



Advancing the Value of Your Role and Best Practices for Children: Ignite Your Inner Advocate!
BREAKOUT SESSION

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NASP
 National Association of School Psychologists

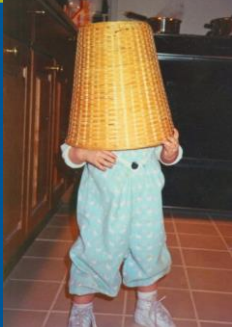
Learning Objectives



- Understand how to start at the school level as well as how to make a difference at the district, state, or federal level.
- Share ways for you to facilitate communications planning with colleagues.
- Explore key message development.
- Identify specific strategies to use in your school(s).

Adapted from Kathy Cowan, Communications Director NASP

How do people know what you are doing and why it matters?



Belgrade counselor named School Psychologist of Year

Story Comments Share Print Facebook

Posted Tuesday, October 29, 2019 10:20 pm
 By Michael Tubbs, staff writer (14 comments)


Around the Belgrade School District office, they use the words "great" and "incredible" along with generosity to describe school psychologist Daniel Pridde and his recent award.

"I've held him to this for as long as I've been here that he is one of the best school psychologists we ever worked with," Curriculum Director Garsick said. "I was thrilled when I found he was the School Psychologist of the Year award for such a long time."

Pridde won the annual award from the state Association of School Psychologists this weekend during the group's conference held in Bucyrus. Special services director Laura Sain said in an email Monday:

Courtesy photo: Belgrade school psychologist Daniel Pridde, left, and his district's special services director Laura Sain on the award winner said he started working for Belgrade

So you are a school counselor, right?



The Process

Two general ways to advocate for your role:

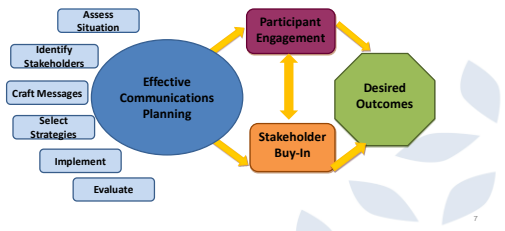


Demonstrating value through action. **Direct advocacy**

Good communication is essential to both.



Strategic Communications is Advocacy



1. Assess the Situation

Key Priorities

- Growing Student Needs/ Mental Health
- Home, School & Community Relations
- Behavior/discipline
- ESSA/School Choice
- Accountability
- Safety/Crisis
- Policy

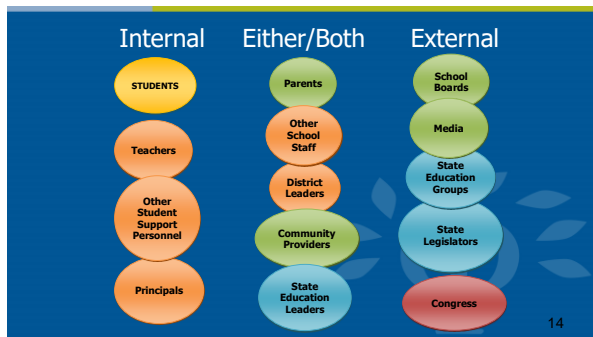
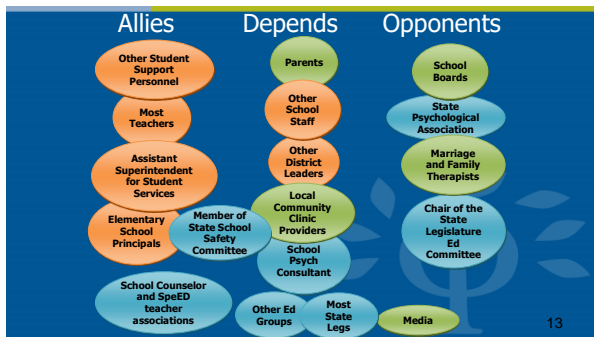
NATIONAL ASSOCIATION OF SCHOOL PSYCHOLOGISTS

Model for Services by School Psychologists

PRACTICES THAT PERMEATE ALL ASPECTS OF SERVICE DELIVERY		DIRECT AND INDIRECT SERVICES FOR CHILDREN, FAMILIES, AND SCHOOLS	
<ul style="list-style-type: none"> Data-Based Decision Making and Accountability Consultation and Collaboration 	<ul style="list-style-type: none"> Interventions and Instructional Support to Develop Academic Skills Interventions and Mental Health Services to Develop Social and Life Skills 	<ul style="list-style-type: none"> Student-Level Services School-Wide Practices to Promote Learning Preventive and Responsive Services Family-School Collaboration Services 	<ul style="list-style-type: none"> Systems-Level Services
FOUNDATIONS OF SERVICE DELIVERY			
Diversity in Development and Learning	Research and Program Evaluation	Legal, Ethical, and Professional Practice	
HELPING STUDENTS AND SCHOOLS ACHIEVE THEIR BEST			

2. Identify Your Stakeholders

Whom do you serve, work with, rely on, and disagree with?



