



NATIONAL
ASSOCIATION OF
SCHOOL
PSYCHOLOGISTS

Key Message Development— Promoting PREPaRE in Your State

Advocating for PREPaRE training provides a concrete, practical way to build your state association's communications and advocacy capacity, while also benefiting children and schools in your state. Use the following suggestions for key points and messages as you develop your plans to bring PREPaRE training to your state. Additional communications planning resources are available online in the State and National Leaders e-Community at www.naspwebservices.org. Resources specific to PREPaRE are available at www.nasponline.org/prepare.

Developing Effective Messages

- Be relevant. What is going on in the state?
- Tailor message to audience perspective. (See examples that follow.)
- Link objective to stakeholder priorities, which may vary between audiences.
- Articulate impact on students/school. Link to outcomes.
- Explain what audience can do.
- Describe benefits.
- Be concise.

Define Outcomes/Benefits of PREPaRE Training

- Improve crisis capacity of schools.
- Highlight importance of schools meeting students' mental health needs.
- Raise visibility of school psychologists as members/ leaders of crisis teams and mental health professionals.
- Raise visibility of NASP and the state association as leaders in setting the standard for best practice and training (and being resources for both).
- Develop partnerships with allied professional groups.
- Other?

Key Points Related to Crisis

- Schools play a critical prevention and response role in crises involving children.
- Effective crisis planning and response can help build students' resiliency and coping capacity and strengthen families and school communities.
- School crisis response presents unique issues that require targeted training and knowledge of schools, mental health, and children's crisis reactions.
- Schools need the capacity to respond to a range of crises, e.g., student death, school shooting, community tragedy, natural disaster, epidemic, terrorism.
- Mental health is integral to crisis reaction and recovery; hence support for children's mental health needs is essential.
- School psychologists have extensive training in mental health and its link to learning and the school environment. (Include social workers and counselors as appropriate.)
- School crisis team members need (but few have) formal training encompassing all aspects of crisis prevention, preparedness, response, and recovery.

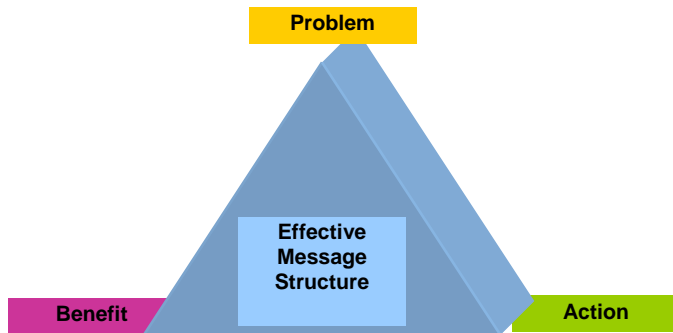
Key Points About PREPaRE

PREPaRE is:

- **the first evidence-based training to meet the unique needs of school crisis teams.**
- developed by expert school psychologists with formal crisis training and extensive experience in school crisis prevention and response.

- foundational for new crisis responders and provides more in-depth training for those with some knowledge and experience.
- appropriate for crisis team leaders/ members, school mental health staff who might help respond in a major crisis, community providers who will be part of a school crisis response.

Effective Message Structure



Sample Key Messages for General Audiences

- Every school in [STATE] has the responsibility to safeguard the physical and psychological well-being of students and staff in the event of a crisis.
- School crisis team members need comprehensive training encompassing prevention, planning, response, and recovery.
- **PREP_aRE is the first evidence-based training to meet the unique needs of school crisis teams.**
- Effective crisis response reduces negative trauma reactions, helps build students' resiliency and coping capacity, and strengthens families and school communities.

Adapted Key Messages for Superintendents

- Effective crisis management is integral to the district's responsibility to safeguard the physical and psychological well-being of students and staff.
- Our crisis teams would benefit from training specific to prevention, the impact of crisis on students, and facilitating recovery within the school context.
- **PREP_aRE is the first evidence-based training to meet the unique needs of school crisis teams.**
- With PREP_aRE training, our staff will be better able to reduce negative trauma reactions, build students' resiliency, and strengthen the school community.
- Reducing negative trauma reactions and facilitating recovery minimizes disruptions in learning and promotes school success.

Adapted Key Messages for School Psychologists

- Crisis prevention and response is a growing role for school psychologists.
- Participating on school crisis teams is an effective way to enhance your role/visibility and your mental health service skills.
- Training specific to crisis prevention, the impact of crisis on children and youth, and facilitating recovery within the school context is essential, even for seasoned school psychologists.
- **PREP_aRE, developed by NASP, is the first evidence-based training to meet the unique needs of school crisis teams.**
- PREP_aRE training will better equip you to help reduce negative trauma reactions, build students' resiliency and coping capacity, and strengthen your school community.
- Help bring PREP_aRE to your district....