

The WISE Method Toolkit

Sample School District Stakeholder Message Development¹

Target: School District Assistant Superintendent

What is this stakeholder's agenda?

To decrease occurrences of sexually related transgressions and improving academic performance.

What does this stakeholder need from us?

- Data confirming that evidence-based sex education does reduce high risk behavior and addresses factors that lead to sexually related transgressions by minors
- Community support and a commitment by key stakeholders to champion this cause
- Evidence that implementation of evidence-based education can indirectly improve academic performance and increase graduation rates

Target: School District Superintendent and Curriculum Director

What is this stakeholder's agenda?

To identify non-controversial strategies that could mitigate issues adversely impacting school performance with nominal cost.

What does this stakeholder need from us?

- Curricula that is not time consuming, emphasizes skill building, easily implementable and would be acceptable to school faculty
- Resources to purchase curricula, train faculty and conduct evaluations
- Messaging that will minimize concerns and/or challenges from parents and interests groups
- Community support (especially from parents and students) and a commitment by key stakeholders to champion this cause
- Data that shows a correlation between implementation of evidence-based sex education and improved academic performance and graduation rates

Target: School District Health Educators

What is this stakeholder's agenda?

To implement a curriculum that meets their deliverables, time constraints, comfort level and is non-controversial.

What does this stakeholder need from us?

- Curricula that is easily implementable, understandable, comfortable and allows for meeting of deliverables
- Training
- Support from school administration
- Community partners, i.e. local Health Department

¹ This tool was created by the Georgia Campaign for Adolescent Power and Potential (G-CAPP), a WISE grantee.

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Target: School District Sex Education Curriculum Committee

What is this stakeholder's agenda?

To support sex education curricula that are non-controversial, acceptable to a majority of parents, approved by school officials, nominal in cost, non-restricting of time and easily implementable.

What does this stakeholder need from us?

- Support from school administration
- Support from health educators
- Support from community leaders, parents and students
- Data that shows a correlation between implementation of evidence-based sex education and improved academic performance and graduation rates
- Data that shows a need for sex education

Target: School District School Board

What is this stakeholder's agenda?

To adopt policy that will receive limited opposition, improves academic performance, requires limited local funds and ensures reelection.

What does this stakeholder need from us?

- Messaging that affirms the long-term value of implementing evidence-based sex education
- Data that shows a need for sex education
- Support from school administration
- Support from community leaders, parents and students
- Data that shows a correlation between implementation of evidence-based sex education and improved academic performance and graduation rates