

SHE Communication Strategy



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Schools for Health in Europe

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Introduction

Schools for Health in Europe Network Foundation (SHE) is a network of health promoting school professionals and researchers from the WHO European Region.

SHE supports the development and implementation of school health promotion and is supported by WHO Europe and the European Commission.

In 2016, the Paris Declaration, “Partnerships for the health and well-being of our young and future generations”, was signed by WHO Europe. The declaration states that every school in the European Region should be a setting that promotes health and well-being for all, including children and young people. To achieve this goal, the declaration also states that SHE should be expanded and further strengthened. The SHE communication strategy is part of an overall strategy to reach this goal.

The SHE communication Strategy must be seen as a dynamic document and will be altered when needed.

Purpose of the strategy

The purpose of the SHE communication strategy is to ensure structure and coherence of the way in which communication is handled. Coherent communication occurs when there is consistency between what is being said and what is being done. Structured communication occurs when all communication channels are based on the same assumptions and are working towards the same goals. Likewise, a good communication strategy can help to ensure social cohesion within SHE

Good communication plays a significant role for whether new initiatives are positively or negatively received. Therefore, communication must be considered in all tasks related to SHE – both in relation to which communication channels are used to reach a specific audience, how the message is delivered and who is responsible for the communication.

Through good communication SHE wants to ensure understanding, engagement and support at both policy level, research level and practice level.

Also, through good communication SHE wants to ensure satisfaction and commitment among the members of SHE.

Objectives of the strategy

By introducing a communication strategy, SHE wants to achieve the following objectives:

- To state the new name of the organisation: Schools for Health in Europe Network Foundation (SHE).
- To make the SHE website, SHE social media platforms and the SHE newsletter important sources for spreading knowledge and inspiration about school health promotion.
- To make SHE known as the preferred organisation when searching for partnerships and exchange of ideas regarding school health promotion.



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- To influence in political agenda on school health promotion.
- To inspire politicians and governmental/regional officials and organizations to implement the whole school approach and support the schools in their countries to be health promoting school
- To initiate experiences sharing among national/regional SHE coordinators and the SHE Research Group to qualify implementation of school health promotion
- To initiate experiences sharing about school health promotion among school staff to inspire implementation of school health promotion.
- To inspire countries with a non-member status of SHE in Europe and Central Asia to join SHE.
- To increase the number of members in the SHE Research Group.

The basic narrative of SHE

The vision of SHE is that the health promoting school approach becomes an acknowledged and accepted concept in the WHO European Region, with increased implementation activities on national, regional and local level.

SHE recommends the “SHE Approach” when working with health promotion. This includes a set of values, a specific understanding of the concept of health and an understanding of health promoting schools as schools that implement a structured and systematic plan for the health and well-being of all pupils and of teaching and non-teaching staff.

SHE Core Values

- ✓ Equity. Equal access for all to education and health.
- ✓ Sustainability. Health, education and development are linked. Activities and programmes are implemented in a systematic way over a prolonged period.
- ✓ Inclusion. Diversity is celebrated. Schools are communities of learning, where all feel trusted and respected.
- ✓ Empowerment. All members of the school community are actively involved.
- ✓ Democracy. Health promoting schools are based on democratic values.

SHE Pillars

- ✓ Whole school approach to health promotion. Combine health education in the classroom with development of school policies, the school environment, life competencies and involving the whole school community.
- ✓ Participation. A sense of ownership by students, staff and parents.
- ✓ School quality. Health promoting schools create better teaching and learning processes and outcomes. Healthy students learn better; healthy staff works better.
- ✓ Evidence. Development of new approaches and practices based on existing and emerging research.
- ✓ School and community. Schools are seen as active agents for community development.



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The name of the organisation

When naming the organisation one of the following options must be used

- Schools for Health in Europe Network Foundation
- SHE

Other names – ex. SHE network – have been used in the past, but are not valid anymore.

Slogan

The present SHE slogan is: *We want to make every school a health promoting school.*

The slogan is inspired by the Paris Declaration and shows that SHE is committed to leaving no school behind in the effort to create health and well-being for children and young people.

Visual identity

The ideal for SHE's visual identity is that it is coherent, unambiguous and applied consistently.

A new SHE logo was designed in 2018 with the logo representing organic growth and health, taking in the tree as a symbol.

Also, a SHE design manual was developed in 2018, showing the use of the logo, colours and typography.

Target groups

The primary target group for the SHE activities are its members, who are

- SHE national and regional coordinators.
- SHE Research Group members.

The secondary target group of the Schools for Health in Europe network foundation are:

- All members from the school community (i.e., students, staff and parents) of every school in the European Union and in the EU accession countries.
- Policy makers, programme developers, practitioners and other professionals working in and around health promoting schools.
- Researchers and universities, who are non-members of SHE.

Target group motivation

Primary target group

SHE national and regional coordinators are mainly motivated by the possibility of getting concrete knowledge on both policy, practice and research. They are also looking for concrete tools, instruments and programmes to implement at a school level, preferable in their national language.

SHE Research Group members are mainly motivated by research activities. They are looking for a strong research community and for access to practice. They also want to share and cooperate on research, get feedback on research – and they are looking for possibilities of publishing their research.



