Vision: The Center for Healthy Schools is a core connector that improves the health and academic achievement of children and adolescents through the alignment of a health promoting school, community, and family environment.

Mission: Supporting Pennsylvania’s children, families, and communities to get and stay healthy by aligning health and learning for the whole child.

The purpose of this plan is to create, support, and sustain K-12 healthy school communities in Pennsylvania. It is proposed that this be accomplished through four broad vision planks:

- Advocacy/Awareness and Education
- Sustainability
- Research
- Education/Professional Development
# Advocacy/Awareness and Education

Promoting awareness of the link between health and learning by partnering and communicating with key stakeholders to advocate for and influence decisions affecting student health. Promoting awareness of the Center for Healthy Schools to promote healthy school communities and the link between health and education for Pennsylvania students, communities, and families.

## Goals

- Increase awareness and visibility of school professionals, community prevention partners, policy makers, and parents of the Center for Healthy Schools as a core connector that improves the health and academic achievement of children and adolescents.
- Promote alignment of health and learning in K-12 PA schools.
- Facilitate connection between schools and community prevention partners to support student health and learning.
- Support and promote policies to create healthy school communities for student health and learning.

## Outcomes

### Strategies

1. School and community professionals will increase awareness of the C4HS to promote health and education for K-12 students.
   - a. Meet with WCU public relations to plan and implement marketing strategies for the Center for Healthy Schools.
   - b. Create a printed brochure, which includes the Center for Healthy Schools vision, mission, rationale, and services.
   - c. Create a Center for Healthy Schools logo.
   - d. Create an Executive Summary Report of the Center for Healthy Schools youth and professional survey to share with schools and community to educate others about student health and learning.
   - e. Maintain WCU Center for Healthy Schools webpage - College of Health Sciences.
   - f. Create and maintain social media through Facebook and Twitter to promote awareness and networking.

2. School and community professionals will improve advocacy efforts to promote the alignment between health and education.
   - a. Contact CCIU to present the Center for Healthy Schools to Chester County school administrators.
   - b. Contact community groups for presentations of the Center for Healthy Schools.
   - c. Professional presentations to PSAHPERD, PASCD, PASA, PSBA, PMSA.
   - d. Partner with Association for Supervision and Curriculum Development to participate in “Whole Child” national initiative.
   - e. Conduct Parent University for Health and Learning.
   - f. Conduct Healthy Youth Institute to develop advocacy skills for creating healthy school communities (Peer-peer tutoring, Peer leadership, CTC).
   - g. Present workshops for school administrators and school boards.
   - h. Create awareness programs for parents through school district PTA, PTO, Home and School Associations).

## Indicators

2012-2013: Collecting baseline data on our outreach efforts to increase awareness for the Center for Healthy Schools.

2012-2013: Collect baseline data on the portion of schools who implement wellness policies according to PDE standards and the number of School Health Councils and the number of goals met through action plan.
| 3. School and community professionals will improve policies to increase healthy school communities and support student health and learning. | **i.** Establish criteria and recognition for healthy school communities.  
**a.** Conduct School Health Leadership Institute sessions and professional development to address wellness policies, which address student health issues.  
**b.** Support school districts with policy development and implementation for student health  
2012-2013: Measure wellness and student health policy are in compliance with PDE and administration guidelines are aligned to support student health and wellness | 4. School and community professionals will create healthy school communities to address student health concerns and learning.  
**a.** Provide professional development opportunities, which include:  
- Strategies to create K-12 and district level School Health Councils  
- Steps to create Health Improvement Plans  
- Strategies to implement local health and wellness policies  
- Strategies to assess the health improvement plans  
- Strategies to partner with community organizations which support healthy children and families  
2012-2013: Measure the number of School Health Councils and Health Improvement Plans and the goals related to health and wellness policies and health improvement plans |
### SUSTAINABILITY

Working to ensure the fiscal and relational continuity of the Center’s programming and partnerships.

#### GOALS

- Create an infrastructure to sustain the Center for Healthy Schools through adequate funding and resources.
- Support sustainability of K-12 healthy school communities through mini-grant opportunities.
- Create partnerships with funders who share the Center for Healthy Schools vision and mission.
- Develop a statewide model to replicate the School Health Leadership Institute.