Know your stakeholders'

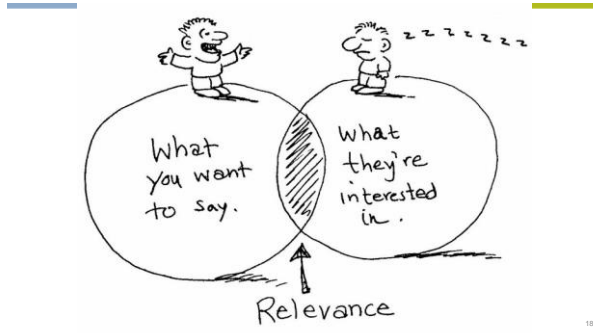
Risks/Concerns	Goals/Hopes

Stakeholder engagement

- SDASP Meeting Planning
 - Attend to: Can't to add use dissemination statement (Operational Dashboard) Or, Best Meeting
 - Check Current Status of Other Boards (to items coordinated) against the (Operational Dashboard)
 - Review calendar
 - Invite Board members attend (Operational Dashboard Meeting with set going number-October Meeting (Operational Dashboard)
 - Approval of SDASP to share Approval provide for (SDS Professional Development) (SDS)
 - Update Quarterly Reports to (School Leadership) (to from 2019/2020 Professional Development)
- Other Activities
 - Online Registration for Conference & Networking: Quarter to (to 2nd 3rd 4th meeting May 2017) (Professional)
 - Online Registration for (to 2017) (to 2017) (Professional)
 - Online Registration for (to 2017) (to 2017) (Professional)
 - Online Registration for (to 2017) (to 2017) (Professional)
 - Online Registration for (to 2017) (to 2017) (Professional)

16

3. Craft Messages



It's hard for people to remember more than 3 things at once.



NASP School Psychologists: We Can Help

We support teachers' ability to teach and students' ability to learn. We are a study resource to help all students achieve their best.

<p>1. In the effort to raise achievement for ALL students, your school psychologist is a potentially untapped resource.</p> <ul style="list-style-type: none"> We can assist in the use and evaluation of data to identify strengths that improve student, classroom, and school outcomes. We help reduce behavior problems and increase classroom achievement so that all students learn. We use evidence-based practices with approaches that promote learning and social-emotional health. We are an integral part of the school building team dedicated to ensuring high quality instruction and overall behavioral health for all students. We are experts in improving school safety and reducing violence, bullying, and cyberbullying. We are trained to respond to school crises, conduct safety and threat assessments and emergency preparedness, and help students focus on learning. We help students with their families. 	<p>2. School psychologists help educators and families use data and evidence-based approaches to improve learning and learning.</p> <ul style="list-style-type: none"> We are experts in the use and evaluation of data to identify strengths that improve student, classroom, and school outcomes. We help reduce behavior problems and increase classroom achievement so that all students learn. We use evidence-based practices with approaches that promote learning and social-emotional health. We are an integral part of the school building team dedicated to ensuring high quality instruction and overall behavioral health for all students. We are experts in improving school safety and reducing violence, bullying, and cyberbullying. We are trained to respond to school crises, conduct safety and threat assessments and emergency preparedness, and help students focus on learning. We help students with their families. 	<p>3. Improve school outcomes by aligning your school psychologist's role with the NASP Practice Model.</p> <ul style="list-style-type: none"> The NASP Practice Model defines what services can reasonably be expected from school psychologists across 10 domains of practice, and the general framework within which services should be provided. Making the best use of school psychologist skills and expertise improves student access to the services that can make them engaged and successful in school. Consulting with a school psychologist helps teachers reach targeted outcomes, meet classroom management goals, and offers new strategies that will engage all types of learners. School psychologists provide social and behavioral health services that support the social, emotional, and behavioral health of all students, reduce negative behaviors, and improve learning and achievement. School psychologists help align academic and behavioral health interventions to improve effectiveness through NASP. School psychologists collaborate
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The purpose of the Maryland School Psychologists' Association:

Our Vision: All students will thrive in school, at home, and throughout their lives.

