

Subject: Materials for Distribution in Schools
Effective: September 22, 1967
Revised: June 1994; September 2003, August 1, 2006, March 31, 2017; October 18, 2018

1.0 PURPOSE

This policy establishes the requirements and guidelines for materials distributed in the public school system.

This policy also outlines the requirements and guidelines for student and/or school personnel participation in contests, questionnaires and surveys in public schools.

2.0 APPLICATION

This policy applies to all New Brunswick public schools. It does not apply to public libraries in schools, library materials or the distribution of such materials.

3.0 DEFINITIONS

Distribution refers to the circulation or dissemination of materials by any means, including free hand outs, selling or accepting donations for materials, or posting or displaying materials.

Materials refers to all printed and electronic items intended for distribution in a public school. Examples include, but are not limited to, leaflets, stickers, brochures, buttons, flyers, petitions, posters, questionnaires, surveys, contests, audio and audio/visual media, any electronic data storage device such as a USB key, etc.

Partisan political activity refers to any activity which involves direct or indirect support of, or opposition to, any political party or candidate of a public office, including any member or mandate, at the local, provincial or national level.

School activity refers to any activity sponsored by the school, school district and the Department of Education and Early Childhood Development, including but not limited to, classroom work, library activities, physical education classes, official assemblies and other similar gatherings, school athletic contests, band concerts, school plays, and in-school lunch periods.

School personnel, as defined in the *Education Act*.

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4.0 LEGAL CONSIDERATIONS AND AUTHORITY

[Education Act](#), Sections:

Section 6(b)(iii), 6(b.2), Educational goals and standards, curriculum and materials

Section 28(2)(c), Duties of principals

5.0 Goals / Principles

5.1 Informational materials and participation in contests and questionnaires with educational relevance can engage students in a way that fosters, extends and recognizes each student's creative, artistic and problem-solving potential.

5.2 The Department of Education and Early Childhood Development believes that children deserve to learn in an environment that is free of propaganda. Non-school-sponsored materials in or on school property must occur without compromising education or the learning environment.

6.0 REQUIREMENTS / STANDARDS

6.1 Distribution of Materials

6.1.1 All requests to distribute materials in one or multiple schools must receive the approval of the Superintendent.

6.1.2 Materials intended for distribution must be:

- a) related to the New Brunswick curriculum or academic pursuits;
- b) well prepared, using appropriate language that is grammatically correct;
- c) age appropriate when intended for students; and
- d) only in the language of the school or, if intended for classroom use, in the language of instruction of the classroom.

6.1.3 Materials of a religious nature are subject to the following process:

- a) A permission slip must be sent to parents asking if they wish their child to receive the religious material in question. The parent has the right to accept or decline.

- b) Sending religious material home with the child when a permission slip has not been returned beforehand to the school is not allowed.
- c) c) If parents actively request the receipt of religious material, by signing a permission slip sent home from school, then the school may respond to those requests. Only children whose parents request the material by signing the slip will receive it.

6.1.4 Distribution of the following is always prohibited:

- a) Materials that could cause foreseeable harm to students or others.
- b) Materials that are of a partisan political nature, or the distribution of which could be considered a partisan political activity. This may include requests to support either directly or indirectly events or issues, or distributing materials whose purpose is an attempt to sway other people's opinion of events or issues, regardless of its magnitude. (E.g.: "Save our arena", distributing information about the positives or negatives of natural gas exploration, etc.)
- c) Materials of a discriminatory nature pertaining to race, colour, religion, national origin, ancestry, place of origin, age, physical disability, mental disability, marital status, gender identity, sexual orientation or sex.
- d) Materials that would be objectively considered:
 - sexually inappropriate
 - libelous
 - harmful to a person's reputation
 - indecent
 - violent
 - insulting
 - harassment
- e) Materials which advertise any product or service inappropriate for minors such as the use of tobacco or vaping, cannabis, alcohol, or gambling.
- f) Materials intended for promotion, profit or other commercial purposes, unless permitted under section 6.1.6.

6.1.5 Any materials distributed without permission or otherwise violating this policy will be confiscated and disposed of.

6.1.6 Materials distributed in the public school system must be in compliance with [Policy 315](#) – *School/Community Partnerships and Sponsorships*.

7.0 GUIDELINES / RECOMMENDATIONS

- 7.1 In making decisions regarding distribution, the school or school district as the case may be, should consider factors including, but not limited to, the following:
- the volume of the materials to be distributed
 - whether distribution would require assignment of school district staff, use of school district equipment or other resources;
 - whether materials promote the positive attitudes of sharing and cooperation and encourage participation rather than competition; and
 - whether distribution would require that external persons be present on the school grounds.
- 7.2 Where it is unclear whether materials are appropriate for distribution or if a request for distribution raises questions or concerns, the superintendent should request the Department of Education and Early Childhood Development's involvement in the decision.
- 7.3 The school administration should be responsible for the time, place and manner of distribution consistent with the provisions of this policy.
- 7.4 The distribution of any materials should not unduly impact on instructional time.
- 7.5 Due considerations should be given to the time required for school personnel and student participation in any contest, survey or questionnaire. The activities should not require excessive work on the part of the student or school personnel nor place a demand for extra resources on the school.

8.0 DISTRICT EDUCATION COUNCIL POLICY-MAKING

District Education Councils (DECs) may develop any additional guidelines and procedures necessary to implement this policy.

9.0 REFERENCES

[Education Act](#)

[Policy 315 – School/Community Partnerships and Sponsorships](#)

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10.0 CONTACTS FOR ADDITIONAL INFORMATION

Department of Education and Early Childhood Development – Educational Programs and Services (506) 453-2155

Department of Education and Early Childhood Development – Policy and Planning Division (506) 453-3090

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