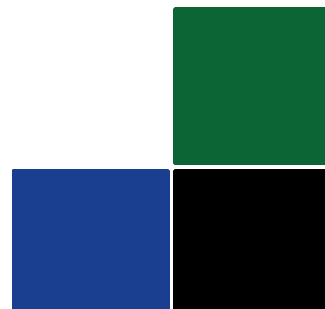


**PENNSYLVANIA ASSOCIATION OF  
SCHOOL NURSES AND PRACTITIONERS  
ADVOCACY PLAN**

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# ABOUT THE PROJECT

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Clear Point Communications was engaged by the Moses Taylor Foundation to develop a comprehensive advocacy strategy for the Pennsylvania Association of School Nurses and Practitioners (PASNAP). The project unfolded across five phases from March through October 2025: project launch and alignment with PASNAP and MTF leadership; extensive research and stakeholder interviews; strategy development, including partner mapping and recommendations; collaborative review and refinement; and final strategy delivery. The initiative aimed to strengthen PASNAP's advocacy capabilities and create a roadmap for addressing critical challenges facing school nurses in Pennsylvania.

A cornerstone of this project was an extensive interview process that gathered insights from diverse perspectives across multiple rounds. Clear Point conducted interviews with national nursing organizations (including NASN's Piper Largent), Pennsylvania education partners (PSEA contacts Jenny Wert and Erica Brunelle), state health officials (Colleen Schultz from the Division of School Health), and school nurse leaders from states with successful advocacy programs including Colorado (Laura Phillips), Oregon (Wendy Niskanen), Missouri (Linda Neumann), and national expert Dr. Erin Maughan, among others. Additional conversations explored PASNAP's work with health systems through interviews with stakeholders at UPMC and Allegheny Health Network. These interviews provided critical insights into successful advocacy models, common challenges, and opportunities specific to Pennsylvania's context.

This Moses Taylor Foundation-funded strategic planning initiative provided PASNAP with this comprehensive plan for advancing school nursing advocacy in Pennsylvania, positioning the organization to more effectively advocate for improved school health services across the Commonwealth by drawing on successful models from other states while addressing Pennsylvania's unique challenges.

# VISION AND MISSION

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## Overarching Policy Goals

- **Policy Goal 1:** Establish a certified school nurse in every public school building
- **Policy Goal 2:** Increase the PA Department of Health reimbursement rate for school nurse services

## Situational Analysis

### Current School Nurse Staffing:

- 3,300 public school buildings with only 2,100 certified school nurses
- Inadequate coverage leaves students vulnerable, particularly those with chronic health conditions. It also leaves school districts vulnerable, especially those serving a disproportionate number of low-income students who face challenges such as housing instability, food insecurity, and limited access to other critical supports.
- The political landscape includes existing champions in the legislature, but PASNAP will need to build broader support to get a ratio update of one building/one nurse across the finish line

### Current Funding Situation:

- Reimbursement rate has remained stagnant for years (\$7 per student since 1991)
- Inadequate funding limits districts' ability to hire and retain certified school nurses
- Budget constraints exist, but potential for bipartisan support with proper framing
- The current student-to-nurse ratio is 1,500:1, with a goal of one certified school nurse per building

### Redefining the School Nurse Role

Across all elements of this advocacy plan, one fundamental challenge persists: widespread misunderstanding about the comprehensive role of today's school nurse. This misperception represents a significant barrier to achieving our policy goals and must be addressed as a foundational component woven throughout our entire advocacy strategy. The theory of change outlines our approach to redefining the certified school nurse role in the minds of key stakeholders.

## **The Perception Gap**

Most stakeholders – from parents and teachers to administrators and legislators – hold an outdated and incomplete understanding of school nursing. The common perception limits school nurses to tasks such as bandage application, temperature taking, and emergency response. While these functions are important, they represent only a fraction of a certified school nurse's responsibilities and impact.

## **Understanding Certified School Nurses: Education, Training, and Specialized Expertise**

A critical component of advocating for a certified school nurse in every Pennsylvania public school building is educating stakeholders about what distinguishes a certified school nurse from other nursing professionals. This distinction is not merely semantic – it represents substantial differences in educational preparation, specialized training, and scope of practice that directly impact student health outcomes.

While all certified school nurses are registered nurses (RNs), not all RNs – and certainly not licensed practical nurses (LPNs) – possess the specialized knowledge and skills required to address the complex health needs of students in educational settings. The unique challenges of school nursing require professionals who understand child and adolescent development, educational systems, public health principles, special education law, and family-centered care coordination.

Many stakeholders, including school administrators, assume "a nurse is a nurse," failing to recognize the specialized expertise that certification provides. This misunderstanding has real consequences: it allows districts to substitute less-qualified personnel in school health offices and enables policymakers to dismiss the need for adequate funding and staffing.

