

# SCHOOL HEALTH ADVOCACY DAY

**Preparing for Advocacy Day  
Master Planning Guide  
February 25, 2020 at the Capitol**



**OREGON**

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**SCHOOL-BASED  
HEALTH ALLIANCE**

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## Introduction

School Health Advocacy Day at the Oregon State Capitol is an annual event organized by the Oregon School-Based Health Alliance (OSBHA) to highlight the impact of school-based health services on student health and academic achievement.

This event provides an opportunity for young people to visit the capitol, meet their legislators, and link their personal stories to the importance of school-based health centers (SBHCs) in communities around the state. We encourage all SBHCs and interested students to join us in this effort.










This Master Planning Guide was created to assist SBHC programs to prepare for the annual School Health Advocacy Day. Included are tips on how to prepare and organize youth to travel to Salem, as well as ideas on planning activities around the event at your SBHCs. We have broken this guide into two parts. This portion includes information on the event and tips on planning and logistics for the event. You will receive a second guide in January with tips on preparing for meetings with your Legislators.

**We look forward to seeing you at School Health Advocacy Day on February 25, 2020. Please plan to arrive by 9:30am, and depart at 3:30pm.** Please note that this is a later start and end time than we have had in past years. The two big changes are that this will allow time before kick-off for legislative meetings if your group feels prepared and your legislators are not available in the afternoon, your group could arrive early for those meetings. We also will not be serving a full breakfast due to the later hour. We will send a detailed agenda prior to the event.





## Section A: Getting Started - THE EARLIER THE BETTER!

Generate the interest for participation: Begin EARLY!



### *At the School*

-  Speak with your school principal (and the superintendent, if possible) to invite the school/district to participate. Remind them about the importance of financial support from the Oregon State legislators for SBHCs. Tell them the date of this year's SBHC Legislative School Health Advocacy Day and ask which teacher(s)/staff might be appropriate to travel to Salem.
-  Explain the agenda to the principal so that goals and activities of the day are clear. The students are going to Salem to tell their stories about the importance of SBHC services in their lives.
-  If the principal approves, speak with the appropriate teachers or school staff (such as Leadership or Health teachers and Youth Council Advisors) about taking their students to Salem as an educational field trip. Also find out if another interested teacher would like to recruit a group of students to attend School Health Advocacy Day.
-  Develop student permission forms and photo releases that can be distributed by the teachers. This is a school trip and all students must have written parental permission.
-  Inform appropriate school staff to help your outreach. For example, Student Government, Parent Coordinators, student associations, honor societies, etc.
-  Compile the contact information of all interested chaperones (i.e. teachers, parents, other adults). Collected information should include email, work telephone, fax, and cell phone numbers. The ratio of staff/adults to students should align with school guidelines and will depend on the age/grade level of the students.
-  Compile and email an information sheet to the teachers, including your name, best way to reach you, special dates, transportation plans, departure and return times, lunch and snack information, etc.
-  Constant and timely communication is key when preparing for the trip; keep chaperones informed as plans develop.
-  If the school administration is not interested in sending students and staff to Salem, explore possibilities of planning activities around advocating for SBHCs and school health to be held at the school on that same day or week. An open house for your local SBHC is a great idea.

### *At the School-Based Health Center program*




-  Notify your SBHC program colleagues about the event date via phone or e-mail.
-  Include news about School Health Advocacy Day and related events on each team/staff meeting agenda to educate and build support for the event.
-  Send the same information sheets and updates of plans to the SBHC staff when it is sent to the teachers. Encourage SBHC staff and teachers to be in touch with each other as preparations are made.
-  Inform any group of students and/or parents that work within your SBHC clinics who may be able or interested in participating. For example, peer educators, parent groups/class participants, and/or group alumni.

### Set a deadline

-  Schedule a deadline for school and SBHC staff to confirm they will attend School Health Advocacy Day. Keep in mind that registration should be complete by February 14, 2020 at the very latest.
-  Plan with the school administration to schedule a deadline for students to return their consent forms and photo releases. Schools are responsible for drafting, distributing, and collecting the consent forms. Please email a copy of all forms to OSBHA by Wednesday, February 19 at 5pm.

