

Advocacy and Legislation

Why Legislation? Why Advocacy?

Today, more young people are “at risk” than ever before. Far too many grow up in poverty, spend some time in a single parent home, and lack health insurance during at least part of the year. Our children and youth are exposed to an increasingly violent world and to a peer culture that does not always value learning or understand that educational achievement is a key factor in success. Our children did not make these conditions, and few understand how to get their voices heard by those with the power to solve these problems—the lawmakers. They need “advocates” to speak for them.

“To secure adequate laws for the protection of children and youth” is the third Purpose of the PTA and is the primary guide for the legislative activity of PTAs and PTSAs. Since decisions made by legislative bodies—the U. S. Congress, the Kentucky General Assembly, county and city governments and schools boards—affect the health, safety, welfare and education of children and youth, and their families, it is imperative that PTAs and PTSAs become involved in the legislative process.

Wherever the decision-making is done - whether it is city or county government, school boards, legislature or various authorities and agencies - **PTA needs to be there!**

Tens of thousands of PTA members in Kentucky are working daily to improve the quality of life for young people. We must connect parents and communities to the issues that impact children’s lives. While the voice of one parent acting alone can be ignored, the voice of thousands working together will get attention.

What is Advocacy?

Advocacy can be broken down into basic parts: the advocate, the issue, the act and the decision maker.

- Anyone who speaks for another is an advocate. PTA members are advocates for children and their parents.
- PTA members advocate on a wide variety of child-related issues: education, health, nutrition, safety, juvenile protection, welfare reform, parent and family life, and drug abuse prevention to name a few.
- The act of advocacy is simply communicating about the issue by speaking, writing, phoning, faxing or e-mailing. The purpose of the communication can be to inform, educate, persuade or increase the level of awareness about the issue.
- The decision-maker is any individual or body that has the power to address the issue or solve the problem. Decision-makers include elected and appointed officials, legislative bodies, school boards, and judges.

Every PTA member can be an effective advocate. The process is always the same; identify, research and understand the issue; identify, research and understand the decision-maker; and develop and communicate the message. The process is not always easy, and dedication

and perseverance are usually required. Sometimes success is achieved quickly, sometimes slowly.

Characteristics of Leadership for Advocacy

- **Keep Informed About the Issues**
On National PTA’s web site (www.pta.org/takeaction) Issues and Action, read “This Week In Washington” and other legislative information. Also watch for legislative information published in Kentucky PTA’s *Our Children...Our Future* newsletter. For information on local education issues, attend local school board meetings and access information from your school district’s website. For state updates, check the Kentucky Department of Education website education.ky.gov. Attend the Kentucky PTA advocacy training.
- **Choose Issues Important to Your Membership**
Stay aware of what motivates your members and show how the PTA’s issues reflect their concerns. Educate your members by reporting on local, state and national issues at PTA meetings. Provide members with the names and contact information of their legislators and school board members.
- **Build the Support of Members for Your Cause**
Create a sense of ownership and participation among parents by making sure everyone understands your goal and how the individual activities will build towards achieving the goal. Encourage others to help shape the advocacy agenda, so that each member feels responsible for the actions and decisions of the group.
- **Learn to Work Together**
Transform a group of individuals into a PTA unit whose members work efficiently and share a sense of purpose and accomplishment.
- **Recruit New Members**
Publicize your meetings and make an effort to greet new people. Call them after their first meeting to ask for their reactions and suggest a committee for them to join.
- **Take Risks**
Be willing to risk failure in order to move closer to solving the problems you want to address.
- **Retain Your Commitment to Change**, even when making the change requires more effort than you had anticipated. Never lose sight of your goals, even as you continually shift strategies to achieve them.

PTA SIGN UP NOW

If you would like to receive
Kentucky PTA Legislative Alerts,
send your name and e-mail address to
kentuckypta@bellsouth.net

History of PTA Advocacy

Over 100 years ago, the National PTA foundation was built on the mission of affecting positive policy change on children's issues. PTA advocates for the safety, health and welfare of ALL children; PTA has been historically instrumental in securing polio vaccinations, hot lunches in schools and access to public education for all children. Today, TPA strives to impact legislation and policy involving education, health care and safety issues, among others.

People who were concerned about children, particularly child labor, education and their health and safety, founded the PTA in the 1890s. The first convocation of the National Congress of Mothers in February 1897 resulted in:

- Resolution to establish U.S. Public Health Service
- Request implementation of parent-teacher conferences
- Preparation of parenting information

National PTA efforts have led to positive changes in child labor laws, public health services, federal education laws, parent involvement policies, school lunch programs, juvenile justice protections, and mandatory immunizations.

We cannot expect to completely wipe out hunger, racism, poverty, violence and illiteracy. But we can support nutrition programs, school reform, adequate funding for public education, promote the teaching of tolerance, and urge the passage of new safety and health programs. We can bring about change by creating incremental solutions to big problems.

Kentucky PTA Advocacy Program

Kentucky PTA's advocacy program supports local PTA efforts to engage in advocacy at all levels of decision-making. A key to success is finding a local PTA advocacy/legislative chairperson to coordinate your unit's advocacy efforts. The Kentucky PTA legislative team develops legislative priorities that are used in advocacy efforts to secure adequate laws for the protection, welfare and education of children and youth. Your legislative chair will also want to represent your unit at our annual legislative assembly, where we offer training and make decisions about priorities for the next state legislative session. For more information about recruiting an advocacy/legislative chair, contact your state legislative chair. Contact information can be found on our website kypta.org and click on Advocacy.

Your First Steps as Legislative Chair

Communication and team building are the keys to successful advocacy. We also recommend that you build a team of advocates to maximize your effectiveness and spread the workload.

Tips to begin your year:

1. Make sure your membership chair has reported your name to the Kentucky PTA office as legislative chair.
2. Sign up with the Kentucky PTA office for Action Alert listserv. The Legislative Action Alerts is a one-way electronic communication alerting you to fast-breaking happenings in Frankfort and requesting you to call,

email, or write a letter to your legislators on specific issues that relate to the Kentucky PTA Legislative Platform. They are structures with background, requested action and a brief message for you to use as a template.

3. Make sure that your PTA has advocacy and/or legislative reports on each board and general meeting agenda. Prepare for the meeting by checking the Kentucky PTA website, copying articles of interest from the newspaper, announcing upcoming town hall meetings, etc.
4. Ask for space in your PTA newsletter for an advocacy column. If you are not a writer, look on the Kentucky PTA website for ideas or contact your Kentucky PTA Legislative Chair – Sharon Whitworth at swhitwol@aol.com
5. Make sure your PTA has a budget for advocacy/legislation. It should include funds for copying, postage, Legislative Assembly, and other expenses.
6. Contact your Kentucky PTA Legislative Chair for information about upcoming orientation and training meetings.
7. Answer the following questions. If you don't know the answer that's okay, but learning the answers will help you to make the connections needed for successful advocacy.
 - Do you know the name of your school district's superintendent and whether or not he/she holds public forums or roundtables? (See your school district calendar or website or call your district office.)
 - Can you name at least one person on the school board? When are your school board meetings? (Again, go to your school district website or call the district office.)
 - Do you know who represents you in the Kentucky Senate and Kentucky House of Representatives?
 - Can you name an elected official who serves on the Senate or House Education Committees?
 - Who is the Kentucky Commissioner of Education? (Dr. Terry Holliday) When is the next meeting of the Kentucky Board of Education?

