

Advocacy 101



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About Us

PPI - next
opportunity
Summer 2020!



Agenda/Objectives

Mythbusting Advocacy

Nuts and Bolts - how to communicate effectively

Micro-Advocacy - quick and easy ways to get involved

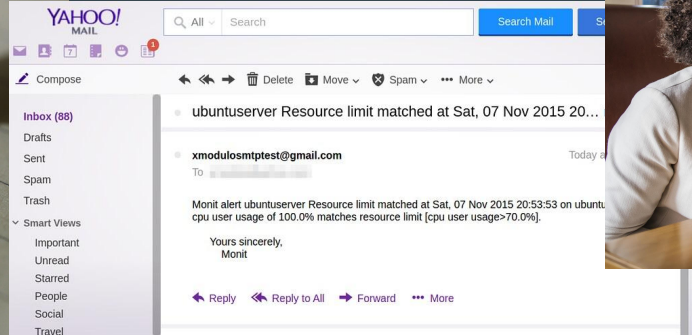
Social Media Basics

Importance of Relationship Building

Advocacy! Yeah! Activism! Yeah!



No, Be Cool



Mythbusting

I don't have that much time or energy

No one's going to listen to me

I'm afraid I'll get in trouble with my supervisor/school/district

I don't know how!

What else . . . ?

Maybe Seems Selfish?



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Too Much Time and Effort

- This is flexible—you can spend as much or as little time as you want
- Use the NASP website
- NASP will send you emails and post things on Facebook and Twitter that need action
- Make phone calls as you commute
- Ask friends and family members to help out
- Use social media to contact policy makers directly



Mythbusting

I don't have that much time or energy

No one's going to listen to me

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I don't know how!

Oh, They're Listening

The screenshot shows a web browser window with a Gmail inbox. The browser's address bar displays the URL: <https://mail.google.com/mail/u/0/?tab=wm&ogbl#inbox/FMfcgxDsFfdJcbggbpJJgmMDTJsQTTn>. The Gmail interface includes a search bar at the top, a left-hand navigation pane with folders like 'Compose', 'Inbox', 'Starred', 'Snoozed', 'Sent', 'Drafts', and 'More', and a contact list for 'Susan'. The main content area shows an email with the subject 'Re: Request to Fully Fund Title IV, A of ESSA in FY20'. The sender is identified as 'Office of U.S. Senator Marsha Blackburn' with the email address <donotreply@blackburn.senate.gov>. The email text reads: 'Thank you for taking the time to email me to share your thoughts and concerns. I want you to know that we read every single letter and e-mail that we receive. My goal is to be as accessible and responsive as possible in order to better understand the issues that are important to you. It is my commitment to respond to your input as thoughtfully and efficiently as possible. In order to best represent my constituents, I regularly meet with my staff to discuss the issues raised in correspondence like yours. We will be in touch with a more thorough response as soon possible. Thank you again for your email. I hope you will continue to share your thoughts with me. Sincerely, Marsha Blackburn, United States Senator'. At the bottom of the email, there are 'Reply' and 'Forward' buttons. The Windows taskbar at the bottom shows the system clock as 9:03 PM on 11/7/2019.

Tennessee General Assembl Re: Request to Fully Fur

https://mail.google.com/mail/u/0/?tab=wm&ogbl#inbox/FMfcgxDsFfdJcbggbpJJgmMDTJsQTTn

Gmail Search mail

Compose

Inbox 1

Starred

Snoozed

Sent

Drafts

More

Susan +

No recent chats
Start a new one

Re: Request to Fully Fund Title IV, A of ESSA in FY20

Office of U.S. Senator Marsha Blackburn <donotreply@blackburn.senate.gov>
to me

Wed, Nov 6, 10:26 PM (22 hours ago)

Thank you for taking the time to email me to share your thoughts and concerns.

I want you to know that we read every single letter and e-mail that we receive. My goal is to be as accessible and responsive as possible in order to better understand the issues that are important to you. It is my commitment to respond to your input as thoughtfully and efficiently as possible. In order to best represent my constituents, I regularly meet with my staff to discuss the issues raised in correspondence like yours. We will be in touch with a more thorough response as soon possible.

Thank you again for your email. I hope you will continue to share your thoughts with me.

Sincerely,

Marsha Blackburn
United States Senator

Reply Forward

9:03 PM
11/7/2019

Oh, They're Listening

In-person visits can impact decisions for lawmakers who are undecided up to 94% of the time

84%–92% of undecided lawmakers were influenced by individualized e-mails, personalized letters, or calls

(Fitch, Goldschmidt, & Cooper, 2017)

Mythbusting

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I'm not a lawyer, but I did talk to one. . . .

- ❖ Pickering v. Board of Education (1968)
- ❖ Garcetti v. Ceballos (2006)
- ❖ Bottom Line:

1) Did the employee speak as a private citizen on a matter of public concern? If “yes,” then

2) Did the speech outweigh the district’s “interest in efficiency” (i.e., cause disharmony among staff, interrupt normal operations, detrimental to working relationships)?