## **Section B: Planning and Logistics**

### 1. Arrange for Transportation

-  Confirm the number of interested attendees. Notify [Jessica@osbha.org](mailto:Jessica@osbha.org) of the expected size of your group and anticipated arrival time.
-  OSBHA has limited funds for reimbursements. Ask if the school would be able to finance transportation through the school's budget.
-  If transportation is a barrier to your participating, contact Jessica Chambers at [Jessica@osbha.org](mailto:Jessica@osbha.org). We may be able to help cover some of the costs of transportation.

- 🌱 Confirm that the bus company is approved by the school district to be a transport carrier for students before reserving the bus(es). (Regardless of who pays for the bus, the company should be a school-approved carrier.)

- 🌱 Obtain copy of insurance liability of the bus company for the school records.

## 2. Schedule Legislative Meetings

- 🌱 Call the office of your local legislator to schedule a meeting about a month in advance. Once your appointment is scheduled, confirm your meeting times by emailing [Jessica@osbha.org](mailto:Jessica@osbha.org)

- 🌱 Schedule meetings with your senators and representatives – the best time would be between 12:30 pm and 3:30pm.

- 🌱 Ask for a 15 minute meeting. Legislators enjoy meeting with their constituents! If the legislator is unavailable, ask for a meeting with a legislative aide.

- 🌱 To find out who your legislators are and their contact information, please visit: [www.oregonlegislature.gov/findyourlegislator/leg-districts.html](http://www.oregonlegislature.gov/findyourlegislator/leg-districts.html)

- 🌱 Please try to schedule your meetings **AFTER 12:30 pm** so you can take advantage of our interactive morning training. However, the goal is to meet with as many Legislators as possible, so schedule the meetings for any time they can meet with your group while you are in Salem. It may be necessary for a small group of your students to leave the School Health Advocacy Day meeting room to meet with a Legislator. Legislators usually start meeting with folks by about 8:00 am, so meetings before our program starts could also be an option.

- 🌱 Check to see if any other SBHC programs within your area share your legislators and discuss the possibility of visiting the Legislator together. If so, schedule the meeting accordingly.

- 🌱 Let the Legislator's scheduler know how many people will be coming and what school and legislative districts they represent. Take note of the Legislator's scheduler and time/date you spoke with them. Keep record of all written and verbal communication with the Legislator's office. You can schedule with your Legislator's scheduler via phone or email. It is also a good idea to send a meeting confirmation via email to their office.

- 🌱 Call or email again to confirm the appointment a week before School Health Advocacy Day. Confirm all meeting times with OSBHA by emailing [admin@osbha.org](mailto:admin@osbha.org)

- 🌱 If possible, please send an appointment confirmation email to your legislator's office with materials about your SBHC program and OSBHA.

3. Recruit Adult Advocates

- 🌱 Invite parents, school staff, and supporting community-based organization staff to participate as chaperones as well as advocates for the SBHC program.
- 🌱 At least half of the total number of the adults should be school staff (principals, teachers, guidance counselors, etc.) and/or SBHC staff. The ratio of staff/adults to students should align with school guidelines and will depend on the age/grade level of the students. The younger the students are, the smaller the ratio should be.

4. Make sure Consent Forms/Photo Release/are collected: BEGIN EARLY!

- 🌱 The consent forms for students must be drafted, distributed and secured by the school staff. The Oregon School-Based Alliance will not be responsible for distributing or collecting the permission slips.
- 🌱 Photo release forms are provided by OSBHA. *Appendix C.*
- 🌱 Confirm that all consent forms and photo releases have been received at least one week in advance. **Please scan and send a copy of both forms to [Jessica@osbha.org](mailto:Jessica@osbha.org) by 5pm on Wednesday, February 19 at the very latest.**
- 🌱 To encourage students to participate, let them know they may bring prepared notes and/or have a friend/group stand with them for moral support. More information on preparing for your meetings will be provided in our Legislative Prep Guide in January.
- 🌱 Notify your agency's Risk Management Department of the trip and ask for instruction/guidelines for the trip.