#### OUTCOMES

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<thead>
<tr>
<th>STRATEGIES</th>
<th>INDICATORS</th>
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<tbody>
<tr>
<td>1. C4HS Advisory Board and Committee will improve infrastructure and funding of the C4HS</td>
<td>2012-2013: Expand partnerships in the Center for Healthy Schools, secure funding for the C4HS, and increase the amount of external funding</td>
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<tr>
<td>a. Meet with the WCU Sponsored Research to identify funding opportunities to support the Center for Healthy Schools vision and mission.</td>
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<td>b. Continue conversations with potential funders (National Wrestling Coaches Association, Highmark, WCU Foundation)</td>
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<td>c. Develop a menu of fee-for-service (profit and non-profit) to include: curriculum development, staff development, presentations, and policy development.</td>
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<td>d. Investigate PASHHE partnerships with LHU, Slippery Rock, and East Stroudsburg to replicate the School Health Leadership Institute between institutes of higher education and K-12 schools.</td>
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<td>2. C4HS will increase funding to support K-12 healthy school communities</td>
<td>2012-2013: As measured by the amount of external funding secured for mini grants</td>
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<tr>
<td>a. Provide mini grant opportunities for K-12 healthy school communities to implement health improvement plans</td>
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<td>b. Provide technical assistance to K-12 School Health Councils</td>
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<td>3. The C4HS will maintain communication with schools and community organizations to sustain the Center’s visibility</td>
<td>2012-2013: As measured by the number of school and community reached through print and electronic communications</td>
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<td>a. Develop tracking database for School Health Leadership Institute participants including number of meetings, participants, events, and outreach programs.</td>
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<td>b. Prepare a Center for Healthy Schools Annual Report with activities and photos.</td>
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<td>c. Utilize “Constant Contact” for communication with schools and communities.</td>
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<td>d. Contact CCIU for countywide publications, Center for Healthy Schools e-version newsletter.</td>
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### RESEARCH

Serving as a central source for providing reliable and timely information for data informed decision making to align health and education.

### GOALS

- Increase utilization of local, county, state, and national research to support data-informed decision making related to student health and learning.
- Provide valid sources of data to support school and community healthy school policies and initiatives for health and learning.
- Partner with professional organizations to share resources with schools, community groups, and parents to support healthy school communities.

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<tbody>
<tr>
<td>1. School and community professionals will increase the ability to create healthy school communities</td>
<td>a. Present Center for Healthy Schools’ youth and professional survey data.</td>
<td>2012-2013: Number of data requests given to schools, number of technical assistance by type (grants, statistics, research)</td>
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<td>b. Serve as a clearinghouse for local, county, state, and national data and research.</td>
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<td>c. Partner with WCU Center for Social and Economic Research to conduct and analyze research related to student health and learning.</td>
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<td>d. Serve as a connector between schools and community to obtain research to support data-informed decision making.</td>
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<td>e. Create opportunities for WCU graduate students to conduct and analyze research to related healthy school communities, student health issues, and the link between health and education.</td>
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**EDUCATION/PROFESSIONAL DEVELOPMENT**

Providing activity based and integrative educational opportunities for students, school and community professions, families, and youth that align health and learning both in and out of the school setting.

**GOALS**

- Educate school and community professionals to align health and learning through healthy school communities.
- Support youth in promoting healthy school communities.
- Support and promote healthy school communities through parental engagement in school and community initiatives.
- Provide professional development opportunities for school and community professionals.

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<th>OUTCOMES</th>
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</table>
| 1. Increase knowledge for school and community professionals to increase healthy school communities | a. Conduct annual School Health Leadership Institutes.  
b. Conduct annual CCIU in-service for K-12 HPE teachers and school nurses.  
c. Develop graduate level certificate in Healthy Schools  
d. Develop online graduate courses in Creating Healthy Schools  
e. Conduct K-12 curriculum workshops for PDE and national health education standards | 2012-2013: As measured by pre and post survey |