Being the Voice of Reason Within Your School Community
During a Pandemic and Beyond

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Learning Objectives

● Reinforce the vital role school nurses have in their communities

● Learn about one new mode of communication that you can use with your school community

● Understand the most preferred ways of communication and how to use that information to get the highest level of parent engagement
Purpose of Presentation:

Empower fellow school nurses to use their voice to be both a source of support and agent against the spread of misinformation both during times of crisis and beyond.
Framework for 21st Century School Nursing Practice™

NASN’s Framework for 21st Century School Nursing Practice (the Framework) provides structure and focus for the key principles and components of current day, evidence-based school nursing practice. It is aligned with the Whole School, Whole Community, Whole Child model that calls for a collaborative approach to learning and health (ASCD & CDC, 2014). Central to the Framework is student-centered nursing care that occurs within the context of the students’ family and school community. Surrounding the students, family, and school community are the non-hierarchical, overlapping key principles of Care Coordination, Leadership, Quality Improvement, and Community/Public Health. These principles are surrounded by the fifth principle, Standards of Practice, which is foundational for evidence-based, clinically competent, quality care. School nurses daily use the skills outlined in the practice components of each principle to help students be healthy, safe, and ready to learn.

Communication with Parents
Parent Engagement- Focus on Digital

- Parents prefer digital modes over phone calls and print (Warner, 2018; Olmstead, 2013; Seitsinger et al., 2008).
  - Email and Text from all school staff (Warner, 2018).

Photo by Alexander Dummer on Unsplash
Communication with Staff
Staff Engagement

● Foundation building
● Empathetic communication
● Support

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Barriers in Communication
Lack of Technology

- **Barrier**
  - Lack of internet Access
  - Lack of physical technology
    (computer, tablet, etc)

- **Possible Solutions**
  - District provides resources
  - District pairs with local agencies to provide resources
  - Use of Mobile Apps
  - Coordination with Teachers

Photo by [William Hook](https://unsplash.com) on [Unsplash](https://unsplash.com)
Overcommunication

- **Barrier**
  - Email fatigue

- **Solution**
  - Bring your chair to the table
  - Create impactful emails

Photo by [Luis Villasmil](https://unsplash.com) on Unsplash
Evidence based ways to create impactful emails

- Create a strong subject line
- Use bullet points
- Colors and graphics are your friends
- Don’t fill the inbox!
Language Barriers

Barrier:

● Chance of important information being missed

Solution

● Professional translation

Photo by Jon Tyson on Unsplash
Physical limitations

Barrier:
- Hearing impairments
- Vision impairment
- Cognitive impairment
- Color Deficiency

Solutions
- Creating videos with captions or writing out a transcript
- Printed fliers sent home with a larger font
- Writing out descriptive statement of images or infographics or having an audio file description available
- Having an increased font size option on a website or downloadable document.

(United States Department of Justice, 2010).
- Educate families on apps that help color correct and review websites like https://www.color-blindness.com/ for more education and resources (Szczurowski, & Smith, 2018).

Photo by Bud Helisson on Unsplash
Bias

Problem

● Personal Bias in communication

Solution

● Evidence not Anecdotes
● Self Reflection
● Online research based tools
  ○ Project Implicit

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Communication during the Pandemic
Misinformation across the nation

- All intelligence levels are at risk for falling for misinformation
- Push accountability and fact checking
- Low health literacy
- Can’t win them all

Image from unitednations.talenthouse.com
What Works

- Digital modes used effectively together
- School Nurse Webpage
- Social Media with reputable sources
- Empathetic

Photo: Spread Positivity by Andrew Sciamanna
Table 1. Summary of Various Modes of Communication From Conventional to Modern

<table>
<thead>
<tr>
<th>Modes of communication</th>
<th>Examples of products and tools</th>
<th>Evidence supporting the mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td>Staff meetings, one-on-one interactions, small groups, professional learning communities, health education programming, public presentation</td>
<td>A person is more likely to be persuaded by an idea when listening to a credible source who has positive nonverbal cues such as being dressed appropriately, smiling, and eye contact (Center for Community Health and Development, University of Kansas, 2014).</td>
</tr>
<tr>
<td>Phone</td>
<td>Parent conference, individualized health education and advocacy</td>
<td>If a family is dealing with a new diagnosis, assume there is a chance of low health literacy and call to help reinforce what information you have from the doctor (Wittenberg et al., 2018).</td>
</tr>
<tr>
<td>Emails</td>
<td>Email Blasts, individual emails</td>
<td>Traditionally parents prefer emails when receiving communication from the school (Warner, 2018).</td>
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<tr>
<td>Videos</td>
<td>WeVideo, YouTube, TikTok, Openshot</td>
<td>Videos can help people learn and model new healthy behaviors and can be tailored to reach viewers of varying literacy levels (Tuong et al., 2012).</td>
</tr>
<tr>
<td>Newsletters</td>
<td>Smore.com, Marketvolt, Microsoft Word templates, Google document templates</td>
<td>Digital versions of all printed newsletters should be made available to parents because, overall, parents prefer digital means of communication (Olmstead, 2013; Seitsinger et al., 2008; Warner, 2018).</td>
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<td>Digital classroom</td>
<td>Google Classroom, Blackboard, Schoology</td>
<td>A sense of community can be created in an online classroom by frequently interacting and engaging with all students who are participating (Berry, 2019).</td>
</tr>
<tr>
<td>Professional school nurse webpage</td>
<td>Through the school, Google Pages</td>
<td>School nurse webpages can be used to both highlight the role of the school nurse and provide the school community with a easily accessible location for health information (Moss, 2020).</td>
</tr>
<tr>
<td>Mobile applications and text messages</td>
<td>SeeSaw, Class dojo, district-specific apps</td>
<td>Although not everyone has internet access, 96% of adults in America have access to a mobile device that can connect them to their child’s school (Pew Research Center, 2020).</td>
</tr>
<tr>
<td>Social media</td>
<td>Facebook, Bitmoji, Twitter, TikTok, Instagram</td>
<td>Parents are looking to connect with their child’s school on multiple digital platforms to receive information (Olmstead, 2013).</td>
</tr>
</tbody>
</table>
Real life examples

- FAQ Slides ([Example](https://example.com) ([Instructions](https://example.com))
- Google Site ([Example](https://example.com) ([Instructions](https://example.com))
- Google Classroom ([Example Below](https://example.com) ([Instructions](https://example.com)))
Conclusion

Photo by Hello I'm Nik on Unsplash
Questions and Thank You

Original Manuscript link with reference list available HERE

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