



School Nurse Website Toolkit

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Clinical Issue/Practice Problem

Misunderstood Role of the School Nurse

Underutilization or elimination of School Nurse positions

Risk of health & safety of children in school

Summary of the Supporting Literature

- Promote School Nurse Visibility
- Change the Public Narrative With:

School Nurse Websites 1,2,3,6,8

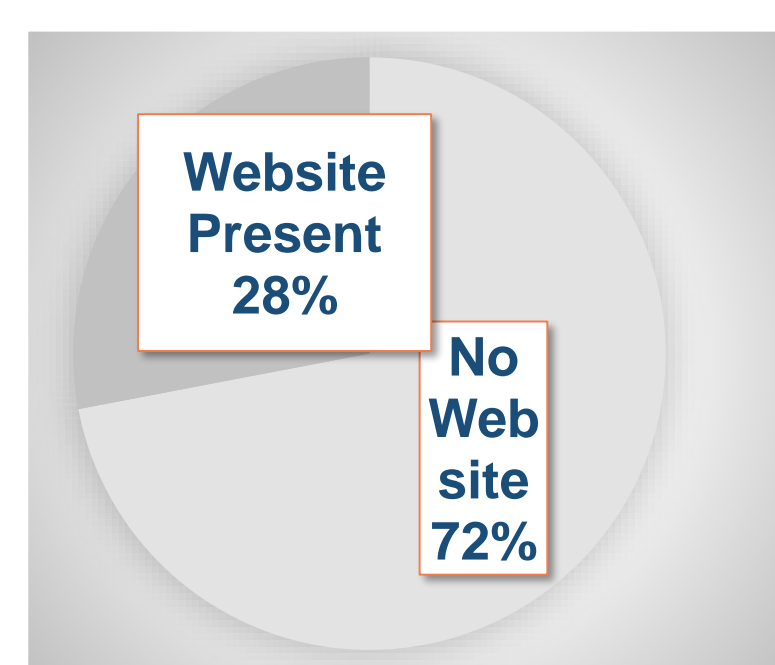
Social Media 3,4,6,7,8

NASN E-Tool Kit⁵

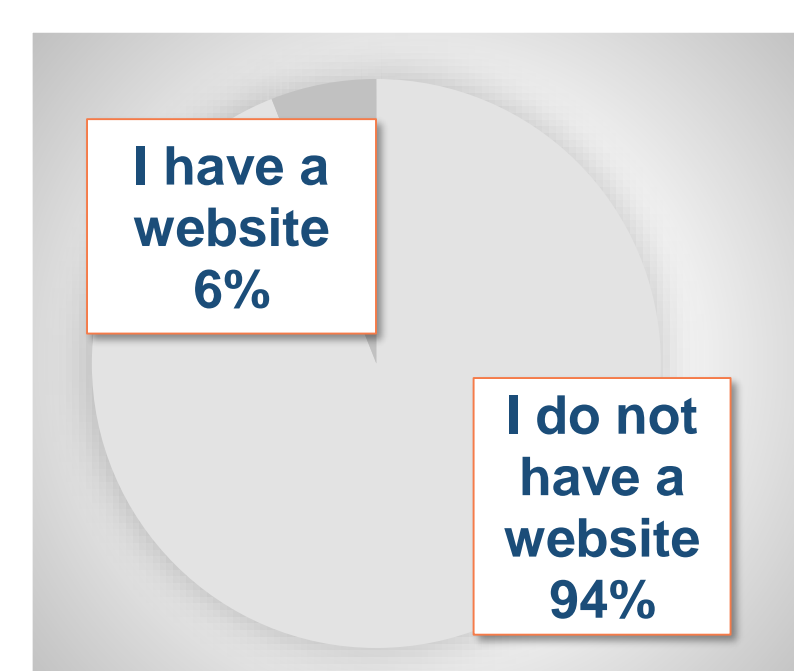


Needs Assessment: Are School Nurses Promoting their Role with Websites?

