

At the direction of Executive Order 33 from Virginia Governor Glenn Youngkin, all school divisions in the Commonwealth had to develop a policy for cell phone-free education. In Portsmouth Public Schools, the policy limits cell phone use in middle and high schools to just before and after school. At the elementary schools, the policy outlines that cell phones are not allowed at all on school grounds. In order to outline the new policy as well as the benefits of not having cell phones in the classroom (specifically addressing mental health concerns), staff created a full campaign, including email notification, posters for schools, and this custom video. The video script was written with students serving as a type of ambassador for the change, highlighting the benefits and reminding classmates to keep phones off and out of the classroom. The video was posted on the division's social media pages, where on the Facebook page alone, it garnered 979 views. The video also lives on the custom webpage for the cellphone policy.