

Be an Advocate: Sounding a Voice for Pennsylvania's Children



Caroline Allen
PSAYDN Coordinator

Mission

PSAYDN promotes sustainable, high-quality out-of-school time youth development programs through advocacy and capacity building to enhance the welfare of Pennsylvania's children, youth and families.



Vision

PSAYDN's vision is that all children and youth deserve access to high quality out-of-school time programs that promote positive youth development and support the successful transition to adulthood.



Goals

Connecting People

Create a sustainable structure of statewide, regional and local partnerships, particularly school-community partnerships, focused on supporting policy development at all levels.

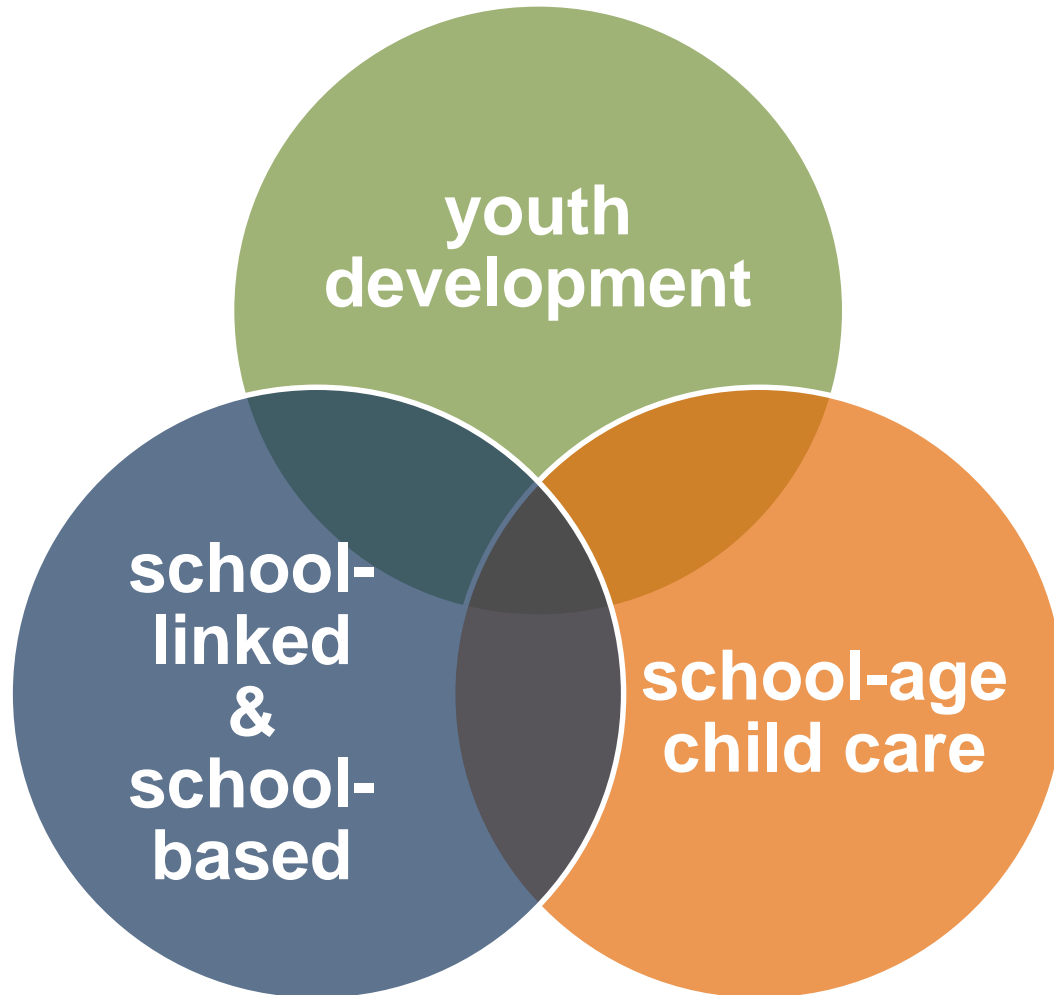
Creating Opportunity

Support the development and growth of statewide policies that will secure the resources that are needed to sustain new and existing afterschool programs.

Changing Lives

Support statewide systems to ensure programs are of high quality.

