

**New York State**

**PTA**

*everychild. onevoice.*



# **Advocacy for Current Wellness Issues**

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**SUMMER LEADERSHIP CONFERENCE**

**2017**

Adapted from Leg/ED 2016 - NYS PTA Advocacy Team



## **Workshop 204 - Advocacy for Current Wellness**

### **Issues and How You Can Support Students**

Learn how to advocate effectively on current issues in your school district that are related to student's health and wellness.

Become informed on key concerns of NYS families. What are the issues in your community?



# How to Address the Crisis of **Childhood Obesity**



# Obesity

© SHUTTER / MARZIO

Mercola.com

# Opioids



# E-Cigarettes



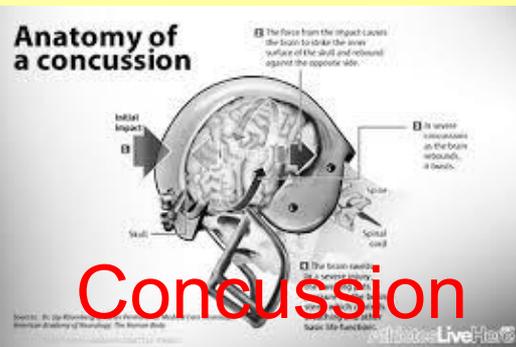
# Suicide

**40%**  
OF TRANSGENDER  
YOUTH SAID THEY HAD  
ATTEMPTED SUICIDE

SOURCE: NATIONAL TRANSGENDER DISCRIMINATION SURVEY



# Anatomy of a concussion



# Concussion

# Pollution





## **THE BASIS FOR WHAT WE DO:**

**THE PTA MISSION:** is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

**PTA ADVOCACY:** In the context of PTA, advocacy is supporting and speaking up for children—in schools, in communities, and before government bodies and other organizations that make decisions affecting children.



# Steps

- ◆ Advocacy and/Wellness Committee
- ◆ Choose an issue
- ◆ Approval by the PTA
- ◆ Strategy
  - ◆ Action
  - ◆ Assessment



# Advocacy/Wellness Committee

- ◆ Unit Executive Board creates the committees. President appoints chairs, with the approval of the Executive Committee.
- ◆ Committee work must be approved by the Executive Board.



## Steps (cont.)

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# Choose an issue

- Issue must affect many
- Supported by State and National PTA policy
- Subject to your Executive Board approval

- Narcan training
- Concussions and school sports
- Drug rehab bed availability
- Dangerous roads
- Vaping stores in neighborhoods
- LGBTQ issues
- Teen suicide
- School lunches
- Obesity
- Date Abuse



## Steps (cont.)

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# Approval by the PTA

Present the advocacy project to the PTA Executive Board for their approval:

- State the approach
- Plan of work
- Budget
- Timeline



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## PTA Strategy Chart

Advocacy is the cornerstone of PTA's mission. In order to achieve your advocacy goals at any level, it is important to have a strategic plan. This chart poses the right questions in the right order and serves as a particularly useful tool for group discussions, as it maintains focus to the issue at hand. Use this chart as a guide to developing your strategy and revisit it to check your progress.

<b>GOALS</b> <i>The victory you want to achieve.</i>	<b>ORGANIZATIONAL CONSIDERATIONS</b> <i>What you have to put into the fight (time, money, etc.), and what you want to get out of it organizationally (how will others perceive you/the PTA).</i>	<b>CONSTITUENTS, ALLIES, OPPONENTS</b> <i>Who else cares about this problem enough to join in doing something about it? Who will not agree with you on this issue? Who does it impact?</i>	<b>TARGETS</b> <i>Those who can give you what you want. Always a person.</i>	<b>TACTICS</b> <i>The things that you and your constituents and allies must do to get the decision-maker(s) to make the decisions that will allow you to achieve your goal.</i>



## **No matter which process methods you use, the following items need to be addressed:**

- Goals (the victory you want to achieve)
- Assets (people who will support you, \$, access, connections)
- Obstacles (what/who will oppose you?)
- Targets (always a person, decision makers who have the power to address your concerns with certainty)
- Tactics (what the constituents do to the targets)
- Assessment



# News Flash

- Legal opioids became harder to get. Cost went to \$80/pill leading to switch from pills to heroin (\$10/dose)
- Narcan has saved thousands of lives
- Narcan single dose cost has more than doubled
- Designer fentanyl rampant in opioid epidemic. Requires 2 – 4 times the Narcan to rescue
- Narcan maker CEO pay has gone up 53%

Meanwhile:

- Opioid deaths have increased

<http://s.syracuse.com/6jpKsIT>  
[www.drugabuse.gov](http://www.drugabuse.gov)

# Resources

- New York State PTA (nyspta.org)
  - [Where We Stand](#)
  - [NYS PTA Advocacy Action Center](#)
  - [wellness@nyspta.org](mailto:wellness@nyspta.org),  
[health@nyspta.org](mailto:health@nyspta.org)
- Federal resources
- Drug issues: <https://www.drugabuse.gov/>
  - Many health issues: <http://www.cdc.gov/>
- New York State
  - <https://www.health.ny.gov/>
- And *your* county health departments.

# Hot topics

- Opioid epidemic
- Nicotine delivery (e-cigarettes etc.)
- Suicide
- Obesity: diet and exercise
- Water quality-lead testing
- Concussion and sports health
- Your issues

# Electronic Cigarettes

- Resolution (Electronic Cigarettes and Youth) written by Nassau Region PTA and presented to NYS PTA. Resolution accepted
- E-cig resolution adopted at NYS PTA Convention (2014)
- Resolution submitted to Nat'l PTA but rejected (2014-2015)
- Following year Resolution resubmitted to Nat'l and accepted
- Resolution passed on convention floor at Nat'l Convention (2016)

# Lead in Water

- NYS PTA was asked to sign onto a letter in favor of testing lead content of water in schools.
- Governor Cuomo signed landmark legislation in September 2016 to test drinking water in NY schools for lead contamination.

New York is the first state in the nation to put a requirement in statute that:

- Mandates periodic testing of drinking water in schools and reporting to parents and local and state entities
- Provides guidance for remediation to ensure availability of clean and safe drinking water in every school
- Provides state funding for a portion of the testing and remediation costs and will reimburse these costs on an expedited schedule in emergency situations