You have rights!

And you have a responsibility...



Mythbusting

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I Don't Know How to Advocate

The image shows a screenshot of a web browser displaying the National Association of School Psychologists (NASP) website. The browser's address bar shows the URL <https://www.nasponline.org/>. The website header includes the NASP logo with the text "NATIONAL Association of School Psychologists" and the tagline "Helping Children Thrive • In School •". Below the logo, there is a navigation menu with "About School Psychology" highlighted. A large QR code is overlaid on the center of the page. To the right, a sidebar menu is visible with sections for "Membership & Community" and "Resources For...". The bottom of the screenshot shows a Windows taskbar with various application icons and a system tray displaying the time as 2:01 PM on 11/6/2019.

NASP Ψ NATIONAL Association of School Psychologists
Helping Children Thrive • In School •

About School Psychology

Membership & Community

Resources For...
with Suicide

<https://www.nasponline.org/research-and-policy/advocacy>

2:01 PM
11/6/2019

“How,” con’t

The screenshot shows a web browser window with the URL <https://www.nasponline.org/research-and-policy/advocacy>. The page is titled "Advocacy" and is part of the "Research & Policy" section. On the left, there is a sidebar with the heading "In This Section" and a list of links: Communications Strategies & Resources, Policy Playbook, Proposed Bills, Personal Advocacy Tips, Government and Professional Relations (GPR) Committee, School Psychology Awareness Week (SPAW), and NCSP Parity. The main content area features a paragraph about NASP's legislative efforts, a "Tools and Resources" section with a photo of a person at a whiteboard and a list of links (Policy Playbook, Policy Issues, Proposed Bills), and an "Advocacy Action Center" section with a photo of the US Capitol and a "Take Action" button. The Windows taskbar at the bottom shows the date and time as 2:02 PM on 11/6/2019.

Home > Research & Policy


Advocacy

In This Section

- Communications Strategies & Resources
- Policy Playbook
- Proposed Bills
- Personal Advocacy Tips
- Government and Professional Relations (GPR) Committee
- School Psychology Awareness Week (SPAW)
- NCSP Parity

NASP works on legislative efforts in collaboration with partner organizations, coalitions, state associations, and individual advocates to support school psychologists and their communities. There are also grassroots advocacy opportunities for supporters of our policy stances. Grassroots participation in advocacy at the local, state, and federal level is crucial to the advancement of the profession of school psychology and increased access to comprehensive school psychological services. NASP has numerous resources to help you advocate for children and youth in your schools and communities.


Tools and Resources



NASP seeks to advance policies and practices that expand the role of the school psychologist to increase access to comprehensive school psychological services that improve the academic, behavioral, social-emotional, and mental health outcomes of children and youth. NASP makes available a variety of resources to assist in member advocacy, including a policy playbook to get you started on your advocacy efforts, and more in-depth resources on specific policy topics relevant to school psychology.

[Policy Playbook](#) [Policy Issues](#) [Proposed Bills](#)

Advocacy Action Center



Make your voice heard. NASP's Advocacy Action Center is a one-stop shop for you to advocate on the policy issues that matter to school psychologists by writing or calling your congressional representatives.

[Take Action](#)

“How,” cont

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<https://www.nasponline.org/research-and-policy/advocacy/personal-advocacy-tips>

2:02 PM
11/6/2019

“How,” con’t . . .

The screenshot shows a web browser window with the following elements:

- Browser Tabs:** 'Inbox (1) - sbclayton615@g', 'Advocacy', 'Personal Advocacy Tips'.
- Address Bar:** <https://www.nasponline.org/research-and-policy/advocacy/personal-advocacy-tips>
- Sidebar (Left):**
 - In This Section** (blue header)
 - Communications Strategies & Resources
 - Policy Playbook
 - Proposed Bills
 - Personal Advocacy Tips** (orange text)
 - Government and Professional Relations (GPR) Committee
 - School Psychology Awareness Week (SPAW)
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- Main Content Area:**
 - Introductory paragraph: "School psychologists have an inherent and critical responsibility to advocate for the students, families, schools, and communities they serve. Listed below are a few tips to being a good advocate. For more in-depth advocacy strategies and ideas, check out our Policy Playbook."
 - Respond to NASP Action Alerts.** At any given time, NASP will issue an action alert to bring your attention to an important piece of legislation or rule change that NASP is organizing member action on. In an Action Alert, NASP will generally ask you to visit the **Advocacy Action Center** to either submit a letter or make a phone call to your congressional representative and/or two senators from your state. Action alerts are generally made on social media (@NASPOnline on **Twitter** and **Instagram**; National Association of School Psychologists on **Facebook**) or, occasionally, via email. Additionally, be sure to engage with your state association, who may issue action alerts around state policy proposals impacting school psychologists.
 - Join our Rapid Response Team.** You may also opt to join our Rapid Response Team. By joining this network, you'll receive a limited number of emails asking you to amplify NASP's responses to various current events. Join now by simply filling out **this form**.
 - Read Communique.** NASP releases its newspaper, *Communique* (CQ), for its members eight times each year. The purpose of CQ is to keep members informed about the activities of the Association and about the critical issues and current practices in school psychology. In each edition, there is a column dedicated to the current public policy issues in the world of school psychology. Be sure to read this content to keep you informed on what's happening and how you can help.
 - Read the PolicyMatters Blog.** NASP's advocacy team maintains a blog with consistent, up-to-date information on its advocacy efforts, in addition to guest posts from advocates across the country doing work in their own states. Bookmark the blog and check it regularly to stay connected, and contact NASP's advocacy team to contribute.
 - Check the Advocacy Action Center.** NASP's Advocacy Action Center is the Association's one-stop-shop to advocate to your federal representatives for school psychology as a profession and issues that impact the kids and communities they work with. At any given time, the Advocacy Action Center will have multiple policies that it is organizing its membership to advocate for or against. Be sure to bookmark and check this page regularly, as there will often be new opportunities for you to send letters or make calls for or against various policy proposals - and it won't take more than 5 minutes!
 - Join the Advocacy and Public Policy Interest Group.** As a part of NASP's online community, there is an advocacy and public policy interest group designed to promote, discuss, and support the advocacy efforts of school psychologists across the country. You can join the interest group **here**.