## **Educational Requirements for Pennsylvania Certified School Nurses**

To become a certified school nurse in Pennsylvania, professionals must meet rigorous educational and clinical requirements that far exceed those for general nursing practice (Title 22 Pa. Code Chapter 49):

- **Active Pennsylvania RN License:** CSNs must first hold an active registered nurse license in Pennsylvania, which requires completion of an accredited nursing program and passage of the NCLEX-RN examination.
- **Bachelor's Degree:** CSNs must complete a bachelor's degree, most often in nursing (BSN) or a related health field. This four-year degree provides advanced knowledge in nursing theory, research, leadership, and population health.
- **PA Department of Education-Approved Certification Program:** Beyond their nursing degree, CSNs must complete a specialized school nurse certification program at an accredited college or university. This program is approved by the Pennsylvania Department of Education and covers school-specific content, including:

- Child and adolescent growth and development across the PK-12 spectrum
- School health program management and leadership
- Special education law and accommodations (Section 504, IEPs, IDEA)
- Communicable disease surveillance and outbreak management in school settings
- Mental health assessment and crisis intervention for students
- Care coordination between schools, families, and community health resources
- Educational system structure, policies, and school culture
- **Supervised Clinical Practicum:** CSNs must complete 100+ hours of supervised practicum experience in actual school settings under the mentorship of an experienced certified school nurse. This hands-on training ensures that new school nurses understand the unique rhythm, demands, and complexity of providing health services in an educational environment – experience that hospital nurses, parent volunteers, or LPNs simply do not possess.

### Comparing Educational Preparation: CSN vs. RN vs. LPN

The differences in educational preparation between these three categories of nursing professionals, particularly in regard to a school setting, are substantial:

Requirement	Certified School Nurse (CSN)	Registered Nurse (RN)	Licensed Practical Nurse (LPN)
Minimum Degree	Bachelor's degree + certification program	Associate degree or diploma (some have bachelor's)	Certificate or diploma (typically 12-18 months)
School-Specific Training	Required: PA DOE-approved program	None required	None
Supervised School Practicum	100+ hours required	None	None
Scope of Independent Practice	Full autonomous practice in school setting	Full autonomous practice in licensed setting	Works under RN or physician supervision
Specialized Knowledge Areas	PK-12 development, special education law, school system integration	Clinical nursing care in specialty area	Basic nursing care tasks

## **The Role of LPNs in School Health Services**

This distinction does not diminish the valuable contributions that LPNs can make to school health teams. In settings where student health needs exceed the capacity of a single certified school nurse, LPNs can serve as important support staff, working under the supervision and delegation of a CSN. The optimal model places LPNs as part of a care team in larger or higher-need buildings, with a certified school nurse providing clinical oversight, care coordination, and complex case management.

The concern arises when districts use LPNs or non-school-nurse-certified RNs as standalone school health providers, expecting them to fulfill the comprehensive role of a certified school nurse without the specialized training, autonomous practice authority, or systems-level expertise that certification provides.

The distinction between certified school nurses and other nursing personnel has several important implications for the strategies outlined in this plan:

- **Messaging Precision:** All communications must consistently emphasize "certified school nurse" rather than simply "school nurse" to reinforce the importance of specialized training and credentials.
- **Stakeholder Education:** Every advocacy audience – from parents to superintendents to legislators – needs tailored educational content explaining what CSN certification entails and why it matters for their specific concerns.
- **Ambassador Training:** School nurse ambassadors must be equipped to articulate the differences between certification levels and respond to questions about why districts can't simply hire less expensive nursing personnel.
- **Cost-Benefit Analysis:** Financial modeling must address the cost differential between CSNs and other staff while demonstrating the return on investment through improved student outcomes, reduced absenteeism, and better health management.

Understanding and effectively communicating the unique value of Pennsylvania certified school nurses is not peripheral to this advocacy effort – it is foundational to achieving meaningful policy change that genuinely improves student health outcomes.

## **The Reality We Must Communicate: Beyond Band-Aids**

- **Comprehensive Care Providers:** Today's school nurses manage complex chronic conditions (diabetes, asthma, seizure disorders), coordinate care plans, administer medications, and provide critical monitoring for students with behavioral health challenges and students with other special needs.
- **Mental Health Partners:** School nurses serve as frontline mental health resources - identifying early warning signs, providing intervention, and connecting students with appropriate services during a youth mental health crisis.

- **Public Health Sentinels:** School nurses conduct screenings, monitor immunization compliance, perform surveillance for communicable diseases, and implement prevention programs that benefit entire school communities.
- **Health Educators:** School nurses deliver evidence-based health education, promote wellness behaviors, and empower students to develop lifelong health management skills.
- **Care Coordinators:** School nurses serve as critical bridges between healthcare systems, families, and schools – facilitating referrals, advocating for needed services, and ensuring continuity of care.

