



Dear Highline Parent,

We are excited to announce that Highline School District, with the support of the Office of the Superintendent of Public Instruction, will be launching a social norms campaign focused on student safety, healthy relationships, and respect. Social Norms campaigns capture the values already important to a community and reflect them back, allowing us to see the commitment we already have to treating one another with care and respect.

This campaign will include two components. During the week of April 17th thru 21st we will be asking middle and high school students to complete a brief survey about their attitudes and beliefs related to safety and sexual consent. This survey will be anonymous and focus only on beliefs and opinions – not behavior. The district will develop posters, events and other campaign materials with the data that was collected, allowing students to see that their community overwhelmingly believes in the values of consent, respect and kindness.

Social norms campaigns have been well researched and are known to be effective at increasing positive behaviors. When students know that their peer community shares their values, they are more likely to act on those values. We know that these issues are important to Highline students, staff and families, and we want to leverage the thoughtfulness already in our communities.

If you have questions about the survey your student will be taking, or the campaign that will follow from the data, please contact Derek Severson or Nikki Fogerty.

Thank You,

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