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Background
On May 14th, SOPHE is holding a Virtual Advocacy Day, where we will use online and social media tools to advocate for health education to be elevated to a core subject in the reauthorization of the Elementary and Secondary Education Act (ESEA). A bill is advancing through the Senate quickly and we must let Senators know the vital role of Health Education in academic achievement. Today, more than ever, youth need to be equipped with the knowledge and skills to live healthy lifestyles. Join us for a day of advocacy and speak out. Youth are one-fourth of our population, but all of our future!

On Thursday May 14, we encourage both organizations and individuals to use Facebook, Twitter, email and phone to contact US Senators and be heard!

For a unified message, please use the following hashtags throughout the day on your social media platforms: #HealthEdAchieves, #ECAA, and #ESEA.

Schedule
The Virtual Advocacy Day will be divided into three parts:

1. **12:00 – 1:00 PM (ET): Free Webinar – Health Education in Schools**
   - Learn more about the issue at hand, who the major players are, and instructions for the day

2. **1:00 – 3:00 PM (ET): Call to Action**
   - Contact your Senators by phone, fax, email, and social media using the hashtags #HealthEdAchieves #ECAA and #ESEA

3. **3:00 – 4:00 PM (ET): Twitter Chat to further promote our message**
   - Use #HealthEdAchieves to join the Twitter conversation

See below for detailed information on each of our exciting Virtual Advocacy Day events!

**Part 1: Health Education in Schools Webinar | 12:00 PM – 1:00 PM**

The webinar will provide information about why today, more than ever, youth in schools need to be equipped with the knowledge and skills to live a healthy lifestyle and its integral role in academic achievement. By examining the legislative history of the Elementary and Secondary Education Act (ESEA) the participant will understand the full context of our advocacy appeals today.

In 1965, President Johnson signed the Elementary and Secondary Education Act (ESEA) into law. This law provided education grants to districts serving low-income students, library and text books, education centers, scholarships for low-income students, and grants for state agencies to improve the quality of
elementary and secondary education. In 2002, President Bush reauthorized the ESEA as the No Child Left Behind (NCLB) Act. In addition to reauthorizing the grants associated with ESEA, NCLB added new provisions to address the achievement gaps among underserved students including: accountability plans, yearly progress rates, growth models, and teacher quality measurement.

In January 2015, Secretary of Education Arne Duncan called on Congress to create a new law to ensure that America’s youth are prepared to succeed in college and careers as well as in life. In April 2015 the Every Child Achieves Act (ECAA) was passed by the Senate Health, Education, Labor and Pensions (HELP) Committee as a bipartisan effort to improve the American education system. Unfortunately, Health was not included as a core subject in the legislation. The next step is to get a legislative amendment to ECAA when it moves to the Senate for a floor vote, which may happen sometime in June.

Click here to register for the webinar today!

PART 2: Call to Action | 1:00 PM – 3:00 PM

Legislator outreach: Fill elected officials’ news feeds with demands to elevate health education to a core subject #HealthEdAchieves

During this time, we ask that you take to Facebook, Twitter, email and phone to let the Senate know how important health education is to you. We urge you to contact your Senators and flood the Senate leaderships’ news feeds by tweeting at them, posting on their Facebook pages, sending emails and calling their offices as a unified #HealthEdAchieves voice. We have provided contact information, including social media, below for key Senators. Also, a list of sample Facebook posts, tweets, emails and phone message have been provided.

Individual Senator Contact Information by State
Call and/or email your two Senators. Click here to look up your Senators’ contact information or call the U.S. Capitol Switchboard at (202) 224-3121 and the operator will connect you directly to the Senate office you request.

Other Key Leaders
In addition to reaching out to your State Senators, please contact these other key Senate leaders:

Senate HELP Leadership
Chairman: Lamar Alexander (R-TN)
Phone: (202) 224-4944
Email: http://www.alexander.senate.gov/public/index.cfm?p=Email
Facebook: https://www.facebook.com/senatorlamaralexander
Twitter: @senAlexander

Ranking Member: Patty Murray (D-WA)
Phone: (202) 224-2621
Email: http://www.murray.senate.gov/public/index.cfm/contactme
Facebook: https://www.facebook.com/pattymurray
Twitter: @PattyMurray

Michael B. Enzi (R-WY)
Phone: (202) 224-3424
Email: http://www.enzi.senate.gov/public/index.cfm/e-mail-senator-enzi
Facebook: https://www.facebook.com/mikeenzi
Twitter: @SenatorEnzi

Richard Burr (R-NC)
Phone: (202)224-3154
Email: http://www.burr.senate.gov/contact/email
Facebook: https://www.facebook.com/SenatorRichardBurr
Twitter: @SenatorBurr