### **Integrated Approach**

Rather than treating education about the school nurse role as a separate goal or strategy, this plan intentionally integrates this foundational messaging throughout all advocacy tactics. Every communication, engagement opportunity, and policy discussion must reinforce the comprehensive scope of school nursing practice. This approach ensures stakeholders develop a more complete understanding of why increased staffing and funding for certified school nurses is essential.

By consistently educating audiences about the full breadth of school nurse responsibilities and impact, we build the necessary foundation for achieving our specific policy goals. Stakeholders who truly understand what school nurses do are more likely to recognize why having a certified school nurse in every building and increasing the state reimbursement rate are critical investments in student health and academic success that can leave a lasting impact on our society as a whole.

Below is a detailed roadmap and actionable campaign designed to effectively achieve our key policy objectives.

# CAMPAIGN FRAMEWORK

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**Mission Statement:** To ensure every Pennsylvania student has access to quality school health services by advocating for appropriate certified school nurse staffing and sustainable funding.

**Vision Statement:** A Pennsylvania where every school building has a certified school nurse all day every day and adequate resources to provide comprehensive health services that support student well-being and academic success.

## **Core Values:**

- Student health as a foundation for academic success
- Cross-sector collaboration and stakeholder engagement
- Sustainable funding models for long-term impact
- Equitable distribution of school health resources

## **Integrated Campaign Messaging**

All students deserve access to a safe, healthy learning environment. By improving school nurse-to-student ratios and increasing the state reimbursement rate for certified school nursing services, we can fulfill our promise to provide every child the care and support they need to succeed. Investing in both of these strategies strengthens our schools, reduces health disparities, and delivers better outcomes for students, families, and communities. Together, these changes will further support certified school nurses to provide high-quality care, respond to emergencies, and promote student well-being.

The standard for student care can be improved through increased reimbursement and certified school nurse staffing. PA's kids cannot wait.

### **Five Key Points:**

- Every child deserves access to a school nurse for their physical and mental well-being.
- Stronger nurse-to-student ratios mean greater opportunities for preventive care and less need for emergency response.
- Faster emergency responses can be provided when needed.
- Increasing state reimbursement ensures sustainable funding to maintain certified school nurses who can provide vital student health services.
- Investing in certified school nurse professionals helps address health disparities and supports student academic success.
- Policymakers have a responsibility to raise the standard of student care now—our children cannot wait.

## **Campaign Brand & Identity (optional)**

### **Option 1:**

Campaign Name: "**Healthy Students, Healthy Schools**"

Tagline: "**A certified nurse in every school, resources for every district**"

### **Option 2:**

Campaign Name: "**Building Healthy School Communities**"

Tagline: "**Every student. Every school. Every day.**"

### **Option 3:**

Campaign Name: "**PA School Health Champions**"

Tagline: "**Protecting student health, promoting educational success**"

# ADVOCACY STRATEGIES

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The advocacy strategies section of the plan represents a comprehensive, multifaceted approach to achieving PASNAP's two overarching policy goals: establishing a certified school nurse in every public school building and increasing the state reimbursement rate for school nurse services. The framework consists of five interconnected strategies, each designed to build support, create political will, and ultimately drive policy change.

All five strategies address the fundamental challenge of redefining the school nurse role in stakeholders' minds – moving beyond the "band-aids and ice packs" perception to communicate the comprehensive nature of modern school nursing practice.

While the main strategies section provides the strategic framework, the plan includes five detailed appendices that translate high-level strategies into tactics with actionable implementation plans. These appendices reflect best practices identified through the stakeholder interview process and provide PASNAP with practical tools for execution.

# Strategy 1: Build Comprehensive Support Network

This strategy focuses on mobilizing parents, educators, and community members to advocate for adequate and improved school nurse staffing and funding by raising awareness, sharing personal stories, and equipping stakeholders with advocacy tools.

## Key Tactics:

### A. Community Education and Awareness

- Develop "Day in the Life" content series featuring school nurses managing complex student health needs (see details in Appendix A)
- Create infographics highlighting staffing gaps and financial implications
- Host community forums in underserved districts to gather testimonials
- Develop district-specific financial impact reports showing funding gaps

### B. School Nurse Support Email Network

- Identify and recruit parents of children with chronic health conditions or other needs, and their allies, to join an email list to receive updates and, potentially, engage in storytelling
- Develop a parent-focused advocacy toolkit with customizable templates for both staffing and funding issues

### C. Education Stakeholder Engagement

- Partner with education associations to include both policy goals in their advocacy agenda
- Engage school administrators through education on health services benefits
- Recruit school board members as champions through targeted education
- Form a coalition of supportive superintendents and business managers
- Host school board information sessions on nurse staffing and reimbursement mechanics
- Create case studies of districts struggling to maintain adequate health services and/or success stories in districts that are making investments in school health

# Strategy 2: Coordinate with Health Systems

This approach involves partnering with healthcare providers and health systems to jointly promote the value of school nursing, host educational events, and document the return on investment for improved nurse staffing and funding.