**Remember ADVOCACY Trainings:
Kentucky PTA Advocacy Training for PTA/PTSA
members November 7-8, 2014
148 Consumer Lane, Frankfort KY**

Children's Advocacy Day at the Capitol
Date to Be Announced (either January or February 2015)-
Held in Frankfort, Kentucky Don't miss the opportunity to attend these trainings. Watch for more information in Fall issues of Our Children...Our Future and on our website kypta.org

Becoming a Successful Advocate for Children

The foundation of the PTA is advocacy. Advocacy means to speak up; to plead a cause; to make a case for another. You are an advocate: When you speak up for your child to his/her teacher; when you speak up for changes in curriculum at your school; when you speak up for a crosswalk to make it safer for children to cross the street; and when you speak up to reform the children's welfare system.

Our Mission is:

The overall purpose of PTA is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

In Kentucky, the PTA has been a leader in supporting legislation at all governmental levels to build a better world for children. As effective advocates for children, we might support local efforts to improve school nutrition, state efforts to improve education funding and national efforts to increase access to healthcare. We often assist in change efforts by helping to create incremental solutions to big problems.

Turning Members into Advocacy Volunteers

It is time to start building your network of volunteers to help with the effort of persuasion.

The first step to building a volunteer network is to clearly communicate the local, state, and national PTA goals and tell members at each meeting how they can participate in the advocacy process. Bring the issues and goals to the local level by telling members how they affect your community's schools and children. Explain to them that they are already engaging in advocacy efforts when they contact their child's teacher or principal. You can also make it easy for members to find information on local, state, and national PTA advocacy efforts. If you have not already done so, build an email address book to disseminate important information quickly and efficiently.

Provide a Variety of Ways for Members to be Advocates.

Not all PTA members will be able to devote the same level of time or resources. By offering them a variety of duties, they can pick which task fits their individual situation and time constraints. For example, if targeting the school board with a letter-writing campaign is one of your goals, make it easy for all members to do this at the next meeting by providing a sample letter, stationery and envelopes, and postage.

Keep your advocacy volunteer network involved in important issues by providing them with the latest information. An effort should be made to create and maintain an up-to-date website with links to Kentucky PTA and National PTA, regularly delivering a printed newsletter, and sending an email newsletter. Your goal is to provide your volunteers with the tools they need to successfully complete their task.

In a volunteer association like Kentucky PTA, the words "thank you" take on an even more powerful meaning. Handwrite a note and print a certificate of appreciation to let volunteers know they make a difference and their efforts are appreciated.

Putting it All Together

A written plan will help you focus your advocacy activities. You should identify PTA goals, organizational capacity, target audiences, potential allies, opposition, and the activities to be pursued. Some steps in developing a strategy chart or advocacy plan:

- Determine the issue
- Build a volunteer network
- Organize around goals
- Identify targets and tactics
- Build a coalition and maximize resources
- Develop a message that "resonates"
- Communicate to decision makers.
- Evaluate and celebrate your efforts!

PTA Do's and Don'ts

The PTA is non-partisan and, as such, shall have no connection with any political party or candidate for office. This prohibition is imposed on all non-profit association by federal law. You must work with people from all political parties. Anyone can be allies on specific issues important to you.

As PTA's/PTSA's WE MAY:

- Take positions on ISSUES related to education and children's advocacy.
- Arrange and support activities that serve to INFORM members about issues.
- Promote PARTICIPATION in civic activities by registering voters and encouraging turnout.
- Arrange, support, sponsor and advertise public information FORUMS.
- EDUCATE members on various issues that impact our children.
- SHARE the voting records of elected officials.

As PTA's/PTSA's WE MAY NOT:

- Participate in, or intervene in, directly or indirectly, any political campaign on behalf of any CANDIDATE for public office.
- Support, oppose or endorse, in any way, any CANDIDATE who is running for a public office, including school board.

Please REMEMBER:

Any PTA member who chooses to support or oppose a CANDIDATE or PARTY must express that support or opposition apart from any affiliation with PTA.

Communicating with Your Legislators

The most important thing that PTA advocates can do to support our statewide advocating efforts is to build strong relationships with local legislators. Why? Legislators need to know that their local constituents care about the issues that PTA is supporting. They want to hear from you about how the issues we are advocating for impact you personally.

Our goal: Start by forming your PTA team and visiting the legislators either individually or as a group when your legislators are at home in between legislative sessions. They will often want to meet you in a coffee shop, as most do not have offices outside of Frankfort.

Establishing the Relationship: Do some research on the Kentucky LRC website (<http://www.lrc.ky.gov/>) to learn about your legislator's interests. Each legislator has a home page with background information. You can also find out the committees they have served on, bills they have sponsored and their voting records. Look for areas of common interest. Consider inviting them to speak/answer questions at a unit or district event. Ask to be on their email list so that you will receive their updates. Share the current PTA platform and let them know that you will follow up with them about specific bills during the legislative session.

Report Your Progress: Once you have met with your legislators, call or email the Kentucky PTA Legislative Chair to let them know who is on your legislative team. We need to know who you are, so that we know who to call when we need assistance. We also encourage you to call or email us for support in your efforts.

Together, we can make a big difference for kids!!

Additional Tips to Help Maximize Your Effectiveness

- Recognize that legislators are not experts - They cannot possibly keep completely informed about all the issues. They need education, supporting information, and referrals. Avoid using jargon, use specific examples, be factual, and think of the constituent (voter) impact.
- Return address – Put your return address on the letter, not just the envelope. Envelopes are often thrown away before a letter is answered. Also, always put your home address in any email. Legislators want to know if you are one of their constituents.
- Identify yourself – If you are writing on your own behalf or as legislative chair of an association, say so.
- Identify your subject – State the name of the legislation or the topic about which you are writing in the first paragraph. Include the bill number or some way they can identify which bill you are writing about.
- State your position – Explain how a bill would affect you, your family, your school, or even your state or community.
- Be reasonable and honest – Don't ask for the impossible and don't intentionally misinform a

legislator. Don't threaten your legislator. Just be firm, confident, positive, and courteous. Even if they do not agree with you on this point, there may be another point in the future on which you will both agree.

- Get to know the staff – The staff in a legislator's office can be very powerful. Remember that they control the legislator's schedule, the information received, and influence the legislator's decisions.
- Keep it short – Write your letter or email about one issue. If you cannot express your position in one paragraph, you may not be clear about your position.
- Ask for a reply – Indicate to your legislator that you would appreciate a reply containing his position on the issue. As a constituent, you have the right to know your representative's views.
- Follow up – If your legislator's vote on the bill pleases you, express your thanks. Everybody appreciates a complimentary letter. By the same token, you should express your dissatisfaction with votes that do not support your position.

Telephone Tips – Email Tips

- Be prepared – It would be helpful to jot down a few quick notes before calling, to make sure you get your entire point across quickly.
- Speak with the staff – It is rare that you will speak directly to the legislator. Since the staff often has the expertise that the legislator does not, and the legislator depends on the staff for information, speak with them.
- Don't bully – Yelling, screaming, and threatening are the surest ways to not be heard or helped. Stay as calm and rational as possible.
- Be timely and start early – To increase the impact of your call, contact the legislator as soon as you can. The earlier in the process that they hear your opinion, the more impact you will have.
- Check in – From time to time, it's good to see how an issue is progressing. This also provides a good opportunity to build a relationship with the staff and the legislator.
- Say thank you – An honest "thanks" for their assistance or interest in your issue is always the right thing to do. We are all human. "Thank you" makes people feel appreciated.

Meeting Tips

- Telephone or email for an appointment – Call your legislator's office and ask for the appointments assistant to arrange a meeting with your legislator or the staff member who follows your issues.
- Identify yourself – Make sure that they know whom you represent. Are you a constituent? Are you a board member in an association? Remember all politics are local. Let them know how the issues affect the folks back home.

