

# Quick Start Guide to CA PE Return to School Infographic

**Key Messages to share with administrators and key stakeholders include:**

## KEEP CA STUDENTS MOVING!

*Call to Action proposes PHYSICAL EDUCATION is critical for return to school because kids need to get moving, and structured Physical Education is a source of social interaction that's been missing. (1)*

## BENEFITS OF PHYSICAL EDUCATION in REOPENING SCHOOLS

*Reaffirms “why we need PE in reentry”, delivered by a credentialed teacher with physical, social-emotional, and mental health benefits whether learning at home, at school, or combination of the two. (2)*

## SCHOOLS INFLUENCE HEALTHY BEHAVIORS

*Data supporting immediate and long-term value of PE to students and how it supports them in a healthier adulthood. (3)*

## ALL CA STUDENTS HAVE A RIGHT TO PE

*Physical Education instruction is required by law (Ed Code) for ALL CA students in grades 1-12. CDE says Gov’s Executive Order only waived the “minimum minutes” - not PE content instruction. (4)*

## HEALTH, WELLNESS, PHYSICAL LITERACY & SEL

*PE teachers have the expertise to plan and deliver health and physical literacy-enhancing Physical Education learning activities. Physical Education is the only required universal student wellness intervention with Standards-based SEL learning outcomes. (5)*

## HEALTHY STUDENTS ARE BETTER LEARNERS

*Data supporting Physical Education-based physical fitness achievement and physical activity as source of increased student neurological function and improved academic performance. (6)*

*References: 1. Journal of Pediatrics; 2. COVID-19: Canada Return to School*

*Guidance; 3. SHAPE Students Value PE 4. CDE PE FAQs; 5. Role of PE in SEL & School Climate 6. SHAPE PE+Health=Success*

### KEEP CA STUDENTS MOVING!

PHYSICAL EDUCATION will get kids back on the move.

#### BENEFITS OF PHYSICAL EDUCATION

##### - REOPENING SCHOOLS -

Students have been cooped up for months now. We can keep them moving with strategically designed Physical Education provided by credentialed Physical Educators. Physical Education (PE) gives students multiple opportunities to learn how to move, be active, feel better about themselves, set goals, and perform better academically, whether they are at home or at school.

#### SCHOOLS CAN INFLUENCE HEALTHY BEHAVIORS

80% of students believe that PE is important to their overall school experience.

PE in Schools and Long Term Effects

Category	Percentage
PE IN SCHOOL	16.30%
NO PE IN SCHOOL	41.10%

Children who have PE are 2.5 times more likely to be active adults.

All CA students have the right to Physical Education instruction because:

- Physical Education is still required in grades 1-12 (Ed Codes 51210(a)(7), 51220(d), & 51222)
- Executive Order N-56-20 section 11 only waived minimum minutes of instruction

All CA students benefit from Physical Education because:

- PE delivers a schoolwide wellness program for all students
- PE is a universal intervention that includes mindfulness, health, fitness, nutrition and skills-based learning activities
- PE teachers are trained to improve physical and health literacy students need right now
- PE Content Standards include Social Emotional Learning outcomes

#### HEALTHY STUDENTS ARE BETTER LEARNERS

Physical Fitness and Achievement Test Performance

Average Composite of 20 Student Brains Taking the Same Test

Brain State	Color
BRAIN AFTER SITTING QUIETLY	COOL COLORS: low to minimum brain activity
BRAIN AFTER 20 MINUTE WALK	WARM COLORS: mid to high

SHAPE America - Physical Education Equity Considerations (version), SHAPE America Infographic 2016, CDE & CDEH Reopening Guidance. A collaborative effort by T. Moore, Los Angeles County Office of Education, C. Conley and D. Kharb, Orange County Department of Education, P. Metz, San Diego County Office of Education, and D. Ferris, Superior Elementary Physical Education. San Francisco Unified School District.

## **Introduction to Building an Advocacy Campaign**

The CA Physical Education Advocacy infographic was created in response to requests from Physical Educators for a CA PE promotion tool that could be shared to inform district and school Return to School planning stakeholders.