## Key Tactics:

### A. Community Education Events

- Partner with health systems to host education events like CPR trainings (see details in Appendix B)
- Highlight preventable ER visits with adequate school nursing
- Leverage events to educate about both policy goals and build advocate lists
- Include alternative entry points run by health systems, such as community health fairs, to educate on the role of school nurses/information about policy goals

### B. Healthcare Provider Partnerships

- Secure endorsements for PASNAP policy priorities from major health systems and hospitals
- Develop joint position statements with pediatric providers addressing both policy goals
- Collaborate with health economics departments to document ROI of school nursing (e.g. Wang LY, Vernon-Smiley M, Gapinski MA, Desisto M, Maughan E, Sheetz A. Cost-Benefit Study of School Nursing Services. JAMA Pediatr. 2014;168(7):642–648. doi:10.1001/jamapediatrics.2013.5441)

# Strategy 3: Create School Health Caucus in State Legislature

This strategy aims to establish a bipartisan caucus of legislators whom PASNAP will educate on both staffing and funding priorities and provide regular policy education.

## Key Tactics:

### A. Champion Recruitment and Caucus Development (see details in Appendix C)

- Leverage existing champions (Sen. Collett, Rep. Fleming, Rep. Kosierowski) to recruit colleagues
- Develop a bipartisan leadership structure for the caucus
- Create caucus formation packet with comprehensive data on both policy goals by legislative district

### B. Caucus Support and Education

- Provide regular briefings and updates to legislators on both policy goals
- Coordinate site visits to schools with and without adequate nursing coverage
- Create district-specific impact reports for each legislator
- Develop targeted messaging for fiscal conservatives on long-term cost savings

# Strategy 4: Engage with Executive Branch

Engage with state agencies and the executive branch through advisory panels, education, and recommendations that support school nurse requirements and sustainable funding.

## Key Tactics:

### A. Formal Advisory Process

- Advocate for the formation of a School Health Services Working Group (see details in Appendix D)
- Secure representation from varied stakeholders (nurses, administrators, healthcare providers, parents, etc.)
- Develop comprehensive recommendations addressing both staffing and funding, aligned with School Health Caucus proposals as appropriate

### B. Agency Engagement

- Schedule regular meetings with the PA Department of Education, Health, and Human Services leadership
- Meet with Governor's Budget Office
- Provide data on certification bottlenecks and reimbursement impact

# Strategy 5: Advocate Training and Development

This strategy develops nurse advocates through training programs focused on storytelling and public education, ensuring nurses are prepared to communicate the impact of their work and advocate effectively.

## Key Tactics:

### A. Nurse Advocate Development

- Create a "School Nurse Ambassador" program with comprehensive advocacy training on both policy goals (see details in Appendix E)
- Provide media training and public speaking workshops
- Integrate targeted training modules for advocacy, including: (a) strategies for tailoring messages to different audiences (e.g., parents, educators, policymakers); (b) guidance on effective storytelling and rhetoric to avoid language that undermines school nurses' advocacy; and (c) the importance of knowing your audience and adjusting content and delivery accordingly.
- Pilot and expand a school nurse education program (originally developed with Moses Taylor), including a "Train the Trainer" approach and online modules, as a model for future advocacy tools and curriculum.

### B. Storytelling and Fiscal Messaging

- Train nurses to effectively communicate impact through compelling stories that address both health outcomes and financial benefits
- Develop a story bank of interventions that prevented serious health consequences and saved costs
- Create specialized training on the state budget process and advocacy points
- Develop school board presentation templates addressing both staffing and reimbursement impacts

# APPENDIX

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The appendices are organized as practical implementation guides that translate the broad strategies into concrete, executable steps. Each appendix takes a high-level concept and provides detailed tactical guidance – from creating "Day in the Life" content series to structuring legislative caucuses to designing the School Nurse Ambassador Program. They incorporate best practices and lessons learned from successful advocates in other states, adapted to Pennsylvania's specific context.

This structure serves a critical purpose: it allows different PASNAP members or committees to take ownership of specific tactics without requiring everyone to master the entire strategic framework. The appendices provide templates and frameworks that can be replicated across different communities while maintaining consistency in advocacy messaging, helping PASNAP avoid reinventing the wheel.

The "strategy-plus-appendices" architecture recognizes that effective advocacy requires both strategic clarity about goals and practical guidance for achieving them. It provides PASNAP with both the compass (strategies) and the map (appendices) needed for successful implementation.

