



# Prevention Webinar: **School Policy Series**

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Interpersonal Communication:  
Speaking with School Board Members

January 17, 2016 | 10:30am-12:00pm





# Introductions



**Jessica Merrill**

Communications & Development Manager  
California Partnership to End Domestic Violence



**Micah Zimmermaker**

Prevention and Education Policy Specialist  
California Partnership to End Domestic Violence

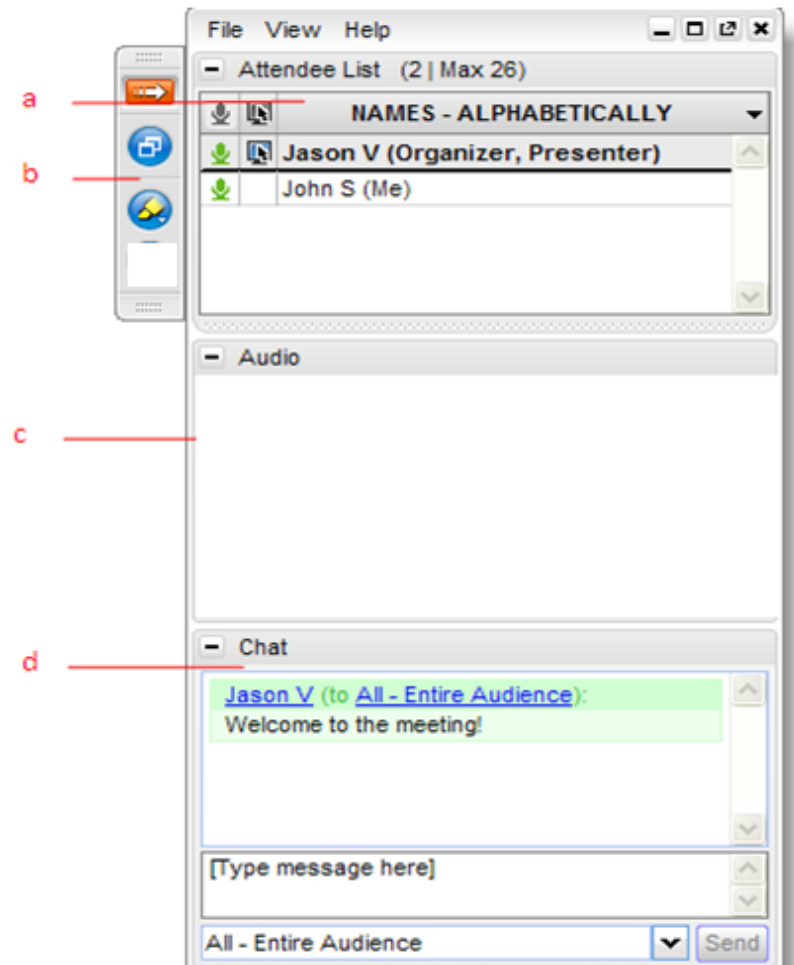
## Our Special Guest

**Tanaz Golshan**

Community Affairs and Policy Deputy  
School Board President Steve Zimmer's Office  
Los Angeles Unified School District

# Audience Logistics: The Control Panel

- List of attendees that have logged into the webinar
- The grab tab
  - Red arrow is to minimize/expand the panel
  - Window toggle function, allows attendees to move to another window
- Conference call in information
- Question window
  - Please type in a question or message for presenters





# Audience Participation

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During the presentation, all attendees will be in listen only mode

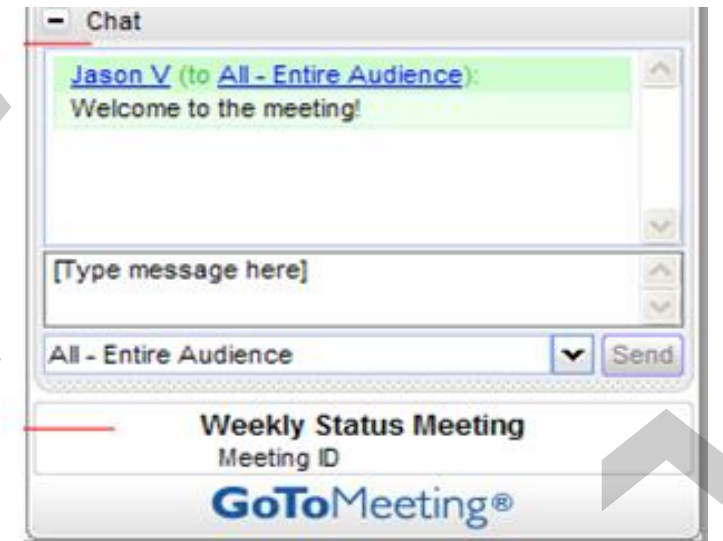
Please ask questions throughout the presentation using the chat box

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Insert questions or comments



Presenters



Send



# Technical Difficulties

- Audio Difficulties:
  - Hang up the phone and call back using your initial call in Information
- GoToWebinar Program Malfunction
  - Close down the program and log back on
- If technical difficulties continue, please contact:
  - Michelle Arcos | (916) 444-7163 x107