The Windows taskbar at the bottom shows the time as 2:02 PM on 11/6/2019, with various application icons and system tray icons.

“How,” con’t

Home > Research & Policy


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[Take Action](#)

http://cqrceengage.com/naspsweb/home

2:02 PM 11/6/2019

“How,” con’t



Inbox (1) - sbclayton615@g Advocacy Advocacy Home

← → ↻ 🏠 cqrengage.com/naspweb/home?2 ⌵ ☆ ⌵ ⌵ ⌵ ⌵ ⌵

Helping Children Thrive • In School • At Home • In Life

Home

Take Action Now!

To write or call your elected officials, select one of the campaigns below. You will then be prompted to enter in some basic information about yourself. After you hit submit, a template letter will populate. Be sure to add your personal touch to the letter and edit it as you see fit - then hit submit. That's it! In just two minutes, you'll encourage your elected officials to support public policy issues that are important to school psychologists and NASP.

Support Comprehensive School Safety Policy and Practice

Urge your elected officials to support legislation to reduce school and community violence.

Remedy the Shortages in School Psychology

Urge Congress to support legislation to address the large shortage of students to school psychologists across the country.

Support the Increasing Access to Mental Health in Schools Act

Use this template letter to write to your congressional representatives and tell them to support and co-sponsor the Increasing Access to Mental Health in Schools Act.

End the Harmful Practice of Conversion Therapy

Write to your member of Congress and urge them to support the Therapeutic Fraud Prevention Act, which would ban reparative/conversion therapy.

Urge your Representatives to Combat Youth Suicide

During Suicide Prevention Week, write to your congressional representatives and urge them to support and co-sponsor legislation to combat youth suicide.

Policy Matters

Stay up to date on current policy and advocacy news! Policy Matters, NASP's policy and advocacy blog, contains policy news from Capitol Hill and across the country, helpful policy and practice guidance, and real-world examples of how NASP, state associations, and individual school psychologists are advocating for change at the national, state, district, and school building levels.

Find Your Elected Officials

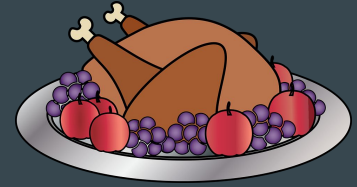
Enter your information here to find your state and federal representatives.

Prev Next

2:03 PM 11/6/2019

More mythbusting...

Not all advocacy is about talking to legislators!



Get that elevator speech ready!

... More on that later!

But what do I DO???

- Use your social media to contact legislators
- Get others involved
- Write a letter to the editor or an op-ed piece
- Get involved with TASP and/or NASP and then just do what we tell you to do (kidding! Okay, kinda kidding)
- Speak at a school board meeting
- Speak to the PTO at your school(s)

More mythbusting...

It's not about you - you are advocating for someone else..





There is no magic in
magic, it's all in the details.

Walt Disney

 quotefancy

Nuts and Bolts - Communicating effectively

- Say what's on your mind and heart but be direct
- Keep it simple—no more than 3 points
- Use “social math” rather than stats
- Tell people what you want them to do (vote yes/no for this, fund that, call these people, etc.)
- Tell a story and put a face on it



Nuts and Bolts - How to communicate effectively

Identify stakeholder priorities

- Principal
- Superintendent / School board
- Governor Lee
- Your individual state senators/representatives

Nuts and Bolts - How to communicate effectively

Social math, a.k.a. numbers are scary

Instead of...

10% of all kids

75 students

20%

Say...

3 students in every class

An entire school bus

1 in 5

Nuts and Bolts - How to communicate effectively

Make it personal...

- Put a face on it!
- Legislators LOVE to be able to tell stories about constituents
- Remember to keep it **SHORT AND SWEET**



Nuts and Bolts - How to communicate effectively

Be specific - tell them what you want!



