

Model Press Release for Private Schools to announce the

I'm Healthy Today: Schools Program

Press Release Elements

1. Headline: Press Release
2. Summary
3. A Dateline and lead
4. The Body
5. Boilerplate Statement
6. ### End of Statement
7. Contact Information
8. Optional (About) Statement

A Press Release is a good way for a private school to announce to the school community and greater community at large **what** you plan to do and **how** you plan to open school this fall.

The national media has reported widely on how schools will incorporate “Safety Guidelines” offered from State, Federal and Local authorities and organizations. Showing that your school is going the extra mile to incorporate a data-driven and doctor-managed program can offer peace of mind.

This MODEL Press release is designed to be a starting point to help you develop a press release that will be most appropriate for your school. Elements to include in your press release might be:

1. The importance of starting school in person for your students.
2. Adherence to State, Local and Federal Guidelines through executive leadership plans for a safe environment (facilities, operations, etc..)
3. Overview of the I'm Healthy Today Schools Program
4. Optional section talking about increased student enrollment
5. About Us section at the end of the press release that describes your school, staff, years in operation, enrollment or teaching philosophy

Generating local press coverage by highlighting your school opening strategy is a good way to attract new families and promote peace of mind.

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MEDIA NOTIFICATION

FOR IMMEDIATE RELEASE

XYZ Private Schools announces Data-Driven, Doctor-Managed COVID-19 Program to allow school opening and to manage in-person instruction

City, State (Date, 2020) – Today XYZ Private School announced that it will open school for in-person instruction on (date) for all grades Pre-K -12.

As schools across the country implement new COVID-19 safety guidelines on school campuses, XYZ private school is proud to announce the implementation of a “Data-Driven, Doctor-Managed” program called *I’m Healthy Today: Schools* to assist in exceeding national safety guidelines. The multi-faceted program utilizes technology for daily health screening that includes doctor established algorithms and doctor tele-health visits for every student, teacher and faculty member as needed for diagnosis and assessment of COVID-19.

Along with the following new safety protocols (insert new safety protocols at your school) XYZ private school will be able to:

1. Track the daily COVID-19 related health status of every individual on campus.
2. Should a student, teacher or staff member display symptoms of COVID-19, they will be connected via a tele-health call with a doctor to assess their condition PRIOR to coming to school.
3. Testing will be available to all students, teachers and staff through overnight testing kits. Doctors will oversee the test virtually before it is returned via overnight service to a medical lab. Results will be available in 48 hours or less. *Increased volume of testing may slow the timing of results.*
4. Should any student, teacher or staff member test positive for COVID-19, tele-health doctors will oversee their status until a negative test result allows them to safely return to campus.

(Insert optional paragraph/quote from school Headmaster or Board)

XYZ Private School remains committed to promoting effective and safe learning. The importance of in-person learning is well documented. According to the CDC¹: *“Aside from a child’s home, no other setting has more influence on a child’s health and well-being than their schools. The in-person school environment does the following: provides educational instruction; supports the development of social and emotional skills; creates a safe environment for learning; addresses nutritional needs; and facilitates physical activity”*

As the school year evolves or as new health and safety guidance becomes available, XYZ Private School will adjust plans to ensure that a safe learning and working environment is provided for all students, teachers, and staff.

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MEDIA CONTACT

Name

Title

XYZ Private Schools

Phone Number / email address

¹ <https://www.cdc.gov> The Importance of Reopening America’s Schools this fall (July 23, 2020)