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M E M O R A N D U M

TO: District School Superintendents

FROM: Jim Warford

DATE: October 27, 2003

SUBJECT: **INVITATION TO THE FLORIDA COORDINATED SCHOOL HEALTH AND AMERICAN SCHOOL HEALTH ASSOCIATION TRAINING WORKSHOPS**

The Department of Education Coordinated School Health office in collaboration with the American School Health Association (ASHA) are co-sponsoring two one-day training sessions to promote the use of social marketing techniques that advance the health and well-being of children and youth in schools. The first session will be presented **December 11, 2003, in Orlando** at the Renaissance Hotel and will present the fundamental concepts of social marketing with techniques to improve, expand and support health programming. This workshop, ***Strategies for Change: A Field Guide to Social Marketing for School Health Professionals,*** will be limited to 45 health teachers, nurses, counselors and school psychologists, physical educators, food service directors, district coordinators and administrators, and other members of school health teams interested in learning about social marketing techniques to advance their health program plans. A group of 12-15 participants from this workshop will be selected to participate in an advanced training-of-trainers workshop on February 4, 2004, in Safety Harbor. Dr. JoAnne Owens Nausler, ASHA, will be the keynote speaker for the December workshop and Susan Spalt will be the master trainer for both the December and February workshops.

JIM WARFORD
K-12 Chancellor

Districts are encouraged to send a team of two or three participants to the first workshop session representing the eight components of Coordinated School Health listed below:

- Physical Education
- School Health Services
- School Nutrition Services
- School Counseling, Psychological and Social Services
- Healthy School Environments
- School-site Health Promotion for Staff
- Family and Community Involvement in School Health

The costs of lodging will be reimbursed for those participants who travel 50 or more miles to attend the session. All participants are responsible for making individual hotel reservations. For the December 11, 2003, Orlando meeting, please call the Renaissance Hotel reservations at (800) 468-3571 or (407) 351-5555 before **Thursday, November 20, 2003**. Room rate will be $95.00 single or double. Reservations will be made for those participants selected to attend the second workshop by the Coordinated School Health Office at a later date.

Please complete the enclosed registration application form and fax no later than **Wednesday, December 3, 2003, to (850) 245-9957 or email to CSHPRegistration@fldoe.org. *You will receive a confirmation of your registration if you are selected to attend.*** Attendance is limited and registrations will be accepted on a "*first-come-first-served"* basis with considerations given to district teams and their job role representation.

JW:fjb

ENCLOSURE

cc: Health Education Coordinators
Physical Education Coordinators
Health Services Coordinators
Food Service Administrators
Directors of Student Services
County Health Department School Health Coordinators
County Health Department Tobacco Coordinators
Florida School Health and Education Consortium Members
Coordinated School Health Program's Pilot Schools
Safe and Drug-Free School Coordinators

REGISTRATION APPLICATION FORM

Strategies for Change: A Field Guide to Social Marketing for School Health Professionals

DIRECTIONS: **Please complete the information form below and check the appropriate box to indicate your attendance plans. Return via email no later than November 28, 2003 to:**

CSHPRegistration@fldoe.org

(STEP 1-Complete the form, STEP 2-Click File, then click on Send To, STEP 3-Type in the email address listed above, STEP 4-Click Send)

You will receive a confirmation, if selected.

Or print the form and FAX it to: (850) 245-9957, or mail it to: Debra Betton, CSHP-FEC 501, 325 W. Gaines St., Tallahassee, FL 32399

Team District/County:	
1) Participant Name:	
Job Title:	**Email address:**

Place a checkmark in each of the sessions you would like to attend:

☐ **I would like to attend the December 11, 2003 Session in Orlando, *ONLY*.**	☐ **I would like to attend both sessions, however, I cannot commit to serving as a trainer for the program.**	**I would like to attend both sessions *and become a trainer for the program.***

2) Participant Name:	
Job Title:	**Email address:**

Place a checkmark in each of the sessions you would like to attend:

☐ **I would like to attend the December 11, 2003 Session in Orlando, *ONLY*.**	☐ **I would like to attend both sessions, however, I cannot commit to serving as a trainer for the program.**	**I would like to attend both sessions *and become a trainer for the program.***

3) Participant Name:	
Job Title:	**Email address:**

Place a checkmark in each of the sessions you would like to attend:

☐ **I would like to attend the December 11, 2003 Session in Orlando, *ONLY*.**	☐ **I would like to attend both sessions, however, I cannot commit to serving as a trainer for the program.**	**I would like to attend both sessions *and become a trainer for the program.***

Agency:	
Address:	
City, State, Zip:	
Telephone #:	
Fax #:	

(Complete this form listing each participant applying for selection)

If you have any questions, please contact Debra Betton at (850)245-0480/SunCom 205-0480.

NOTE: Registration is limited for each session and applications will be reviewed to ensure a broad representation of districts and organizations.