

SCHOOL STAKEHOLDER INTERVIEW PROJECT

Michael & Susan Dell Center for Healthy Living at
The University of Texas Health Science Center at Houston (UTHealth) School of Public Health in Austin

The School Stakeholder Interview Project was a qualitative study aimed at understanding the attitudes, preferences, and priorities of school administrators, teachers, and parents in regards to child health research in schools. This information will be used to improve strategies for recruiting and retaining research study schools and participants, as well as to guide future child health projects.

RECOMMENDATIONS FOR RECRUITING AND ENGAGING SCHOOLS

- Know district research recruitment process and policies
- Prioritize relationship building throughout process
- Emphasize connection between health and academics to encourage principal and administration buy-in
- Identify key gatekeeper in each school and involve them in implementation and communication
- Designate a research coordinator to provide implementation support and monitoring

HEAR FROM A SCHOOL ADMINISTRATOR:

“It’s oftentimes a sales job, just helping them clearly understand how this is going to help the child long-term.”

RECOMMENDATIONS FOR RECRUITING AND ENGAGING TEACHERS

- Reach out to teachers in person at staff meetings and professional development
- Provide monetary incentives, free curricula, and/or classroom supplies
- Provide materials/activities that align with curricula or pre-packaged activities

HEAR FROM A TEACHER:

“{Teachers} have so many things on their plates. Convincing them that academics is not all that we need to do right now, we need to focus on their {students} health.”

RECOMMENDATIONS FOR RECRUITING AND ENGAGING PARENTS

- Emphasize the health and/or education benefit for the child
- If program involves parents or whole family, provide childcare and food
- Communicate through all channels (e.g. flyers, text messages, website, social media)
- Communication should be easily understood and disseminated in multiple languages
- Provide monetary incentives, and/or connect incentives to program content to reinforce messages

HEAR FROM A PARENT:

“I would be convinced if it’s in relation to health and for my children, my family, and my community.”

RECOMMENDATIONS FOR RESEARCHERS

- Consider intervention programs Pre-K through 12th grade, as elementary schools are often most used in research
- Intervention program activities and lessons should be short and simple to implement, as well as available digitally and free
- Create family-based programs
- Report results back to schools in a timely manner
- Expand partnerships into diverse sectors (businesses, faith-based, etc.)

HEAR FROM A SCHOOL ADMINISTRATOR:

“I think it’d be great if we could all come together and meet to talk about needs, gaps, challenges, and how we can work as a team as opposed to working in silos.”

To learn more about the School Stakeholder Interview Project, visit

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