# PTA Healthy Minds: Building Social and Emotional Skills at Home PLANNING Guide

## live session: In person or at home (Virtual)

This guide is designed to help your PTA plan your live Building SEL Skills event in person or at home via a virtual platform.

## Benefits of families learning together

* Fosters family discussion and peer-to-peer learning.
* Encourages questions and active participation.
* Builds community.

## Event goal

Educate families about social and emotional learning skills and how to build them.

Facilitate interactive mental health family discussions.

**Event target audience**: Parents/caregivers and their school-aged children.

**Approximate event length:** 60 min.

**Event requirements:** To plan and run your event in person or virtually, your PTA must…

* Follow the Building SEL Skills agenda.
* Use the Building SEL Skills [presentation](https://www.pta.org/docs/default-source/files/programs/mental-health/session-resources/pta-healthy-minds-session-slide-deck.pptx) and [facilitator’s guide](https://www.pta.org/docs/default-source/files/programs/mental-health/session-resources/sel-facilitator's-guide.docx).
* Distribute the Building SEL Skills family [handouts](http://www.pta.org/SEL).

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| **Actions to Take** |
| Create your core Building sel skills session planning team. Your planning team should include:   * Anyone with authority at your school to make decisions that can impact your school’s climate like:   + School Principals   + Teachers   + School counselors, psychologists or nurses * Anyone at your school who can be affected by mental health actions or decisions made by the school.   + Students   + Family members   *Be sure you are inviting diverse participants, so your planning committee represents the community you are serving.* |
| Decide on the event date and format.  * Choose a date and time for your Building SEL Skills events as soon as possible. * Decide upfront the maximum number of attendees you can successfully and safely accommodate. * Determine if you are going to have your event in person or virtually. * How will families who cannot attend your “live” events receive this information? Will they receive a link to the pre-recorded Building SEL Skills learning module?   *If in person:*   * Determine where in your school or community you will hold this event. In the school auditorium or classroom? At a community center, library or church? * Be sure to talk to your school administration and ensure you are following all CDC COVID-19 safety guidelines.   *If virtual:*   * Determine which online platform your PTA will use to run the live, virtual event. Consider Zoom, Google Meet, Microsoft Teams or the technology platform your school is using for distance learning. School leadership and teachers may be able to provide your PTA with training and support on using the technology.   *Select a day, time and format that works best for the* ***most families*** *at your school.* |
| **Create a timeline and budget.**  Consider what you will need to build into your planning timeline.   * What is the deadline for participant RSVPs? * How far before the event will you begin promoting it? * When will you invite speakers? When will you have a practice session with them? * When will you test the session AV?   *If in person:*   * When will you set up your event space?   Consider what you will need to build into your budget.   * Are there accommodations that need to be made to be inclusive to all families at your school? Translators? Sign-language interpreters? Childcare? Other accommodations? * Will you have giveaways during your event? * How will you recognize volunteers? * If you are printing Building SEL Skills handouts, how much will this cost? * If you are inviting a social and emotional learning expert from your community to deliver the Building SEL Skills overview, do they have a speaker’s fee? * Do you need to hire someone to input paper survey responses?   *If in person:*   * What audio visual equipment are you using? Does it have to be rented? * Does the space you are using need to be rented? Does it require a donation to use it? * Will you be providing food or drinks to attendees?   *If virtual:*   * Do you need to purchase the virtual platform to host your meeting or collect survey? |
| **Determine and invite speakers**   * Who from your PTA or school will facilitate the event? What will they do as the facilitator? Welcome attendees? Introduce family activities? Keep time? * Who will invite the facilitator? How will they be invited? * Will you invite a mental health expert from your school or community to present the Building SEL Skills overview [presentation](https://www.pta.org/docs/default-source/files/programs/mental-health/session-resources/pta-healthy-minds-session-slide-deck.pptx)? This is NOT a requirement. Many PTAs use members of their PTA, school mental health professionals, or other school staff. * Who will prepare the speakers for the event by walking through the Facilitator Guide, Slide Deck and Agenda? * Who will practice with the speakers before the event and host them during the event? |
| **Find volunteers.**  Volunteer roles may include   * Event planning and logistics * Donation solicitation and collection * Event promotion * Online registration and survey set up or data entry * Participant/speaker/volunteer communication * Day-of audio visual set up   *For in person:*   * Coordinating food, snacks or beverages * Day-of room set up and/or clean up   *For virtual:*   * Running online technology * Monitoring virtual waiting room   *The sample volunteer invitation letter has language you can use.* |
| **Plan for photo/video/story collection.**  If you are a National PTA Healthy Mind grant recipient, your PTA is required to collect and share photos, videos or stories of families participating in this event with National PTA.   * Each participant must sign a [media release form](https://www.pta.org/docs/default-source/files/programs/mental-health/session-resources/media-release-form.docx). Include a link to this form in your registration and any follow up emails. * Encourage families to take photos/videos of themselves while they’re participating in the events to share with your PTA.   + If families share the photos/videos on social media and tag your PTA, they do NOT need a signed media release form for your PTA to be able to share these photos.   + If a family emails your PTA photos/videos, your PTA must get them to sign a media release form before you can share those photos.   *For virtual events:*   * If your PTA plans to record the session or take screenshots, you must inform participants at the beginning of the session * Participants who do not wish to be recorded or appear in a screenshot should mute their microphone and turn off their camera. |
| **Set up registration.**  Having families register to participate in your Building SEL Skills event helps your PTA to anticipate the size of your event and gather contact information for non-member families.   * Set up registration using an online platform, like Sign-up Genius, SurveyMonkey, Google Forms or registration with your technology platform (such as the registration feature built into Zoom). * Determine if you want to select a day where you close registration. Can people register up until the minute before?   *For in person events:*   * Send people the day, time and location of your in-person event when they register. Resend this information in a reminder email on the day of the event.   *For virtual events:*   * Send people a link to your virtual event when they register. Resend the event link in a reminder email on the day of the event.   *The* [*participant registration template*](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/participant-registration-template.docx) *has suggested registration fields to include.* |

