

February 8, 2022

Attendance (see below)

Members:

Justin Hudman- parent (Chair)

Amanda Luddy- parent and elementary PTA representative (Secretary)

Megan Baldson- parent

DSISD liaisons:

Karen Kidd- DSISD Administrator/ organizer (Assistant Superintendent)

Yvonne Boullosa- DSE Assistant Principal

Tisha Kolek- Director of SEL and Health Services

Robin Reed- District traveling nurse

Blake Barington- DSISD Communications Specialist

Jennifer Edwards- Executive Director of DSISD communications

Marissa Grijalva- DSISD board liaison

17:30

Call to order- Justin Hudman

Attendance taken, quorum not established

Introduction of members

17:36 Agenda item #1: Strategic Communication for parent events

- Increase parental attendance– what does that look like?
- Moving into a more proactive communication culture, Increasing transparency
- This means more communication is available
- Social Media presence: if you have something that needs to be communicated, send it and it will be pushed out, and a partnership is welcomed.
- Events can be challenging: are parents engaged in the content? Is it relevant? Time of day, manner of delivery, etc.
- Confirmation that all campus websites have the same communication.
- Social media (Facebook): information still gets buried. Is there a way to designate parental information that looks different from general information?
- Channels: social media, district newsletter, district website, campus newsletters
- Timing: Thursday folders, parents are conditioned to look for information at this time
- Refine the social media communication so that information shows up at a certain time, headlines/banners are helpful. Know that it will still be in a feed, which is inherently noisy
- Events are pushed out 10 days to 2 weeks before then a reminder goes out a couple days before. Events can certainly be arranged at the top and the news below
- Can use hashtags, makes it easier to search and parents can learn that over time, certain color banners for a visual cue would be helpful
- It helps when each school is promoting in addition to the district

Tisha:

- Parent Events are beginning to shift from virtual to in person, hoping for 2-3 presentations this spring. It's difficult to find topics K-12 that fits developmentally and get a speaker to come in and grab early childhood, intermediate and then secondary to speak to a parent group on a spectrum in that way.

Jennifer:

- Sometimes early morning and daytime events do better, even though working parents may feel excluded, early childhood topics may be better served at these times as parents of the younger children are more likely to be home during the day in this demographic area.

Tisha:

- Goal is a blended model. We can go for numbers as a goal, but it should really be the right people in the right seats. Who needs the message and did they get it?
- Bite size chunks are better. Coffee chats and lunch and learns, blended delivery with virtual, etc. Can explore this in the spring and be more deliberate in the Fall
- Parent engagement focus of SHAC is a nice partnership with Parent University
- PTA funded Julia Cook, and they are invested with this promotion.
- It's difficult to get after-school engagement due to extracurricular also happening after school

Justin:

- How do we make these programs by the counselor team more viable so everyone can get the benefit and reach those who want it?

Jennifer:

- Because there is so much competition with information out there, you can hook into things like Principal's coffee and things like that that already have an audience to promote your programs. Leverage the existing programs
- The district is scorecarding and putting metrics on communications to gauge effectiveness

Discussion:

- Color changes help with a visual cue to separate from the mass of information
- This committee is intentional on the whole child making the connection meaningful

18:03: Agenda item #2: Substance use and vaping in DSISD

- Anonymous tipline- Blackboard is the platform
- 23% of anonymous tips involve either vaping or substance use this year
- Topics to leave a tip on: e-cigs/tobacco, bullying, drugs/ETOH, safety and other
- They can report to ISD or campus
- At the beginning of the year, there was a big push with QR codes and references in the building, the HS principal sent a video message
- Kids are using the platform... with the percentage of tips on these topics, there does seem like a need for a parent topic on these two topics with these legal changes, etc. E-cigs and tobacco are very different from drugs and ETOH.
- Sometimes scared straight tactics work well for the rebellious side of kids
- There's a perspective that it is more socially acceptable

- New Health TEKS: Health is not required to graduate high school. Some districts require it locally. Some data is included in the different pathways such as the health/science
- Parent event for awareness: pediatrician speaker or local community doctor– trusted health expert. Dr. Bob or Meagan DeLiberato, local pediatrician

Megan: focus on prevention rather than intervention by reaching the middle school age group

- Recommendations from SHAC last year: Catch my Breath, Scholastic’s The Real Cost of Vaping, Hidden in Plain Sight
- Gauge interest broken down by elementary, middle school and highschool and what time works best for them so the topics can be tailored to meet those needs. Perhaps several dates/times to give flexibility and stream it also to give a wider net.