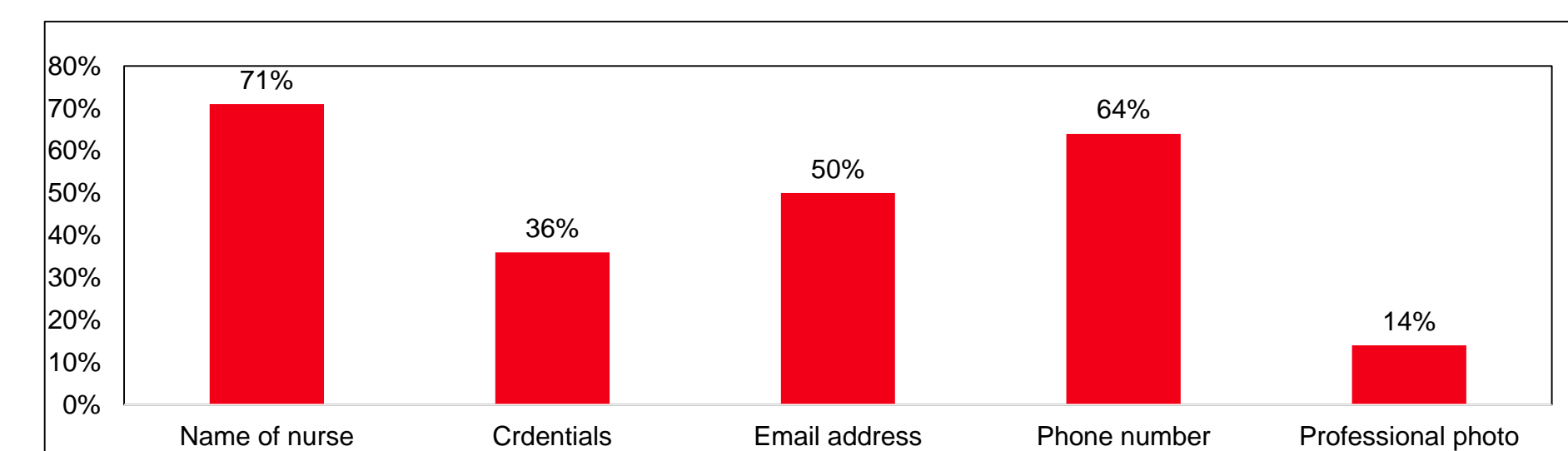
National Website Audit



National Website Survey



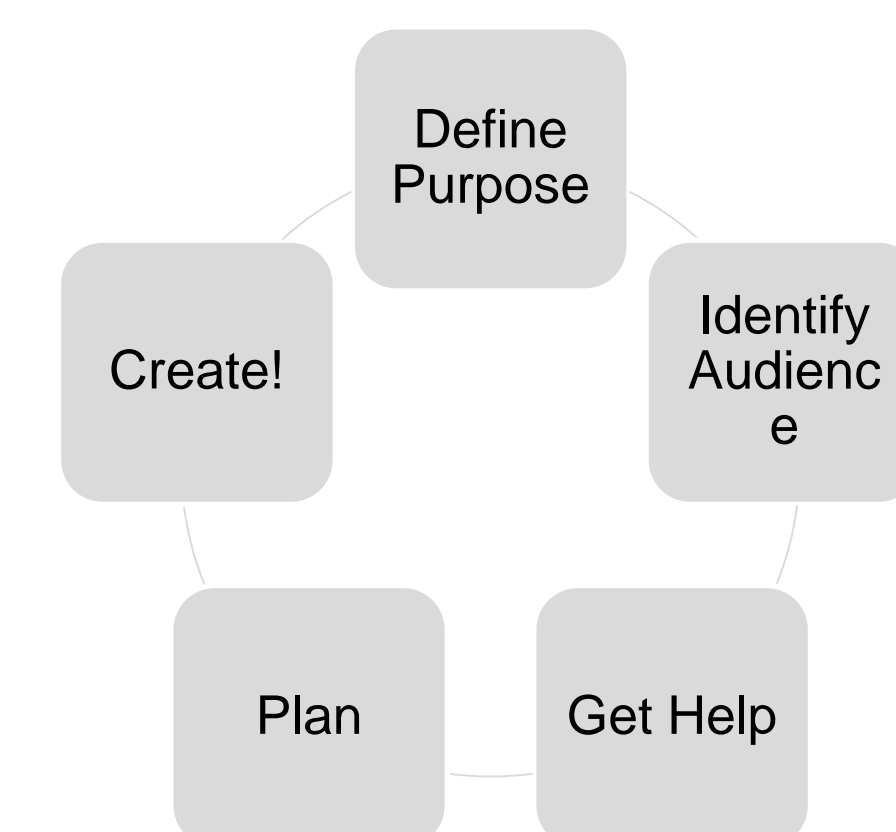
Professional Content of Websites



Informational Content of Websites	Percent of Websites containing content
Medication Administration in School	50%
Guidelines for Keeping Children Home from School	43%
Mandated Exams & Immunizations	36%
Food Allergy Management	29%
Management of Chronic Diseases in School	29%
Lice	21%
Description of Screenings in School	21%
Description of Health Services Delivery Model	14%
Influenza	7%
Mission & Vision of School Health Services	7%

Website Tool kit

Website Development Process



Website Content Recommendations from Literature and School Nurse Experts

Technology Page Design Color & Contrast Font & Text Literacy Level Minimal Medical Terms Links & Images	Professional Image Name Educational & Licensure Credentials Contact Information Nursing experience Specialized Training Professional affiliations
Professional Responsibilities Guided by National Standards Keeping children healthy, safe & ready to learn Chronic disease management Research Disease prevention	School Board Policies Physical & Immunization Compliance Food Allergy Management Medication Administration Communicable Disease Management Wellness Policy
Health Forms Physical, Dental, and Vision exams Medication Administration Chronic disease forms Food Allergy Action Plan Release of Information	Screenings and Education Vision Hearing Hand hygiene Dental hygiene Puberty
Local Health Resources County & State Health Departments Nutrition Assistance Health Clinics Counseling services	Resources for Chronic Health Conditions American Diabetes Association Centers for Disease Control Epilepsy Foundation Asthma & Allergy Foundation Food Allergy Research & Education
Health Promotion CDC – My plate, Influenza, Vaccines, Concussion Poison Control Fitness for Children Adverse Childhood Experiences Trauma Informed Care	Social Media Links School and/or District Facebook Page School and/or District Twitter Account

Access to Tool Kit

Sample Website Using Google Sites

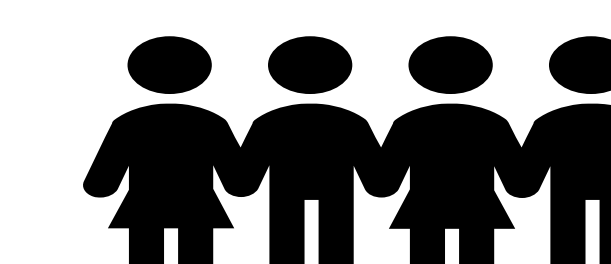
NASN Website and Webinar

Clinical Implications for Practice

Advancing an accurate school nurse public narrative

Increase in school nurse staffing

Positive student health outcomes



Key References

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