The Afterschool Field



Afterschool Programs

- Keep kids safe
- Help working families
- Inspire learning

Pennsylvania After 3PM Report

America After 3PM 2014 Compared to 2009	Pennsylvania	
	2009	2014
Kids in Afterschool Programs	15%	17%
Kids in Self Care	26%	18%
Parents Satisfied with Afterschool Program	84%	93%
Kids Who Would Participate if a Program were Available	32%	50%

- 321,296 kids participate in afterschool programs
- 346,457 kids on their own after school
- 811,954 kids would participate

Pennsylvania After 3PM Report

PENNSYLVANIA PARENTS **SUPPORT** PUBLIC FUNDING FOR AFTERSCHOOL PROGRAMS

85%

of Pennsylvania parents support public funding for afterschool programs, while just 19% report receiving government assistance with the cost of afterschool.

71%

of Pennsylvania parents agree that afterschool programs help give working parents peace of mind about their children when they are at work.

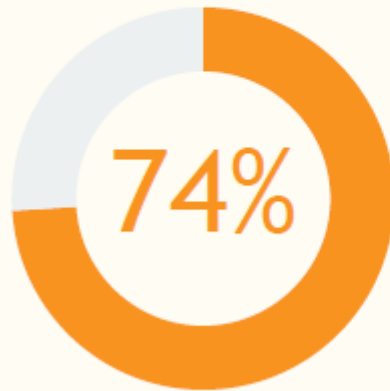
74%

of parents agree that afterschool programs help parents keep their jobs.

Pennsylvania After 3 PM: Kids on the Move

PENNSYLVANIA'S AFTERSCHOOL PROGRAMS SUPPORT HEALTH AND WELLNESS

Parents whose child's afterschool program offers beverages, snacks and/or meals



Parents whose child's afterschool program offers opportunities for physical activity



Pennsylvania After 3 PM: Kids on the Move

PENNSYLVANIA PARENTS **SATISFIED** WITH THEIR CHILD'S AFTERSCHOOL PROGRAM

Parents satisfied that the snacks and/or meals at their child's afterschool program are healthy

75%

Healthy foods were described as, "minimally processed foods made with whole grains and heart healthy fats or oils and without added sugar or trans fats; fruits and vegetables; and beverages made without added sugar."

Parents satisfied with the amount of physical activity in their child's afterschool program