Our Mission: MSPA promotes and advocates for best practices in school psychology to improve learning, behavior, and mental health for all students, families, and schools.

Membership:
 President@mspainc.org
 For general inquiries regarding MSPA
 Legislative@mspainc.org
 For information related to MSPA's legislative efforts
 info@mspainc.org
 For information on MSPA's outreach efforts across the state
 Family@mspainc.org
 For family resources, including information on parenting, learning and mental health

MSPA partners with professional organizations, family advocacy services, and state agencies on behalf of students, families, and schools.

Maryland School Psychologists' Association: Helping All Students Thrive

Our Vision: All students will thrive in school, at home, and throughout their lives.

Our Mission: MSPA promotes and advocates for best practices in school psychology to improve learning, behavior, and mental health for all students, families, and schools.

MSPA Works to Enhance Collaboration:
 MSPA collaborates with professional organizations

About MSPA:
 Celebrating more than 50 years of providing services to children and their families.
 Over 400 members strong.
 Representing over 30% of School Psychologists employed by the Public School System in MD.

How do School Psychologists make a difference in schools?

All children and adolescents face problems from time to time. They may:

- Feel afraid to go to school
- Have difficulty organizing their time efficiently
- Lack effective study skills
- Fall behind in their school work
- Lack self-discipline
- Worry about family matters such as divorce and death
- Feel depressed or anxious
- Experiment with drugs and alcohol
- Think about suicide
- Worry about their sexuality
- Face difficult situations, such as applying to college, getting a job, or quitting school
- Question their aptitudes and abilities

School psychologists help children, parents, teachers, and members of the community understand and resolve these problems.

How do School Psychologists Make a Difference in Schools?

School psychologists are uniquely trained to identify, evaluate, connect, and provide supports for students' academic, cognitive, socio-emotional, and mental health problems.

School psychologists work with students to:

- Provide "cognitive-behavioral" and mentoring to students struggling with social, emotional, and behavioral problems.
- Increase achievement by assessing barriers to learning and determining the best strategies to improve learning.

School psychologists work with families to:

- Identify and address learning and behavioral problems that interfere with school success.
- Evaluate eligibility for special education services.
- Teach parenting skills and enhance home-school collaboration.

School psychologists work with teachers to:

- Identify and resolve academic barriers to learning.
- Design, implement academic and behavioral interventions.
- Motivate all students to engage in learning.

School psychologists work with administrators to:

- Collect and analyze data related to school improvement, student outcomes, and accountability requirements.
- Implement school-wide prevention programs to help maintain positive school climate.

Why Hire a School Psychologist?

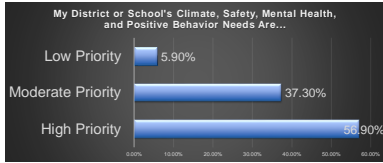
	School Psychologist	Psychometrist
Complete Functional Behavior Assessments	✓	✓
Develop and monitor Positive Behavior Intervention Plans	✓	✓
Counseling/Therapy/Consultation with School Counselors	✓	✓
Crisis Intervention	✓	✓
Internal Psychiatric Reports & Diagnoses	✓	✓
Monitor Mental Health Issues	✓	✓
Screening Assessments	✓	✓
Parent Education & Collaboration	✓	✓
Develop and monitor Academic & Behavior Interventions	✓	✓
Evaluate Academic Skills	✓	✓
Evaluate IQ/Cognitive	✓	✓
Evaluate Perceptual Processing	✓	✓
Evaluate Adaptive Behavior	✓	✓
Identify & Consult for Intellectual Disability (ID)	✓	✓
Identify & Consult for Specific Learning Disability (SLD)	✓	✓
Establish Eligibility for Other Health Impairment with medical documentation	✓	✓
Establish Eligibility for Visual and Hearing Impairments with medical documentation	✓	✓
Identify & Consult for Emotional Disturbance	✓	✓
Identify & Consult for ODD/Conduct Disorders	✓	✓
Identify & Consult for Autism/Asperger's	✓	✓
Identify & Consult for Attention Deficit Disorder (ADHD)	✓	✓
Identify & Consult for Traumatic Brain Injury (TBI)	✓	✓
Identify & Consult for Mental/Physical Illness	✓	✓
Special Education Determination/Eligibility Paperwork (PED & MEE/GS)	✓	✓
Conduct Parent Meetings/Review of Learning Data & SIP/ED Eligibility	✓	✓
Supervise School Psychologists & Psychometrists	✓	✓

Crafting a message in SD

SDASP developed **three** key priorities:

- School psychologists as highly qualified behavioral and mental health providers
- Safe and supportive school environments
- Addressing shortages of school psychologists

Nebraska Data



Time for a Chat...
ELEVATOR CHAT

What are the three most important things you want people to know about the value of school psychologists?