# APPENDIX A: "DAY IN THE LIFE" CONTENT SERIES IMPLEMENTATION PLAN

The "Day in the Life" content series provides an immersive window into school nurses' daily responsibilities of managing complex student health needs, demonstrating their critical role, and supporting both policy goals by highlighting current staffing and funding challenges.

## Program Goals

- Increase public understanding of the comprehensive role school nurses play beyond basic first aid
- Document the complexity of managing student health needs and emergency situations simultaneously
- Illustrate the impact of inadequate staffing ratios on student health and behavioral (mental health and drug and alcohol) care and safety
- Gather compelling narratives that demonstrate the value proposition for increased funding
- Create shareable content for advocacy across multiple platforms and audiences

## Implementation Approach

### Step 1: Content Planning and Development

- Create a content framework
  - Focus on showing both emergency response and day-to-day responsibilities
  - Highlight management of chronic conditions (asthma, diabetes, autoimmune disorders, etc.)
  - Document post-COVID challenges, including increased mental health needs
- Develop storytelling templates
  - Sample scripts for school nurses to introduce their roles
  - Guidance on effective storytelling techniques
  - Prompt questions to capture key responsibilities and challenges
- Establish production guidelines
  - Simple recording techniques using smartphone cameras
  - Recommendations for privacy compliance (HIPAA/FERPA), including release forms and/or anonymizing the subject
  - Editing suggestions to maintain consistent messaging

## **Step 2: Content Production Options**

- Written narratives
  - Blog-style posts documenting typical days
  - Before/after comparisons showing the impact of the intervention
  - Case studies highlighting complex student needs (anonymized)
- Video content
  - Short videos (3-5 minutes) of school nurses explaining their roles
  - Time-lapse style "day in the life" videos showing activity levels
  - Interview-style videos with school nurses discussing challenges
- Infographics and visual content
  - Daily activity breakdowns showing the number of student visits
  - Visual representations of staffing gaps
  - Financial implications displayed through accessible graphics

*NOTE: Could offer school nurse workshops throughout the year on these topics and offer Act 48 credits; possibly a topic for the PASNAP Conference – as mentioned earlier, privacy compliance (HIPAA/FERPA), including release forms and/or anonymizing the subject, is critical.*

## **Step 3: Distribution Strategy**

- School-based channels
  - Incorporate into Open House nights
  - Include in beginning-of-year forms and communications
  - Present during school board meetings (request 10-minute agenda slots)
- Community outreach
  - Share at community health fairs
  - Distribute during CPR training events
  - Partner with PTA/PTO organizations to share with parents
- Digital distribution
  - Develop a dedicated web section on the PASNAP website
  - Utilize PASNAP social media accounts to share stories
  - Share through partner organization channels/school nurse support email network

#### **Step 4: Advocacy Integration**

- Pair content with clear action items
  - Include information about current staffing ratios (1:1,500)
  - Highlight funding challenges (\$7 per student since 1991)
  - Provide template language for sharing personal stories with local elected leaders and state legislators
- Create legislator education packets
  - Compile the strongest stories into briefing materials
  - Connect narratives to bigger-picture policy challenges
  - Include district-specific financial impact data
- Train nurses to present their stories effectively
  - Provide media training and public speaking workshops
  - Focus on tailoring messages to different audiences
  - Practice connecting personal experiences to policy goals

#### **Content Focus Areas**

- Emergency response scenarios
  - Document instances where quick intervention prevented serious consequences
  - Highlight the preparedness and training necessary
  - Connect to staffing challenges when covering multiple buildings
- Chronic condition management
  - Feature stories about managing students with asthma, diabetes, and seizure disorders
  - Document daily medication administration requirements
  - Show the complexity of coordinating care with families and providers
- Mental health support
  - Illustrate increasing mental health needs post-COVID
  - Show the school nurses' role in identifying and supporting students
  - Document physical manifestations of psychological issues
- Prevention and education work
  - Highlight immunization tracking responsibilities
  - Feature health education activities
  - Show preventative screenings and assessments

- "A World Without School Nurses" scenarios
  - Create comparative illustrations showing schools with and without adequate nursing coverage
  - Develop hypothetical cases with potential negative outcomes when nurses aren't present
  - Feature testimonials from schools that have experienced periods without nursing coverage
  - Illustrate the burden placed on teachers, administrators, and parents when medical tasks fall to untrained personnel
  - Document the impact on chronically ill students who depend on consistent nursing care to remain in school
  - Document the impact on student attendance and how having a school nurse in the building full-time decreases absenteeism and increases student presence in the classroom.
  - Document the impact on students and families when vision, hearing, and scoliosis screenings aren't completed in school and school nurses don't make referrals.

