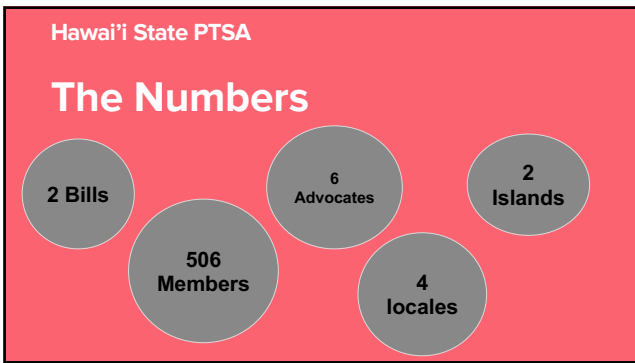




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HawaiiKidsCAN

*Workshop Session #3A
Boost Your PTA's Relevancy with Advocacy*

David Sun-Miyashiro - Founding Executive Director, HawaiiKidsCAN

HawaiiKidsCAN.org

Aloha United Way designation number: 81140

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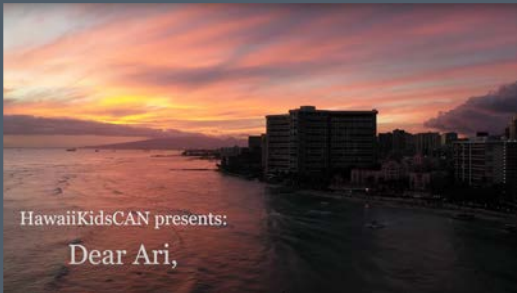
Are Hawaii's kids ready for the future?

4

Where does change happen?

5

My "why"



HawaiiKidsCAN presents:

Dear Ari,

6

Who We Are: HawaiiKidsCAN

- Local leadership, national network
- Research and communications
- Grassroots organizing
- Government relations

Launched in 2017

Key partners include AUW, Hawaii Community Foundation, Kamehameha Schools, Harold K.L. Castle Foundation

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Community innovation - Wifi on Wheels

9

Community innovation - Ohana Pods



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Community innovation - student organizing (WAVE)



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Policy change

- 2018: Passed a bill that enables all high schools to offer computer science professional development to teachers (Act 51).
- 2021: Passed legislation to require all elementary and middle schools to teach computer science.
- 2021: Passed legislation to ensure Hawaii collects student attainment data for individual industry-recognized credentials.
- 2021: Passed legislation to codify universal access to high-speed internet and educational technology.



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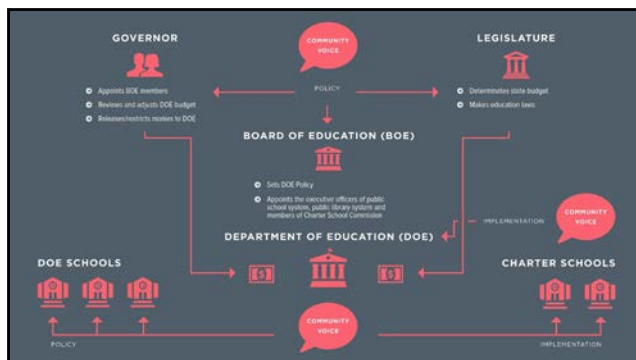
2022 Legislative Session update

- Computer science
- Industry credentials
- BOE qualifications
- Family grants
- Office of Wellness
- Menstrual equity

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Why should PTA members engage in advocacy?

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TRY IT FOR YOURSELF

Scenario

Last week, a ten-year-old boy on a bicycle was hit by a car speeding around a corner in your neighborhood. The boy broke his leg. You and a few neighbors have gotten together to discuss the situation and how to prevent another such accident—or worse—on your streets. One neighbor suggested installing a speed bump on the road at the corner. You're getting together to discuss that and other strategies.

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The right strategies behind the change

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Elite Negotiations

Advocates work to influence people who already hold power. By tapping into the interests of public officials, this approach secures change through trading and compromise.

Success factors:

- An urgent public problem of interest to policymakers
- Easily understood and credible options to act on
- Incentives for legislators to make change



Social Movements



A large number of people build their power to secure change by organizing around common goals. By operating outside of the existing system, this approach can change the status quo in profound ways.

Success factors:

- A clear call to action
- Compelling spokespeople who can dramatize the injustice
- Well-organized supporters and advocates



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<p>Expert Communities</p> <p>Trusted people with knowledge on a particular subject change the public debate by reaching consensus. By translating consensus into advice on solutions, they influence policy and practice.</p> <p>Success factors:</p> <ul style="list-style-type: none"> • A well-defined but complex public policy problem • Expert agreement on the problem, causes and possible solutions • Policymaker interest in expert guidance 	<p>Emergent Networks</p> <p>People use trial and error to discover solutions to a problem. By testing and refining their approach over time, they develop proof points for widespread change.</p> <p>Success factors:</p> <ul style="list-style-type: none"> • Well-defined areas of innovative practice related to the problem • Incentives for innovators to join together • Policymaker interest in translating practice into policy 
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TOP TACTICS CHECKLIST

Elite negotiation	Social movements	Expert communities	Emergent networks
<ul style="list-style-type: none"> — Lobbying — Power mapping — Negotiation — Policy analysis — Bill drafting — Coalition building — Media relations — Campaign donations 	<ul style="list-style-type: none"> — Grassroots organizing — Training spokespeople — Marches — Boycotts — Sit-ins and occupations — Storytelling — Petition drives — Door knocking 	<ul style="list-style-type: none"> — Research studies and reports — Legal action — Conferences — Public debates — Advisory groups — Policy proposals — Letters to the editor — Legislative testimony 	<ul style="list-style-type: none"> — Experimentation — Field visits — Peer networking — Toolkits — Newsletters — Trainings — Success stories — Social media campaigns

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Questions?

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We can follow up with PTAs that are interested in advocacy.

Mahalo!

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