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**POLICY P 046 SCO**

**TITLE: DISTRIBUTION OF MATERIALS TO THE HOME VIA STUDENTS  
COMMUNICATION MATERIALS IN SCHOOLS**

**Date Authorized:** August 1998  
**Last Revised:** XXXXX  
**Last Reviewed:** XXXXX

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**COMMITMENT TO INDIGENOUS RIGHTS, HUMAN RIGHTS, AND EQUITY**

The Board recognizes its responsibility to ensure that OCDSB policies and procedures promote and protect Indigenous, equity, and human rights and to seek to address and eliminate racism and structural and systemic barriers for students, staff, and community.

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**1.0 OBJECTIVE-RATIONALE**

To establish a framework for distribution of materials to the home via students, ensure that communication materials distributed in schools comply with relevant legislation and Ottawa-Carleton District School Board (OCDSB) policies and procedures, and support student achievement and a sense of belonging.

**2.0 DEFINITIONS**

Please refer to Appendix A for a list of definitions used in this policy.

**3.0 POLICY GUIDING PRINCIPLES**

3.1 The Board endorses sending home with students such materials as notices and newsletters authorizes the distribution of communication materials in schools, where the material is directly related to school activities or is of to create awareness of and/or promote educational programs, services, issues, events, and community activities of specific interest to the school community.

3.2 In general, the level of expenditure on communication materials shall be appropriate to the OCDSB status as a taxpayer-funded organization whose primary purpose is to educate students.

**4.0 SPECIFIC DIRECTIVES**

4.1 All communication materials authorized for distribution in schools shall adhere to:  
a) *Canada's Anti-Spam Legislation (CASL);*

- b) *the Accessibility for Ontarians with Disabilities Act (AODA)*; and
  - c) OCDSB policies and procedures.
- 4.2 ~~It is the principal's responsibility to ensure that any information distributed via students conforms to relevant statutes, regulations, and Board policies and procedures.~~
- 4.3 All Advertising Materials distributed in schools shall undergo a central approval process, which may be adapted as needed. This process shall include an authorization for the use of the OCDSB Logo.
- 4.4 The District shall exercise due diligence in determining the communication medium that maximizes cost efficiency and reduces the overall environmental footprint.
- 4.5 ~~Materials distributed to homes via students shall clearly identify the source.~~
- 4.6 ~~Each school shall act as a focal point for dissemination of school and Board information and for the fostering of two-way communication between the school and its community.~~
- 4.7 The distribution of any of the following materials may be authorized by the District:
- a) materials on District-specific programs and events (i.e., Kindergarten Registration Period, Student Transfer Period, Board and Committee Meetings, Public Consultation Opportunities);
  - b) public health, safety, and essential notices requested for distribution by government organizations or agencies;
  - c) distribution of materials from school councils regarding matters of interest to the school community to fulfill their duties to advise and consult parents., ~~the Board will distribute facilitate communications to parents and students.iesby sending home with students materials for distribution by the school councils for the purpose of fulfilling school councils' duties to advise and to consult parents about; and~~
  - d) materials from centrally-approved vendors, service providers, or OCDSB centrally-approved partners.
- 4.8 The distribution of any of the following materials shall not be authorized:
- a) materials not supporting student education and wellbeing;
  - b) materials that promote services directly competing with the OCDSB or any of its programming. Exceptions may be made on a case-by-case basis if, in the opinion of staff, a school may be in need of such services;
  - c) ~~The use of students to distribute~~ materials that ~~openly~~ lobby for a political party or candidate;
  - d) materials that are religious in nature;
  - e) materials that recruits students from other school districts;

- f) materials that contain is slanderous or offensive content is not permitted; and
- g) materials by permit holders under the community use of schools.

4.9 All District-originated communication materials shall contain the OCDSB logo, the complete website, phone, and address information.

4.10 The use of schools to distribute or circulate holy books or any religious materials that promote a particular religion or set of beliefs is not permitted except for activities normally associated with community use outside of the regular instructional day.

4.11 The principal, in consultation with the school council, may choose to provide public service announcements in the school newsletter about community activities and/or resources available to students and their families.

## 5.0 APPENDICES

Appendix A: Policy Definitions

## 6.0 REFERENCE DOCUMENTS

[\*The Education Act\*, 1998, Section 265](#)

[\*Ontario Regulation 298 - Operations of Schools, General\*](#)

OCDSB Board Policy [P 014 SCO - School Councils](#)

OCDSB Policy [P 100 IT - Appropriate Use of Information Technology](#)

OCDSB Policy [P 121 GOV - Accessibility](#)

OCDSB Policy [P 122 GOV - Election Activities](#)

OCDSB Policy [P 045 GOV - Partnerships, Sponsorships, Donations and Cooperative Ventures](#)

OCDSB Policy [P 052 SCO - Fundraising in School](#)

OCDSB Procedure [PR 540 SCO - Fundraising in Schools](#)

OCDSB Procedure [PR 536 SCO - School Communications - Distribution Of Materials To The Home Via Students](#)

OCDSB Procedure [PR 642 COM - Distribution of District Publications by Central Departments](#)

## APPENDIX A: POLICY DEFINITIONS

In this policy,

**Board** means the Board of Trustees.

**District** means the Ottawa-Carleton District School Board.