

## American School Health Association Update

ASHA's newest publication is *Strategies for Change: A Field Guide to Social Marketing for School Health Professionals*. *Strategies for Change* outlines how school health professionals or those working with schools can use social marketing strategies to influence system change at the building, district or community level. Social marketing involves strategies adapted from the commercial world to reach targeted audiences, such as district administrators, school board members, colleagues or parents. This step-by-step guide helps readers find new ways to speak their audiences' language and influence them to shape programming that can enhance the health and safety of students and staff. Chapters include: Establishing a Blueprint for Change; Clarifying Roles, Responsibilities and Influence; Seeing Things from the Audience's Perspective; Crafting Your Message; Making the Most of Your Message; and Using Social Marketing in Everyday Work. Easy-to-use worksheets guide readers through the process.

The focus of ASHA's 78th Annual School Health Conference is Healthy School Facilities. From October 13-16, 2004, participants will learn about a variety of successful approaches to school health, especially the healthy school environment component. Some schools in the U.S. are pleasing places to work and study. All too many, however, are throw backs to an earlier era and are not only inadequate for today's needs, but unhealthy and dangerous. Many school structures are aging, have limited space for safe outside physical activity, or encourage unhealthy choices by the presence of foods of limited nourishment in vending machines and school stores. Some add to pollution with coal-fired furnaces and liberal use of pesticides. Some contribute to violence with dimly lit stairways and nooks and crannies where unseen activities can occur. School health professionals often lack knowledge about how to make the school environment healthier and more appealing. The keynote presentations at the 78th Annual School Health Conference will offer insights into creating a healthier school environment.

On Thursday, Claire Barnett, Founder and Executive Director of the Healthy Schools Network, and two parent activists will describe the conditions of schools that cause concerns. They will lay out the problems and offer some solutions. The Healthy Schools Network works on the policy level as well as with grassroots advocates pushing for healthy and high performance schools where "every child, school employee, and community has a healthy, safe, and energy efficient school that is clean and in good repair."

Friday's keynote presenter is Hillary Brown, AIA, Principal of the firm of New Civic Works, which assists government agencies, universities, and institutional clients in integrating healthy and high performance design practices into their building programs. Her current educational clients include the State University of New York, and the City of New Haven Public Schools Program for whom New Civic Works has authored comprehensive building standards and guidelines. Other governmental clients include NYC's Department of Design and Construction, and Battery Park City Authority where she is helping them develop environmentally responsible infrastructure and open space projects.

In addition to the keynote presentations, the conference offers more than 100 educational sessions. Other activities at the conference being held at the Sheraton Station Square in Pittsburgh, PA include networking, lunches, receptions, and an exhibitors' showcase.

For more information about *Strategies for Change* or the ASHA's annual conference, go to <http://www.ashaweb.org>, send an e-mail to [asha@ashaweb.org](mailto:asha@ashaweb.org), or call 800-445-2742.

### **Don't Miss Out!**

Register now for ASHA's 78th Annual School Health Conference: School Facilities -- Safe or Sorry. With a focus on the Healthy School environment, the conference program with over 100 professional programs is available at <http://www.ashaweb.org>, along with registration information.

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