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Secondary target group:

Members from the school community (i.e. students, staff and parents) are mainly motivated by access to concrete tools to use in health education and stories/cases of best practice in health promoting schools, preferable in their national language.

Policy makers, programme developers, practitioners and other professionals working in and around health promoting schools are mainly motivated by knowledge on policies and programmes from other countries. They want access to research and access to concrete tools about processes and health promoting schools in general.

Researchers and universities (who are non-members of SHE) are mainly motivated by knowledge on SHE's research, access to SHE's research group and access to practice. They are also interested to see if SHE, directly and indirectly, can increase the possibilities of publishing their research.

An overview: Motivational factors related to target groups

	National /regional coordinators	SHE Research group members	Members from the school community	Policy makers, programme developers and administrative professionals	Researchers and universities who are non-members of SHE Research group
Sharing cases from practice	x		x		
Knowledge on practice from other countries	x	x		x	
Concrete tools	x		x	x	
National languages	x		x	(x)	
Publishing, sharing and discussing research		x			x
Access to practice		x			x
Access to research	x		x	x	
Access to research communities		x			x
Knowledge on policies, programmes from other countries	x			x	



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Spokespersons

Main spokesperson of SHE

SHE Manager Anette Schulz (ansc@schoolsforhealth.org) is the main spokesperson of SHE.

Who speaks about the different parts of SHE's tasks?

- As the chairperson of the SHE Board, Anette Schulz addresses all aspects on behalf of SHE.
- As member of the SHE Secretariat and an expert on physical activity, Jesper von Seelen addresses research on physical activity.
- As chair and co-chair of the SHE Research Group Marjorita Sormunen and Kevin Dadaczynski address the work of the research group.
- As member of the SHE Secretariat, Ulla Pedersen addresses incoming general questions.
- When an official working group is settled in SHE, a spokesperson is elected to speak in behalf of the group.
- National and regional coordinators speak for their country, concerning the national health promoting school programmes.
- As part of the intuition where the SHE secretariat is placed, Børge Koch and Jens Juulsgaard Larsen speak about the conditions of hosting the SHE secretariat.

Communication channels

Own channels

SHE's Newsletter

6 newsletters a year

Primary website

Schoolsforhealth.org

Secondary website

National/regional webpages about health promoting schools
EU's webpage

Social media

SHE's platform on Facebook, Twitter and LinkedIn.
SHE's YouTube canal.



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Conferences and meetings

- SHE Assembly Meeting (once a year)
- SHE Research group meeting (once a year)
- SHE Academy (once a year)
- SHE Board meetings
- Research Steering Group
- SHE consultancy visits
- National and international conferences
- WHO meetings and WHO Collaborating Centre's meeting
- SHE Branch Moscow Office meetings
- Meetings with collaborating partners (e.g. HP Forum, UNESCO, IUHPE, HBSC)

Mail

To the SHE board, to research group members, to the national and regional coordinators, to people/organizations who have requests to the secretariat, to collaborating partners, to protentional collaborating individuals and partner organisations.

Promoting material

The SHE logo is placed on everything sent out and displayed.

The SHE secretariat has mobile roll ups to bring to conferences or other places where SHE has a strategic wish to make the organisation known.

SHE leaflets, SHE postcards and other SHE documents are brought to conferences, meetings and country visits to promote SHE amongst stakeholders.

The SHE manager and the members of the SHE secretariat use business cards with logo and contact information.

The EU logo and related text is placed on all published material.

The support from EU will be mentioned by the SHE secretariat in writing and in speaking in all communication areas where it makes sense.

Other canals

Other websites

SHE aims to be mentioned and having links to the SHE website and social media platforms whenever it makes sense; e.g. WHO, UNESCO Chair, European HP Forum, IUHPE, HBSC and non-governmental organisations addressing school health promotion,

Publications

SHE aims to publish at least one scientific article a year



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An overview: Main channels related to target groups

	National /regional coordinators	SHE Research group members	Members from the school community	Policy makers, programme developers and administrative professionals	Researchers and universities who are non-members of SHE Research group
SHE's newsletter	x	x	x	x	x
Schoolforhealth.org	x	x	x	x	x
EU's webpage				x	
National/regional webpages	x		x	x	
Links to SHE on other webpages			x	x	x
Facebook	x		x		
Twitter		x		x	x
LinkedIn	x	x		x	x
YouTube			x		
SHE Assembly Meeting	x				
SHE Research group meeting		x			
SHE Academy	x	x	x		
SHE consultancy visits	x		x	x	
National and international conferences	x	x	x	x	x
WHO meetings				x	
SHE Branch Moscow Office meetings	x	x		x	x
Mail	x	x	x	x	x
Promoting material	x		x	x	x



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Use of SHE's communication strategy

The SHE secretariat must support and carry out good communication according to the SHE Communication Strategy - both internally and externally.

Communication is included in all tasks with the SHE secretariat responsible for the daily communication with the different target groups. Therefore, it is important that the secretariat has a high information level to be able to give a proper service of high quality.

SHE's spokespersons (previously listed) have a strictly obligation to comply with the SHE' communication strategy as they oversee external communication task.

The national and regional coordinators as well as SHE Research Group members must be aware of the correct use of SHE's name, logo, design and must be able to tell the basic narrative of SHE.

Timeframe

This plan is activated in March 2019.