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

common sense
media

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