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?
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!
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
I’m afraid I’ll get in trouble with my supervisor/school/district
I don’t know how!
Oh, They’re Listening
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

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

❖ Pickering v. Board of Education (1968)
❖ 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

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!
I Don’t Know How to Advocate
"How," con’t...
“How,” cont . . .
“How,” con’t ...
"How," con't . . . .
"How," con’t . . .

Take Action Now!

To write or call your elected officials, select one of the campaigns below. You will then be prompted to enter 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 five 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.

Search
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
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... Say...
10% of all kids 3 students in every class
75 students An entire school bus
20% 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!
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

- **Tertiary Prevention**: Crisis response
- **Secondary Prevention**: Targeted actions
- **Primary Prevention**: Relationship building, sharing information
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

TERTIARY PREVENTION
Crisis response

SECONDARY PREVENTION
Targeted actions

PRIMARY PREVENTION
Relationship building, sharing information
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?

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
“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
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!