Communicating with Your Legislators (Continued)

- Be prepared – Make sure that you know the key points you want to get across. Meetings are often interrupted, and someone may change the subject off what you want to say. Make sure you are ready to give them your three or four most important points.
- Be understanding and discuss both sides of an issue – The most effective advocates – those who gain and keep the ear of legislators – are sources of information as well as opinion. You will gain credibility if you can educate in one breath and persuade in the next.
- Present accurate facts and good talking points. If an issue goes against you, don't rush to blame the Legislature for "failing" to do what you wanted. The failure may be yours. Make certain first that you did a good job in presenting your case.
- Be realistic – Remember that most legislation is the result of compromise. It always has been so and it always will be so in a democracy. Don't expect that everything will go your way, and don't be too critical when it doesn't.
- Maintain contacts – If legislators vote with you, thank them for their support. If they vote against you, thank them for considering your views. Then focus on winning another day, another way. Look for angles and new developments that could change their minds.
- Remember to thank him/her for their time – After the meeting, write a thank you letter to each person you met with. Everyone likes to feel appreciated. This is especially important if you and your legislators have different opinions. Thanking them for their time, and mentioning the highlights of your meeting will build the credibility and relationship you may need in the future.
- **Tailor your point to be heard:** Remember that first impressions count most. Grab their attention in the first few seconds of any talk.
- **Separate the personal issues from the point at hand:** Do not attack anyone's person or character. Similarly, do not judge people on the basis of personal feelings. Personal enemies may agree with your logic and friends may hold opposite views. Do what is best for the PTA.
- **Dissent is healthy:** You do not want everyone to be so intimidated that they refuse to bring up their own objections. When people do not voice their positions, the problems fester.
- **Record your voice:** Your vocal tone and manner are critical. Listen to yourself and see where you need to soften your voice so as not to appear hostile. Practice composure by using a low, reasonable, calm voice.
- **Focus on goals:** Talk in terms of what is accomplished, not the people behind them.
- **Deal head-on with attackers:** Do not let yellers and screamers have the advantage. When under attack, just say, "I disagree," and go on.
- **Count to ten; take a deep breath; take a break:** Pause to listen to your breath and make sure you are controlling a slow, rhythmic breathing pace. This will help you relax under pressure.
- **Ignore cutting, sarcastic remarks:** Resist the urge to cut back; it will only lead to an unproductive path. Avoiding attacking makes you the more mature, in-control party.
- **Use Humor:** Humor can lessen the tension.
- **Leave the other side with dignity intact:** Plan this out. You want to help the opposition save face so they do not continue to oppose you out of sheer desperation.
- **Don't push your victory:** Do not gloat. After winning do not brag. It is still possible to lose. Have you never heard the phrase, "grasping defeat out of the jaws of victory"?

Winning Without Wounding

By Linda Paulson in The Executive Persuader

- **Arguing versus verbal aggression:** Use the intelligent point of view. Discuss facts instead of bullying or attacking your opponent.
- **Hold back your impulses:** Do not be spontaneous, but take your time and think through your response. Review the facts at hand, and do further research if necessary.
- **Respect the opposition:** Know their positions on the issue and why they believe them. Anticipate the opposite point of view and prepare for it by thinking of what their possible objections might be. Sell the benefits from their point of view. Remember that other people have their own way of thinking.

**ELECTION DAY –
NOVEMBER 4, 2014
VOTE
And encourage other
TO VOTE**

Legislative Chair Timeline

Suggested Legislative Chair Timeline

Following are many different activities performed by legislative chairs. This timeline is set up as a guideline of activities you could also be involved in. Legislation chairs can use this resource as a starting point for their work. Each PTA can adjust its advocacy work to fit the needs and resources of its membership.

July

1. Secure unit's Legislative Chair Notebook
2. Complete transition with outgoing/incoming officers to ensure consistency for your PTA.
3. Make sure you are registered with the Kentucky PTA Office as the Legislative Chair.
4. Schedule a meeting with each of your local legislators while they are out of session and at home. This is a great time to start forming a relationship. Tell them what issues you are interested in and ask them what they are working on. (July through August.)
5. Attend your Kentucky PTA Convention in July.

August

1. Be on the agenda for board and general meetings.
2. Get the newsletter schedule and prepare an article for each issue.
3. Obtain advocacy section of Leaders Notebook from your PTA president.
4. Seek volunteers who would be willing to contact their legislators during the session as well as receiving information about bills and alerts. Set up an e-group with these volunteers.
5. Create list of advocates. These are people who volunteer to receive updates via email and call or write to their legislators. Provide Kentucky Legislative Chair with a copy of your list of volunteers including names and email addresses.
6. Consider holding a candidates forum in October. Look at the League of Women Voters website at lwvwa.org where you'll find "Guidelines for Effective Forums" and other suggestions. The League likes to provide moderators for candidate forums, adding a recognized independent voice to your forum.

September

1. Encourage your members to register to vote and have forms available at every meeting.
2. Verify that your PTA has a line item for Legislative Session.
3. Plan to attend meetings of the General Assembly, local government, and school district meetings.
4. Review newsletter content guidelines regarding legislative issues. PTA Political Campaign Activity Restrictions and Guidelines are available on the PTA website. www.pta.org/electionguides

5. Get an article ready for the newsletter. In it give your name and email address and request members to sign up to help contact legislators in the upcoming Legislative Session.
6. Set up a voter and absentee registration table at school events such as curriculum nights, open house and socials. Also provide forms to school offices. Encourage high school students who are 18 to register to vote.
7. Survey local members and parents on legislative issue priorities for Legislative Session. Issue surveys can be sent out by newsletter.
8. Continue to seek volunteers to develop your email list.
9. If you are at the secondary level, encourage students to attend meetings of the General Assembly.
10. Encourage your members to look at the Kentucky PTA website www.kypta.org, click on Advocacy and then browse.

October

1. Write a newsletter article and update notebook.
2. Remind people to vote in the General Election, the first Tuesday of November.
3. Educate yourself on the issues.
4. Continue to encourage members to register to vote.
5. Hold a candidates forum.

November

1. Attend Kentucky PTA Advocacy Training November 7-8, 2014 in Frankfort, Kentucky.
2. Encourage people to vote in the General Election
3. Share Legislative Assembly results with your members, both at meetings and in your newsletter article.
4. Write newsletter article and update notebook.
5. Identify newly elected officials in your attendance area and share that information with your members by creating a list of those legislators and local elected officials.
6. Introduce yourself as the local Legislative Chair to your legislators and ask how he/she would like to be contacted – email, snail mail, or phone?
7. Begin to look at your local paper for information about issues to be addressed in January during Legislative Session. Save articles to share with your members.

December

1. Write newsletter article and update notebook. Again include elected officials contact information. Give the Legislative Hotline phone number to use during the Legislative Session. Give suggestions on how to communicate with legislators making sure to include name & address in the email, so that legislators know they are their constituents.
2. Update your list of members that will call or write to their legislators.

Legislative Chair Timeline (Continued)

3. Watch newspapers for articles related to PTA issues.
4. At the secondary level, prepare an article and send to the student newspaper.
5. Make sure you and your team are signed up for the Legislative listserv.

January

1. Legislative Session begins.
2. Look for Kentucky PTA Action Alerts. Share these alerts at your board and general meetings.
3. Newsletter article should include information about Children's Advocacy Day, in January or February, at the Capital. Encourage members to attend.
4. Look for articles in the paper about the session.
5. Consider sending information about legislative issues to members.
6. Write a newsletter article giving your members the information needed to contact their legislators.