5. Follow the School Procedure for Trips

*All May Not Apply to Your District*

- 🌱 The principal must approve all school trips in advance.
- 🌱 A trip plan must be prepared and be retained by school. The plan must specify all applicable information, including persons in charge, participating classes of students, activities and location to be visited, names of all adults taking part, details of departure and return, method of transportation and carrier, and insurance coverage.

- 🌱 The principal must designate a licensed teacher, assistant principal, or other supervisor participating in the trip as the individual with overall responsibility for the trip.
- 🌱 No student will be allowed to participate in a school trip unless their parent, guardian, or person in a parental relationship to the student has signed a consent form.
- 🌱 Again, there must be at least one (1) adult per ten (10) students. The adults must be either the parents of a student, school staff, SBHC staff, or otherwise designated by the school as the chaperone.
- 🌱 Regardless of the type of trip it is not permissible for students to meet at or be dismissed from a site other than the school unless the consent form specifically authorizes it. Confirm the consent form lists the bus pick up and drop off location.
- 🌱 Any vehicle utilized to transport students must comply with all federal, state, city, and Department of Education rules and regulations for the transport of students.
- 🌱 OSBHA is not liable for issues arising from the transportation to or from the event.

#### 6. Have a Consistent Message

- 🌱 Meet with teachers, students, and parents/ other adults who are participating in School Health Advocacy Day to develop talking points.
- 🌱 Specific talking points will be provided from OSBHA for School Health Advocacy Day.
- 🌱 Plan activities surrounding SBHC and school health advocacy: petitions, letter writing, poster/essay contest, etc.

#### 7. Get Emergency Numbers

- 🌱 Get the emergency numbers of all the adults with the group.
- 🌱 Advise the teacher/ adult chaperones to collect the emergency numbers for all the participating students. These adults should be aware of, and prepared to follow, their school district's emergency policy.

#### 8. Plan for Lunch/Snacks

- 🌱 OSBHA provides an on-site snack and a lunch for attendees free of charge.



- 🌱 If attendees have any dietary restrictions or other nutrition needs, please let us know when you register, or email [Jessica@osbha.org](mailto:Jessica@osbha.org)
- 🌱 Though lunch is provided, it is suggested that attendees bring healthy snacks for the trip to and from the event, and breakfast will not be provided at this year's event.

#### 9. Outreach to the Media

- 🌱 Notify the Public Relations Department of your school district about the event and any related activities in your school.
- 🌱 Alert local media about the School Health Advocacy Day event.
- 🌱 Use social media to promote your involvement in Student Health Advocacy Day! Please use the hashtag #OregonSBHC when promoting the event, and tag @OregonSBHA on Facebook and Twitter. We will follow up closer to the event with a special hashtag created by youth for the event.





#### 10. Finalize All Details

- 🌱 Confirm all Legislator meeting appointments. Confirm all meeting appointments with OSBHA by emailing [admin@osbha.org](mailto:admin@osbha.org).
- 🌱 Assign Bus Captains and confirm their emergency contact information.
- 🌱 Ensure all documentation (student consent forms, photo release forms, etc.) are secured by the school staff. Scan and email a copy of all forms to [Jessica@osbha.org](mailto:Jessica@osbha.org) by 5pm on Wednesday, February 19th.
- 🌱 Distribute emergency number contact information sheet.



### **Section C: School Health Advocacy Day**

#### Coordinate Bus Pick up/ Drop off location


- 🌱 Designate the area where the group will meet.
- 🌱 Have all attendees sign in on an attendance sheet. The attendance sheet should have two columns, one for participants to sign in at the beginning of the day and one to sign out at the end of the trip.

-  Give each chaperone/adult a School Health Advocacy Day packet containing the agenda for the day, the location and times of OSBHA events, their assigned legislative meetings, and emergency numbers, etc.
-  Exchange phone numbers with the bus drivers in case of delays.
-  Make sure the bus drivers and the bus captain have directions for the trip to Salem. Do not assume the bus driver knows the route or has parking information.
-  For driving directions and map, see *Appendix B*.





