



# Getting Ready for School Health Advocacy Visits

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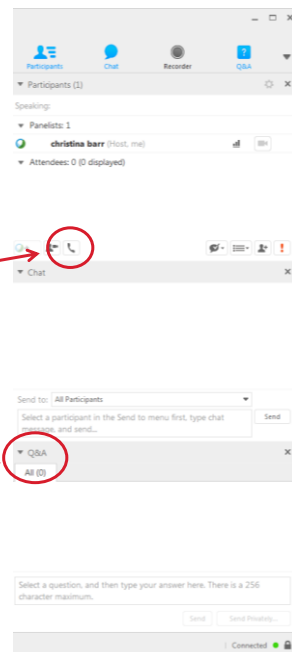
Senior Policy Analyst



## Housekeeping

If you can't hear the audio, try changing your audio settings and call-in using your telephone

To ask questions, please use the Q&A function. I will answer questions at the end.





## School Health Advocacy Visits: May 5



### Overall goals for the afternoon:

- Teach legislators and policymakers about school-based health
- Get legislators and policymakers excited about the work you all do – you're the experts!



## Lobbying 101: Will I be lobbying legislators?

### Direct Lobbying =

Some communication +  
With a legislator (or their staff) +  
That expresses a view about specific legislation

Contrary to popular belief, non-profits can lobby.  
But the amount depends on your tax exempt status.



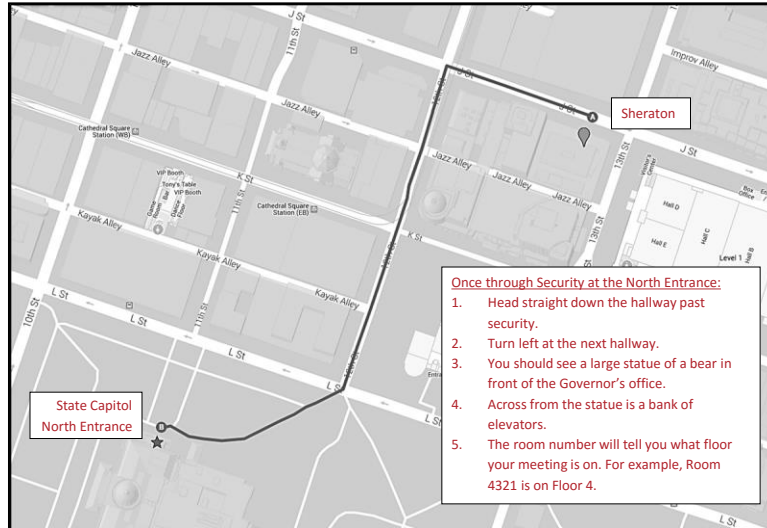
## May 5: Day-of Agenda

10 am-1:00pm:	Pre-Conference Workshop Sessions
1:00-1:30 pm:	Lunch and check-in
1:30-2:30 pm:	Presentation and planning in teams
3:00-5:00 pm:	Most Visits
5:00 pm:	Reception & celebration!



## Quick notes about visits

- Some visits will be earlier than 3 pm
- You may attend visits that are not with your representatives
- LA meetings are assigned by The LA Trust staff and will have a separate check-in
- Other assignments:
  - Meetings with state agencies or other organizations
  - Packet drop offs



## Participant Planning Materials

**Advocacy Visit Worksheet**  
Sample Meeting Agenda - May 5

**THE OPENER (2-5 min)**

Who Explain who you are and why you are here today.

**THE DEFINER (2-5 min)**

Who Explain the important role of school-based health centers. Give SBHC overview (optional) and SBHC (per member's district).

**THE STORY TELLER (2-10 min)**

Who Describe how school health services have benefited or impacted school health centers in your community. A story reflects how the SBHC provides a unique form of information.

**Tips for Legislative Visits**

Be practical and friendly. Legislators and staff are just as busy as you are for your visit. Give the legislators and/or staff your materials. Thank them for their time. Encourage them to bring your name to the health center or organization you are representing.

Deliver your message. All written materials, both, and school health must be prepared to advance to the "no message" with the central the focus clip where it is most needed. Stay positive and suggest legislators to work with people in your community and your organization.

**SBHCs**  
The California School Health Center manager school-based health centers across the state to provide care for children with school-based health problems (high school health centers).

1. There are 345 school health centers in California.  
2. School health centers help keep children safe at school and at home.  
3. School health centers are a key support for the family.  
4. School health centers keep kids healthy and in school.

Ask for a commitment. Ask the legislator directly about his or her school health center, ideally, come for follow-up and visit a school health center in his or her district.

What happens when issues are raised that you did not expect? The right, if you don't know, it's OK to ask them to get after it to get information.

**Tips for communicating with the legislator:**

1. Know your legislator. Research his or her biography (available on the web). I learn their party affiliation, experience and other important milestones and talk about on the floor you will be discussing. Knowing these facts will help guide your discussion and demonstrate that you have adequately prepared for the visit.

