Memorandum

To:
Directors of Education
Secretary-Treasurers and Supervisory Officers of School Authorities
Director, Provincial Schools Branch

From:
George Zegarac
Deputy Minister

Date:
October 30, 2014

Subject:
Parent Consultation on the Human Development and Sexual Health Component of the Elementary Health and Physical Education (HPE) Curriculum via Online Survey

As I indicated at the fall regional symposia, the Ministry of Education is moving forward with additional consultations with parents who have children in publicly funded elementary schools on the Human Development and Sexual Health Component of the elementary Health and Physical Education (HPE) curriculum. We require your assistance in communicating information about the survey process to principals and Parent Involvement Committee (PIC) chairs.

Survey Process

A parent representative from the school council of every publicly funded elementary school in the province and a representative of every board’s PIC will have the opportunity to share their perspectives on the Human Development and Sexual Health Component of the elementary HPE curriculum via an online, secure survey. We require each principal to identify a parent representative from their school council to complete the survey. Each PIC chair is also asked to identify a PIC representative to complete the survey.
The ministry has contracted a public affairs research company, Pollara Strategic Insights, to administer the online survey. On November 12, 2014, Pollara will be emailing every elementary school principal and every PIC chair a unique, single-use URL link which provides the identified parent representative with access to the secure survey. The survey is secure and may only be accessed by using this link. Upon receipt of the email from Pollara (with the link to the survey), principals and PIC chairs will be asked to forward the information to the parent representative. To preserve the anonymity of parents who will be completing the survey, Pollara Strategic Insights will be communicating with principals and PIC chairs only (not parent representatives).

This survey contains 10 questions and we anticipate that it will take the parent representative no more than 20 minutes to complete.

**Action Required and Timelines:**

We are requesting that you inform your board’s PIC chair and every elementary school principal about the survey process and of the email they will receive from Pollara Strategic Insights on November 12, 2014.

The table below outlines the survey process, required action and timelines.

<table>
<thead>
<tr>
<th>Date:</th>
<th>Step:</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 30-31, 2014</td>
<td>Directors of education inform principals and PIC chairs about the upcoming survey process, with direction to expect an email from Pollara Strategic Insights on November 12, 2014, with the subject line: Parent Survey - Health and Physical Education curriculum. Please include the three attachments referenced under this table.</td>
</tr>
<tr>
<td>By November 4, 2014</td>
<td>Directors of education staff email board’s most recent contact list for all elementary schools and principals to <a href="mailto:sean.kerr@ontario.ca">sean.kerr@ontario.ca</a>. The contact list needs to include (in separate columns):</td>
</tr>
<tr>
<td></td>
<td>• Principal’s name</td>
</tr>
<tr>
<td></td>
<td>• Principal’s e-mail</td>
</tr>
<tr>
<td></td>
<td>• School name</td>
</tr>
<tr>
<td>Date:</td>
<td>Step:</td>
</tr>
<tr>
<td>---------------</td>
<td>-----------------------------------------------------------------------</td>
</tr>
<tr>
<td>By November 4, 2014</td>
<td>- School address</td>
</tr>
<tr>
<td></td>
<td>- Grades attending this school (e.g., Gr. 1-6; Gr. 1-8; Gr. 6-8; Gr. 6-12).</td>
</tr>
<tr>
<td></td>
<td>Provide the list in Microsoft Word or Excel format or use the attached template.</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> Accurate contact information will help ensure that principals receive the email from Pollara Strategic Insights containing the survey information and unique, single-use URL link.</td>
</tr>
<tr>
<td>November 3-7, 2014</td>
<td>Upon receiving communication from directors of education about the survey process, principals and PIC chairs identify a parent representative to complete the survey from the school council and PIC, respectively.</td>
</tr>
<tr>
<td>November 12, 2014</td>
<td>Principals and PIC chairs receive an email from Pollara Strategic Insights containing a) information about the survey process; b) a unique, single-use URL link to the survey; c) Background Information for Parents (HPE); d) a copy of the survey; and e) the FAQ document for administrators and PIC chairs.</td>
</tr>
<tr>
<td></td>
<td>Principals email the survey information, link and parent backgrounder to the parent representative.</td>
</tr>
<tr>
<td></td>
<td>PIC chairs email survey information, link, and parent backgrounder to the parent representative.</td>
</tr>
<tr>
<td>November 13/14, 2014</td>
<td>If principals do not receive an email from Pollara (<a href="mailto:surveys@pollara.com">surveys@pollara.com</a>) by November 13, they may wish to check their ‘junk email’ or ‘spam’ folder.</td>
</tr>
<tr>
<td></td>
<td>Ministry staff may follow up with boards in cases where email communications being sent from Pollara Strategic Insights to principals are being filtered out by board firewalls.</td>
</tr>
<tr>
<td>November 12-28, 2014</td>
<td>Parent representatives may complete the survey at any time between November 12 and 28.</td>
</tr>
</tbody>
</table>
Attached for your reference, and for transmission to elementary school principals and the PIC chair in your board, are the following:

- A copy of the survey;
- Background Information for Parents (HPE); and
- Frequently Asked Questions (FAQ) about the survey process for directors of education, principals and PIC chairs.

**Curriculum Finalization and Implementation**

We are building on our strong record of consulting and working cooperatively with our partners in education – including parents – to ensure the health, safety, well-being and success of our students.

The insights shared by parents will be considered alongside academic literature, expert advice and the extensive consultations already completed to finalize the curriculum, develop parent and educator resources, and to plan for the curriculum’s successful implementation in partnership with educators, parents and the community.

An updated Health and Physical Education curriculum for Grades 1-12 will be implemented in Ontario classrooms beginning in September 2015.

To support Ontario’s renewed goals of achieving excellence, ensuring equity, promoting well-being and enhancing public confidence in the education system, the Ministry of Education remains committed to providing all students with the best information possible to help them make informed decisions about their health and well-being. Together, we can work together to help all students be healthy, safe and successful.

The FAQ document we have provided will help you, your principals and PIC chair with any questions about the survey process.

Thank you for your support.

Sincerely,

George Zegarac
Deputy Minister
Attachments: Copy of Parent Survey (for reference)
   Background Information for Parents (HPE)
   Frequently Asked Questions (FAQs)
   Principal contact list template

c: Frank Kelly
   Executive Director, Council of Ontario Directors of Education

   Nadine Bisson Trépanier
   Executive Director, Association des directions et directions adjointes des écoles franco-ontariennes

   Alayne Bigwin
   Director, Aboriginal Education Office

   Denys Giguère
   Director, French Language Education Policy and Programs Branch

   Karen Gill
   Director, Curriculum and Assessment Policy Branch

   Kathy Verduyn
   Director, Field Services Branch

   Regional Managers