

Key Talking Points

from Guidebook II page 33

One reason for developing a thorough dissemination plan is to maintain control over how the results are interpreted.

How you present CHKS findings affects how the public and media respond to them.

Here are six key talking points that you might want to emphasize:

- No community is without problems that need to be identified and addressed.
- Drug use, violence and other health risks are not just school issues; they are society, community, and family issues.
- Schools are often safe havens in their communities.
- The CHKS results help districts focus resources and develop programs. To address any problem, you first need to identify and understand it.
- Reducing risk behaviors and promoting positive youth development are key efforts to improve schools and promote academic success among all students.
- Our goal is to determine how to support and help our community's youth to lead healthy, satisfying, and productive lives.