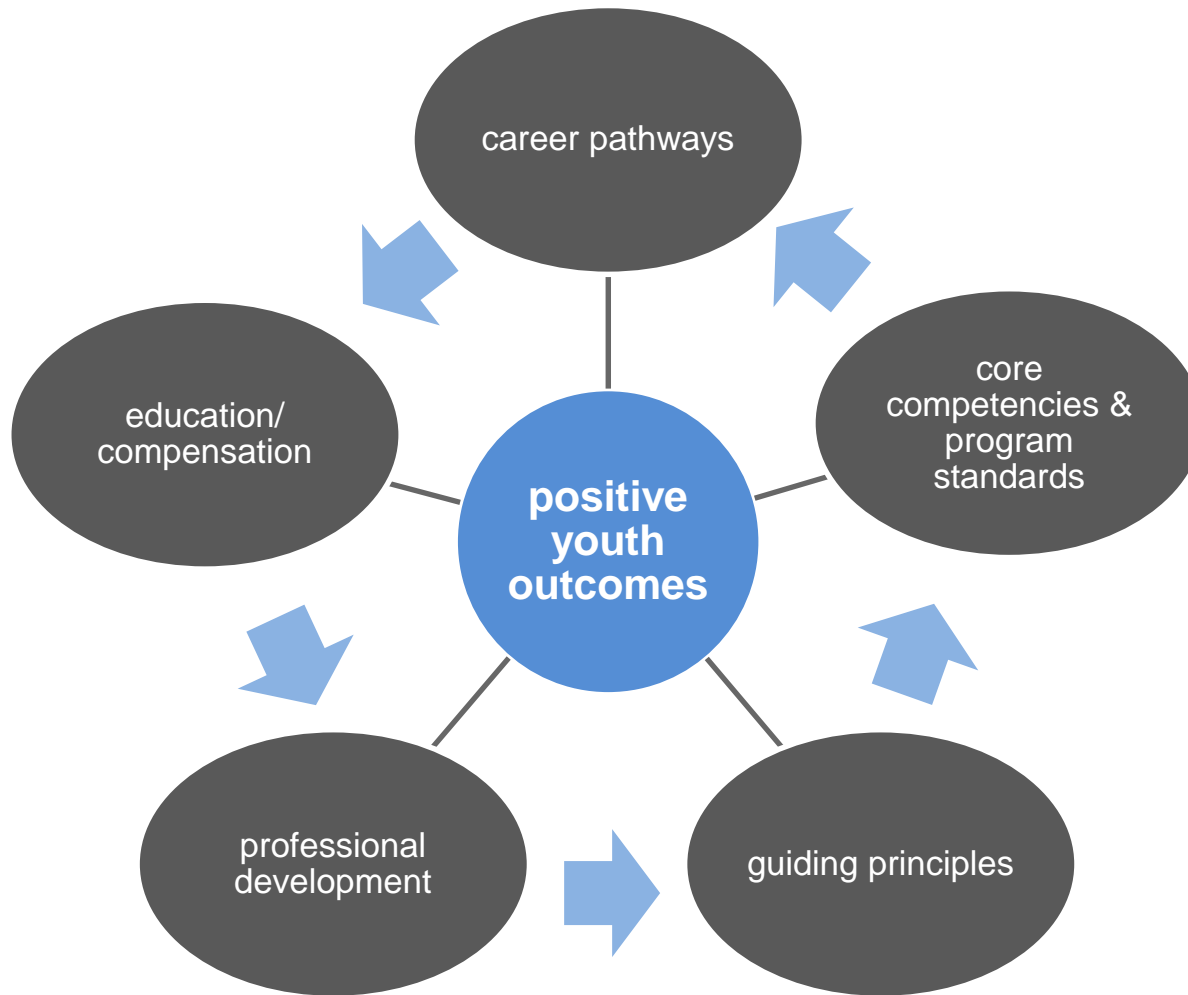


Parents satisfied with the variety of physical activity offered in their child's afterschool program

79%

Examples of the variety of physical activities provided in the survey questionnaire were "indoor, outdoor, games and skill-building activities."

Quality Matters



PSAYDN Network



**Not a PSAYDN member?
JOIN today!**

Membership brochures at
exhibit table or go to
www.PSAYDN.org.



[Twitter.com/PSAYDN](https://twitter.com/PSAYDN)



Join the conversation
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What is advocacy?

- Advocacy
 - Speaking out on issues of concern to the public or specific groups
- Public policy advocacy
 - Speaking out to influence public policy or the laws, regulations, funding priorities, programs and actions of government

Legislative Advocacy

- The goal of legislative advocacy is to develop awareness and commitment among policymakers to change statute
- Examples include:
 - Providing draft legislation to be introduced, commenting on legislation
 - Face-to-face meetings
 - Asking your legislator to support or oppose legislation

Legislative Advocacy

- For your purposes today, the goal of legislative advocacy is to:
 - Demonstrate the importance of afterschool/family engagement to your legislators; thereby laying the groundwork to build relationships with them

Advocacy: Your turn

- What advocacy issue is most important to you regarding your child and your PTA?

Why advocacy is important

- The bottom line: *Your voice has power*
- Lawmakers respond to their constituents
- They must detect broad support in their own back yards before they'll support an issue
- Silence from constituents creates indifference in the Capitol – the result being lawmakers listen to someone else
- You are an expert about the benefits of afterschool programs in their legislative district

The Networking Web

Who are individuals that:

- You personally know
- Your staff know
- Your board members know
- Your program parents know
- Your neighbors, family, and friends know

