



AMERICAN ASSOCIATION
OF SCHOOL ADMINISTRATORS

Out and In:

Engaging Schools in Outreach to Insure All Children



HOW SCHOOLS WORK AND HOW TO WORK WITH SCHOOLS

Sharon Adams-Taylor, MA, MPH



Worked in Public Health all my life

- Inside an Urban Public School District
- NICHD
- State Public Health Department
- Local Community Health Center
- University Researcher – UNC Child Health Outcomes Project
- Six Head Start Centers – health and rehab training
- Major National Advocacy Organization – CDF
- National Education Association



The Superintendent



- CEO of school district and primary educational leader for the system
- Catalyst for district leadership in implementing policy
- Engages board and community in long-range planning
- Works with board, community, students and staff in achieving the vision
- Research has shown that if the superintendent is on board with a program it is more likely to be implemented and sustained.

INSIDER KNOWLEDGE



If you tell someone I said this,
I will deny I ever met you

Insider Knowledge – 5 Tips



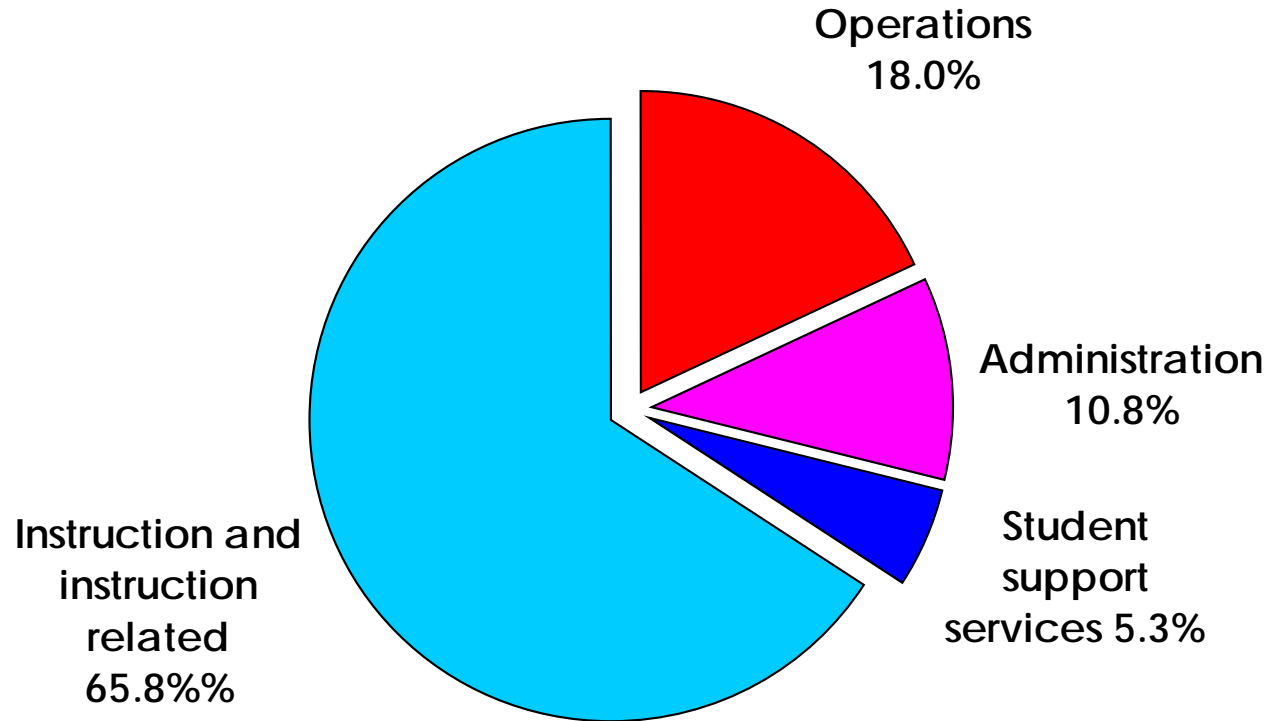
- Schools are hierarchically structured.
 - Understand the politics/Respect the hierarchy.
- Work through the system, not around it.
 - This may involve red tape, bureaucracy, and paralyzing union regulations, but it's worth it to you to do it right.
- Involve schools/district personnel in planning.
 - Capitalize on the skills, talents, and dedication of teachers and principals at the school level.
- Relationships are essential! Form relationships with those at the highest levels and see them frequently.
 - If you can't, find someone who can intercede for you like the school nurse or other health staff.
- Enlist youth and parents as champions.

Insider Knowledge – 4 Differences



- While schools' goals and hoped-for outcomes for young people parallel those of health field, their orienting philosophy and practices and strategies are different in four important ways:
 - Entitlements
 - Target Populations
 - Funding
 - Accountability

Insider Knowledge: School Budget Allocation



Out and In Strategies



- We appealed only to school districts who saw enrollment in health insurance as a need among the children they serve...and then we spoke to other needs they have, like:
 - Butts in seats – School districts receive their budgets based on ADA – Average Daily Attendance. Districts are paid based on the number of students in school.



Out and In Strategies



- AYP – Adequate Yearly Progress. A child not in school and learning because of an illness left untreated because they cannot see a doctor, stands a poor chance of being successful on the standardized achievement test.
- Tie to district's long-term goals for student improvement.
- Increased MAC funding authorized by CMS for local school districts can provide ongoing support for district nurses or child health outreach.
- We will provide mini-grants to the district based on performance benchmarks.

Out and In Strategies



- We assure their children privacy re: HIPAA and FERPA, the Federal Educational Acts and Privacy Act.
- District teams will convene in a Community of Practice twice during the project to dialogue, share lessons learned, and problem-solve with one another (within and across states)
- No stone left unturned – we will identify and enroll ALL eligible children in their districts.
- Provide training and technical assistance for staff.
- Materials for local promotion and enrollment campaigns in Spanish and English.

Out and In Strategies



- And we have appealed to the superintendent's gut, the very sense that they want to do good by children...and have given them a way to do it and sleep well at night.

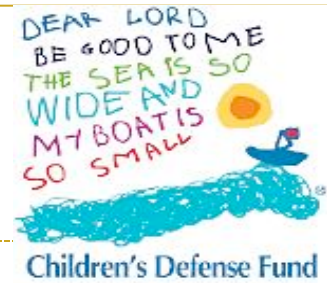
Thank You





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Thank you



For more information, Please contact:

Sharon Adams-Taylor

Associate Executive Director

American Association of School Administrators

Children's Programs

sadams@aasa.org

703-875-0762