Nuts and Bolts - How to communicate effectively

Follow through/Stay positive



Elevator Speech

- Who you are and what you do
- Their priority
- How school psychs connect to that priority
- Personal story (if there's time)
- Specific request

Practice Time!

- 1 minute to plan
- 1 minute for Partner A
- 1 minute for Partner B



Resources

www.nasponline.com/advocacy

www.capital.tn.gov

www.congress.gov

<https://cqrcengage.com/naspweb/home>

www.ballotpedia.org

“Effective (and Easy) Communications: Tips for School Psychologists”--document from NASP website on Advocacy page

2 minute advocacy actions

Send an email

Make a phone call

Talk to your neighbor, cousin, best friend's grandma

Talk to your principal

Tweet/Insta/Facebook your legislators



InstaSnapTwitBook

- Start a dialogue
- Share information
- Contact elected officials
- Amplify messages from TASP and NASP

Suggestions for staying safe

- Use your common sense
- Make sure you're speaking as a private citizen and not representing a school district, school, or department of the district
- Keep it related to policy
- Follow the Nana Rule
- Maintain confidentiality
- When in doubt—don't post it



You're Here, You May As Well Mingle

- Identify who and what to follow
- Consider having a “work” and “play” Twitter account. May be harder to do with Facebook
- Be social—interact with people and engage in conversations
- Use visuals and links when possible to grab attention
- Use hashtags and tag people/groups to draw attention to specific topics
- Be direct and specific with requests
- Use humor
- Be careful with hashtags—check them out, first!



The Twitter logo, consisting of the word "twitter" in a white, lowercase, sans-serif font followed by a white bird icon, is centered within a bright blue rectangular box in the top right corner.

Vocabulary Lesson

- Handle
- Followers
- Following
- Hashtag #
- Retweet (RT)
- Favorites ♡
- Reply
 - @claytonpsych615 you are cool
 - You are cool @claytonpsych615
- Mentions
- Livetweet
- Twitter Chats