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| **Promote your event.**   * Use the press release template to spread the word throughout your community. * Use the sample invitations to reach new families. * Use social media (Facebook, Twitter) to provide frequent updates about the upcoming event. Use this sample social media messaging to get started. * Write an article for the school, principal, or PTA newsletter/e-newsletter. * Promote the event in your school’s morning announcements. * Post the date and reminders on outdoor signs near student drop-off/pickup locations. * Find ways to spread the word informally, including asking room parents for support.   *Include the registration link in all promotional materials.* |
| **Coordinate participant handouts.**   * Families will need to use the Healthy Minds 101 participant handouts for the live discussions.   + Building SEL Skills at Home: Agenda   + Five Key SEL Skills Handouts:     - Self-Awareness     - Self-Management     - Social Awareness     - Relationship Skills     - Responsible Decision-Making   + Completed Mental Health Support Team form * Determine how you are distributing the Building SEL Skills participant handouts. before the event. Ideas include:   + Email handouts to participants.   + Print and give out handouts while distributing other things like class assignments, parent forms, food or other school supply pickups at school. |
| **Host your event.**  Practice once or twice, have all materials ready, check technology, and be ready to have fun.   * Use the Building SEL Skills [PowerPoint](https://www.pta.org/docs/default-source/files/programs/mental-health/session-resources/pta-healthy-minds-session-slide-deck.pptx) and [Facilitator Guide](https://www.pta.org/docs/default-source/files/programs/mental-health/session-resources/sel-facilitator's-guide.docx) to facilitate the event. * Distribute the Building SEL Skills handouts to participants.   *For in person events:*   * Print and give Building SEL Skills handouts to participants during event.   *For virtual events:*   * Include link the Building SEL Skills handouts in the chat box during the event. |
| **Gather feedback.**   * Allow attendees time to complete National PTA’s online evaluation at the end of the session.   *For in person events:*   * Include the URL to the online survey on the last slide. * Include the URL to the online survey at the bottom of the agenda. * Consider having paper copies of the survey available for participants to complete.   *For virtual events:*   * Include the URL address to the online survey in the chat box. |
| **Keep families engaged.**  Consider how you can use this event to keep families engaged or boost membership.   * Share information on how to join your PTA at your event or in follow-up communication. * Send a thank you email to all families who participated in your event.   + Include information about any upcoming mental health events your school is planning.   + Include a link to the event survey.   + Include copies of the Building SEL Skills family handouts.   + Include link to other National PTA Healthy Minds [resources](https://1pta.sharepoint.com/sites/ProgramsPartnerships/Shared%20Documents/Programs/Healthy%20Minds/All%20Resources/Ready%20for%20Rachel%20Review/pta.org/healthyminds).   *The participant email* [*template*](https://www.pta.org/docs/default-source/files/programs/mental-health/session-resources/volunteer-thank-you---sel.docx) *has sample language you can use.* |
| **Thank speakers and volunteers.**  Within a day after the event:   * Send a thank you email to all volunteers and planning team members who helped make the session possible. * Send a thank you to all guest speakers.   *The volunteer thank you email template has sample language you can use.* |