Advocacy 101

Thursday, February 20
3:00 PM EST

2014 SPEAK Out! Day Preparation Webinar
Can you hear me?

- Turn up volume on speakers or select “use telephone” on your control panel and follow the call-in instructions listed
- For technical assistance during the webinar please call: 1-800-263-6317
Meet the Speakers

Karen Johnson

Carly Braxton

SPEAK Out! Day
Supporting Physical Education & Activity K-12
Learning Objectives

- Advocacy vs. Lobbying
- Why advocate?
- Take advantage of your unique perspective
- Advocacy 101 - 7 Steps
- Access helpful resources
Advance professional practice and promote research related to health and physical education, physical activity, dance and sport.
AAHPERD Strategic Plan

• Increase advocacy efforts

Educate key policy makers on the importance of the contributions of our professions to society.
Poll Question

Have you ever lobbied before?
Advocacy vs. Lobbying

- Advocate or Lobby?
  - Advocate: Convey an opinion
  - Lobby: Ask for something from an elected official
Why Advocate or Lobby?

- To “enhance knowledge” and “disseminate information”
- AAHPERD’s unique perspective
- Unique opportunities:
  - Evidence and data abound
  - Climate is ripe for our message!
Why Should WE Lobby?

- Evidence supporting association between physical fitness levels and academic performance
- Opportunity to provide information no one else has to inform education policy
- If you don’t ask, who will?
- The stakes are simply too high, and the potential too great, for educators not to engage in advocacy efforts.
In other words, **SPEAK Out!**
Poll Question

- Which of these is a barrier to your participation in advocacy?
  - Time
  - Experience
  - Don’t know where to start
Advocacy 101 - 7 Steps

1. Identify the problem
2. Prepare the message
3. Understand the process
4. Know who you are visiting
5. The meeting
6. Deliver your message
7. Follow up
Identify the Problem

• What do you want to change?
  • Child/Youth obesity
  • Schools not required to provide daily health and physical education
  • Fewer opportunities for PE/PA
  • Teacher qualification
  • Substitutions
Identify the Problem

- How can you address it?
  - Amend current law
  - Write new law
  - Department of Education or even local school district
Prepare Your Message

- Know your issue: why are you here?
- Identify AAHPERD — we are unique!
- Background/Personal anecdotes!!!
Prepare Your Message

- Specific “ask”
  - Cosponsor a bill/sign a letter
- PHYSICAL Act – S. 392
  - Senate sponsor- Sen. Tom Udall (D-NM)
  - Co-sponsors- Sen. Barbara Mikulski (D-MD), Sen. Kristin Gillibrand (D-NY), Sen. Tim Johnson (D-ND), Sen. Mark Udall (D-CO), Sen. Brian Schatz (D-HI)
Prepare Your Message

- PHYSICAL Act - H.R. 2150
  - House Sponsor - Rep. Marcia Fudge (OH-11)

- PEP Grant funding
  - Stand-alone, level funding for FY2015 - $78 million
Prepare Your Message

- Allies & Enemies
  - What groups support your “ask”
  - What groups do not!
- Defend your position
Understand the Process

- How does a bill become a law?
  - Language
  - Sponsor
  - Introduced/reported to Committee
  - Hearings/Mark Up/Reported out
  - Floor vote
  - Conference Committee

- Importance of Committees
- Importance of staff
Know Who You Are Visiting

- Your Senator or Representative
  - Party
  - Interests
  - Positions on your issues
- Committee Membership, Chairman or Ranking Minority Member
- Why should this person listen to YOU?
  - Offer your credentials as someone who has experience in physical education
The Meeting

- Know where you are going
- Be polite, on time, professional, and confident
  - If you are running late, call: Capitol Switchboard 202-224-3121
- Treat staff members as respectfully as the Legislator
The Meeting

- Be positive—thank the Legislator if they have already supported your issues
- Provide your business card
- Avoid familiarity and avoid confrontation
- Don’t be awed—they are all just people and are there to serve and represent YOU as a voter!
Deliver Your Message

- Practice!
- Determine who will speak first, who will make the “ask”, and who will provide the leave-behinds.
- Be prepared to deliver your message succinctly in 5 minutes.
- Get a clear answer.
- Leave-behinds are key.
- If you don't know the answer to a question, offer to find it and follow up!
Follow Up

- Please return meeting report forms to Carly or Katie
- Send thank you soon—email is best
- Offer to provide additional information
- “Ask” again if you didn’t get a clear yes or no!
- Invite your legislator for a site visit, if at all possible, when he or she returns to the state/district
Be Prepared to Answer...

- Additional questions about your specific school, district, or organization
- The “tough” questions
  - Why should PE and Health be considered academic?
  - Isn’t education a local issue?
  - What evidence do you have that PEP grants have benefited students?
Shape of the Nation

- 2012 report
- Infographics
- View new charts on specific topics
- Read your state profile

www.naspeinfo.org/shapeofthenation
Advocacy Toolkit

- Talking points
- Statistics
- Resource briefs
- Articles
- IOM Report - Educating the Student Body

www.aahperd.org/whatwedo/advocacy
Capitol Hill Tips

- If you have time between meetings, stop in to see other offices from your state.
- If you have a 30 minute time frame between meetings, keep your meeting to 15 minutes!
- Wear comfortable shoes!
- Your cell phone number was requested by office’s, please answer any calls that come from 703 or 202 area code.
SPEAK Out! Day Agenda

Tuesday, March 11 - Prep Day: MANDATORY!

- 4:00 pm - 6:00 pm: In-depth issue briefing at The Holiday Inn, Old Town Alexandria
  - Top legislative "asks" and receive meeting materials - schedule, background information on AAHPERD, legislative issues, leave-behinds, getting around on Capitol Hill, and communicating with Congress.
- 6:00 pm - 7:00 pm: Reception at the Holiday Inn
- Dinner: On your own
SPEAK Out! Day Agenda

Wednesday, March 12 - SPEAK Out! Day

- **8:00 am**: Travel to Capitol Hill via charter bus
- **9:00 am – 3:00 pm**: Congressional Meetings
- **12:00 pm – 1:00 pm**: SPEAK Out! Award luncheon - The Kennedy Caucus Room, Russell Senate Office Building. AAHPERD will be awarding two outstanding members of Congress for their commitment to quality health and physical education.
- **3:30 pm**: Bus departs for return trip to Reagan National Airport and Holiday Inn.
Question & Answer Session
Contact Info

Carly Braxton
1-800-213-7193 x 476
cbraxton@aahperd.org

Karen Johnson
kaj2600@yahoo.com

Katie Grady
1-800-213-7193 x417
kgrady@aahperd.org
You are important to the process!
THANK YOU for your participation!

See you soon!