February

1. Check email for specific action alerts from PTA legislative resources. Forward any information you receive to your PTA contacts for action or information.
2. Be sure to get on the agenda for your monthly meetings.
3. Write newsletter article and update notebook.

March

1. Continue to be on the agenda for monthly meetings to encourage members to write, email and call their Legislators regarding key bills.
2. Share the happenings in Frankfort with PTA members.
3. Write newsletter article and update notebook.
4. Encourage members to contact legislators regarding key bills.
5. Check the paper for information about issues being addressed in Frankfort.

April

1. Encourage members to write, email and call their legislators regarding key bills.
2. Register to attend Kentucky PTA Leadership/Convention in July and attend legislative related classes.
3. Write newsletter article and update notebook.
4. Be sure your PTA's budget has a separate legislative expenses line item for Kentucky PTA Advocacy Training in November, Kentucky PTA Children's Advocacy Day at the Capitol in January or February, postage and mailings, materials, etc.
5. Work closely with your legislators to make sure each understands PTA positions on issues.
6. Begin to talk with your members about issues they feel need to be addressed next year during the Legislative

Session. Consider submitting an issue on behalf of your PTA for the next General Assembly process.

May & June

1. Write newsletter article.
2. Update notebook, file reports, and return materials to unit president or new Legislative Chair.
3. Continue working with legislators on issues.
4. Contact the Governor's office regarding specific bills and budget concerns.
5. Brainstorm ideas for issue submission and research issues that your members suggest (in May).
6. Issue development and adoption-record vote in general meeting minutes.
7. Encourage members with other issues to submit them to the Kentucky PTA Legislative Chair, listing the individual as sponsor (in May).

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Advocacy Action Plans

“Advocacy is the art of focused persuasion to bring positive change at the local, state and national levels.”
(Anonymous)

The following action items will help you set the stage for effective advocacy. You don't need to do everything, but you should consider them as you develop your action plans.

- Determine your issues. Know the pros and cons of your issues and what information is available, forthcoming or lacking. Sources for information could include: online articles, websites, studies, newspapers, community meetings, action alert emails, etc.
- Build a volunteer network. Change occurs as a result of grassroots pressure. Determine where you are likely to get support and what you will need to bring these supporters on board.
- Organize around goals. Break issues into short-term sustainable goals. They should be action oriented, clearly defined, and focused on what can be accomplished.
- Identify targets and tactics. Describe goals and objectives for each activity you plan to undertake, the audience it is intended to influence, and the range of potential outcomes.
- Build coalitions – maximize resources. A coalition is a group of people combined on a temporary basis to work towards a common goal. Coalitions usually involve bringing together difference organizations to work for a common goal to maximize support and resources.
- Develop a message that resonates. Message is the disciplined delivery of PTA core beliefs that inform the public how the issues affect their families and communities.
- Use the media. Develop relationships with media by becoming a credible source of information, staffing newsworthy events, releasing information, and always telling the truth.
- Communicate with decision makers. Decision makers are the people who will ultimately decide your issue. They could be the principal, school board, county agency, or the Legislature. Frequent and persuasive contacts with decision makers improve your chances for success.
- Use Kentucky PTA and National PTA resources. There is a wealth of information your State and National PTA have available for your use.
- Put it all together. Create a written plan in which you identify PTA goals, organizational capacity, target audiences, potential allies, opposition, and the activities to be pursued.
- Get out there and just do it! *everychild. onevoice.*® PTA.

Building a Grassroots Campaign

Not every issue needs a grassroots campaign. But as the number of people that an issue affects grows, the number of people needed to enact change also increases. It helps to remember that every good organizing effort starts automatically with two goals:

- Win the Victory
- Build the Movement

One of the key steps in building a campaign is to establish a Core Group of about six committed activists drawn from the key groups you hop to work with. These key groups will have information and access to people you need to work with. People respond more readily to those they regard as their peers. This peer-to-peer notion is very simple: if you want to recruit doctors, you win over one doctor and ask that person to recruit other doctors.

The Core Group will determine your

- Priority Issues
- Strategy
- Goals
- Timetable

The Core Group is instrumental in developing your volunteer network because they each have access to an expanded base of people that you do not.

Researching the Issue

Shaping an issue requires continually staying on top of the facts. Research includes gathering data from many sources and could include providing data to decision makers.

History

- What is the importance of the issue to the PTA?
- Does it fit within the organization's mission and goals?
- How will it affect the education and well being of children?
- Will it result in concrete and quantifiable improvements?

Climate for Change

- Does the issue have clarity, and will it appeal to a broad range of people and their everyday concerns?
- Will it bring your members together and not alienate outside individuals and organizations?
- Will promoting your issue require a lot of resources, both people and money, to have an impact in persuading the decision makers?
- Will the issue strengthen your organization by attracting new members or energizing current members to increase their support of causes that benefit children?

Opposition

- Is there organized resistance to your cause?
- What is the size of the resistance's organization and bankroll?

Advocacy Action Plans (Continued)

- Do you think the resistance has the ability to attract media attention, such as public figures or celebrities for spokespeople?
- How determined is the resistance to prevail on this issue?
- How do the arguments of the resistance differ from your organization's position?
- Do these arguments carry weight with the community or voters?

Developing a Message That Resonates

Message development and disciplined delivery is key to winning over decision makers. An effective message is targeted at the people who are undecided about the issue, and should be crafted in a way that persuades members of the community to join with your organization. The message should also persuade members to become activists for children, persuade the media to give weight to PTA positions, persuade members of the community to demand change, remind everyone of the importance of parent involvement in decision making, persuade voters to go to the polls and persuade decision makers to enact policies or vote on initiatives that are in line with your organization's principles.

Put your research information under the category headings of:

- What PTA says
- What opposition says
- What PTA says about opposition's position
- What opposition says about PTA's position

This will allow you to better craft your message and responses. Once the message has been crafted, it is vital you keep the message consistent in all communication. In order to be heard, the message must be kept simple and repeated over and over again. Remember, your members will be tired of the message long before it begins to even sink in with decision makers and the general public.

Recruiting Other Grassroots Advocates

Everyone in your Core Group should be looking for other like-minded people that will volunteer their time and talents. You probably interact with an amazing number of people through different groups you belong to. In turn, they belong to other groups. These include:

- Service clubs
- Exercise groups
- Faith based groups
- Parents/preschool groups
- Business & professional organizations
- Sports organizations
- Homeowners neighborhood associations
- Social organizations

The more people you empower, the more you build the movement and the more powerful an impact your group can have.

With a few exceptions, most of those people you recruit don't need to be experts in the legislative process or particular laws. Your volunteers need just a few simple things from you:

- A reason to know it's worth their time and effort.
- The confidence that THEY can do this.
- Easy (and enjoyable) ways to fit it into their busy lives – you will be constantly using your Core Group to break things down into manageable tasks and decide who will do what.

Putting it All Together

The final step is to create a written plan in which you identify PTA goals, organizational capacity, target audiences, potential allies, opposition, and the activities to be pursued.

Partial List of Tactics You Could Use

Following is a partial list of tactics that could be used in your campaign. Be creative in coming up with tactics that best meet your needs, talents, budget and resources.