### **Implementation Resources Needed**

- Content creation toolkit
  - Sample scripts and templates
  - Recording guidelines and best practices
  - Editing software recommendations
- Training materials
  - Storytelling workshops curriculum
  - Media training resources
  - Advocacy messaging guides
- Distribution resources
  - Social media content calendar
  - Email templates for sharing content
  - Presentation slides for in-person events
- Measurement tools
  - Analytics tracking for digital content
  - Feedback forms for presentation effectiveness
  - Advocacy action tracking mechanisms

# **APPENDIX B: COMMUNITY ENGAGEMENT MODEL**

## **"School Nurse CPR Champion Event Plan"**

The CPR Champion Event Plan serves as a practical model for community engagement that advances both policy goals simultaneously through strategic local partnerships and advocacy opportunities.

### **Program Goals**

- Build public awareness about the essential roles school nurses play in school districts
- Create opportunities for community engagement that highlight school nurses' expertise and value
- Develop relationships with health systems, first responders, and community organizations
- Gather support for legislative goals:
  - Increasing state reimbursement rates (currently \$7 per student since 1991)
  - Reducing student-to-nurse ratios (currently 1,500:1, goal of one certified nurse per building)

### **Implementation Approach**

#### **Step 1: Establish Local Partnerships**

- Health Systems
  - Allegheny Health Network, UPMC, Penn Highlands, Seven Mountain, FQHCs
  - Utilize existing community outreach staff at health systems
- First Responders
  - Local EMS agencies (e.g., Citizens Ambulance in Indiana County)
  - Fire departments
  - County public safety departments
- Community Organizations
  - American Heart Association
  - Red Cross (for certifications)
  - Local athletic associations, boy scouts/girl scouts, etc.

## **Step 2: Event Planning and Execution**

- Leverage existing resources
  - Many school nurses are already certified CPR instructors
  - School districts often already have CPR mannequins available
- Expand current CPR training to include community members
  - Invite parents, students, community members to participate
  - Consider special target audiences (e.g., high school seniors)
- Structure the event to include brief education about school nurses' roles
  - 5-minute presentation on what school nurses do
  - Highlight the importance of appropriate nurse staffing and funding
  - Distribute materials about school nurse advocacy goals

## **Step 3: Post-Event Advocacy**

- Present outcomes at school board meetings
  - Request 10 minutes on the agenda to share success
  - Show tangible community benefits
  - Educate board about funding challenges
- Collect testimonials and success stories
  - Document community impact (e.g., students who later used CPR skills)
  - Create short videos of school nurses explaining their roles
- Build ongoing support
  - Request sign-on letters supporting funding increases
  - Develop relationships with local legislators

## **Alternative Entry Points**

- Community Health Fairs
  - Staff tables at existing events
  - Offer hands-only CPR demonstrations
- Partner with "Neighbors Helping Neighbors" programs
  - Join existing community CPR initiatives
- School-based opportunities
  - Incorporate messaging into Open House nights, sporting activities, PTO events
  - Add information about school nurses' roles to beginning-of-year forms

## **Implementation Resources Needed**

- Sample script for school nurses to use when introducing their roles
- Templates for outreach to potential partners
- Planning checklist for CPR events
- Advocacy materials highlighting current funding and staffing challenges
- Guide for presenting to school boards

# APPENDIX C: CHAMPION RECRUITMENT & CAUCUS DEVELOPMENT PLAN

This strategic approach focuses on establishing a robust bipartisan School Health Caucus in the Pennsylvania legislature to advocate for comprehensive school health services in PA schools.

## Program Goals

- Establish a bipartisan legislative caucus focused on comprehensive school health services (no formal vote in the legislature is necessary)
- Develop a core group of champions who understand both staffing and funding priorities
- Integrate school health professional needs across disciplines (e.g. nursing, counseling, school psychologists)
- Generate district-specific data to demonstrate policy impact to legislators

## Implementation Approach

### Step 1: Champion Identification and Recruitment

- Leverage existing champions
  - Build from established relationships (Sen. Collett, Rep. Miller, and Rep. Fleming)
  - Create personalized briefs for each champion highlighting their district's specific needs
  - Develop talking points for champions to use when recruiting colleagues
- Map potential champions
  - Identify legislators with healthcare, education, or fiscal management backgrounds
  - Research legislators who have expressed interest in student wellbeing
  - Target members of Education, Health, and Appropriations committees
- Create cross-disciplinary appeal
  - Establish initial coordination meetings with PASCA and other school health professional associations
  - Create joint position statements addressing overlapping responsibilities and coordination needs
  - Develop integrated messaging that demonstrates comprehensive student health support models

## **Step 2: Caucus Formation Packet Development**

- Develop comprehensive policy briefings
  - Create fact sheets on current nurse-to-student ratios
  - Document stagnant reimbursement rates (\$7 per student since 1991)
  - Provide research on best practices for school health services
  - If possible, create legislative district profiles showing current school health staffing/shortfalls
- Create compelling messaging
  - Develop messaging for fiscal conservatives on long-term cost savings
  - Frame student health as a foundation for academic success
  - Highlight cross-sector collaboration and stakeholder engagement