### Registration



-  Prior to the event, register online. You have already completed pre-registration—thank you! We will send the official registration form to you by email, and ask that you register all students by February 18, 2020.
-  As attendees arrive at the main meeting hall, students and adults will check in at the registration table.

### Student Involvement

-  Students are invited to voice their opinion and experiences about SBHCs. Students are outstanding advocates for school-based health care and SBHC providers should encourage students to be prepared to share their story. OSBHA will have activity stations available throughout the day for students to share their story with OSBHA.




### Conduct Legislative Meetings

-  When you visit the Legislators' offices, be sure to introduce yourself and identify the SBHC program you represent. Ask for the person who scheduled the appointment to thank them personally.
-  If the Legislator is not available, ask if you may speak with the legislative staff person who is responsible for health issues.
-  Go over the main points about SBHCs and hand in the packet of SBHC information you have prepared. (More information on this will be provided in your Legislative Meeting Prep Guide)
-  If it is a large group, designate one to five people to speak about specific SBHC issues and about why SBHCs are important to them. Be sure they have the details they need.




-  Invite the Legislator and his/her staff to visit your SBHC—having pre-set open houses is a great way to encourage attendance. Contact Jessica Chambers at [jessica@osbha.org](mailto:jessica@osbha.org) if you are able to schedule a site visit.
-  Refer to the Tips sheet provided by OSBHA on speaking with legislators.

## Section D: Follow Up






### Debrief about School Health Advocacy Day

-  Review the day with students, school staff, parents/adults, and with fellow SBHC staff members. Debrief immediately afterwards while still in Salem, on the bus ride home, or as soon as possible.
-  Discuss accomplishments, challenges and decide on the next action steps.
-  Let OSBHA know if there are follow-up questions you need help addressing or if you have concerns or questions about comments from legislators.







### Write Thank You Letters

-  Send the Legislator(s) a thank you letter within a week of the visit. There will be a station at School Health Advocacy Day to write these immediately!
-  Address the thank you letter to the Legislator(s). Thank them and any aides (if you met with an aide) for their time. In your letter, make special note of the staff member with whom you met.
-  Close the letter with an invitation to visit your SBHC.

### Host a Site Visit

-  Call to invite the Legislator to visit your clinic. Offer three possible dates for the visit.
-  Inform the school administration as soon as a date is selected for the visit and invite them to participate.
-  Inform Public Relations Department of your school district and local media.
-  Invite OSBHA to participate in the visit by emailing Jessica Chambers at [jessica@osbha.org](mailto:jessica@osbha.org).
-  Plan for the visit with the SBHC, students, and school staff.

### Other Activities

-  Ask students to write about their experiences for the local newspaper and the school newspaper.
-  Make a collage of the pictures to post in the clinic.
-  If there was no local media reporter at the event, send your statement and photos to the media immediately after School Health Advocacy Day.
-  Send a thank you note and summary of School Health Advocacy Day to each teacher and SBHC staff who participated.
-  If appropriate, give certificates of appreciation to students who assisted in planning activities.
-  Send a school group photo and caption or short story, best done digitally, about the trip to School Health Advocacy Day to the local school district administration for its district newsletter and also to OSBHA ([Jessica@osbha.org](mailto:Jessica@osbha.org)) for its website.

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## APPENDIX A: Advocacy Day Debrief Guide

### Role of Facilitator

- Solicit reactions of the participants
- Context/support any negative experiences
- Celebrate the successes
- Create a sense of shared accomplishment among individuals

### Format for Debrief

- 10-15 students per group
- Students share highlighted accounts/not details

### Debrief Questions

- What did you learn from the meeting (or meetings)?
- What do you think made the most impression on the Legislator?
- What made the most impression on you? Share a highlight from the meeting.
- Any challenging meetings? Why? What did you learn from this meeting?
- What did you learn from all of your experiences today?
- How will you use what you learned in school? In your future advocacy? In other projects?
- How do you plan to follow up?
  - o Thank you letters to the people you met with
  - o Tour of SBHC back home
  - o Share with your classmates
  - o Other...