More about

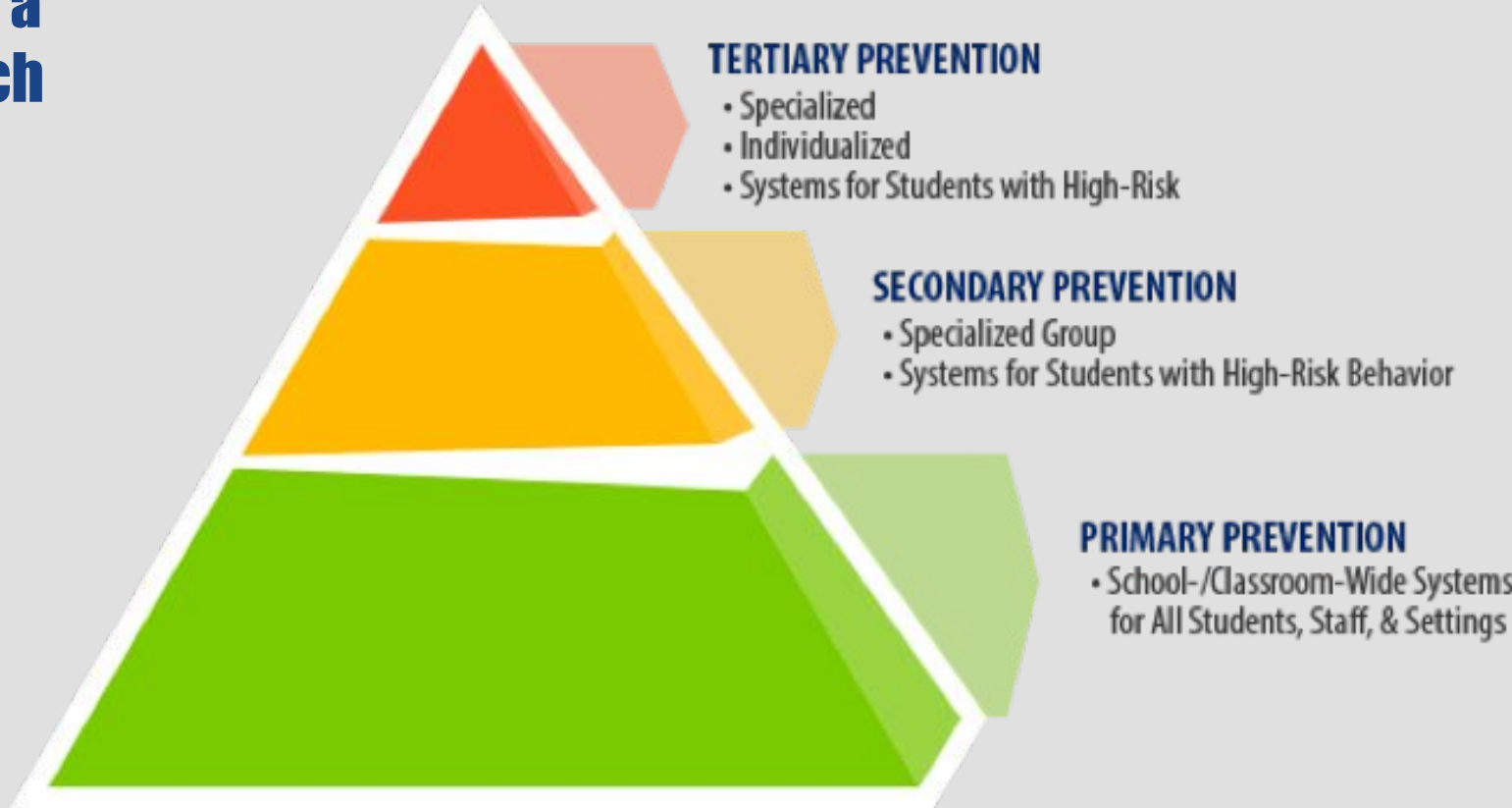


- Keep it brief
- Keep it clear
- If you have a link to share, use Bitly to shorten the link
- Use Twitter to thank influential people
- Identify yourself as a constituent

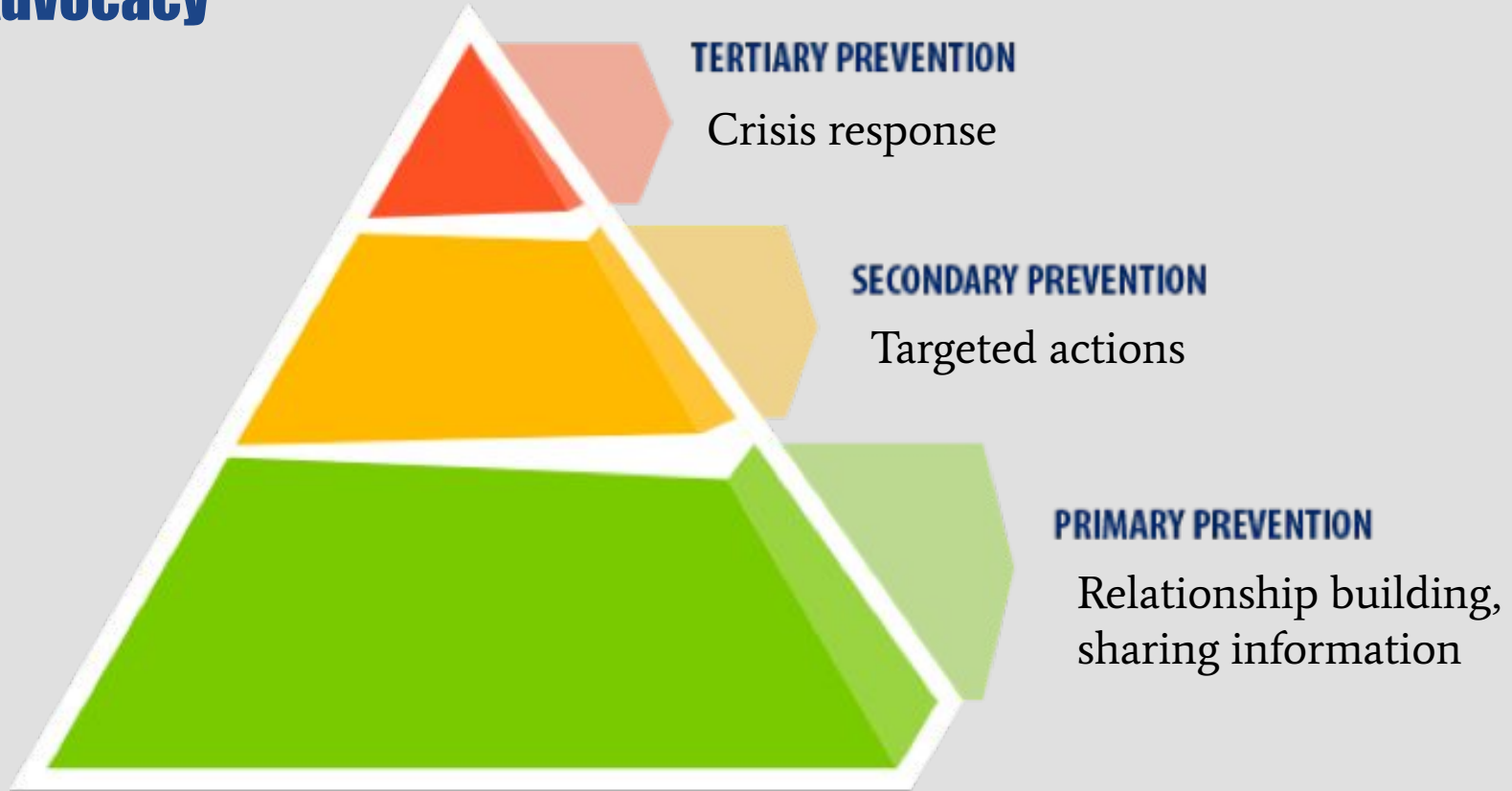
Twitter set-up

- 1) Create an account
- 2) Follow @tasponline, @taylorbiondi, @claytonpsych615
- 3) Tweet! Tag us, use #TASP2019 and #NASPadvocates