This Guide is designed to help you plan and immediately execute a campaign promoting key “evidence-based” messages about PE to planning influencers and decision-making Stakeholders.

Unless we speak up and make our voices heard, PE in many CA Reopening Plans might become a “like to have” instead of a “must have”. If the value, benefits and Ed Code mandate for PE are not represented at the reopening planning table, PE will be on the menu.

It's not too late. Get started today!

### **Directions**

1. Set up a Google Folder. Make Shareable. Make a copy of this Advocacy Planning Tool and upload to your folder
2. Complete the Planning Sections
3. Get your Team together and review this Quick Start Guide. Everyone on the Team must know and be able to share the key messages of what, why, who and when of your campaign
4. Assign tasks to Team members. Hold Teammates accountable with short term (1-2 days) deadlines for completing tasks
5. Completed the first wave of communication
6. Based on the situation in your school and district (Plan is proposed, Board has voted, etc.) follow-up your initial message weekly. Continue to “stay in touch”, sharing PE-related planning concerns, questions, issues, developments and success stories with Stakeholders up until, and after schools open this fall

# Advocacy Planning

## A. Who is on my Physical Education Team?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Suggestion:** Create a list, set up Zoom call and contact your Team

## B. When will I set up a Zoom call?

Date: \_\_\_\_\_ Time: \_\_\_\_\_

**Suggestion:** Tell them what you are planning and how they can help.

## C. Who are our Stakeholders?

- District Leaders - Supt & Board Members
- Educational Services & Student Services Adm
- Site Adm - Principals & Assistant Principals
- Classroom teachers
- District & Site Health-related Program Leaders (Athletic Directors, Coaches, Nutrition Services, Health Services, School Wellness, Counseling, etc.)
- Student Leaders (SBA, Clubs, Sports Teams)
- PTA, PTO, ELAC, Site Council, Booster Club Leaders
- Community Partner Leaders (local and regional businesses, healthcare providers, hospitals, youth support and empowerment groups e.g. YMCA, Boys/Girls Club, university, community college, etc.)

**Suggestion:** Select or assign a Key Stakeholder group to each team member to research and develop an email list for each one.

## D. How will I communicate with Stakeholders?

Each digital media communication tool in the chart on the next page can be used to achieve a different purpose and provide a slightly different view of you and your program. Some tools are better suited to certain forms and formatting of messages. Discuss and decide who, what and when to use these tools. Work with your Team to decide which mix of communication tools and messages will work best for each Stakeholder group. Then set a date to email and use social media tools to send messages to Stakeholder groups.

Tool	Suggested Use	Best Practice
<b>Email</b>	<ul style="list-style-type: none"> <li>● Make initial contact</li> <li>● Introduce Team and Infographic</li> <li>● Make “ask” to include and support PE in Reentry Plan</li> </ul>	<ul style="list-style-type: none"> <li>● Insert infographic (png) in body</li> <li>● Link description to PDF version that can be downloaded and shared</li> <li>● Include names of everyone on your PE Team</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>● Home to PE Team and program story</li> <li>● Feature infographic image and highlight key messages</li> </ul>	<ul style="list-style-type: none"> <li>● Highlight your program's story with pictures and/or videos</li> <li>● Include links everything</li> </ul>
<b>Instagram &amp; Tik-Tok</b>	<ul style="list-style-type: none"> <li>● A live look at the daily life of a PE program and teachers during CV-19 shutdown</li> </ul>	<ul style="list-style-type: none"> <li>● Share personal video messages doing the hard work of remote teaching</li> <li>● Invite students to share their success stories about participating in your online PE</li> </ul>
<b>Facebook</b>	<ul style="list-style-type: none"> <li>● Tell your personal professional story</li> <li>● Update messages daily / weekly</li> </ul>	<ul style="list-style-type: none"> <li>● Highlight who you are, your story in pictures, videos working with students</li> <li>● Include links to everything that reinforces key messages about Health, Wellness, Fitness, SEL benefits of PE</li> </ul>

**For more information about the California and National Physical Education Return to School program, curriculum and instruction, and advocacy resources that you can use in your program communications, click on this link → [here](#)**