Barbara A. Mikulski (D-MD)
Phone: (202) 224-4654
Email: http://www.mikulski.senate.gov/contact
Facebook: https://www.facebook.com/SenatorMikulski
Twitter: @SenatorBarb

Bernard Sanders (I-VT)
Phone: (202) 224-5141
Email: http://www.sanders.senate.gov/contact
Facebook: https://www.facebook.com/senatorsanders
Twitter: @SenSanders

Johnny Isakson (R-GA)
Phone: (202) 224-3643
Email: http://www.isakson.senate.gov/public/index.cfm/email-me
Facebook: https://www.facebook.com/isakson
Twitter: @SenatorIsakson

Rand Paul (R-KY)
Phone: (202) 224-4343
Email: http://www.paul.senate.gov/connect/email-rand
Facebook: https://www.facebook.com/RandPaul
Twitter: @RandPaul

Susan Collins (R-ME)
Phone: (202) 224-2523
Email: http://www.collins.senate.gov/public/index.cfm/email
Facebook: https://www.facebook.com/susancollins
Twitter: @SenatorCollins

Robert P. Casey Jr. (D-PA)
Phone: (202) 224-6324
Email: http://www.casey.senate.gov/contact
Facebook: https://www.facebook.com/SenatorBobCasey
Twitter: @SenBobCasey

Lisa Murkowski (R-AK)
Phone: (202) 224-6665
Email: http://www.murkowski.senate.gov/public/index.cfm/emaillisa
Facebook: https://www.facebook.com/SenLisaMurkowski
Twitter: @lisamurkowski

Al Franken (D-MN)
Phone: (202) 224-5641
Email: https://www.franken.senate.gov/?p=email_al
Facebook: https://www.facebook.com/Sen.Franken
Twitter: @AlFranken

Mark Kirk (R-IL)
Phone: (202) 224-2854
Email: http://www.kirk.senate.gov/?p=comment_on_legislation
Facebook: https://www.facebook.com/SenatorKirk
Twitter: @SenatorKirk

Michael F. Bennet (D-CO)
Phone: (202) 224-5852
Email: http://www.bennet.senate.gov/?p=contact
Facebook: https://www.facebook.com/senatorbennet
Twitter: @SenBennetCO

Tim Scott (R-SC)
Phone: (202) 224-6121
Email: https://www.scott.senate.gov/contact/email-me
Facebook: https://www.facebook.com/SenatorTimScott
Twitter: @SenatorTimScott

Sheldon Whitehouse (D-RI)
Phone: (202) 224-2921
Email: http://www.whitehouse.senate.gov/contact/
Facebook: https://www.facebook.com/SenatorWhitehouse
Twitter: @SenWhitehouse

Orrin G. Hatch (R-UT)
Phone: (202) 224-5251
Email: http://www.hatch.senate.gov/public/index.cfm/email-orrin
Facebook: https://www.facebook.com/senatororrinhatch
Twitter: @OrrinHatch

Tammy Baldwin (D-WI)
Phone: (202) 224-5653
Email: http://www.baldwin.senate.gov/contact
Facebook: https://www.facebook.com/senatortammybaldwin
Twitter: @SenatorBaldwin

Pat Roberts (R-KS)
Phone: (202) 224-4774
Email: http://www.roberts.senate.gov/public/index.cfm?p=EmailPat
Facebook: https://www.facebook.com/SenPatRoberts
Twitter: @senpatroberts

Christopher Murphy (D-CT)
Phone: (202) 224-4041
Email: http://www.murphy.senate.gov/contact
Facebook: https://www.facebook.com/ChrisMurphyCT
Twitter: @chrismurphyCT

Bill Cassidy (R-LA)
Phone: (202) 224-4774
Email: http://www.cassidy.senate.gov/content/contact-bill
Facebook: https://www.facebook.com/billcassidy
Twitter: @billcassidy

Elizabeth Warren (D-MA)
Phone: (202) 224-4543
Email: http://www.warren.senate.gov/?p=email_senator
Facebook: https://www.facebook.com/senatorelizabethwarren
Twitter: @senwarren

**Senate Leadership**

Mitch McConnell (R-WY)
Harry Reid (D-NV)
Phone: (202) 224-3542
Email: www.reid.senate.gov/contact
Facebook: https://www.facebook.com/SenatorReid
Twitter: @SenatorReid

Tom Udall (D-NM)
Phone: (202) 224-6621
Email: www.tomudall.senate.gov/?p=contact
Facebook: https://www.facebook.com/senatortomudall
Twitter: @SenatorTomUdall

Chuck Schumer (D – NY)
Phone: (202) 224-6542
Email: www.schumer.senate.gov/contact/email-chuck
Facebook: https://www.facebook.com/chuckschumer
Twitter: @SenSchumer