(2 minutes)



4. Effective Strategies

Three Stages of Strategic Communications & Advocacy

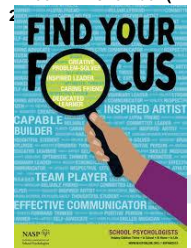


School Psychology Awareness Week

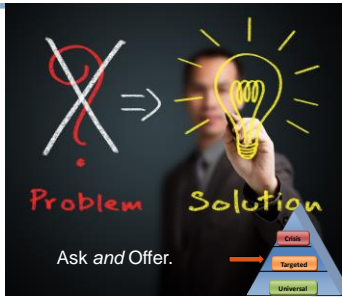
2nd Week in November (11th-15th,

Unlocking your potential for the **SPAW Virtual Hill Day** - November 14, 2019 - 8 a.m. to 4 p.m.

- Write.** Use NASP's Advocacy Action Center to send emails to your congressional representatives on key issues.
- Post.** Share your message through social media—especially Facebook and Twitter. Don't forget to tag your representative #NASPAdvocates @nasponline
- Connect.** Check with your state association to see if they have plans for you to advocate in your state.



www.nasponline.org/communications


Press Release

FOR IMMEDIATE RELEASE

AUGUST 8, 2019

CONTACT: Katherine Cowan, Director, Communications
201-647-1869 | kcowan@naspschool.org

NASP Condemns Hate-Driven Violence, Urges Schools to Reinforce Students' Safety, Well-Being

Bethesda, MD—The past 10 days in the United States have been fraught with horrific acts of violence against innocent people in public spaces. It is horrifying and deeply troubling on many levels. Our deepest sympathies are with those directly affected by the trauma, injury, and loss. NASP shares the growing sense of outrage and urgency and joins with the nation in demanding that our leaders act to end this violence now.

Many issues can contribute to an individual or group turning to violence, but common across these incidents is the influence of hate and access to guns. Yes, mental health can play a role, and we must improve access to mental health services across the country. But we must also enact common-sense gun safety laws, such as universal background checks, bans on high-capacity weapons, and flag laws.

We must address the underlying causes of hate-based speech and behavior that undermine our collective sense of justice and security as a nation and threaten the sense of personal safety for millions of people in crowded public places across the country. It is imperative that we choose the route

Why is Social Media an Important Advocacy Tool?

- Makes it easy and convenient to advocate to policymakers and stakeholder groups
- Every senator and most representatives currently utilize Twitter
- Legislative staff agree that social media has made congressmen more accountable to constituents
- Can reach a wider audience than with traditional advocacy platforms



Policymaker Relationships

Instead of just calling or writing letters, use Twitter to ask them for what you want!

Best practices for tweeting at a policymaker:

- Identify yourself as a constituent
- Use variety in your messages
- Use relevant hashtags (#) when necessary
- Don't start the tweet with their "handle" unless you put a period in front of it



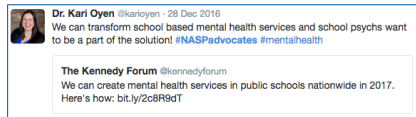
Policymaker Relationships

Using Twitter to thank a policymaker for a meeting or sponsoring a bill- it's easy to do, goes a long way, & starts building a meaningful relationship offline



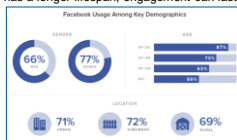
Stakeholder Relationships

- Check out conversations on Twitter about mental health in schools
- Retweet a stakeholder group and mention school psychologists as a resource
 - Gets our message out & builds personal relationship



When to Use Each Platform- Facebook

- Content can be longer and more detailed
- Usually connect with people you know or who are in a close circle (Friends)
- Share content to tell stories
- Network with people
- Facebook post has a longer lifespan, engagement can last a couple of days



When to Use Each Platform- Twitter

- 280 character limit - be creative
- Connect with people and "influentials" you may not know (Followers)
- Share content AND take part of a larger discussion
- Networking ideas
- Tweet has shorter lifespan, most engagement within first hour



Ways to Increase Engagement

Interact with your state association page:

- Actively like, comment, and share their posts
- Tag the page
- Post photos during an event



Ways to Increase Engagement

Add a photo:

- Posts with a photo on Facebook get 2X more likes, shares, and comments (engagement)
- Tweet will get 150% more retweets if photo is attached



Ways to Increase Engagement

Best times to post:

- Facebook: 1-4 p.m. (before 8 a.m. = dead zone)
- Twitter: Any weekday

Best days of the week to post:

- Facebook: Thurs- Sun (Sun. = highest engagement, Wed. = worst)
- Twitter: 12-6 p.m.

