



Clark County School District
Health and School Safety Tools
Public Service Announcements

Background

All Clark County School District (CCSD) schools are equipped with life-saving tools for specific emergencies. These tools are provided to schools to help students and staff feel safe. These include:

- Automated External Defibrillators (AED)
- Epinephrine (Epi-Pens)
- Naloxone nasal spray (NARCAN)
- Stop the Bleed Kits

After determining the need to use any of these tools, emergency medical personnel must be contacted for continued care of the impacted person while staff are addressing the emergency.

Public service announcements (PSAs) have been specifically designed for target audiences: elementary school students, middle school students, high school students, and the larger (adult) community. Each PSA is approximately 55–75 seconds in length.

Schools are requested to:

- Link the corresponding grade-level PSA and the community PSA to school websites.
- Show the appropriate grade-level PSA to all students no later than Friday, August 16, 2024.
 - Suggested viewing ideas:
 - Designated classroom/whole group (i.e., first period)
 - Assembly
 - Canvas activity
 - Other principal-deemed delivery to the stakeholders
- Show the PSA (aligned to the school level and community versions) to the members of the School Organizational Team during the September and October meetings to allow viewing for former and newly elected members.
- Select to show the PSA aligned to the school level during open house events.

The CCSD Communications Unit will collaborate and coordinate with local news agencies for the PSAs to be included in all July and August back-to-school media campaigns.

Links

Elementary Schools: <https://bit.ly/heartedES>

High Schools: <https://bit.ly/heartedHS>

Middle Schools: <https://bit.ly/heartedMS>

Community: <https://bit.ly/heartedcom>

Contact Information

For additional information, please contact Diane Lewis, executive director, Health Services Department and Inclusive Schools, at (702) 799-0812 or at lewism@nv.ccsd.net; or Sheri McPartlin, director/chief nurse, Health Services/School-Based Health and Provider Relations, at (702) 799-7443 or at mcparsa@nv.ccsd.net with any questions.