Dear (Mr./ MS) \_\_\_\_\_\_\_\_

Formerly, the Missouri Coordinated School Health Coalition advocated for the Coordinated School Health Program for schools throughout Missouri. The Centers for Disease Control and Prevention (CDC) and the Association for Supervision and Curriculum Development (ASCD) recently released an expansion and update of the model known as the Whole School, Whole Community, Whole Child Model (WSCC). “ The WSCC model focuses its attention on the child, emphasizes a school-wide approach, and acknowledges learning, health, and the school as being a part and reflection of the local community.”

The campaign focuses on the informing school administrators, parents, health professionals, and the general public about this new model. This campaign also creates awareness for our coalition to be used as a possible resource for individuals who want to learn more about school health.

Enclosed is a 30 second radio public service announcement, as well as its corresponding PSA script. We hope you will consider putting the PSA in rotation. With your help, we can raise awareness of this new model and emphasize the importance of a collaborative approach to ensure the health of our students.

I will be in touch shortly to determine your interest in airing this PSA. For more information about the WSCC model or the Missouri Coordinated School Health Coalition, please visit <http://www.healthykidsmo.org/index.php>.

In the meantime, you can reach me at (xxx) xxx-xxxx or info@healthykidsmo.org. Thank you for your consideration

Regards,

XXX

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