

NASPE Advocacy 101



**Thursday, March 3, 2011
3:00 PM EST**

**2011 SPEAK Out! Day
Preparation Webinar**



**National Association for
Sport and Physical Education**

*an association of the American Alliance for Health,
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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**



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Meet the Speaker

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Learning Objectives

- Advocacy vs. Lobbying
- Why advocate?
- Take advantage of your unique perspective
- Advocacy 101 – 7 Steps
- Access helpful resources



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NASPE Vision



NASPE envisions a society in which all individuals are physically educated and participate in lifelong physical activity.



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NASPE Mission

To enhance knowledge, improve professional practice, and increase support for high quality physical education, sport and physical activity programs.



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NASPE's Strategic Plan

Defining Principle:

Facilitate the establishment of public policy that supports physical education, sport, and physical activity.

Strategic Goal:

Support the development of public policy that advances physical education, sport, and physical activity in the U.S.



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Poll Question

Have you ever lobbied before?



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Advocacy vs. Lobbying



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



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Why Advocate or Lobby?

- To “enhance knowledge” and “disseminate information”
- NASPE’s unique perspective
- Unique opportunities:
 - Evidence and data abound
 - Climate is ripe for our message!



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Why Should NASPE 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.



SPEAK Out! Day

Supporting Physical Education & Activity K-12



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In other words, **SPEAK Out!**



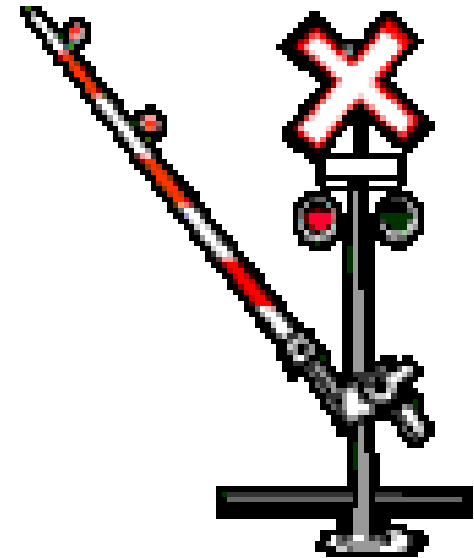
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Poll Question

- Which of these is a barrier to your participation in advocacy?
 - Time
 - Experience
 - Don't know where to start



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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



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Identify the Problem



- What do you want to change?
 - Child/Youth obesity
 - Schools not required to provide daily P.E.
 - Fewer opportunities for P.E. & P.A.
 - Teacher qualification
 - Substitutions



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Identify the Problem

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



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Prepare Your Message



- Know your issue: why are you here?
 - Identify NASPE—we are unique!
 - Background/Personal anecdotes
- Specific “ask”
 - Cosponsor a bill/sign a letter



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Prepare Your Message

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



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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

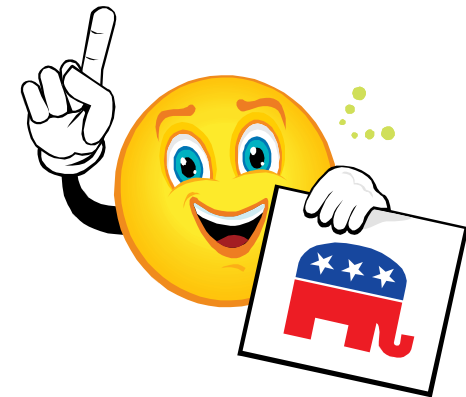
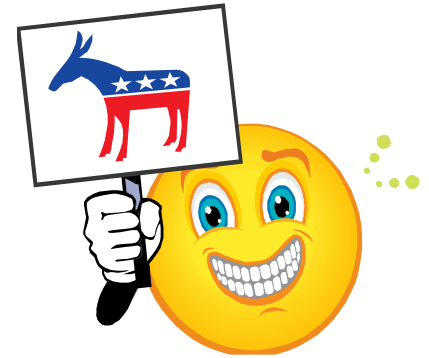


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Know Who You Are Visiting

- 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



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The Meeting



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



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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!



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Rep. Chaffetz and Todd Pennington

May 7, 2009



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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!



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Follow Up

- Please return meeting report forms to NASPE
- 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



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Be Prepared to Answer...



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



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NASPE Public Policy Agenda



- Background on NASPE
- NASPE Standards
- Public Policy Goals
- Public Policy Issues
- Resources
- www.naspeinfo.org/advocacy



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AAHPERD Legislative Action Center

- Updated news
- Action alerts
- Advocacy resources
- <http://www.aahperd.org/whatwedo/advocacy/>

AAHPERD ADVOCACY
LEGISLATIVE ACTION CENTER



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Capitol Hill Tips

- If you have time between meetings, make use of it by stopping 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!
- In some cases, your cell phone number was requested by Legislators, please answer any calls that come from 703 or 202 area code.



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SPEAK Out! Day Agenda

Wednesday, March 16 – Preparation Day: *MANDATORY!*

- **4:00 pm – 6:00 pm:** In-depth Issue briefing at Hyatt Dulles Hotel - Get briefed on NASPE's top legislative "asks" and receive a folder that will include background information on NASPE, our legislative issues, leave-behinds, getting around on Capitol Hill, and communicating with Congress.
- **Dinner:** On your own



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SPEAK Out! Day Agenda

Thursday, March 17 – SPEAK Out! Day

- **8:00 am:** Travel to Capitol Hill via charter bus
- **10:00 am – 3:00 pm:** Meet with Legislators and staff
- **12:00 pm – 1:00 pm:** SPEAK Out! Award luncheon (location TBD). NASPE will be awarding two outstanding members of Congress for their commitment to quality physical education.
- **3:45 pm:** Bus departs for return trip to Hyatt Dulles (we will stop at Dulles Airport for participants who have to catch an early flight).



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Question & Answer Session



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Supporting Physical Education & Activity K-12

You are important to the process!
THANK YOU for your participation.

See you in March!



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