18:23: Agenda item #3: Committee conversations for future recommendations and agenda items

- Besides monitoring and pushing last year’s recommendations, what topics need to be addressed going forward?
- From last year’s recommendations: March “National Nutrition Month” and April “Every kid Healthy Week” how do we organize, who do we need to approach to push these?
 - Does the PTA have a subcommittee for health/nutrition? This is something they could definitely promote on the district or PTA website if so
 - Mr. Crowley from the nutrition department can be involved in this
 - Morning announcements, something fun and interesting to engage the kids
 - PE teachers have a captive audience, can partner with them
 - Can shore this up and send a report to the SHAC committee
- What other topics that fall in SHAC’s jurisdiction should we address?
- Mental health and health/nutrition are still at forefront– especially as the pandemic winds down, dealing with the aftereffects, also with the report that vaping and substance abuse is so prevalent in the district, this is still a topic that needs addressing

Robin:

- Somatic symptoms are sometimes present, when it’s really a mental health issue. District has been good about educating nursing staff, but it’s still a hot topic in our district

Tisha:

- Hiring more counselors, approaching optimal staffing. Thinking about adding resources and support staff which bleeds down to our students
- Once those details get ironed out, SHAC would be a nice partner, as well as the Education foundation for mental health support for both staff and students to come together as a unified, collaborative approach

Dr. Kidd:

- Tisha’s position was approved by the board, which was a huge win for the district. Someone who is an expert in the field who is focused and can guide that work. Will help provide equitable support to all campuses

Justin:

- More ways to destigmatize mental health. Maybe the adults are who need more education/support to deal with own hang ups that we’ve had from our upbringing

- How do we make mental health as common as the common cold? That it's ok to talk about having a bad day, that you're just not in the right headspace and it's nothing to be ashamed of. How do we get around mental health being a taboo subject

Amanda:

- SHAC has certain topics that they can affect as an advisory committee: tobacco use, unhealthy eating, alcohol and other drugs, inadequate physical activity, sexual behaviors, violence. Sexual education is not a topic for this SHAC session, so that leaves violence, is there a need in our community for this topic?

Dr. Kidd:

- In the annual report, there was no violent activity or incidences to report.

Discussion:

- Not a topic we need to tackle, not an issue in our district
- There are resources in place if outside issues come into the district to get families the support they need

Yvonne:

- Parents and the community need education on what mental health actually means, because people immediately get defensive when hearing the phrase "mental health" and immediately say, "I'm not crazy" or "my child's not crazy." Perhaps that why people don't reach out despite having resources is because they are embarrassed or ashamed, so focus should be on education as part of the destigmatization

Megan:

- We talk about the whole child, but this affects the whole community. What if we brought in not only staff support, but also support for parents as well. Looking at all angles of mental health within the school district. The education foundation is working on and providing this kind of support across the board

Amanda:

- The parent is important in the "Whole Child," right? If the parent isn't in a healthy mental state, the child is going to have a hard time.

Justin:

- Whole community is a great focus, we're all tied together. It sounds like were still in the right space of topics, what specific agenda items do we want to talk about for the next meeting?

Tish:

- May is national mental health month to raise awareness to trauma and the impact it can have on the physical, emotional and mental well being. That's a nice transition to move from nutrition, to every kid healthy, to mental health.

Justin:

- Maybe the district can send something out for the parents– can go home in a folder, as a segway to open the dialogue for mental health

Amanda:

- Also to check in with each other, and with yourself. Self care is important. As parents we typically take care of everyone else and we are last, just to remind them that you can't take care of others if you don't take care of yourself first.

Tish:

- Lots of resources. Suicide hotline is required to be provided to every student over 6th grade.
- This is the right season to be speaking about mental illness and kids are more accepting to talk about this.
- Organizationally, it's helpful when we're all going in the same direction such as the Education Foundation and SHAC. TCHAT will provide up to 4 free sessions for counseling and can even provide free psychiatry if needed for staff and students.
- Next phase of state-wide support is educating teens on what to do when..., would love to partner as a district. Adolescents are more likely to find a peer to go to first, there's education to empower them. It can be very daunting as a friend when approached. Can review programs to initiate that support and track it for our community. There are different levels of programs, some go deeper and are targeted towards persons who want to be that person. Then there are programs that are more superficial and can go school wide and are more education and empowerment rather than being a resource.

Dr. Kidd:

- Two topics that are part of the annual report for the board that we haven't talked about:
 - SHAC's recommendation for the district's health education curriculum and instruction or any related materials
 - Any recommended modifications to previous recommendations
 - a detailed explanation of activities taken place during the year
 - Any recommendations made by the physical activity and fitness planning committee

1852: Justin

- Any objections to add this to an agenda item for the next meeting to discuss?
- No objections. Item added to next agenda
- No other agenda item recommendations. Over the next week, please send us thoughts on possible agenda items

1854: No public comments

Next meeting March 8

1855: Meeting adjourned