



Distribution of Materials in Schools

Board Received: February 22, 2021 Review Date: March 2025

Policy Statement:

The Grand Erie District School Board will support the distribution of materials that create awareness of educational programs, services, issues, events, and community activities of specific interest or benefit to the school community which includes staff, students, and parents/guardians. Materials that are distributed to students shall conform to the requirements of the Education Act (Reg 298 section 24) and be approved for distribution. The Board recognizes its responsibility to limit the exposure of students, staff and parents/guardians to advertising and promotional materials.

Accountability:

1. Frequency of Reports – As needed
2. Criteria for Success –
 - Enhanced educational opportunities
 - No political influence
 - No exploitation of students
 - Material informs and educates students
 - Advertising and material reflects equity and inclusiveness

Guiding Principles:

1. There shall be no political, sectarian or religious materials on school property or in school building without the consent of the Director of Education or designate. Materials of a political nature that relate to an educational activity connected to curriculum may be used as a teaching resource.
2. Materials will not be accepted from profit-making businesses (with the exception of materials from a school-sanctioned fundraising campaigns approved by the principal). Schools may work with profit-making businesses as part of a community partnership (see Policy SO8).
3. Materials must relate to an activity that is educational, recreational and/or cultural in its purpose, create awareness of appropriate issues or events in the community or facilitate community discussions.
4. Materials will not reference political parties, make political statements, contain personal views on social issues, or have the potential to exploit students. Educational materials of a political nature or social issues that relate to an activity connected to curriculum may be used as a teaching resource.
5. Materials may be digital, verbal, posted within school buildings or distributed in written form.
6. Should a School Administrator have any questions about the administration, operation or implementation of this Policy, the School Administrator shall contact their Family of Schools Superintendent.

Procedures

1.0 Approvals

- 1.1. All distribution requests must follow the procedure outlined on the GEDSB website. The Communications Office will review and provide guidance and assistance in determining the appropriateness of the information. If required, the Director or designate will be consulted to make a final decision.

- 1.2. If approved, the information will be posted on the Grand Erie website under the appropriate heading according to regions: Grand Erie region; Brant/Brantford; Haldimand; Norfolk or emailed directly to schools if requested. Expiration dates will be set for each flyer and the website will be updated accordingly.
- 1.3. At the school level, the Principal may be approached directly from an outside organization. The Board authorizes school principals to determine which advertising may be posted or distributed within their respective schools if such advertising had been previously approved. Principals must ensure that students are protected from unnecessary commercial advertising. The principal may consult with School Council regarding the appropriateness of a particular advertisement.
- 1.4. The principal, as needed, shall exercise full control over the place, kind, manner or fastening, and size of the material.

2.0 Distribution of Advertising Materials within the School and Board

- 2.1. The only materials that may be sent home with students will be from the school, the school board, local municipalities within the Grand Erie jurisdiction, the provincial government (including health units), and the federal government.
- 2.2. Materials that inform students of community programs and recreational opportunities which support student learning, for example: driver education, tutoring or music lessons, may be made available in the office, as approved by the principal.
- 2.3. Non-profit, non-political, charitable, and non-sectarian groups whose work is beneficial to the community as a whole may be permitted to share information with students and parents by:
 - a. Contacting the Communications and Community Relations department (flyers@granderie.ca) to facilitate the digital posting of an advertisement on our website;
 - b. Requesting permission from the school principal directly for information inserted into the school newsletter or other social media forums;
 - c. Requesting permission from the school principal directly for written materials to be available in the school office.
- 2.4. A person or enterprise may sponsor an event or activity in the school, upon the approval of the principal. Schools are permitted to acknowledge sponsorship in a manner acceptable to the principal. All external events and activities in schools must comply with Board Policy FT4: Community Use of Schools.
- 2.5. From time to time, direction may be given to the system by the Director of Education or designate, about particular projects in respect to Board wide approvals or cautions about particular projects. Material approved for mandatory distribution shall be accompanied by an explanatory memorandum from the Director or designate.
- 2.6. The advertising of pharmaceuticals, tobacco, distilling, fermenting or brewing products is not permitted in schools or facilities owned by the Board. Appropriate educational materials that include examples of advertising that are used for the teaching of curriculum expectations are permitted.

3.0 Notices

- 3.1. Events that may be of interest to staff, students and community may be posted on school bulletin boards or announced over the public address system at the discretion of the principal.
- 3.2. Donations of resources to the school by individuals, local businesses, corporate businesses and other partners may be recognized. Appropriate recognition may include a display of names on a notice board, logo or name on a team uniform, and

recognition in a school newsletter. Individuals, businesses and agencies who donate bursaries, scholarships, or prizes to students may be recognized in commencement exercises or award programs.