- Radio, newspaper, TV ads
- Website with information and response
- Testify at hearings
- Fact sheets
- Newsletters
- Sponsor, then publish studies
- Petition drives
- Get out the vote campaign
- Voter registration program
- Mail information to voters
- Survey likely voters
- Face-to-face meetings with policy makers
- Public forums
- Candidate forums/debates
- Yard signs
- Billboards
- Phone calls to likely voters
- Presentations to interested groups
- Phone call or email campaign to policy makers
- Email information/alerts to supporters
- Display at local malls
- Car signs/bumper stickers
- Lapel pins
- T-shirts or hats
- Letters to the editor, Op-Ed pieces
- Newspaper/radio/TV interviews
- Calls to radio talk shows
- Doorbelling
- Letters to relatives by supporters
- Ask questions at legislator meetings

Kentucky PTA Legislative Platform

Preamble to the Kentucky PTA Legislative Platform

The Kentucky PTA promotes and supports legislation designed to protect all children and youth, and to meet their educational and other welfare needs, in order that they may be better prepared to assume intelligently the ever-increasing responsibility of citizenship. The Kentucky PTA supports such items of the Legislation Policies of the Legislation Program of the National Congress of Parents and Teachers as have been approved by a vote of the delegates in the annual convention and/or as provided for by interim action procedures.

1. Kentucky PTA promotes and supports maximum legislative financial support for operation, maintenance and construction of tax-supported schools.

- a. Provide adequate funding for all K-12 public schools that is at least above the 1989 funding level.
- b. Increases in state and local funding for public schools to insure an adequate and equitable educational system.
- c. Full funding of all mandated educational and special programs.
- d. Safe construction and renovation of public school buildings.
- e. School district reorganization and/or consolidation, when necessary to provide adequate education.
- f. Adequate funding for public school transportation.
- g. Appropriations to meet the needs of the special education, gifted, English language learners and the educationally challenged and at risk students.
- h. Full day kindergarten with classrooms at a pupil-teacher ratio of no more than twenty to one (20:1) with fully-funded transportation for all districts who choose to have a full day kindergarten program.
- i. Funding and development of early childhood education programs.
- j. Legislative and financial support for expanded career, vocational education programs, and school to work programs.
- k. Local tax efforts as provided for in the Kentucky Education Reform Act and other initiatives.
- l. The proper assessment and collection of all due taxes.
- m. Provisions for expansion of summer school programs, extended school services, and year round school.
- n. Kentucky PTA opposes direct or indirect use of public funds for non-public schools i.e. private schools, home schooling, charter schools including transportation.
- o. Kentucky PTA opposes any form of tuition tax credits or voucher system.

2. Kentucky PTA promotes and supports legislation and financial support for the efficient administration of public schools.

- a. A non-partisan State Board of Education.
- b. A high professional scale of salaries for teachers and classified staff.
- c. The enactment of incentive programs to enhance learning for schools.
- d. Adequate funding for additional counselors in all schools at all levels.

3. Kentucky PTA promotes and supports legislation, rules and regulations to ensure local control within each school district.

- a. The PTA strongly supports parental involvement in all levels of decision making.
- b. The PTA supports the role of local school boards and supports local control of schools.
- c. Procedures to insure intervention in those local school districts where state standards are not maintained.
- d. Procedures to insure intervention in those local school districts where district policies are not maintained.
- e. Kentucky PTA opposes state censorship of textbooks, teaching materials and library materials.

4. Kentucky PTA promotes and supports legislation and funding for health, welfare, recreation and cultural arts services for children and youth.

- a. The enforcement of immunization laws for all Kentucky school children.
- b. Full funding for Family Resource and Youth Service Centers.
- c. Full Funding for health services in schools that could include school nurses.
- d. Continued federal and state aid for the school lunch program, with separation of those funds from the educational fund.
- e. Legislation and maximum funding for the development and operation of library and media programs.
- f. Tax deductions for businesses that make allowable contributions to schools, with school board or school based-decision council approval.
- g. Protection, retention and extension of national and state parks.
- h. Improved legislation that will provide for the protection of the environment.
- i. Legislation designed to increase dissemination of information and services for voluntary family planning and education pertaining to sexually transmitted diseases and the prevention of teenage pregnancies.
- j. Legislation that would authorize AIDS research, education programs and information dissemination.
- k. Funding and implementation of programs in art, music, dance, drama and physical education in public schools for all students with emphasis on developmental programs.
- l. Legislation to bring recess back into schools.

Kentucky PTA Legislative Platform (Continued)

5. Kentucky PTA promotes and supports legislation and funding for protective services for children and youth.

- a. Well-funded state, national and local programs for the prevention of juvenile delinquency, especially as related to early problems.
- b. The separation of the dependent child from the delinquent child, and the separation of juveniles from adults, when under institutional care.
- c. The enforcement of current state and federal child labor laws and the opposition to lowering the work age.
- d. Adoption laws and procedures designed to protect the welfare of children.
- e. Legislation and funding for the protection and treatment of sexually abused children.
- f. The strengthening of existing laws and enforcement procedures designed to deter sales and distribution of narcotics, hallucinogens, alcohol and other dangerous drugs among children and youth.
- g. Legislation establishing treatment facilities, research and evaluation programs for persons of addictive substance behaviors.
- h. Legislation and funding that supports alternative educational programs and/or schools for students who cannot function in the regular school setting.
- i. Legislation and funding that supports different styles of learning to meet the needs of all children i.e. performing arts schools and magnet schools.
- j. Improvement and enforcement of safety laws and highway and traffic laws to protect children and youth.
- k. Legislation regulating the sale of fire arms.
- l. Legislation to protect children from loaded guns.
- m. Legislation with funding providing for greater access to public buildings and facilities for physically handicapped children.
- n.. Adequate funding of programs and databases that will assist in finding missing children.
- o. Laws that will protect and educate children with regard to predators.
- p. Programs and services to prevent psychological and emotional exploitation of children and to provide treatment for the psychologically and emotionally exploited child.
- q. Legislation to make criminal background checks mandatory on all professional and volunteer personnel working with children and youth.
- r. Opposition to the legalization of all types of illegal, dangerous drugs, and the decriminalization of all drug offenders.
- s. Legislation that will promote strong laws against predators from contacting underage children on the internet.

Kentucky PTA promotes and supports legislation which promotes national pride and patriotism, preserves our national heritage, and promotes character education.

6. Kentucky PTA promotes and supports constitutional revisions that will promote, directly or indirectly, the welfare of children.

7. Kentucky PTA promotes and supports equitable sources of new revenue for public schools.

8. Kentucky PTA promotes and supports legislation which improves the quality of education.

- a. Legislation and funding for dropout prevention at all levels.
- b. Funding to support the technology needs of schools.
- c. Full funding for textbooks, computers, and instructional materials needed to run effective schools.
- d. Legislation that includes parents as equal partners in education.
- e. Legislation that mandates parent teacher conference days statewide.
- f. Legislation that will improve teacher qualification.
- g. Provide adequate funding and programs for adult education.
- h. Provide funding and legislation to support family and community involvement to improve student achievement.

Kentucky PTA's Legislative Platform is a permanent platform which can be amended. Any PTA or PTSA - local unit-district or the Kentucky PTA Board of Directors - may request that a specific portion of the legislative platform be opened for (further) consideration at an annual convention. The request to consider a section(s) of the legislative platform must be submitted to the Kentucky PTA office no later than December 15. Supporting data must accompany the request. Send requests to: Kentucky PTA, 148 Consumer Lane, Frankfort, KY 40601. Proposals for change in the Kentucky PTA Legislative Platform shall be reviewed by the Kentucky PTA Legislative Committee. Proposals not in accord with PTA policies or received without adequate support date may be rejected by the legislative committee or the board of directors. Notice of proposed changes which are accepted by the legislative committee and the board of directors will be published in the Kentucky PTA official publication prior to the annual convention. Proposed changes in the legislative platform will be debated and voted on at Convention/Leadership. Floor amendments which pertain to the areas for which previous notice was given will be in order. By two-thirds vote, a convention body may open for consideration proposals for which prior notice has not been given. Copies of such proposals shall be provided for each delegate by the members proposing the changes and must include supporting data.