### Potential Pitfalls

- Students focus on negative stories
- Student talks for too long or not enough
- Same student(s) is dominating conversation
- Students are coming in and out of discussion at unscheduled times
- Students are having side conversations

## APPENDIX B: Directions to the State Capitol

### Driving to the Oregon Capitol Building, 900 Court St. NE Salem, OR 97301

#### From North

Go South on I-5 to Merge onto OR-99E-BR S via the #260A Exit (becomes Commercial St.). Go left onto Center Street. Turn right onto E Summer Street. Turn right onto Court Street. The capitol building is on the left.

#### From South

Go North on I-5 to the #253 Exit (Hwy. 22). Turn left onto OR-22/OR-99E-BR. Take the OR-99E-BR/OR-22 W ramp toward Willamette U./City Center. Keep right to take the ramp toward 12th St./State Offices. Stay straight to go onto 13th St SE. Turn slight right onto 12th St SE. Turn left onto Court St NE. Capitol building will be on the left.

#### From East

Go West on Hwy 22 to Salem. Take the OR-99E-BR/OR-22 W ramp toward Willamette U./City Center. Keep right to take the ramp toward 12th St./State Offices. Stay straight to go onto 13th St SE. Turn slight right onto 12th St SE. Turn left onto Court St NE. Capitol will be on the left.

#### From West

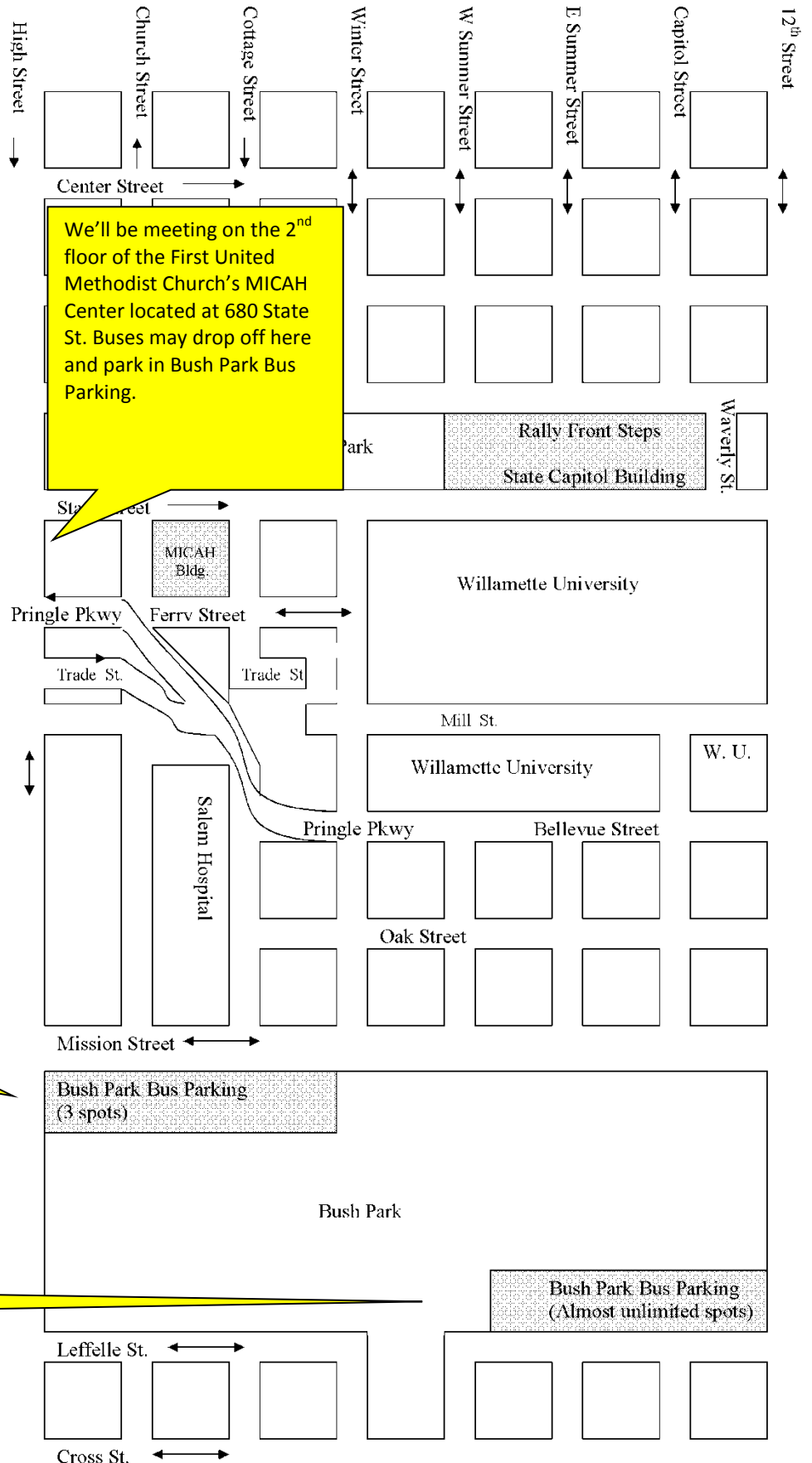
Go East on Hwy 22 to Salem. Stay straight to go onto Center St NE. Turn right onto E Summer St NE. Turn right onto Court St NE. Capitol building is on the left.



