PROCEDURE SO-004

DISTRIBUTION OF MATERIALS IN SCHOOLS	
Superintendent Responsible: Superintendent of Education	**Initial Effective Date:** 2021/02/22
Last Updated: 2023/06/08	**Next Review Date:** 2025/06/13

Purpose:
To outline how the Grand Erie District School Board (Grand Erie) 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.

Guiding Principles:

1.0 Materials that are distributed to students must conform to the requirements of the *Education Act* (Reg 298 section 24).

2.0 There must be no political, sectarian or religious materials on school property or in school buildings without the consent of the Chief Executive Officer (CEO) or designate.

3.0 Materials will not be accepted from profit-making businesses (with the exception of materials from school-sanctioned fundraising campaigns approved by the Administrator(s). Schools may work with profit-making businesses as part of a community partnership.

4.0 Materials must relate to learning, well-being or belonging in its purpose, create awareness of appropriate issues or events in the community or facilitate community discussions.

5.0 Materials will not reference political parties, make political statements, contain personal views on social issues, or have the potential to exploit students.

6.0 Materials may be digital, verbal, posted within school buildings or distributed in written form.

7.0 Should Administrator(s) have any questions about the administration, operation or implementation process, the Administrator(s) must contact their Family of Schools Superintendent and/or Manager of Communications and Community Relations.

1.0 Approval Process

1.1 All distribution requests must be submitted to flyers@granderie.ca.

1.2 The Communications and Community Relations department will review the request within five business days of receipt of the request. If required, the CEO or designate will be consulted to make a final decision.

1.3 The Communications and Community Relations department will determine if other existing agreements (e.g., Joint Use Facilities Agreement) supersede the requirements of this approvals process.

1.4 If approved, the information will be shared as deemed appropriate by the Manager of Communications and Community Relations, in consultation, as required, with Superintendent(s). Material will often be posted on the Grand Erie website under the appropriate heading according to regions: Grand Erie region; Brant; Brantford; Haldimand; or Norfolk or emailed directly to schools if requested. The Communications and Community Relations department will determine appropriate time for removal of postings.

1.5 At the school level, Administrator(s) may be approached directly from an outside organization. Grand Erie authorizes Administrator(s) to determine which advertising may be posted or distributed within their respective schools if such

advertising had been previously approved. Administrator(s) must ensure that students are protected from unnecessary commercial advertising. Administrator(s) may consult with School Council regarding the appropriateness of a particular advertisement.

1.6 Administrator(s), as needed, must 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, Grand Erie, 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 School Administrator(s).

2.3. Non-profit, non-political, charitable, and non-sectarian groups whose work is beneficial to the community may be permitted to share information with students and parent(s)/caregiver(s) by:

a. Contacting the Communications and Community Relations department to facilitate the digital posting of an advertisement on our website.
b. Requesting permission from the Administrator(s) directly for information inserted into the school newsletter or other communication channels.
c. Requesting permission from the Administrator(s) directly for written materials to be available in the school office.

2.4. If approved, the distributing non-profit agency/organization will be responsible for printing/copying, bundling, and dropping off the publication to the Education Centre and/or school.

2.5. A person or enterprise may sponsor an event or activity in the school, upon the approval of the Administrator(s). Schools are permitted to acknowledge sponsorship in a manner acceptable to the Administrator(s).

2.6. From time to time, direction may be given to the system by the CEO or designate, about particular projects in respect to district-wide approvals or cautions about projects. Material approved for mandatory distribution must be accompanied by an explanatory memorandum from the Director and Secretary of the Board or designate.

2.7. Under no circumstances will the advertising of pharmaceuticals, tobacco, vaping, narcotic, distilling, fermenting, or brewing products be permitted in schools or facilities.

3.0 Notices

3.1. Events that may be of interest to employee(s), students and community may be posted on school bulletin boards or announced over the public address system at the discretion of the Administrator(s).

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.

Reference(s):

- Community Partnerships Policy (SO-08)
- Distribution of Materials in Schools Policy (SO-04)
- *Education Act (Reg 298 section 24)*