

SEA-CSHP Job-alike Session

Introductions and one thing you're proud of from your year-one workplan.

PD Successes:

- Infrastructure:
 - (SC) New logo designed, brochure, building our brand for the DOE.
 - (AZ) Provide PD Internally (within our agency, LEA's and community level)
 - 2-day training on how to provide adult learning (to folks that were youth trainers/teachers).
 - (CA) CSH leadership Institute – 4 sessions (2-days) 6 months apart. Provide info on the benefits of CSH, help develop a plan to implement, evaluate success. The training was offered to SH teams (including parents).
 - Indiana & Michigan – do the American Cancer Society leadership Institute. Action-planning is part of it.
 - (OH) Do 2 CSH (ACS) Institutes every summer. Helped people use data-driven decision-making. Participants have to sign on for a 4-year cycle and bring 6 team members to the Institute. Working toward instituting “real” CSH.
 - (WA) Healthy Schools Summit (CSH) – over 600 attendees (admin, teachers, nurses). Also have every school district's wellness policy on their website. “Healthy Schools, Successful Students.” (Google this)
- Designing PD:
 - Using Profiles to help us design how we were going to meet our SLIMs.
 - (ID) Once we got our profiles back, we decided we needed to re-think our SLIMs, and the PD that was needed. We provided follow-up, had learners take 3 knowledge-based lessons and convert to skills-based lessons. Will compile and send out to the participants (80 participants).
 - Indiana and Michigan
- Marketing PD:
 - (MS) Our biggest success is having email addresses for teachers and other stakeholders. Every time there is a training, they send a flyer to every single email address they have.
 - (SD) Regional Education Agencies in our state. These REA staff are asked to ID a school health contact in every school. These REA's send information to that entire list, so the DOE doesn't have to keep that kind of database up-to-date. We create e-newsletters that are not formatted, but are short emails with a blurb and related links to different things related to each blurb.
 - (SC) When we send stuff out and ask them to fwd it along, we ask them to cc us so we know it went out and to whom.
 - (ID) When we did our profiles, along with the lead health educator, we asked for contact info for lead PE teachers, as well.
 - (AZ) We used a marketing company to help us design a more user-friendly CSH website. Wanted it to capture the attention of several audiences; parents, teachers, students. We have “smart buttons” (USB) that hook up to

your computer and when you click it, it goes directly to the CSH website (\$3-\$4 a piece).

- Delivery of PD:
 - (CO) We contract with RMC for delivery. For PE, we have a great relationship with CO-APHERD. All the PD calendars are on the CO-APHERD and CO DOE. Other PE PD opportunities: 6 different 1-day trainings, a summer institute (3 days), will be doing 30 trainings around the state. We are building a cadre of PE trainers for these trainings.
 - (CT) We just had RMC come and teach facilitation skills to our cadre of trainers. We have both a HE cadre and PE cadre.
- Follow-up:
 - (CO) There will be follow-up at 1 week and at 6 mos. for each training that the PE teachers attend. 1-week is mostly feedback. 6 months is around implementation. Attendees sign a cooperative agreement agreeing to implement the curriculum.
- Evaluation:
 - (CO) Have weighted profiles data.
 - (AR) Tried to do our own evaluation of our CSH sites and met with a lot of road-blocks. We now contracted with an outside organization to do our evaluation.
 - (MS) We have many people working on their dissertations – all related to CSH, so we are going to use their data! 😊

Any PD materials you'd like to share with the group?

- (SD) Have a 15 hour HE standards and assessment (training, manual, online training).

Barriers to Implementing HE training?

- (CO) Have a difficult time getting High School PE teachers to participate in PD. How to motivate these folks to attend the PD offerings is difficult.
- (WA) Also has difficulty attracting High School PE teachers. They provide free "clock hours".
- Making the connection between health and academics!

What would you, new PD coordinators like from us "veterans?"

- Hearing about leadership institutes.
- Hearing your names and about your programs is helpful.

SEA-CSHP Job Alike

1. Learned about the SMART button (marketing website)
2. Networking and resources
3. Strategies for collecting emails for marketing.