



Standard Operating Procedure (SOP)

Health Promotion in Education Settings (HPES) Celebration and Good Practice Sharing Protocol

Introduction

South Gloucestershire's Health Promotion in Education Settings (HPES) programme seeks to achieve consistency in its approach to recognising and celebrating the significant efforts schools make to support the health and wellbeing of pupils, families, and staff.

Achieving this aim involves seeking effective and impactful ways to:

- Celebrate a school's health and wellbeing-related achievements with their peers.
- Actively support schools to share, adapt and adopt effective practice across the system.
- Share and promote effective and / or best practice
- Showcase a school's impact within the wider South Gloucestershire community

A copy of this Standard Operating Procedure will be shared with any school that engages with HPES awards, quality marks or health promotion projects.

Purpose

The purpose of this protocol is to:

- Ensure the HPES programme defines a clear and consistent set of procedures and actions that can help it achieve the previously stated aim.
- Ensure these procedures and actions are clearly and consistently communicated to any school engaging with HPES awards, quality marks or health promotion projects.

Eligibility for Celebration

Schools will be encouraged and supported to celebrate where they have achieved or demonstrated impact in one or more of the following areas:

- **Delivery of a health and wellbeing project or initiative**
A school-led or community-based activity that has had a positive impact on health and wellbeing outcomes.
- **Completion of a South Gloucestershire Council Health and Wellbeing Award**, including:
 - Healthy Roots Quality Mark
 - Mental Health and Wellbeing Award
 - Food and Nutrition Award
- **Achievement of HPES recognition status:**
 - Beacon Setting status
 - Beacon+ (Exemplar) Setting status
- **Achievement of approved external health and wellbeing awards** (where appropriate)

Supporting the Sharing of Good Practice

To ensure that effective practice is not only recognised but actively shared and replicated, the HPES programme will take a proactive role in supporting schools to disseminate their work. HPES will:

- **Support short case studies** using a simple template (context, approach, impact, key learning).
- **Facilitate sharing opportunities** by inviting schools to present at networks/briefings and offering light-touch support (e.g. slides, key messages).
- **Maintain a central repository** of examples and resources, organised by theme.
- **Focus on transferability** by highlighting practical steps, success factors, and tips for other settings.
- **Recognise contribution** from schools that actively share and support others.
- **Minimise workload** and respect school capacity by offering flexible sharing formats (e.g. brief write-ups, short presentations, or recorded inputs) and providing support to translate existing work into a shareable format.

Schools will be encouraged to contribute examples of practice when completing awards, delivering projects, and where effective practice is identified through engagement with Headteachers, PSHE leads, Mental Health leads, and pastoral staff.

Celebration and Promotion Opportunities

All celebration activity will, where appropriate, include a focus on sharing transferable learning to support other schools.

With school consent, the HPES can support recognition and dissemination of achievements through the following channels:

1. Council Bulletins

Content may be included in:

- Public Health and Wellbeing Bulletin (for PSHE leads, pastoral leads, and mental health leads)
- Heads' Bulletin
- Inclusion Bulletin

All content will be agreed in writing with the school prior to publication.

2. Professional Networks and Meetings

Achievements may be shared at key forums, including:

- South Gloucestershire Council (SGC) Heads' Briefing
- Mental Health Leads Network

Schools may:

- Present their work directly, or
- Request the HPES leads to present on their behalf (with prior agreement)

HPES will prioritise opportunities where practice can be shared with a clear focus on replication and practical application.

3. Social Media Promotion

SGC cannot post about schools' achievements on social media platforms directly, however, the HPES programme can support amplification of school achievements through social media by:

- Sharing or reposting school content, where the HPES team are notified.
- Encouraging schools to tag South Gloucestershire Council accounts

For details of SGC social media accounts, see:

[Social media | South Gloucestershire Council](#)

HPES supplies digital certificates and Logo's which schools are welcome to use on their websites and social media channels.

4. Use of Award Feedback

Schools are encouraged to:

- Use award feedback in communications with their communities
- Include feedback in promotional or media materials

Where quotes from SGC feedback are used, these must be:

- Accurate
- Presented in full (not edited or selectively quoted)

Approval and Consent

- All celebration activity lead by the HPES programme on behalf of the school will be undertaken with the school's explicit written consent.
- Any written or published content produced on a school's behalf by the HPES programme will be shared with the school for approval prior to publication / dissemination.
- Schools that seek or agree to have their achievements celebrated and promoted by external media publications are asked to ensure that the HPES programme leads are aware of this and have approved the use of HPES quotes/ feedback.

Review

This protocol will be reviewed annually to ensure it remains fit for purpose.