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ready-to-use NEWS

inside

PR is an invaluable management function

A public relations role should be an important part of the management team. PR and communications services help build and maintain trust among internal and external audiences. Is your district using your PR staff effectively? Read the basics of this essential position to understand how to benefit from having a PR staff member on the team.

Refreshing your safety practices

Schools may need a refresher to get back into the daily routine of in-person school. This includes safety drills, which were likely disrupted during the pandemic shut-down. It's important to practice these essential procedures, and in many states, it is required. This tip sheet will help schools plan to reinstate these procedures.

Share information about your nutrition program

Nutrition impacts academic achievement, which is one of the reasons for free- and reduced-meal programs. Kids can't learn if they are hungry. In addition to ensuring that all students are properly fed at school, schools work hard to plan nutritious meals. Does your community know about this effort and the benefits to students? Make a plan to tell them about this important operational function.

Supporting the health and well-being of teachers

This is a stressful time for workers, and teachers have expressed significant job-related stress due to the pandemic. Managers and supervisors must take responsibility for the health and well-being of their employees. Read more about the source of teachers' stress and the remedies they are seeking to alleviate it.

Tips for schools: A pandemic twist on the teacher-feature.

Stories about school operations and staff are effective trust-building tactics. Audiences appreciate learning more about the human side of school functions. Teacher features have been covered here before, but this source of content is useful and bears repeating. Additional tips include a special pandemic-related focus and ways to use student yearbook writers to expand your content.

INSIGHTS FOR PARENTS: Cell phone use among kids and teens

Many kids have a cell phone by age 11, and most teens have a mobile device. While helpful tools, these devices should have limitations around their use to ensure that they aren't disruptive in school or other parts of life. A focus on balance will also help reduce the risk of phone-related mental health issues or disruptions in school.

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

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