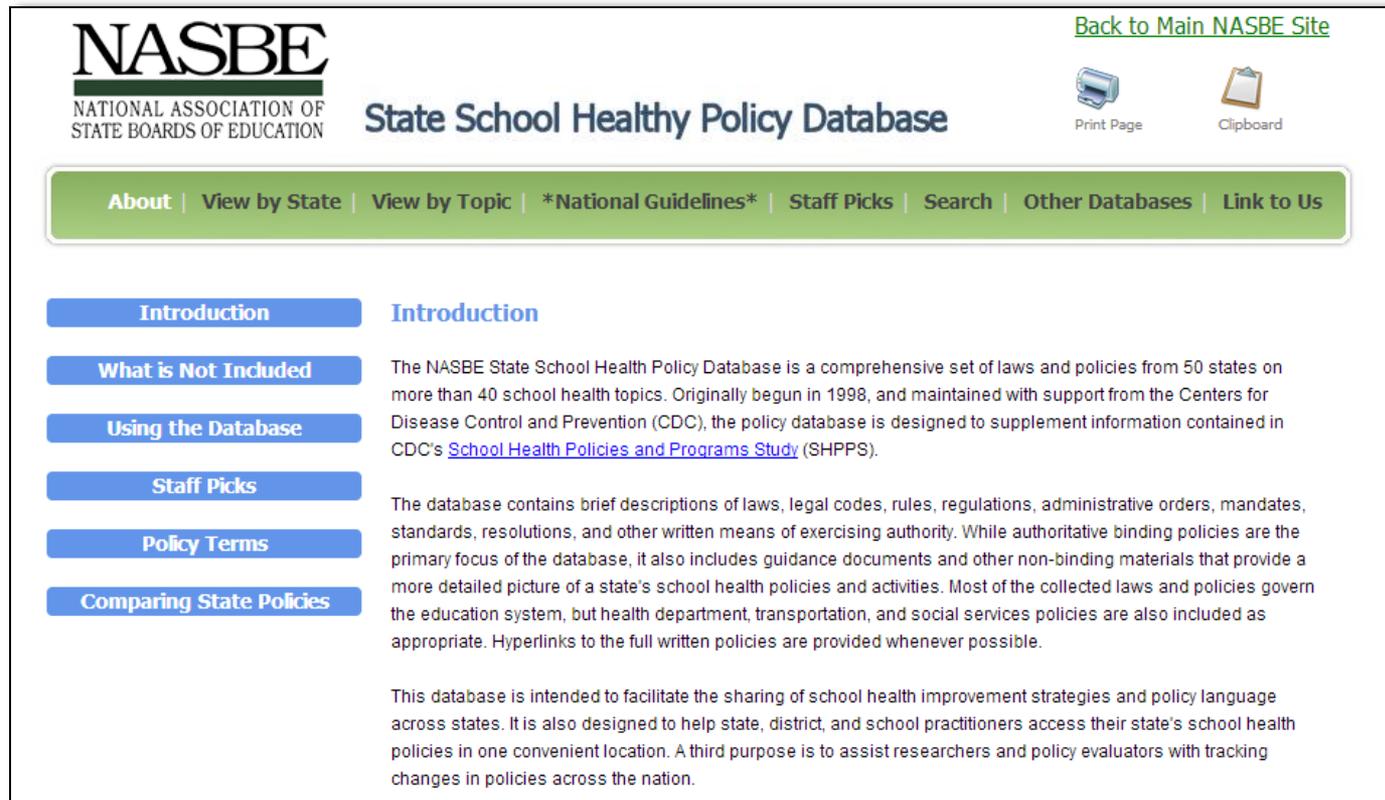
NASBE

National Association of
State Boards of Education

NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Working More Effectively

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



The screenshot shows the NASBE State School Healthy Policy Database website. At the top left is the NASBE logo (National Association of State Boards of Education). To the right is a link to the 'Main NASBE Site' and icons for 'Print Page' and 'Clipboard'. Below the logo is the title 'State School Healthy Policy Database'. A green navigation bar contains links: 'About', 'View by State', 'View by Topic', '*National Guidelines*', 'Staff Picks', 'Search', 'Other Databases', and 'Link to Us'. On the left side, there is a vertical menu of blue buttons: 'Introduction', 'What is Not Included', 'Using the Database', 'Staff Picks', 'Policy Terms', and 'Comparing State Policies'. The main content area features an 'Introduction' section with two paragraphs of text. The first paragraph states that the database is a comprehensive set of laws and policies from 50 states on more than 40 school health topics, originally begun in 1998 and supported by the CDC. The second paragraph describes the database's content, including laws, legal codes, rules, regulations, administrative orders, mandates, standards, resolutions, and other written means of exercising authority. It notes that while authoritative binding policies are the primary focus, it also includes guidance documents and other non-binding materials. The third paragraph explains the database's purpose: to facilitate the sharing of school health improvement strategies and policy language across states, help state, district, and school practitioners access their state's school health policies, and assist researchers and policy evaluators with tracking changes in policies across the nation.