BRAINSTORM with a neighbor

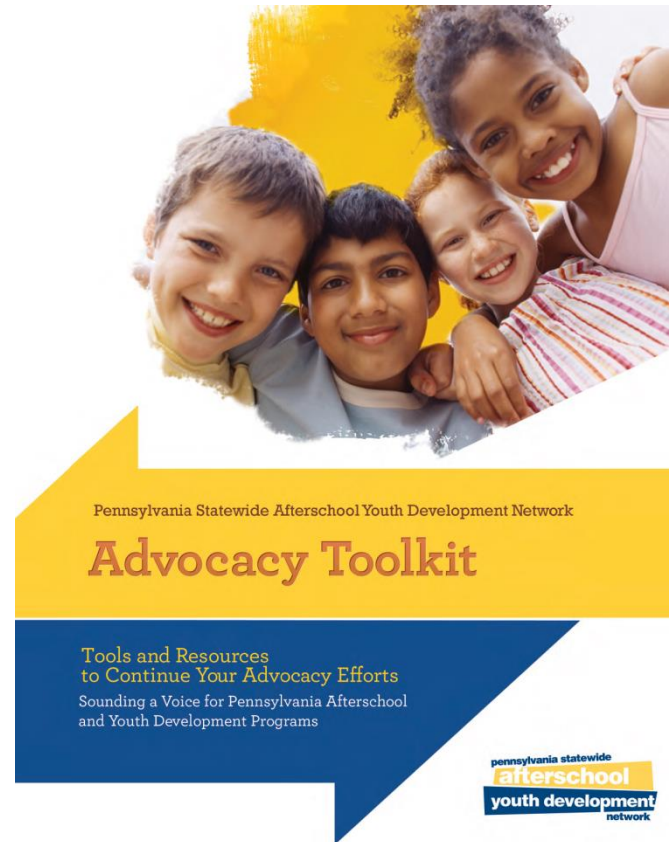
WRITE down your connections

Techniques to engage your policymakers

- Face-to-face meetings
- Local events
- Awards

PSAYDN Advocacy Toolkit

- Templates
- Messaging
- Resources



Meeting Preparation

- Define your objective for the meeting –
What do you want to accomplish?
 - If you have never met with your legislator before, your first meeting is a “meet and greet”
 - Your objective to familiarize them with you, your organization and your issues
- Assume the meeting will be brief – usually no more than 15 minutes

Meeting Preparation

- Prepare talking points tailored to your objective.
 - Talking points should include as many as three key messages related to your issue—order them by priority
 - Share data related to the issue that supports your position

Meeting Preparation

- Determine your “ask” if there is one
 - After you begin to develop a relationship with your policymaker, it is appropriate to ask them to do things
- Elect a spokesperson for your meeting.
 - If several individuals attend the meeting, someone should be prepared to take the lead
 - Decide on how others will participate in the meeting
- Develop a one-page “leave behind”

Meeting Preparation

- Learn as much as you can about your legislator
 - Suggestion: Go to your legislator's website and read their bio
- When you schedule the meeting, be sure to tell the scheduler who will be attending the meeting and the issue you want to discuss with the legislator

Legislative Staff

- Lawmakers are busy people – you may be offered the opportunity to meet with staff instead
- This is not an insult to you or your position; in fact it's an opportunity to educate someone who has the ear of the legislator on a daily basis

Meeting with Policymakers

- Introduce yourself and the organization you represent even if you've met before – policymakers interact with many people every day
- If there are other individuals with you, introduce the group/coalition you are representing
- Mention if you live or work in their district or are a member of an organization that touches their district – make them realize, “This is my constituent”

Meeting with Policymakers

- Don't allow breaking the ice or chit-chat to extend more than a minute or two
- Take charge of the conversation, thanking them for the opportunity to meet and on some aspect of their past efforts impacting your issue
- Deliver your key messages assertively but politely – be clear about your goal

Meeting with Policymakers

- Be flexible and patient - Remember that your meeting is to provide them information and ask for their assistance
- If a policymaker does not agree to take action on your “ask”:
 - Find out if they need additional information before they can make any commitments
 - Try to determine what is holding them back
 - Follow-up with any information in the next day or so
 - Don’t be angry or hostile – you will lose credibility
 - Always thank them for their time and efforts

Meeting with Policymakers

- If you are asked a question and you don't know the answer, be honest, and say that
 - Offer to follow-up with an answer or with the information they seek
 - This is an opportunity to talk to you lawmaker again and in the short-term
- When wrapping up a meeting:
 - Make sure you make your “ask”
 - If they commit to do anything, thank them

Building relationships with policymakers

- Be positive
- Offer to be a resource for your legislator
- Keep in touch and stay informed even if the policymaker doesn't agree to do what you want
 - Just because you lost the battle doesn't mean you lost the war
 - You will need your lawmaker in the future

Building relationships with policymakers

- Send a thank-you to your legislator and staff after meeting
- Invite the legislator or staff to attend special program activities
- Cultivate a good rapport with staff
- Personalize issues to the legislator's district

REMEMBER

- Advocacy may be out of your comfort level, but is necessary for the best interest of PA's children
- Share the whole package: A personal story of impact and the data
- Good advocacy leads to sustainability of your program

Role Play

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Contact

275 Grandview Ave, Suite 200
Camp Hill, PA 17011
(717) 763-1661

Caroline Allen, Coordinator, callen@csc.csiu.org

www.PSAYDN.org