



Dear Colleague:

We look forward to working with you again on the 14th Annual National Healthy Schools Day, on April 5, 2016!

In 2015, we promoted a whole week of events focused on healthy indoor air and environmental quality in schools, for all children, for personnel, and for communities.

There is widespread consensus among all political leaders that our nation's long-term prospects and prosperity depends on the health and competitiveness of future generations. All children deserve environmentally healthy schools. The science is clear and not surprising: children thrive with clean air and a little sunshine, indoors and out.

Now is the time to urge governors, mayors, legislators and city councils to act on their convictions. Proclamations and resolutions provide a way to educate top elected officials, their offices, and their staff, and to get their statement of support on the record. The more statements that are issued, the more likely it is that children everywhere will have healthier, safer schools.

To aid you in your efforts, we have created a "Healthy Schools Day Proclamation Toolkit." It includes the following materials:

- Suggested steps to securing a proclamation/resolution
- Draft Wording for your Proclamation or Resolution
- See Media Kit for background research to help your case, parent stories to personalize your request, and statements of support by major national and state-level advocates to support your request

We hope these materials, as well as the rest of the Media Kit, will prove sufficient. But remember, help is just a phone call or email away. Contact NHSD Coordinator Aidan McGovern at 518-462-0632 or gradintern@healthyschools.org. Also, don't forget to tell us what you accomplished in your state or locality so we can share it widely. Your success will spur others on!

Thank you for your continued dedication and participation in the important issues around the health and safety of our children at schools. National Healthy Schools Day has become a landmark opportunity to get the message out to more parents, school staff and administrators and policy makers. We are excited to grow all of our efforts in 2016!

Regards,

The Healthy Schools Network Team

STEPS TO SECURING GOVERNOR'S or MAYOR'S PROCLAMATION and/or STATE LEGISLATIVE/CITY COUNCIL RESOLUTION

IN SUPPORT OF NATIONAL HEALTHY SCHOOLS DAY 2016

NOTE: *Once you decide whether you are best able to reach your Governor, Mayor, state legislator or city council member, allow at least 2-3 months advance time to complete the process.*

Extra help is just a phone call or email away! Reach coordinator Aidan McGovern at 518-462-0632 or gradintern@healthyschools.org and put Proclamation in the subject line!

- **Identify and gather supporting materials.**

Background information to support your request. This will speed up the process and ensure accuracy of the finished product.

- a. General research, national supporters, and sample texts attached. Use them!
- b. Customize draft text to your state/city with specific data on extent of the issues or policies in place to promote or to seek. Remember, help is just a phone call or email away.

- **Build more support.**

- a. Contact one or more colleagues in health, environment, education, and/or labor groups, or community organizations.
- b. Showing elected officials support with a sign-on letter of request can be helpful.

- **Contact the Governor or Mayor**

- a. Find the right office and the right staff person.

1. Go to www.nga.org for governors or
2. <http://www.usmayors.org/meetmayors/citiesonline.asp>

Determine which office is responsible for issuing proclamations and resolutions. This will vary by state and city, and may be any one of the following: Public Relations, Press Office, Proclamation Office, etc.

- **Contact state Legislators/city council members.**

Determine likely sponsors. Consider chair or ranking member of the health, education, environment, or other relevant committees, your own elected official. Call to find out the staff person to speak to.

- **Request the proclamation.**

- a. Make sure you're speaking with the person who handles proclamations and explain your purpose. Request a meeting if phone isn't sufficient.
- b. Send supporting materials via mail or email. Follow-up within the week to make sure they received materials, ask if there are any questions, and ask what action they plan to take.
- c. If the answer is yes, ask when you can review draft text, and when a copy of the signed document will be sent to you or posted online. Always ask if you/your group can be present for a photo of the signing. SAY THANK YOU!

- **Follow up.**

- a. Call or email staff for a copy of signed document and a photo, if possible. Send a thank you memo to the sponsoring office detailing any events or media coverage. This will also make you a strong candidate for future initiatives.
- b. Tell us what happened! Unfortunately, we cannot list or acknowledge the activity until we see the signed document, by email, fax, or letter. .

Register Activity Online: www.NationalHealthySchoolsDay.org

Email, fax, or mail the Proclamation to:

Healthy Schools Network, Inc. 773 Madison Avenue, Albany, NY 12208; **Fax:** 518.462.0433; **Email:** info@healthyschools.org

- c. Issue a press release. Remember, help is just a phone call or email away.