**Because it
wouldn't be a
school psych
powerpoint
without a
triangle....**



Tiers of Advocacy



Tier 1 - Relationship Building

- Reaching out, sharing information
- Saying “thank you!”
- Phone calls and in-person visits

Goal: The legislator/stakeholder has met a school psychologist and considers us helpful allies for supporting students

Offer value and support with no strings attached

Tier 2 - Targeted Action

- Drafting legislation together
- Issuing proclamations
- Voting in favor of a bill we support
- Media appearances

Goal: The legislator/stakeholder knows a school psychologist and comes to us for our opinion OR agrees to help us get a specific job done

Offer value and support AND ask for it in return

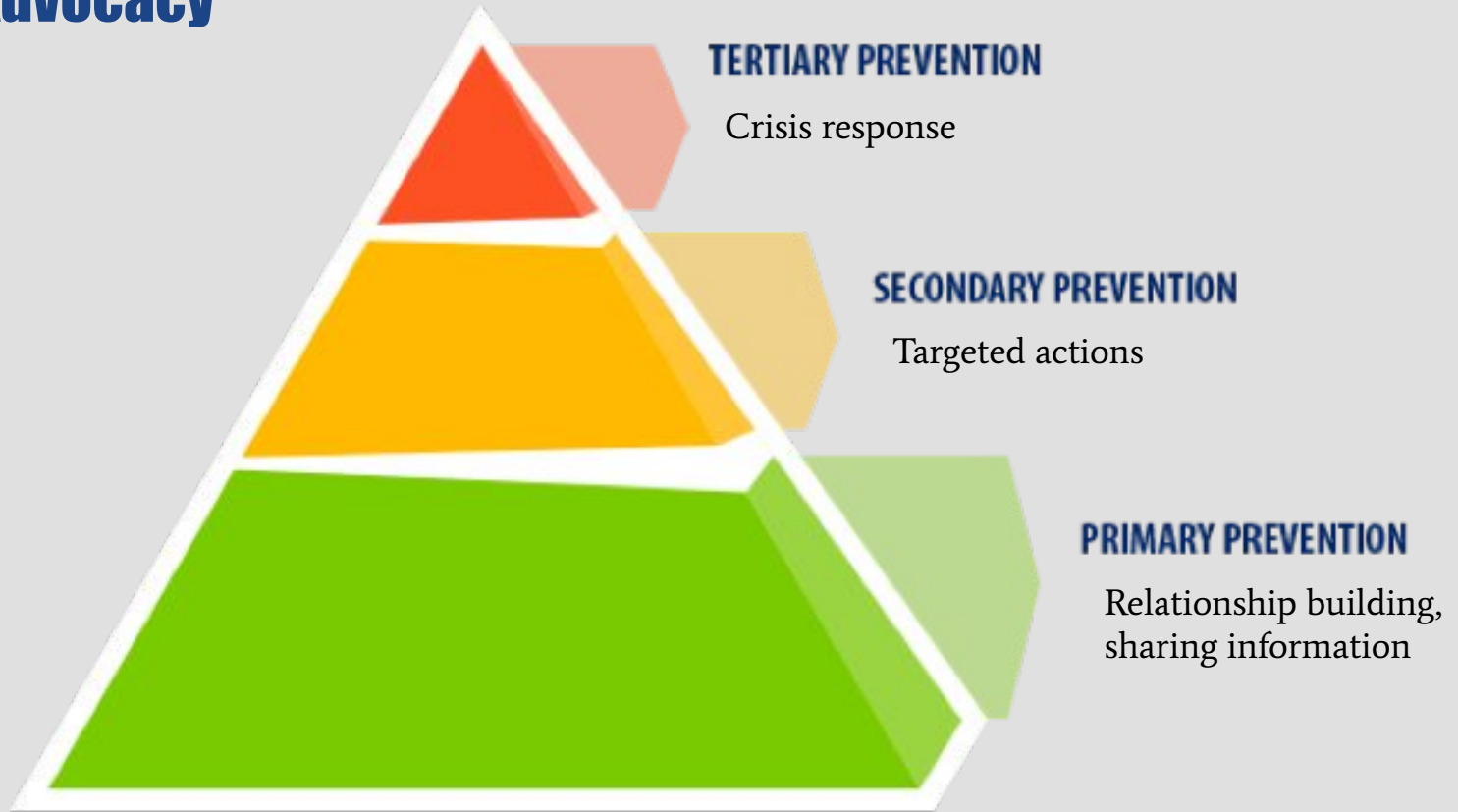
Tier 3 - Crisis Response

- Email/phone call campaigns to stop harmful legislation
- Fighting for our role during budget cuts
- Public relations crises
- Actual crisis such as school shootings, natural disasters, etc.

