

September 2021

ONcall

ready-to-use NEWS

inside

Dealing With Irate Parents and Difficult Board Members

When it's not possible to prevent people from getting angry, the best thing you can do is learn how to defuse that anger safely. Read these tips for a new perspective and some tactics for calming the situation to help you find a solution.

Developing the Message

It is challenging to slow down to develop a thoughtful, accurate message when the situation demands urgency, but the benefits are less confusion and greater trust with your audiences. Read tips for developing a message and ensuring that all staff understand the details and are able to stay on message.

Resource Roundup: Help Parents Cope with Pandemic Uncertainty

These are uncertain times. The Delta variant of COVID-19 has brought greater fear and uncertainty after months of pandemic fatigue. We could all use some tips to help us cope for the next wave. These recommendations from a school social-emotional learning and behavioral health expert may help.

School-to-Parent Letter Templates

At the start of the school year, it is helpful to update the resources in your files. These letter templates may help with fast responses to common situations. Included are templates for a back-to-school welcome; mask requirements and guidelines; student injuries; head lice; and tips for child safety.

What School Administrators Need to Know about PR to be Successful

Good administrators are good communicators, which is more than just talking to, or at, people and sending newsletter updates. Communication must be two-way and transparent. The goal is to build trust. The key factors include learning about people, avoiding assumptions, managing projects well, understanding your mission, valuing feelings and prioritizing direct communication.

INSIGHTS FOR PARENTS: Exercise Helps Kids Learn

Exercise has been shown to improve academic performance and behavioral issues in kids. In addition, regular exercise offers substantial health benefits and can help develop lifelong healthful habits. Read these guidelines for helping your child engage in helpful activities.

For subscription information, contact WSSDA at (800) 562-8927 or (360) 493-9231.

For content questions, contact: Marcia Latta Communications Consultant (503) 580-2612.

Reproduction rights for materials distributed as part of *On Call* are granted only to subscribing districts and are restricted to distribution as part of their local public relations programs.

