

How to be a Common Sense School

An Implementation Plan for Parent Media Education

Follow these steps and choose the activities and materials that work for your school to provide a quality media education program for parents and faculty.

1. Get started

- Register online to be a Common Sense school
- Fill out the School Survey
- Assign a point person (faculty and/or parent team) to coordinate this media education plan
- Attend a regional training session

2. Understand issues

- Put a link to Common Sense Media resources on school Web site
- Conduct the Parent Media Survey to determine parents' concerns and family media habits
- Have students fill out the Student Media Survey to understand students' media use, then compare their responses to the parents to see if there's a knowledge gap
- Present program to faculty to determine primary concerns and priorities

3. Raise awareness

- Send Principal Letter to parents to announce the launch of the program
- Facilitate media education presentations for parents using the workshop PPTs and overview videos
- Make copies and distribute the Healthy Media Diet and Internet Safety tip sheets to parents
- Forward the weekly Common Sense e-newsletter to parents and include tip sheets in your school newsletter

4. Educate by age/stage

- Using the Grade by Grade Guide and survey results, select the media topics most relevant for parents at each grade level
- Facilitate parent conversations/workshops by topic and/or grade using the videos, discussion guides, and tip sheets (e.g., Cyberbullying, Social Networking, Cell Phones, Body Image, etc.)

5. Home-based activities

- Offer the Family Media Agreement to parents as a tool to help establish guide-lines for media
- Suggest to parents that they seek out and discuss age-appropriate media titles with their kids
- Kids and parents can also write media reviews and post them on the Common Sense Media Web site

6. Evaluate

- Complete and return the Common Sense Schools Evaluation Form to give us feedback on how the program has worked for your school