John Cornyn (R - TX)
Phone: (202) 224-2934
Email: www.cornyn.senate.gov/public/index.cfm?p=ContactForm
Facebook: https://www.facebook.com/Sen.JohnCornyn
Twitter: @SenJohnCornyn

John Thune (R - SD)
Phone: (202) 224-2321
Email: www.thune.senate.gov/public/index.cfm/contact
Facebook: https://www.facebook.com/johnthune
Twitter: @SenJohnThune

John Barrasso (R - WY)
Phone: (202) 224-6441
Email: www.barrasso.senate.gov/public/index.cfm/contact-form
Facebook: https://www.facebook.com/johnbarrasso
Twitter: @SenJohnBarrasso

Roy Blunt (R - MO)
Phone: (202) 224-5721
Sample Email

Dear [Senator],

I am writing to ask for your help in seeing to it that Health Education is recognized as a core subject in the reauthorization of the Elementary and Secondary Education Act, introduced as the Every Child Achieves Act. As you know, the health of the nation’s young people is a critical component in their ability to learn in the classroom, prepare for college and career, and achieve success.

Unfortunately, chronic conditions and risk behaviors associated with these chronic diseases are on the rise among today’s youth. Health education is critical to teaching the skills young people need to know in order to pursue healthy lifestyle choices. Health education helps to prevent tobacco and alcohol use, dating violence, bullying, and obesity while improving and promoting good dietary behaviors and increased physical activity. Additionally, research shows that health education reduces absenteeism, improves performance on achievement tests, and improves high school graduation rates. This is why health education must be included as a core subject in any reauthorization of the Elementary and Secondary Education Act.

I urge you and the other members of the Senate to include health education as a core subject in the Every Child Achieves Act.

Sincerely,

[Your name] [Your city]

Sample Phone Message

Sample Message 1:

Hi, my name is [your name] and I am calling from [your city, state]. I am calling to express my concern that health education was not included as a core subject in the Every Child Achieves
Act. Any reauthorization of the Elementary and Secondary Education Act should recognize the importance of health education by elevating it to a core subject. Today, more than ever, the youth of America need health education to promote health literacy. Thank you for your time.

Sample Message 2:

Hi, my name is [your name] and I am a constituent from your state. I am calling to express my concern that health education was not included as a core subject in the Every Child Achieves Act. Any reauthorization of the Elementary and Secondary Education Act should recognize the importance of health education by elevating it to a core subject. I encourage [Senator] to urge [his/her] colleagues on Senate HELP to include health education as a core subject in the Every Child Achieves Act. Thank you for your time.

Sample Facebook Posts

Please post directly on your senator’s Facebook page. Make sure to include #HealthEdAchieves and #ECAA in your posts.

63% of adolescents report engaging in two or more of the five risk behaviors associated with chronic disease—smoking, sedentary lifestyle, insufficient consumption of fruits and vegetables, excessive consumption of foods high in fat and episodic heavy drinking of alcohol. Let’s reduce this number by elevating health as a core subject #ECAA #HealthEdAchieves

The percentage of U.S. middle and high school students who use electronic cigarettes, or e-cigarettes, more than doubled from 2011 to 2012. This is a major concern because scientists do not yet understand the long-term effects of these products on the developing brain. Let’s help our kids develop healthy habits and elevate health as a core subject #HealthEdAchieves. #ECAA

Research shows that engaging in just one risky health behavior consistently can undermine a student’s ability to graduate from high school on time. Students engaging in health-risk behaviors are more likely to receive “D’s and F’s” on their report cards. Let’s increase graduation rates by elevating health as a core subject #ECAA #HealthEdAchieves

Quality health education reduces obesity by improving health promoting behaviors such as increasing physical activity and improving dietary behaviors. Why exclude health as a core subject? #ECAA #HealthEdAchieves

Teaching of social and emotional skills improves academic behaviors of students; increases motivation to do well in school, increases positive attitudes toward school, reduce absenteeism improves performance on achievement tests and grades, and improves high school graduation rates. #ECAA #HealthEdAchieves
Elevating health as a core subject aligns with our national public health goals: HHS *National Action Plan to Improve Health Literacy* includes the goal to incorporate a standards-based, developmentally appropriate health curriculum in preK through university grades. *Healthy People 2020*, includes the objective (EMC-4.3) “Increase the proportion of schools that require cumulative instruction in health education that meet the US National Health Education Standards for (time in) elementary, middle, and senior high schools.” #ECAA #HealthEdAchieves

**Sample Tweets**

Tweet at senators by using their Twitter handle. Also, please use #ECAA #HealthEdAchieves in your tweets. If the Twitter handle is at the beginning of the tweet, you must place a “.” as the first character of the tweet will not show up as public. [Click here for a list of all US Senator Twitter accounts.](#)