## Map of Capitol Building and Parking Options

### Reminder:

We will **not** be distributing parking passes this year. If you need to be reimbursed for parking, please contact Jessica at [Jessica@osbha.org](mailto:Jessica@osbha.org).



We'll be meeting on the 2<sup>nd</sup> floor of the First United Methodist Church's MICAH Center located at 680 State St. Buses may drop off here and park in Bush Park Bus Parking.

Buses might find parking here.

Buses may also park here.

Bush Park Bus Parking (Almost unlimited spots)



**Appendix C: Photo Release Form**

Name of participant (please print) \_\_\_\_\_ Age \_\_\_\_\_

**Parent/guardian must sign for children under age 18.**

**Photography release**

I \_\_\_\_\_ hereby permit Oregon School-Based Health Alliance to photograph me/my child while participating in School Health Advocacy Day on February 25, 2020 and to release and publish this material. I understand that this material may be used to promote Oregon School-Based Health Alliance in various publications, public affairs release, recruitment materials, or for other related endeavors. This material may also appear on the Oregon School-Based Health Alliance Web page. I will receive no remuneration for the use of this image.

**Self or Parent/Guardian (please print):** \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

In case we need to contact you please provide contact information below:

Telephone: \_\_\_\_\_

Email \_\_\_\_\_

## APPENDIX D: Checklist

- Generate the interest: Speak with your school principal (or if applicable the superintendent) to invite the school to participate. Once the principal approves, develop student permission forms that can be distributed by the teachers.
- Set a deadline for interested attendees
- Identify budget and funding
- Know the school procedure for trips
- Recruit Adult Chaperones & Advocates
- Register your group by February 14, 2020
- Arrange for Bus or carpool transportation
- Schedule legislative meetings – See School Health Advocacy Day Schedule for preferred times
- Collect Consent Forms and Photo Releases. Consent Forms must be drafted, distributed, and secured by school staff. Photo Releases are provided by OSBHA. [Scan and email a copy of the forms to Jessica@osbha.org](mailto:Jessica@osbha.org) by 5pm on Wednesday, February 19th.
- Collect and Distribute Emergency Numbers (send to OSBHA at [admin@osbha.org](mailto:admin@osbha.org))
- Plan for Lunch/Snacks (Lunch and some snacks are provided by OSBHA—please notify us of any dietary restrictions when registering)
- Alert local media about the School Health Advocacy Day event. Create a plan for using social media to promote School Health Advocacy Day.
- Coordinate the Bus Pick up/ Drop off locations
- Have a copy of the driving directions to Salem
- Conduct Legislative Meeting
- Participate in event debrief prior to departure - Complete evaluation forms.
- Write thank you letters to legislators within 5 business days – have all participants sign them (WE WILL HAVE THESE AVAILABLE TO DO AT SCHOOL HEALTH ADVOCACY DAY 2020)
- Follow up School Health Advocacy Day with local activities/event