2. Remember: You're the expert! Legislators and staff usually know little or nothing about our issues. Do your research on all programs, programs, funding sources and other significant information for the visit.

3. Be Political! Put a community focus on the issue. Legislators want to represent the best interests of their district or state. Whenever possible, demonstrate the connection between what you are requesting and the interests of the legislator's constituency. This is one reason it is valuable to include the perspectives of parents, parents and families.

**Tracking Form - Legislative Visits**

Subject: School Health Advocacy Visit 2016 Date: 5/2/16

Legislator's Name: \_\_\_\_\_ Legislator Present? ☐ Yes ☐ No

Names & Titles of Legislative Staff Present: \_\_\_\_\_

Knowledge of issues: ☐ Zero ☐ Missing knowledge ☐ Familiar ☐ Expert

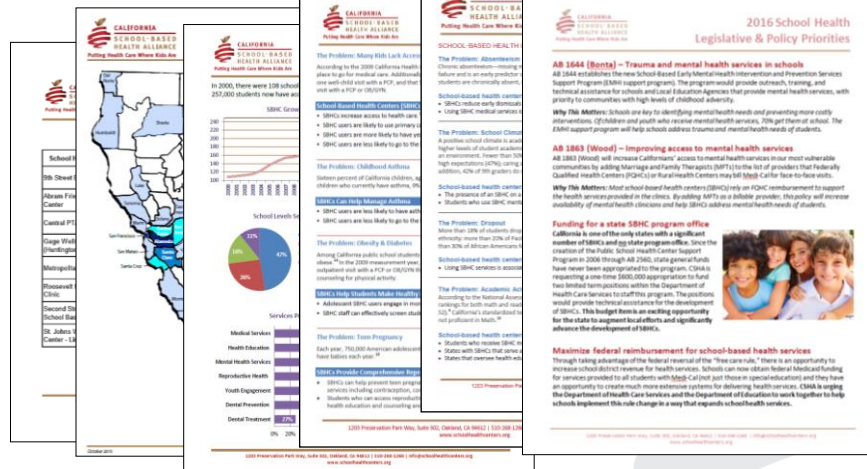
Interest in topic: ☐ Unresponsive ☐ Neutral ☐ Supporter ☐ Challenged

Receptivity to meeting: ☐ Chilly ☐ Neutral ☐ Warm ☐ Enthusiastic

Please describe how the meeting went. Are there questions we need to follow-up on?



## Legislative Packets



## The Message

School based health increases  
access to comprehensive care  
for children and youth that need  
it the most

School-based health promotes learning – kids can't learn if they aren't healthy





## General Visit Agenda

- ✓ Intros and purpose for the visit
- ✓ About SBHCs
  - Give SBHC overview factsheet and district profile
- ✓ Tell a story
- ✓ Ask for support
- ✓ Questions, thank yous, & good-byes



## After the meetings...

Come back to the Sheraton and make sure to turn in your Legislative Visit Tracking form...

CALIFORNIA SCHOOL-BASED HEALTH ALLIANCE <small>Putting Health Care Where Kids Are</small>		Tracking Form – Legislative Visits	
Subject: School Health Advocacy Visits 2016		Date: 5/5/16	
Legislator's Name: <u>Hancock</u>		Legislator Present? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Names & Titles of Legislative Staff Present: <u>Jane Doe, Legislative Director</u>			
Knowledge of issues: <input type="checkbox"/> Zero <input type="checkbox"/> Passing knowledge <input checked="" type="checkbox"/> Familiar <input type="checkbox"/> Expert			
Interest in topic: <input type="checkbox"/> Unsupportive <input type="checkbox"/> Neutral <input checked="" type="checkbox"/> Supporter <input checked="" type="checkbox"/> Champion			
Receptivity to meeting: <input type="checkbox"/> Chilly <input type="checkbox"/> Neutral <input type="checkbox"/> Warm <input checked="" type="checkbox"/> Enthusiastic			
Please describe how the meeting went. Are there questions we need to follow up on?			
<u>The meeting was great! Very receptive and excited by our visit. The Senator would like to visit an SBHC in her district</u>			



## Responding to Tough Questions

### **Parental Consent: Don't SBHCs take away parents' rights to know when their children get health care?**

- SBHCs follow the state law like any other health facility
- AND... because of their location, SBHCs can develop strong relationships with parents and family members



## Responding to Tough Questions

### **New funding: Are you just here to ask for state funding?**

- State funding would certainly help sustain SBHCs
- But one of the strengths of this model is that it requires significant local, community buy-in and support
- SBHCs knit together a range of local resources to support local goals



## Responding to Tough Questions

### Repro health: What about providing reproductive health services in schools?

- School boards have the final say over what services are provided in SBHCs
- One of the reasons that SBHCs are supported by so many different kinds of communities is that they respond to local needs



## Top 3 Tips for Advocacy Visits



1. Policymakers need to hear your voice.
2. Put a community face on the issue.
3. Be flexible.





To stand out on May 5...

# Wear RED!



## Questions?





Contact with any questions:

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