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The District shall strive to maintain effective two-way communication channels with the public. Such channels shall enable the Board, the administration, and staff to interpret the schools' needs to the community and provide a means for citizens to express their needs and expectations.

The Superintendent or designee shall establish and maintain a communication process within the school system and between it and the community. Such a public information program shall provide for news releases at appropriate times, arrange for news media coverage of District programs and events, provide for regular direct communication between individual schools and the patrons they serve, and assist staff in improving their skill and understanding in communicating with the public.

Community opinion may be solicited through parent organizations, parent-teacher conferences, open houses, and other such events or activities which may bring staff and citizens together. At times, Board meetings may be scheduled at neighborhood schools so residents may express their particular desires to the Board. Survey instruments and/or questionnaires may be developed in order to gain a broad perspective of community opinion.

The Board is a nonpartisan public body and shall not endorse political candidates. Neither staff nor students shall be asked to disseminate candidate's campaign materials from schools nor shall any of the District's facilities or communications services be used to disseminate such material.

The Superintendent or designee will identify staff with significant public information responsibilities and establish guidelines for their work. The guidelines shall address such matters as authority for making releases and the nature and content of bulletins to parents.

Staff Communications with the Public

Staff shares the responsibility for communicating and interpreting the district mission, its policies, programs, goals, and objectives to members of the community. Staff will perform their services and functions to the best of their ability and communicate with members of the community, parents, students, and other staff in a sincere, courteous, and considerate manner. Staff will strive to develop and maintain cooperative school-community relations and to achieve the understanding and mutual respect that are essential to the success of the District.

Confidential information about students or other staff will be released only as permitted by law and district policies and procedures.

Public Health Information

The District will post a prominent link on its website's homepage and on each schools' homepage to information from the Department of Health that addresses substance use trends; overdose symptoms and response; and the secure storage of prescription drugs, over-the-counter medications, and firearms and ammunition.

To keep students, families, and community members informed about available health resources, the District will make the information described above from the Department of Health accessible through internet-based communications (like the District's social media accounts) and through

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digital and non-digital communications. The District will post this information at least twice each school year.

Cross References:	Administrative Policy – 4020	Confidential Communications
	Administrative Policy – 2121	Substance Abuse Program
	Administrative Policy – 2106	Program Compliance
	Administrative Policy – 2004	Accountability Goals
Legal References:	RCW 28A.150.230	District school directors' responsibilities
	HB 1230 (2023)	School-Public Health Information
	RCW 28A.665.100	Performance goals–Reporting requirements