- [@SenatorTwitterHandle] ensure our youth have bright and healthy futures. Designate health as a core subject. #ECAA #HealthEdAchieves

- [@SenatorTwitterHandle] prevent devastating health outcomes & protect our children. Elevate health to a core subject #ECAA #HealthEdAchieves

- [@SenatorTwitterHandle] help ensure children learn how to read and interpret health information. Promote #healthliteracy. #HealthEdAchieves. #ECAA

- [@SenatorTwitterHandle] Research shows #healthed in school prevents tobacco use, alcohol abuse, and violence #ECAA #HealthEdAchieves

- [@SenatorTwitterHandle] health is a critical in a child's ability to learn, prepare for college & be successful #HealthEdAchieves. #ECAA

- [@SenatorTwitterHandle] chronic conditions and risk behaviors are on the rise among youth. Keep our kids healthy. #ECAA #HealthEdAchieves

- [@SenatorTwitterHandle] I urge you and the other members of the Senate to include #HealthEd as a core subject in #ECAA #HealthEdAchieves

- [@SenatorTwitterHandle] research shows #HealthEd reduces absenteeism and improves test performance & graduation rates. #ECAA #HealthEdAchieves

- [@SenatorTwitterHandle] Any reauthorization of the #ESEA should recognize the importance of #healthed ECAA #HealthEdAchieves

- [@SenatorTwitterHandle] #HealthEd must be included as a core subject in any re-authorization of the #ESEA. #ECAA #HealthEdAchieves
PART 3: Twitter chat: #HealthEdAchieves | 3:00 PM – 4:00 PM

Join us for a Twitter chat about how excluding Health from the Every Child Achieves Act is unacceptable. During this time, we ask you to follow SOPHE on Twitter @SOPHEtweets as we post questions related to this issue. After we Tweet a question, please respond with your answer using #HealthEdAchieves and #ECAA. Prepare responses

If you’re new to social media, or have never participated in a twitter chat below, follow the steps below!

**What is a Twitter Chat?**
A Twitter chat is where a group of Twitter users meet at a pre-determined time to discuss a certain topic, using a designated hashtag (#) for each tweet contributed. A host or moderator will pose questions (designated with Q1, Q2…) to prompt responses from participants (using A1, A2…) and encourage interaction among the group. Chats typically last an hour.

**Why Participate in a Twitter Chat?**
Twitter chats provide a chance to network, grow your circle (and knowledge!), or raise awareness about an important topic. This twitter chat SOPHE is raising awareness about the importance of elevating health as a core subject in the Every Child Achieves Act.

**Sign Up For a Free Twitter Account**
Fill out your profile, add a picture, and follow @SOPHEtweets. Take a look at some Twitter etiquette tips and tricks to get the hang of using Twitter.

**How to Participate**
1. Give your Twitter followers a heads-up before you join a Twitter chat and share an invite to join the chat if it might be of interest to your followers.
2. Be polite and positive!
3. Don’t be afraid to contribute and jump in! It can be intimidating, but trust me, the moderators and participants will be glad to hear from you!
4. When answering a specific question or comment from another participant, use Twitter handles to identify who you’re speaking to in order to avoid confusion.
5. If you want your tweet to show up in all feeds, include a “.” in front of a user’s name (@SOPHEtweets)
6. Remember Twitter chats are about connecting and learning, not selling your product. Use the time to provide as much value on the given topic as possible and show your expertise without over-promoting.
7. Always include the chat hashtag in your responses: #HealthEdAchieves

8. Follow up with people after the chat! Keep the conversation going or get to know fellow participants on a more personal level. You never know what new connections you can make!

#HealthEdAchieves Chat Questions:
Q1: How did your advocacy effort go? #ECAA #HealthEdAchieves

Q2: How does #HealthEd excluded as a core subject effect public health efforts? #ECAA #HealthEdAchieves

Q3: How does #HealthEd change lives in low-income communities? #ECAA #HealthEdAchieves

Q4: What are some examples of the link between academic achievement and health? #ECAA #HealthEdAchieves

Q5: What type of risk behaviors would health as a core subject reduce? #ECAA #HealthEdAchieves

Q6: What type of healthy behaviors would health as a core subject promote? #ECAA #HealthEdAchieves

Q7: What is the return on investment of teaching health in schools? #ECAA #HealthEdAchieves #ECAA #HealthEdAchieves

Q8: How is health education different from physical education? #HealthEdAchieves #ECAA

Q9: Who do you want to be a champion for health as a core subject? #HealthEdAchieves #ECAA

Q10: Why is health as a core subject important to you as a voting constituent? #HealthEdAchieves #ECAA