

Marketing Activity

How can school health programs engage parents and members of the school community to participate in our programs?

Groups 1 and 2

You are a program director working for the State Department of Education. You have been asked to represent the Department at the state-level Parent Teacher Organization meetings.. Your committee has been tasked with writing a guidance document for local chapters to encourage and assist them in reaching out to linguistic and cultural minorities within their school community. Your goal is to increase the number of PTO's that actively engage all parents of a school community, including under-represented minority populations.

Develop specific language to include in the PTO policy guidance. (Do not worry about protocol.)

Groups 3 and 4

You are member of a city-wide wellness committee convened by the mayor's office. The committee recommends organizing health screenings in neighborhoods. These programs must target ethnic minorities including immigrant communities. You are writing guidelines for these wellness programs on how to reach out to minority and immigrant communities. The city's population is 50% Afro-Americans, 25% native-born Caucasians, 20% Hispanic (mostly Central American).

Develop specific guidelines for the handbook.

Policy Activity

What language can we use to write policies to assure curriculum and programs are culturally relevant?

Groups 1 and 2

You are part of a school-site Wellness Committee. You want to include language in the local Wellness Policy that makes it clear that all health-related programs should be relevant for all students in the school – both the majority population of students: (Caucasian native-born Americans) and the minority populations (Puerto Rican, Mexican, and Vietnamese.)

Develop specific language to include in the Wellness Policy that encourages the inclusion and recognition of all students regardless of cultural background.

Groups 3 and 4

You serve on a committee charged with writing health curriculum frameworks (learning standards and benchmarks) at the state level. You want to include language in the Framework that encourages school district staff at the local level to develop curriculum that is culturally relevant and sensitive to all cultures within the school.

What language could you use within the Framework to emphasize this and how might you encourage districts to ensure their curriculum is culturally relevant? Develop specific language to convey this.