**Let's get started!**



# Building Community Support for School Policies: Our Webinar Lineup

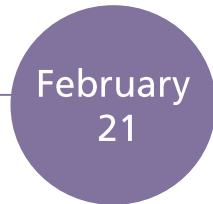


January  
17

Interpersonal  
Communication:  
Speaking with  
School Board  
Members



*Meet with  
one school  
official*

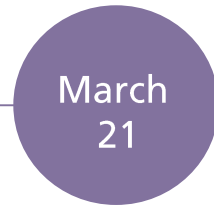


February  
21

Community  
Engagement &  
Coalition  
Building:  
Generating  
Broad Support



*Meet with one  
community  
group*



March  
21

Traditional Media,  
Part 1: Pitching  
Stories & Writing  
Press Releases



*Pitch a story  
idea or write a  
press release*

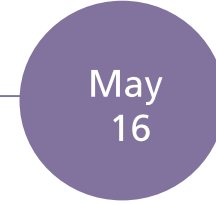


April  
18

Traditional  
Media, Part 2:  
Writing Letters  
to the Editor &  
Op-Eds



*Write a  
letter to  
the editor  
or an op-ed*



May  
16

Social Media:  
Effectively  
Engaging Your  
Audiences with  
Infographics,  
Videos & Chats

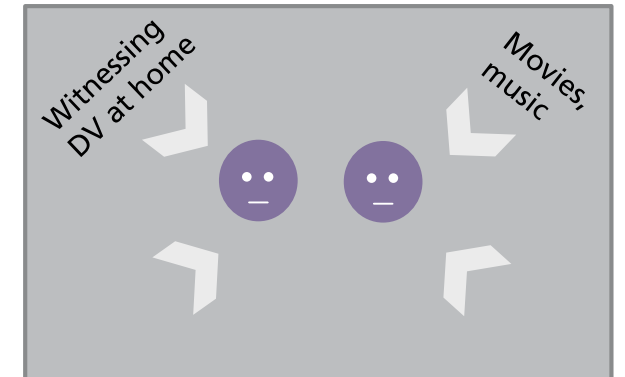


*Create one  
infographic  
/host a chat*



# Review: Framing

- ▶ Portrait vs. Landscape | Individual vs. Community
- ▶ Reframing
- ▶ Lakoff's Levels
  - ▶ Level 1: **Values** (fairness, opportunity, children, health, etc.)
  - ▶ Level 2: Issues (adolescent dating abuse, auto safety, etc.)
  - ▶ Level 3: Tactics (train educators to recognize the signs of adolescent dating abuse)





# Message Development

- ▶ What's wrong?
  - ▶ Statement of concern



- ▶ Why does it matter?
  - ▶ Value dimension



- ▶ What should be done?
  - ▶ Policy objective



**Guiding Question:** Think about the messenger and the target audience.





# Message Themes



Students can't learn if they're hurting or don't feel safe.



Schools have a responsibility to give students the skills they need to succeed in the classroom and in life.



Healthy relationships are the foundation for a strong and healthy community.



Together we can prevent teen dating violence.



## Guiding questions:

How can we ensure that these themes fit into current goals of specific school districts?

How can we leverage the power behind the California Healthy Youth Act?



# Share-Out



After the Strategic Communications Training, what progress have you made with:

- Policy development within your organization
- Providing messengers with your talking points
- Communicating with your target audience (directly or indirectly)





# Framing in Practice



Healthy relationships are the foundation for a strong and healthy community.



A strong, safe, and economically viable community is built by people who know what it means to be part of healthy, respectful relationships at every level. We need policies that help us model for kids the skills they need to be part of the communities we all want to live in.  
--Pamela Mejia, BMSG



Did you use this frame in the Strategic Communications Training group activity?



# How to Engage and Work With School Boards

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Tanaz Golshan

Community Affairs and Policy Deputy  
School Board President Steve Zimmer's Office  
Los Angeles Unified School District

- Background with the district
- Questions and Answers



# How to Engage and Work With School Boards

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Seek a dialogue with school leaders – and enter that dialogue with an open mind, aiming to learn as well as to share information

Ask for specific ideas on how to make your proposal/program/idea more appealing and less burdensome to adopt

- What are the top priorities facing your district/school?

# How to Engage and Work With School Boards

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Do your research

Be courteous of other issues facing schools



**Stress that you have a solution and/or how that solution fits in with current policies and goals**



# How to Engage and Work With School Boards

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Develop a relationship before making a request

When engaging school board members, begin by identifying areas of mutual agreement about issues, and then work toward a specific plan



Look for an ally or champion



Move them towards higher levels of involvement with your issue



Involve other members of your community

# Questions







# Next Webinar

February 21<sup>st</sup>, 2017  
10:30 a.m.-12:00 p.m.

## Community Engagement – Coalition Building

- Identify messengers
- Provide tools to amplify voices or neutralize threats

This month's  
homework:



Meet with at least one  
school representative

# Contact Us!

We're here to help you  
meet your policy goals!



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