All PTAs and PTSAs are encouraged to support the positions of Kentucky and National PTAs, but active support is not a requirement. If a majority of the members of your PTA/ PTSA have a different view, it is hoped you will follow the procedures of Kentucky PTA or National PTA to change the position, rather than take a public position in opposition to the Kentucky or National PTA..

Call for Resolutions

For Kentucky PTA Convention 2014

What is a resolution?

A resolution is a motion which because of its importance, length or complexity, is present in writing in a formal format.

Who may submit resolutions?

All local PTAs and PTSAs, district PTAs and the state PTA board may submit resolutions to the Kentucky PTA.

What does a resolution look like?

Resolutions come in two parts, the “whereas” part and the “resolved” part. The “whereas” sections describe the problem and tell why something must be done. The “resolved” sections state the solution, what is to be done to solve the problem. It sounds complicated, but it really isn’t.

Think of the “whereas” part as the “because” part.

Think of the “resolved” part as the “action” part. For example, take this resolution of a local PTA to take an issue to the school board:

Whereas, There are many students from our school, ABC Elementary, who must cross the street to walk home, and

Whereas, There is no cross walk on the street in front of the school; therefore be it

Resolved, That the ABC PTA take a petition to the school Board and the county fiscal court asking for a crosswalk, and

Resolved, That the ABC PTA encourage all of its members to write letters to the school board and county fiscal court in support of this resolution.

Now change the words “resolved” to “because” the words “therefore be it” to “we will take the following”, and the words “resolved” to “action.”

Because, There are many students from our school, ABC Elementary, who must cross the street to walk home, and

Because, There is no cross walk on the street in front of the school; we will take the following

Action, That the ABC PTA take a petition to the school board and the county fiscal court asking for a crosswalk, and

Action, That the ABC PTA encourage all of its members to write letters to the school board and county fiscal court in support of this resolution.

If you want, you can write your resolution this way, then substitute the correct terminology when the resolution is finished.

How do we get started?

First, read through the Kentucky PTA legislative platform and resolutions and [National PTA Quick-Reference Guides](#). If there are other resolutions or position statements that correspond with the action you want taken, then your job is easy. Prepare a resolution to reaffirm an earlier resolutions(s) or position statement(s). This was done in 1998 with the violence in schools resolutions. If there is not already a resolution about your issue, then you will need to write one.

Study the section in the [National PTA Quick-Reference Guides](#) on resolutions. This will give you helpful information on writing your resolution. Then contact the Kentucky PTA State office, 148 Consumers Lane, Frankfort, KY 40601, 502-226-6607; kentuckypta@bellsouth.net for assistance. Now it is time to begin writing.

Begin at the end, with the “resolved”-action-section. What do you want done to solve the problem? Let’s say you want counselors in all elementary schools, fully funded by the state. You want the state PTA to take this issue to the next state legislative session. You also want the state PTA to contact other state education organizations, such as the school counselors’ organization, the teachers’ organization and the elementary principals’ organization to encourage their support. That is three action items or resolved clauses. Next prepare the “because” or “whereas” clauses, the rationale.

These are the reasons that you want counselors in every elementary school. You can probably think of a hundred reasons, but don’t put them all in the resolution. Limit your whereas or because clauses to a few of the most compelling reasons, the ones most likely to convince others to vote for your resolution.

Then gather your materials in support of the “whereas” clauses. Remember, every statement, phrase and word must be substantiated. See the [National PTA Quick-Reference Guides](#) for more specific information.

Now it is time to begin the approval process.

1. Take your resolution to your PTA for a vote. It must be approved by your PTA before it is submitted.
2. If it is approved by your PTA, fill out the Kentucky PTA Cover Sheet for Resolutions found in Part I – Forms, in this book.
3. Send your resolution, the cover sheet, and all the supporting documents to the Kentucky PTA by the December 15 deadline.
4. Plan to attend the Kentucky PTA Convention/Leadership to speak to your resolution.

If you want your resolution, assuming that it is approved by the state convention delegates, to also be submitted to the National PTA, make that your final resolved-action-clause.

Your Issues Your Resolutions

Whereas and Resolve DO Make a Difference

This is the best time of year to begin thinking about resolutions. Resolutions? Yes resolutions. Think you can't make a difference? Think again. Think you might not have an important suggestion or position? Think again. Many local PTA/PTSA and district PTA resolutions such as AIDS Education, Advertising Alcoholic Beverages, Advertising on Smokeless Tobacco, Safety Seats for Children, Bus Safety- just to name a few-have helped in legislative causes. Remember that a resolution is just a motion that, because of its length, is introduced in a formal written form. Resolutions can be on safety, health, environmental issues, support for public education, legislative issues that support causes for children and any other issues that fall under the guidelines of the PTA Purposes. The list of subjects is endless and the simplest resolution can make a difference, as the example below shows.

Example: A few years ago, a district PTA from Eastern Kentucky sponsored a resolution addressing the issue of the definition of "parent" that was used to determine who can vote in school-based decision making parent member elections. At that time, the state Attorney General had just rendered an opinion that limited "parent" to only legal guardians. PTA members from 9th district wrote the resolution, took it to their district conference-where it passed-then submitted it to the delegates at the state PTA convention-where is also passed. That was the beginning of the change in the law. The definition of parent is now "a parent, stepparent or foster parent or a person who has legal custody with whom the child lives." And it all began with a simple, one page document that began with "Whereas" and ended with "Be It Resolved".

Reminder: Resolution must be submitted.

Resolutions that are approved by delegates at Kentucky PTA conventions are what guide the Kentucky PTA on which issues to support and which to oppose during sessions of the Kentucky General Assembly. Resolutions approved by delegates at National PTA conventions are what guide the National PTA on which issues to support and which to oppose at the federal government level.

How do we know if our issue is important enough?

Look at the resolutions on this page and the proceeding three pages and at the Kentucky PTA Legislative Platform; look at the issues in the *National PTA Quick-Reference Guides*. This gives a good overview of what subjects are considered important enough-anything and everything concerned with the education, health, safety and welfare of children and youth.

We have an issue to bring to the Kentucky PTA convention, what do we do?

Follow the instructions on the next page and study the section of the *National PTA Quick-Reference Guides*. The form for submitting resolutions is in Part I – Forms, of the *Kentucky PTA Leaders' Notebook for PTAs and PTSAs*. Contact the Kentucky PTA, 148 Consumer Lane, Frankfort, KY 40601; 502-226-6607; kentuckypta@bellsouth.net for assistance well in advance of the December 15 deadline.

**Your PTA can make a difference, think about it!
Your resolution could be just the right one to make
an important change. Let us hear from you soon!**

Reminder: Resolutions must be submitted by December 15, 2014

Kentucky PTA Position Statement

From the 1999 Kentucky PTA Convention: Reaffirmed at the 2002 Kentucky PTA Convention.

Statement on School Counselors

That the Kentucky PTA put particular emphasis on the section of the Kentucky PTA Legislative Platform that calls for adequate funding for counselors at all levels (platform item #2d, page 9, column 1); and
That the Kentucky PTA make this a priority at the Kentucky General Assembly's next legislative Session.

Kentucky PTA Resolutions

The following are Kentucky PTA Resolutions "still in force," from resolutions adopted by delegates at Kentucky PTA conventions since 1983. "Still in force" means the resolution has not been rescinded by later convention delegates and the issue has not been adequately solved.