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Working More Effectively

Take the Long-term View

and

Celebrate Small Accomplishments Along the Way



AHA Brains and Bodies Award

healthy students grow here

www.advocatesforhealthinaction.org



NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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.

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Which of the following pitfalls have you experienced most frequently when collaborating with health and education

Assuming that the health of children should be top priority for educators

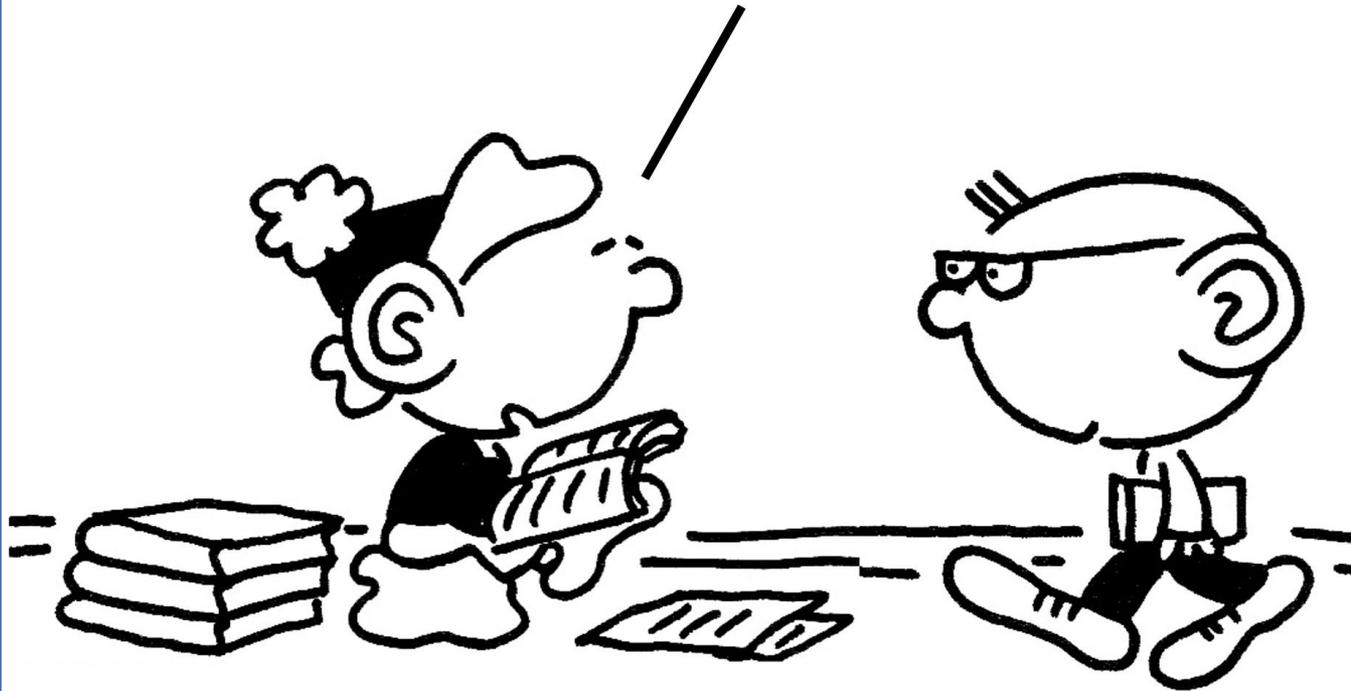
Using large amounts of public health data and jargon

Starting the dialog with education with the phrase “this is what we need you to do”

Writing an education partner (state agency, district or school) into a grant without including them in the planning process

None of the above

THE TROUBLE WITH OPPORTUNITY
IS THAT IT COMES DISGUISED
AS HARD WORK!



NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Resources for Partnering with Public Health



SCRIPT

Partnering for Success: How Health Departments Work and How to Work with Health Departments Workshop



<http://www.chronicdisease.org/?SchoolHealthPubs>

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Resources to support your work

Promote School Health with decision makers and opinion leaders:

- American Association of School Administrators

Physical Education and Physical Activity

- American Alliance for Health, Physical Education and Recreation and Dance

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

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

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.



JOURNAL OF ADOLESCENT HEALTH

Official Publication of the Society for Adolescent Medicine

“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”

Full Text of the article is available at:

[http://www.jahonline.org/article/S1054-139X\(13\)00050-5/fulltext](http://www.jahonline.org/article/S1054-139X(13)00050-5/fulltext)

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

QUESTIONS?

Rachelle Johnsson Chiang
rchiang@chronicdisease.org

Whitney Meagher
whitneym@nasbe.org

NASBE

National Association of
State Boards of Education



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.