## **Step 3: Ongoing Caucus Education**

- Implement an education program
  - Provide regular briefings and updates to caucus members on both policy goals
  - Coordinate site visits to schools with different staffing models
  - Aid the school health caucus/legislative staff on developing expert panels featuring school nurses, counselors, and administrators

## **Notes/Recommendations on School Health Team Integration**

- Nurse and counselor collaboration
  - Document overlapping responsibilities and coordination needs
  - Highlight comprehensive student support models
  - Demonstrate impact on student wellness and academic outcomes
- Administrator engagement
  - Develop materials on the administrative challenges of inadequate health staffing
  - Document principal perspectives on student health needs
  - Create case studies of districts struggling with health services coordination
- Cross-disciplinary advocacy
  - Create joint position statements from nursing, counseling, social worker/student assistance personnel, and administrative associations
  - Develop integrated staffing models that support all health professionals
  - Demonstrate the cost-effectiveness of comprehensive health teams

## **Notes/Recommendations on Caucus Structure**

- Establish bipartisan leadership
  - Create co-chair positions (one from each party)
  - Develop vice-chair roles focused on specific aspects (staffing, funding, implementation)
  - Build a balanced committee structure with regional representation
- Ensure comprehensive representation
  - Include champions for school nurses, guidance counselors, and administrators
  - Recruit legislators with expertise in healthcare financing
  - Involve members with connections to state education agencies

## **Implementation Resources Needed**

- Communication materials
  - Caucus recruitment materials tailored to different legislator profiles (talking points and data one-pager)
  - Constituent-focused materials explaining nurse/counselor/school psychologist impacts on student health
- Educational resources
  - Briefing materials on comprehensive school health services
  - Site visit coordination toolkit
  - Expert speaker database including nurses, counselors, and administrators willing to talk to legislators
- Data collection and analysis (if resources available)
  - Current staffing ratios for nurses, counselors, and health administrators by district
  - Financial impact analysis by legislative district
  - Student health outcome metrics from model programs

# APPENDIX D: SCHOOL HEALTH SERVICES WORKING GROUP IMPLEMENTATION PLAN – HOW IT COULD WORK

This strategic implementation plan outlines the formation and operation of a School Health Services Working Group modeled after Governor Shapiro's successful RGGI (Regional Greenhouse Gas Initiative) Working Group approach. The panel will develop comprehensive recommendations addressing both school nurse staffing and funding priorities in Pennsylvania. Below is an example of how the working group could be structured, based on previous working groups.

## **Working Group Structure and Composition**

### **Step 1: Leadership Formation**

- Co-chair structure
  - One co-chair representing school health professionals (PASNAP representative)
  - One co-chair representing school administration
  - One co-chair representing healthcare providers/health systems
- Core membership representing diverse stakeholders (15-20 total members for full panel meetings)
  - School nurses (PASNAP representatives from various districts/regions)
  - School counselors and psychologists (PASCA representatives)
  - School administrators (principals and assistant principals)
  - School district business managers and financial officers
  - Healthcare providers (pediatric specialists and community health representatives)
  - Parent advocates (representing diverse communities)
  - Legislative representatives (from School Health Caucus)

## **Step 2: Operational Framework**

- Meeting schedule and format
  - Full panel meetings monthly (8-10 total meetings)
  - Hybrid format allowing for both in-person and virtual participation
- Decision-making process
  - Consensus-based approach for final recommendations
  - Transparent documentation of diverse perspectives
  - Clearly defined methods for resolving disagreements
- Administrative support (if resources available)
  - Dedicated staff for meeting coordination and documentation
  - Research support for data collection and analysis
  - Communications support for public updates

## **Working Group Guiding Principles**

- Three-part test for all recommendations (modeled after Governor Shapiro's approach):
  - Must support student health and academic success
  - Must be financially sustainable for school districts
  - Must ensure equitable access to health services across all communities
- Additional principles:
  - Evidence-based approach using current research and best practices
  - Implementation feasibility considering workforce pipeline challenges
  - Cross-disciplinary coordination between healthcare and education sectors

## **Working Group Focus Areas**

### **Staffing Models**

- Key topics to address:
  - Analysis of current nurse-to-student ratios and coverage gaps
  - Review of national best practices and recommended standards
  - Innovative staffing approaches for rural and under-resourced districts
  - Coordination models between nurses, counselors, social workers/student assistance personnel, and administrators
  - Certification pathways and workforce development strategies

### **Funding Mechanisms**

- Key topics to address:
  - Analysis of current \$7 per student reimbursement rate (unchanged since 1991)
  - Cost modeling for various reimbursement rate increase scenarios
  - Medicaid maximization strategies and federal funding opportunities
  - District-level financial impact assessments
  - Creative funding solutions, including public-private partnerships