1983 RESOLUTION

Resolution on Asbestos in Schools

Resolved, That the PTA take a leading role to make the public aware of this health hazard through programs;

Resolved, That the PTA encourage and promote the removal of hazardous asbestos found in the schools by working for the necessary legislation to make this become a reality;

Resolved, That PTAs work in conjunction with and support of the school officials to implore them to take immediate action to remove such hazards from our school systems thereby placing our children and youth in schools of an "asbestos-free" environment and therefore free from an imminent health hazard.

1985 RESOLUTIONS

Resolution on School Leadership

Resolved, That the Kentucky Congress of Parents and Teachers support programs that will promote effective local school education and administrative leadership.

Resolution on Air Conditioning [Revised-1990]

Resolved, That all newly constructed schools and all existing school buildings in this Commonwealth shall include central air conditioning and proper heating to be funded by the Kentucky Legislature;

Resolved, That the Kentucky PTA encourage and support the funding of proper heating and air conditioning by the Kentucky Legislature.

Resolution on Drop-Out Prevention

Resolved, That the Kentucky Congress of Parents and Teachers will actively work with parents and schools to promote drop-out awareness and prevention programs;

Resolved, That the Kentucky Congress of Parents and Teachers will strongly support the funding, implementation and enforcement of statewide drop-out prevention and incentive programs that encourage students to stay in school until age 18 or until graduation.

Resolution on Media Violence

Resolved, That the Kentucky Congress of Parents and Teachers supports and encourages local units to make parents and/or guardians aware of the influence on children and youth, when permitted to view motion pictures, TV programs and listen to records and tapes and read literature that produces violence, and sexual exploitation;

Resolved, That the Kentucky PTA assist local units with proper ways to establish contact with those parents, companies or organizations that produce and/or sponsor this violence, drug abuse and sexual exploitation.

Resolution on Call Back Programs

Resolved, That Kentucky Congress of Parents and Teachers support a call-back program that can be utilized by all schools;

Resolved, That Kentucky Congress of Parents and Teachers encourage all schools to participate in the call-back program and the sign-out identification procedure.

1986 RESOLUTION

Resolution on School Bus Safety [Revised-1990]

Resolved, That the Kentucky PTA encourage the enforcement of State Board of Education School Bus Safety Regulations;

Resolved, That all local school PTAs, councils and districts be encouraged to monitor school buses and report any evidence of overcrowding to the proper local authorities;

Resolved, That the Kentucky PTA and its local PTAs work to enact legislation to mandate school bus safety by compliance with individual school bus seating capacity quotas to reduce overcrowding;

Resolved, That if the overcrowding is not remedied within a reasonable time that the proper state authorities be notified.

1987 RESOLUTIONS

Resolution for Gifted Children

Resolved, That the Kentucky PTA support and now actively promote Minimum Foundation Program funding for gifted education, and cooperate with other organizations with similar objectives to achieve this goal.

Resolution on School Facilities Construction Commission

Resolved, That the Kentucky PTA support higher, continued funding for the School Facilities Construction Commission and the Capital Outlay Program.

Resolved, That the Kentucky PTA encourage all local units, districts, councils and related education organizations to influence their legislators to support continuation of, and increased funds for, the School Facilities Construction Commission and Capital Outlay Program.

Kentucky PTA Resolutions (continued)

1989 RESOLUTION

Resolution on School Bus Safety

Resolved, That the Board of Education and local officials of all levels be encouraged to enforce the existing regulations and laws;

Resolved, That all PTAs be encouraged to help and assist their local school districts in the enforcement of these regulations and in the training of bus drivers and students in safety procedures and regulations;

Resolved, That the Kentucky PTA Board of Directors urge the districts, councils and local units to develop programs that will educate their members and communities on school bus safety procedures.

1990 RESOLUTIONS

Resolution on Art Education

Resolved, That Kentucky PTAs support and strive for improved art education programs; and be it further

Resolved, That Kentucky PTAs encourage parents, teachers and school administrators to integrate quality arts education programs into the curriculum of Kentucky schools; and be it further

Resolved, That hereafter, Kentucky PTAs welcome the opportunity to work in coordination with the Kentucky Department of Education and other state cultural art resource organizations to create an increased public awareness of participation in the arts.

Commercials in the Classroom

Resolved, That the Kentucky Congress of Parents and Teachers oppose requiring that students watch television commercials as part of their daily classroom activity;

Resolved, That the Kentucky Congress of Parents and Teachers shall cooperate with education related organizations and groups in opposing such programs and/or proposals;

Resolved, That the Kentucky Congress of Parents and Teachers supports technological improvements to enhance non-commercial opportunities in the classrooms.

1991 RESOLUTIONS

Resolution on the Exceptional Child

Resolved, That all levels of Kentucky PTA – local, district and state – reaffirm its commitment to all children by integrating exceptional children in PTA programs, activities and pictures of children.

Resolution on Occupational and Physical Therapists

Resolved, That the Kentucky PTA promote an awareness program throughout its own organization and ask for the cooperation of other educational groups; and be it further

Resolved, That the Kentucky PTA ask the Commissioner of Education and the State Board for Elementary and Secondary Education and others who may have influence or interest to assist in this awareness program;

Resolved, That the Kentucky PTA urge the Council on Higher Education to encourage and approve increases in four (4) year occupational and physical therapists programs/students slots and establishment of two (2) year (associate) occupational therapists programs and increases in two (2) year (associate) physical therapists programs.

Resolution on Radon

Resolved, That school officials and citizens of the Commonwealth be encouraged to test for radon in their schools and homes to reduce excessive radon levels;

Resolved, That the Kentucky Congress of Parents and Teachers endorse and support the Kentucky Radon Program and its public awareness and education activities;

Resolved, That the Kentucky Congress of Parents and Teachers participate in activities by promoting radon information to PTA members, teachers, children and citizens so that they can understand the health risks associated with radon and take preventive steps available to measure and economically reduce excessive radon levels.

1992 RESOLUTIONS

Resolution on School Food Nutrition: Sugar

Resolved, That the Kentucky PTA emphasize the importance of nutrition education for all its members and encourage the adoption and implementation of comprehensive nutrition programs within Kentucky's schools;

Resolved, That the Kentucky PTA urge all local school districts and the Kentucky Department of Education to carefully examine the nutritional value of foods served in public schools;

Resolved, That this action include all foods served in schools-in cafeterias, in vending machines and in concession stands.

Resolution on Preschool PTAs

Resolved, That the Kentucky PTA establish procedures for forming and supporting Preschool PTAs;

Resolved, That the Kentucky PTA urge all of its constituent organizations, its districts, councils and local units, to participate in the formation of Preschool PTAs or the expressed inclusion of preschool parents into established school PTAs.

Resolution on Kentucky PTA State Headquarters

Resolved, That the delegates at the Kentucky PTA 72nd Annual Convention, April 22-24, 1992, Executive Inn Rivermont, Owensboro, Kentucky hereby ratify the action of the Kentucky PTA Board of Directors to purchase a building using the Building Fund principal as the down payment;

Resolved, That the Kentucky PTA re-establish its Building Fund drive to be used to raise funds to aid in the purchase and support of the Kentucky PTA State Office Building;

Resolved, That the Kentucky PTA President appoint at the 1992 Post-Convention Board of Directors' meeting a committee charged with developing and implementing the Building Fund Drive.

1993 RESOLUTIONS

Resolution on Handgun Violence Prevention Education

Resolved, That in an effort to reduce and eliminate the number of injuries and deaths caused by children and youth handling guns, the Kentucky PTA establish and observe annual "Handgun Violence Prevention Day" on Wednesday during Kentucky PTA "Safe Kids Week: (the first full week of May);

Kentucky PTA Resolutions (continued)

1993 RESOLUTIONS (continued)

Resolved, That local unit PTAs/PTSAs in conjunction with their local police departments, School Based Councils and other related community organizations be encouraged to develop a “Handgun Violence Prevention Education Program” similar to the D.A.R.E. (Drug Abuse Resistance Education) Program.