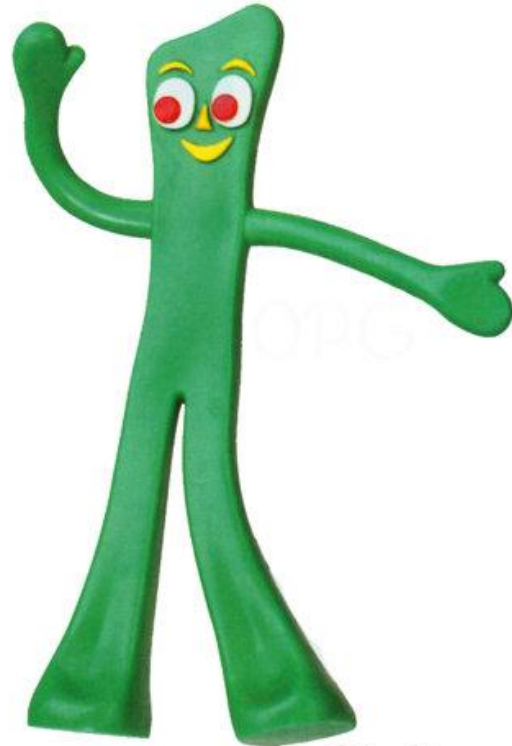
Goal: The legislator/stakeholder respects our opinion and responds quickly to our request or need

Urgent, concise, and consistent

Tiers of Advocacy



What do Gumby and you have in common?



Gumby's Qualities

- Flexible
- Helpful
- Optimistic—all is possible
- Honest and pure
- Adventurous
- Fearless
- Loving
- Everybody's friend
- Gumby represents the good in all of us.

—Art Clokey, Gumby's creator, back of the Gumby package



School Psychologists' Qualities

- Flexible
- Helpful
- Optimistic—all is possible
- Honest and ethical
- Resourceful
- Highly skilled
- Dedicated
- Caring
- Every child's advocate
- School psychologists see the good in all of us.

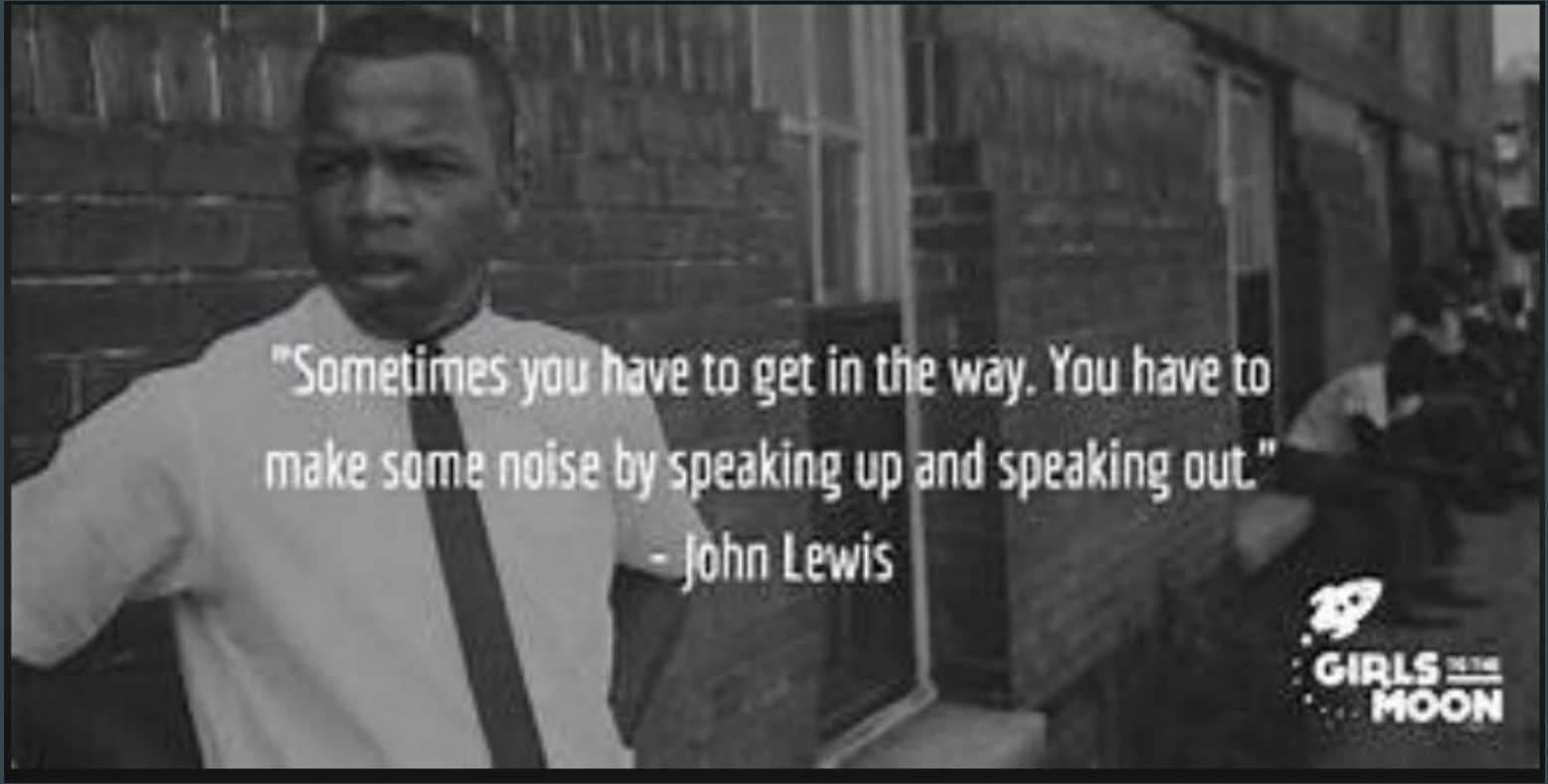
Hi, what can I do to help?