Frequency:

- Facebook: 1-2X per day, do not exceed 7/week
- Twitter: Do not exceed 10-14 tweets/day

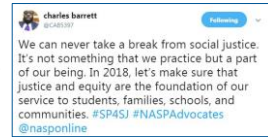
Using Hashtags to Amplify the Cause

NASP's:

- #NASPadvocates
- #NASP2019
- #UnlockPotential
- #SP4SJ

Other's:

- #MentalHealthMatters
- #EndTheStigma
- #SaveOurCare
- #InvestInKids



Twitter Chats

- NASP and other educational agencies regularly host and participate in Twitter chats
- Virtual convening of people on particular date and time, connected by one hashtag (#)
- Utilized by many educational leaders
- Focused on a particular topic
- Facilitator poses questions and people share their responses & reply to others, creating an open dialogue

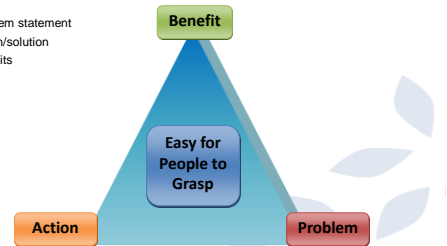


Communications Basics



Effective Message Structure

- Problem statement
- Action/solution
- Benefits



Make It Easy for People



- Lead with the point, restate the point, close with the point.
- Keep students at the center.
- Be relevant (know your audience).
- Be concise.
- Avoid acronyms/technical language.
- Use bullets to the extent possible.
- Resonate.

51

Resonate



- Appeal to emotion as well as intellect.
- Put a "face" on the issue. Be a good storyteller.
- Use data but use "social math," not just statistics, when possible.
- Be a good listener.
- Need a clear "call to action"
 - Don't allow (or expect) your target audience to guess what you need

52

Statistics Versus ...

Youth Risk Behavior Surveillance

Percentage of students responding regarding behavior during 12 months preceding survey:

	YRBSS 2003*	Middle School Survey 2003**
1. Seriously considered attempting suicide	16.9	20.6
2. Made a specific plan	16.5	13.4
3. Made an attempt	8.5	9.7
4. Made an attempt requiring medical attention	2.9	—

Lieberman, Poland & Cassel, 2006

53

... "Social Math"

- For every 100-200 youth that attempt suicide, one child succeeds.
- For every three youths who attempt suicide, one goes to the hospital and **two go to school**.



54

Show Them the Data

- Educational Outcome Data
 - o State/District/Building
- Demographic Risk Data
 - o Kids Count <http://datacenter.kidscount.org/>
- Research or Survey Data
 - o YRBSS <http://www.cdc.gov/HealthyYouth/yrbs/index.htm>
 - o School Climate
 - o Scholarly Research
- Office of Civil Rights Data <http://ocrdata.ed.gov/>



Foundational NASP Documents

- Standards, Ethics, and Practice Model
- Position Papers (Official NASP policy)
- A Framework for Safe and Successful Schools
- A Framework for School-Wide Bullying Prevention and Safety



Infographics to Educate and Activate



View, download, and share our infographics series through social media to introduce key issues to stakeholders and advocate for the work of school psychologists.

www.nasponline.org/infographics



Some More NASP Resources

- **Communications Resources**
 - <http://www.nasponline.org/communications-resources>
- **NASP Topical Resources**
 - <http://www.nasponline.org/resources-and-publications/resources>
- **NASP Practice Model Implementation Guide**
 - www.nasponline.org/standards/practice-model/implementation-guide
- **Advocacy Roadmaps**
 - Safe & Successful Schools, NASP Practice Model, Promoting SP Services
 - <http://www.nasponline.org/research-and-policy/advocacy-tools-and-resources/advocacy-roadmaps>



61

Four “Take Aways” From Today

- Advocating for your role and services is **not self-promotion**; it is good for kids.
- Communication and advocacy may feel outside your comfort zone; **you can do it**.
- There are some fairly basic **skills and strategies** that contribute to effective professional advocacy and communication.
- **NASP has resources** that can help.

www.nasponline.org/communications

62

Give one...Get one

- Write down one idea from this training that you plan to implement from this training this fall
- Find another person.
- Give your idea to another person and then get one idea from another person.

Questions?



64