



**Safe Schools
Healthy Students**

**The ABC's of
Educating Policymakers
about
Safe Schools/Healthy Students**

July 13, 2011

Project Directors Consortia



Speaking with Legislators

Know your program

- Know program specifics
- How has the program made a difference?
- How is the program funded?
- Share evidence of the program's success

Have a purpose

- Be clear about why you are visiting
- Extend an invitation
- Prepare a "leave behind"
- Be a resource
- Build a relationship

Present well

- Be confident
- Be brief
- Make it relevant
- Say what you know and get back on what you don't

Be brief

Be bright

Be gone!



The ABCs of Educating Policymakers

Ask

Be prepared

Communicate clearly



Ask:

For a volunteer
group to reach out



Ask:

Others to join



Ask:

About your key
policymakers

Ask:

- Congress at Your Fingertips
- National Conference of State Legislators
- National Association of School Psychologists
Action Center – Elected Officials
- United States Senate
- United States House of Representatives



Ask:

For a meeting

The ABCs of Educating Policymakers

Ask

Be prepared

Communicate clearly



Be Prepared:

To make & leave a
good impression



Be Prepared:

To provide a clear &
consistent message



Be Prepared:

To answer questions



Be Prepared:

**With a brief
presentation**



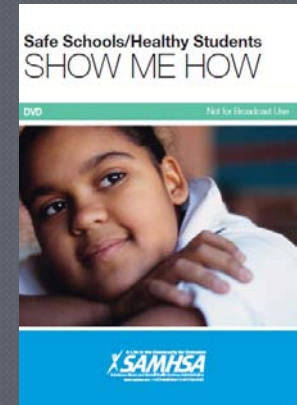
Be Prepared:

With a fact sheet

Be Prepared

Use existing resources

- *Show Me How* video
- *Celebration Kit* messages, worksheets, and templates (PPT & Word)
- Customizable fact sheet template based on *Safe Schools/Healthy Students Initiative: A Legacy of Success* (Summary of NET's interim report)





Be Prepared:

With logistical plans
to attend meeting

The ABCs of Educating Policymakers

Ask

Be prepared

Communicate clearly



Clearly Communicate:

A succinct message



Clearly Communicate:

Appreciation for
their work



Clearly Communicate:

The purpose
of your visit



Clearly Communicate:

Outcome &
impact data



Clearly Communicate:

**Your most
compelling
information**



Clearly Communicate:

...with the future in
mind



Clearly Communicate:

Gratitude

Next Steps

Work with CS and TAS
on strategy to educate
your policymakers



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