Mr. Gumby, EdS, NCSP, School Psychologist

We Can Do It!

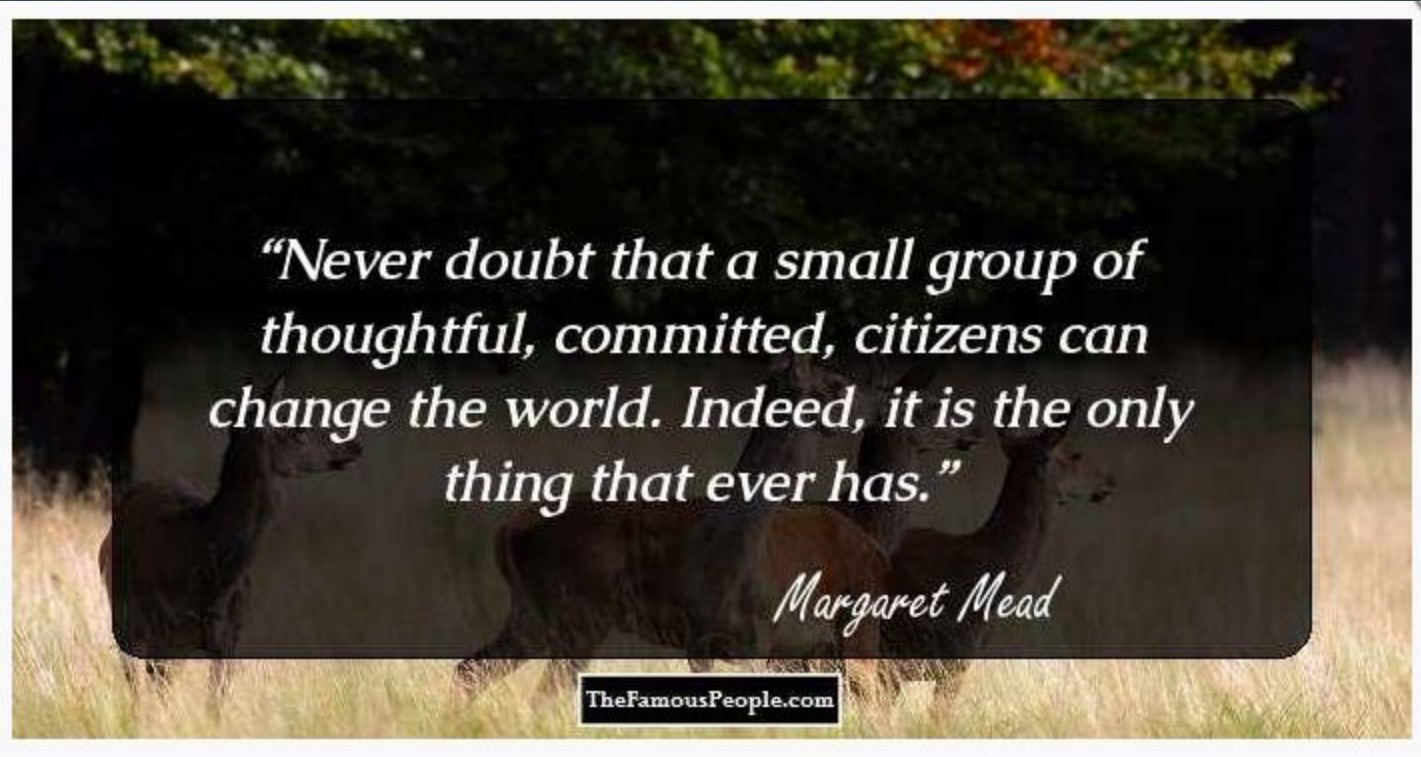




"Sometimes you have to get in the way. You have to
make some noise by speaking up and speaking out."

- John Lewis



A photograph of a group of deer in a field of tall grass, with a dark semi-transparent box overlaid in the center containing a quote. The background shows trees and foliage.

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead

TheFamousPeople.com

Coming soon: NASP Advocacy training for GPR Committee Members in January 2020



Click here to join committee or to
be put on email list for more
information!