## **Implementation Planning**

- Key topics to address:
  - Multi-year phase-in strategies for staffing and funding changes
  - Policy/regulatory changes needed for implementation
  - Monitoring and evaluation frameworks to track progress
  - Technical assistance needs for districts during implementation
  - Communication strategies for stakeholder education and buy-in

## **Data Collection & Analysis**

- Key topics to address:
  - Comprehensive inventory of current school nurse staffing across PA districts
  - Student health outcome metrics linked to nursing availability
  - Documentation of nurse intervention impacts on attendance and academic performance
  - Cost-benefit analysis of comprehensive school health services
  - Development of district-specific profiles for legislator education

## **Cross-Disciplinary Coordination**

- Key topics to address:
  - Integration models between school nurses, counselors, and psychologists
  - Collaborative care approaches for students with complex health needs
  - Joint professional development opportunities
  - Streamlined referral processes between health services
  - Documentation standards across school health disciplines

## **Stakeholder Engagement Strategy**

- Public input opportunities (if resources are available):
  - Dedicated public comment periods at select panel meetings
  - Online feedback mechanism for written comments
  - Regional listening sessions to gather diverse perspectives

## **Implementation Resources Needed**

- Administrative support:
  - Meeting facilitation and documentation
  - Communication, coordination, and stakeholder outreach
  - Logistics management for in-person gatherings
- Research and analysis support:
  - Data collection on current staffing and funding patterns
  - Financial modeling for various policy scenarios
  - Evidence synthesis from academic and professional literature

# APPENDIX E: SCHOOL NURSE AMBASSADOR PROGRAM IMPLEMENTATION PLAN

This appendix outlines the comprehensive framework for developing and implementing the School Nurse Ambassador program as a key component of PASNAP's advocacy strategy. The program aims to equip certified school nurses with the skills, knowledge, and confidence to effectively advocate for both policy goals: establishing a certified school nurse in every public school building and increasing the state reimbursement rate for school nurse services.

## Program Structure and Curriculum Development

### Step 1: Ambassador Program Design

*Identify 5-10 nurses already engaged with PASNAP who represent different regions*

- Core advocacy training essentials
  - Focus on key talking points for both legislative priorities
  - Provide a basic fact sheet with critical statistics
  - Create a simple one-page messaging guide
- Basic communication preparation
  - One virtual training session (or in-person if possible) on effective storytelling
  - Brief media basics handout with do's and don'ts
  - Develop FAQ document for handling common questions
  - Basic training on effective social media advocacy

### Step 2: Audience-Specific Advocacy Training for Ambassadors

- Tailored messaging strategies by audience
  - Parent and community engagement approaches
  - Educator and school administrator communication
  - Policymaker and legislative staff briefing techniques
- Narrative development and storytelling
  - Workshop on identifying powerful personal stories
  - Techniques for integrating data with compelling narratives
  - Practice sessions with constructive feedback
- Rhetoric and language guidance
  - Analysis of terminology that undermines school nurse advocacy
  - Alternative framing and messaging approaches
  - Creating memorable soundbites and quotable statements

## **Digital Learning Platform Development**

### **Step 1: Online Module Creation**

- Core content development
  - Conversion of in-person training materials to digital format
  - Creation of video-based instruction with professional production
  - Development of interactive learning activities and assessments
- Platform selection and customization
  - Evaluation of learning management system options
  - Mobile-friendly interface development
  - Integration with existing PASNAP digital resources
- Accessibility considerations
  - Closed captioning for all video content
  - Multiple format options for diverse learning styles
  - Accommodation for various technology access levels

### **Step 2: Content Expansion and Engagement**

- Supplementary resources
  - Downloadable fact sheets and talking points
  - Sample scripts for different advocacy scenarios
  - Customizable presentation templates
- Community building features
  - Discussion forums for ambassador networking
  - Success story sharing mechanism
  - Regular virtual meetups and refresher sessions
- Continuous learning pathways
  - Advanced advocacy modules for experienced ambassadors
  - Special topic webinars with guest experts
  - Media interview practice opportunities

### **Implementation Resources Needed**

- Material development
  - Comprehensive training documents and presentation materials
  - Video production for digital learning modules
  - Printed resources for in-person distribution

# About Clear Point Communications

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Clear Point Communications has delivered public relations, public education and awareness, crisis communications, and marketing services for scores of clients, including state and local government agencies, companies, non-profits, and coalitions.

Our services include media relations and implementation of earned media strategies, including press events; public education and awareness campaign management; writing of opinion pieces, one-pagers, handouts, talking points, web content, speeches/testimony, and issue briefs/reports; digital content creation and digital campaign strategy; and photography/video production, including editing services.