Resolution on Local School District Student check-out Policy

Resolved, That the Kentucky PTA emphasize the importance of all local school districts to have an effective and enforced check-out policy for releasing students from school;

Resolved, That the Kentucky PTA urge all local school districts, the Kentucky Department of Education, the State Board for Elementary and Secondary Education, all local School Based Councils and all local unit PTA/PTSA to carefully examine and monitor policies for releasing students from school;

Resolved, That copies of this resolution be distributed to all superintendents, principals, state education officials, and members of the Kentucky Education Coalition.

Resolution on Tobacco Products

Resolved, That the Kentucky PTA and its constituent units, councils and districts work to educate parents, students and educators of the harmful effects of the use of all tobacco products, including smokeless tobacco.

Resolved, That the Kentucky PTA and its constituent bodies educate its members and others regarding the health hazards of second-hand smoke;

Resolved, That local units support parents, staff and students in their efforts to quit smoking.

1994 RESOLUTIONS

Resolution on Achieving Equity in Education Without Gender Bias

Resolved, That the Kentucky PTA and its constituent bodies strongly encourage and support the use of curriculum and instructional materials without gender bias;

Resolved, That the Kentucky PTA and its constituent bodies encourage and support the use of successful women as role models in classrooms and the school, at all levels, i.e.; as speakers, for motivation and encouragement and as judges;

Resolved, That the Kentucky PTA and its constituent bodies encourage and support that women be considered for administrative positions in education without gender bias.

Resolution on Non-Public School Transportation Subsidy

Resolved, That the Kentucky PTA and its constituent bodies remind members of the Kentucky General Assembly of their legal obligation and commitment to establish, fund and monitor a system of public education for all children;

Resolved, That the Kentucky PTA establish a coalition of groups/organizations that oppose the use of public funds for non-public schools;

Resolved, That the Kentucky PTA urge its constituent bodies, the Kentucky Department of Education and groups/organizations who oppose the use of public funds for

non-public schools to work to stop all proposals to include funds for transportation to non-public schools in the Budget of the State of Kentucky.

1995 RESOLUTIONS

Resolution on Math, Science and Technology

Resolved, That the Kentucky PTA and its constituent organizations encourage and support increasing the opportunities for students to participate in math, science and technology study programs in every school district;

Resolved, That the Kentucky PTA and its constituent bodies encourage and support legislation, regulations and adequate funding to maintain and further develop programs in mathematics, science and technology which will attract and stimulate students to participate in such programs.

Resolution on School Based Decision Making Councils

Resolved, That the Kentucky PTA adopt the position that its constituent bodies and members contact their legislators to urge their support to expand parental and community involvement to include additional members of the elected council;

Resolved, That the Kentucky PTA contact the Kentucky Legislature asking them to expand KRS.160.345(2)A to read: “Except as provided in paragraph (b)2, of this subsection, each participating school shall form a school council composed of three (3) parents, one (1) community representative, three (3) teachers and the principal or administrators, etc...”;

Resolved, That the Kentucky PTA contact the appropriate education organizations to encourage support for our position. These organizations shall include, but are not limited to, the Kentucky School Boards Association, Kentucky Education Association, Kentucky School Administrators Assoc., Kentucky Association of School Superintendents and the Kentucky Department of Education;

Resolved, That a high school representative be added to their high school council in non-voting capacity with speaking privileges.

1998 RESOLUTIONS

Resolution on Violence in Schools

Resolved, That the delegates at the 1998 Kentucky PTA Annual Convention re-affirm their support of the following Kentucky and National PTA resolutions and position statements:

1990 National PTA Resolution on **Violence in the Schools**,
1990 National PTA Position Statement on **Firearms**,
1993 Kentucky PTA Resolution on **Handgun Violence Prevention Education**,

1994 National PTA Resolution on **Sale, Resale and Destruction of Firearms**,

1995 National PTA Resolution on **Violence Prevention**; and
Resolved, That the Kentucky PTA inform its constituent bodies-local units, councils and districts-, Kentucky PTA legislative bodies and other Kentucky education organizations of this action.

Kentucky PTA Resolutions (continued)

1999 RESOLUTION

Resolved, That the Kentucky PTA encourage state legislation and/or local ordinances to require cable and satellite media vendors to include in their monthly billing highly visible warning notices of adult only (currently rated “MA” programming) that is included in the service tier or package option of each customer.

2001 RESOLUTION

Resolution on Parent/Teacher Conferences

Resolved, That the Kentucky PTA encourages its local unit and districts to work with their local schools, school-based decision making councils, school districts and school boards to support and encourage regular parent/teacher conferences;

Resolved, That the Kentucky PTA support and encourage legislation, regulations and adequate funding to mandate a minimum of two (2) parent/teacher conferences per student per year;

Resolved, That the Kentucky PTA make this one of its legislative priorities;

Resolved, That the Kentucky PTA encourage the Kentucky Department of Education and other state education groups [Kentucky School Boards Association, Kentucky Association of School Administrators, Kentucky Education Association of School Councils, etc.] to join us in supporting and encouraging legislation, regulations and adequate funding for parent/teacher conferences.

2005 RESOLUTION

Resolution on Booster Seat Law

Resolved, That the Kentucky Parent Teacher Association educate its district PTAs and local PTAs/PTSAs on the importance of the booster seat law; and

Resolved, That the Kentucky Parent Teacher Association encourage its districts and local units to develop programs that will educate their members and communities on the safety of a booster seat; and be it further

Resolved, That the Kentucky Parent Teacher Association support legislation that would require children ages eight and under who weigh less than 80 pounds and are less than 57 inches tall be in a booster seat while in a car.

2009 Resolution

Resolved, That Kentucky PTA lobby for legislation to regulate marketing and labeling of energy drinks for children ages 18 and under, and to urge its constituent associations to work collaboratively together; and be it further

Resolved, That Kentucky PTA work with health organizations to provide resources and educational programs for parents and schools; and be it further

Resolved, That Kentucky PTA and local PTAs are encouraged to work with their districts and schools to educate them about the negative aspect of energy drinks and urge them to prohibit the sale of energy drinks and consider the restriction of their use on school campuses; and be it further

Resolved, That the Kentucky PTA will encourage National PTA to work with legislators and health organizations to regulate marketing and labeling of energy drinks for ages 18 and under.

KENTUCKY



Speaking up for Children An Advocacy Training for PTA/PTSA Members

Presented by Kentucky PTA

Thursday, November 6, 2014 6:00 p .m.-10:00 p.m.

Friday, November 7, 2014 9:00 a.m. -2:00 p.m.

Kentucky PTA Office

148 Consumers Lane

Frankfort, Kentucky 40601

Registration: \$50.00 includes:

Materials

Supper on Thursday

Lunch on Friday

One night's lodging- two in a room

Register early – Limit 25 people per session

Deadline October 24, 2014

Confirmation, location and complete agenda will be sent to members who have signed up after the registration deadline.

Make checks payable to Kentucky PTA. Send to Kentucky PTA, 148 Consumers Lane, Frankfort, KY 40601

Name _____ PTA Position _____

PTA/PTSA Name _____

Address _____ City _____, KY Zip _____

Phone (h) _____ (w) _____ (cell) _____

E-mail _____

Person to contact in case of emergency: _____

Relationship _____ Phone # _____