[DRAFT] PROCLAMATION

National Healthy Schools Day

WHEREAS, the [JURISDICTION] supports a healthy and safe environment for children and staff and is pleased and proud to join children, parents, teachers and other educators throughout the nation in observing National Healthy Schools Day on [DATE]; and

WHEREAS, the vigilant protection of the indoor and outdoor environment where school children live, learn and play is a vital and critical duty; and

WHEREAS, the [JURISDICTION] promotes policies that protect and enhance healthy learning environments for children (e.g., through the indoor air and environmental quality management, green cleaning, safer pest control (integrated pest management), and has implemented guidelines to prevent or resolve indoor air quality problems in public school facilities (or cite other relevant policies in place to promote healthy indoor environments in schools); and

WHEREAS, the [JURISDICTION] is concerned about [INSERT SPECIFIC ISSUE HERE OR DELETE LINE – examples: asthma absenteeism, schools sited on/near hazards, uncontrolled renovations of occupied schools, green cleaning or safer pest control) policies; and

WHEREAS, Children, on average, spend approximately 30-50 hours per week in school; and

WHEREAS, Children are more vulnerable to environmental hazards; they proportionally breathe more air, drink more fluids, and eat more food than adults. Their developing systems and behaviors contribute to their increased vulnerability; and

WHEREAS, New or renovated healthy and high performance schools designed to improve indoor air and environmental quality can also reduce energy and maintenance costs and thus provide a healthier and safer learning environment for all children (through cleaner air, improved lighting, reduced exposures to toxic substances) and improve attendance, academic achievement, and well-being; and

WHEREAS, Our schools are building blocks of our communities and children are 100% of our future; and

WHEREAS, Federal, State, local and private sector entities should work together to ensure that resources are used effectively and efficiently to address environmental health and safety conditions of schools; and

WHEREAS, [DATE] is National Healthy Schools Day, observed by communities throughout the country to highlight the need for improved attention and protection of children's environmental health at school; and

NOW THEREFORE, BE IT RESOLVED that the [TITLE] of [JURISDICTION] proclaims [DATE] as *National Healthy Schools Day in the [JURISDICTION]*.

Done this [DATE], in [CITY], [STATE].

Governor or Mayor [NAME]

**"HEALTHY SCHOOLS DAY"
[DRAFT] RESOLUTION**

BY: [Name of Legislator]

Proclaiming [Date] as Healthy Schools Day in [Jurisdiction].

WHEREAS, Children spend up to half of their day in schools and their environs; and

WHEREAS, Schools have the potential to expose children to a broad array of hazards, including air and drinking water contaminants, toxic substances in the soil, synthetic turf and other media, lead-based paints, pesticides and other toxins within, and outside of schools, asthma-causing pollutants, molds, radon and asbestos; and

WHEREAS, Children may also be exposed to toxic contaminants when schools are sited near environmental hazards such as hazardous waste disposal sites, or when schools are renovated or expanded; and

WHEREAS, Environmental contaminants can affect children quite differently than adults, both because children may be more highly exposed to contaminants and they may be more vulnerable to the toxic effects of contaminants; and further, environmental contaminants can affect children disproportionately since their immune defenses are not fully developed and their growing organs are more easily harmed; and

WHEREAS, Children eat more food, drink more water, and breathe more air relative to their size than adults do, and consequently may be exposed to relatively higher amounts of contaminants; and

WHEREAS, Children's normal activities, such as putting their hands in their mouths or playing on the ground, can result in exposure to contamination that adults do not face; and

WHEREAS, These environmental problems contribute to absenteeism, child medication use, learning difficulties, sick building syndrome, staff turnover and greater liability for school districts; and

WHEREAS, There has been a significant rise in the incidence of childhood asthma, learning disabilities and cancer; and

WHEREAS, [Jurisdiction] has a known incidence of [Insert specific issue here or delete line]; and

WHEREAS, Environmental, public health and education laws must reflect a heightened sensitivity to the more susceptible nature of children and the mechanisms by which exposures and impacts affect children; and

WHEREAS, Providing for the rights of children, parents and teachers and other educators and the public to access information about known hazards in schools will allow these persons to make informed choices about environmental exposures for their children and themselves; and

WHEREAS, Healthy and high performance schools are designed to reduce

energy and maintenance costs, while providing cleaner indoor air and environmental quality, improved lighting, reduced exposures to toxic substances, materials and supplies, thereby providing a healthier and safer learning environment for children and work environment for personnel, fostering attendance, achievement, and productivity; and

WHEREAS, [Name of legislative body] has been a consistent and powerful advocate for the protection of our children and a strong supporter of public education; and

WHEREAS, [Name of legislative body] seeks to promote healthy learning places for all children and workplaces for school personnel; and

WHEREAS, Federal, State, local and private sector entities should work together to ensure that resources are used effectively and efficiently to address environmental health and safety conditions of schools.

Now, therefore, be it

RESOLVED, That [Name of legislative body] proclaims [Date] as Healthy Schools Day in [Jurisdiction]; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to The Honorable [Name], [Title and Jurisdiction].
