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**National Association of School Psychologists**

**State Association SPAW Resource Guide**

**School Psychology Awareness Week**

*November 12–16, 2018*



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## School Psychology Awareness Week *November 12–16, 2018*

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## School Psychology Awareness Week (SPAW) *November 12–16, 2018*

### Key Dates 2018

August 6	Organize materials for SPAW gubernatorial proclamation.
August 13	Submit SPAW proclamation request to the governor.
September 5	Plan materials to share with your association's members.
September 10	Contact your members.
September 24	Contact key stakeholders.
October 15	Contact your members.
October 29	Contact key stakeholders.
November 6	Contact your members.
November 12	Contact key stakeholders.
November 12	SPAW! Contact your members.
November 13	SPAW! Contact your members.
November 14	SPAW! Contact your members.
November 15	SPAW! Contact your members.
November 16	SPAW! Contact your members. Disseminate your state association SPAW feedback survey.



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## School Psychology Awareness Week (SPAW) *November 12–16, 2018*

### Introduction

Welcome to the State Association SPAW Resource Guide. This guide was developed as a comprehensive tool for state associations to use to capitalize on the opportunities presented by SPAW. Consider this the ‘password’ to help unlock your associations true potential in making strategic decisions regarding when to engage stakeholders, what information to share, and who to contact. It is envisioned as an adaptable tool for state associations to customize and use in their statewide leadership endeavors.

The following sections provide a framework along with step-by-step directions for requesting a gubernatorial proclamation, engaging a variety of stakeholder groups, promoting awareness of SPAW within your state, and collaborating with colleagues from across the country. Applying this SPAW Resource Guide is just one way school psychologists can take a small positive action to create momentum for positive change!



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## School Psychology Awareness Week (SPAW) November 12–16, 2018

### Section I: August 6, 2018: Organize Materials for SPAW Gubernatorial Proclamation

- Research the requirements on your state government’s website.
- Contact stakeholder groups to enlist their support and request them to [write a letter](#) endorsing your application.

### Section II: August 13, 2018: Submit SPAW Proclamation Request to the Governor

Submit your state association’s application for a gubernatorial proclamation by the end of the 2018–2019 school year. Specific directions and forms are available on each state’s website. Proclamation requests can typically be made for a day, week, or month. We recommend requesting for an *annual proclamation designating the second full week of November School Psychology Awareness Week*. The following five items are recommended to comprise a strong application.

- [Application letter](#) addressed to the Honorable Governor of your state
- NASP-endorsed [sample proclamation](#) for National School Psychology Awareness Week
- [NASP Position Statement](#): Integrated Model of Academic and Behavior Supports
- [NASP Position Statement](#): Mental and Behavioral Health Services for Children and Adolescents
- [Letters of support](#) (optional) from stakeholder groups

### Section III: September 5, 2018: Plan Materials to Share With Your Association’s Members


Leading up to SPAW, there are many ways to ensure that the week is a success for your state association and its members. The following are preparation ideas for consideration.

- Prepare a correspondence to your members sharing the good news of a [gubernatorial proclamation](#) for an annual School Psychology Awareness Week.



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- [Share](#) your state association's statewide advocacy for SPAW along with detailed information regarding how to best engage. (Most likely, this will be the same ask that has been requested of your stakeholder groups.)
- Create a digital State SPAW Resource Guide to provide to your members. See following two sections for information to include: "September 10, October 15, and November 6, 2018: Contact Your Members" and "November 12–16, 2018: SPAW! Contact Your Members" for specific information.
  - View a sample [State SPAW Resource Guide from NVASP](#) (Note: This sample guide is from 2017)
- Create a state association SPAW feedback survey to send out immediately following SPAW (suggested dissemination date: Friday, November 16, 2018).
- Create a state association call for best SPAW preparations in your state (make it a contest where appropriate).
- Create a call for best SPAW preparations to share with NASP members.

## Section IV: September 10, October 15, and November 6, 2018: Contact Your Members

Contact your members well in advance of SPAW to allow ample time for brainstorming and planning. Disseminate your State SPAW Resource Guide.

- Share the [SPAW theme](#) and link to [the poster](#).
- Share details regarding your State Association's [specific member ask](#).
- Attach NASP's resource [Who Are School Psychologists?](#)
- Attach [SPAW social media images](#).
- Share a link to NASP's Happy School Psychology Awareness Week! flyer. (Coming soon.)
- Share key dates:
  - September 10, 2018: Speak with building administration regarding SPAW, request funds for [SPAW related activities](#).
  - November 5–9, 2018: SPAW Prep Contest
  - February 26–March 1, 2019: NASP 2019 Annual Convention, Atlanta
- Share the NASP and unique state association social media handles and hashtags.
  - [@NASPonline](#), #unlockpotential, and #NASPadvocates
- Share stakeholder Twitter handles by using [this guide](#) for who to contact.
- Share NASP's sample school-level [press release](#), tailored to your school.
- Share your digital SPAW Members Guide. (See [sample guide from NVASP](#). Please note that this is from 2017.)



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## Section V: September 24, October 29, and November 12, 2018: Contact Key Stakeholders


It is recommended that your state association reach out to a variety of stakeholders well in advance of SPAW to garner their support. Depending on your audience, correspondence may be in the form of e-mail, print, or both. *Extending the information all three times will ensure greater success of engagement, awareness, and recognition.* Make sure to make your ask explicit and simple. The following are suggested stakeholder groups to contact and information to include in your correspondence.

- State Departments of Education
  - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that the correspondence is for information purposes only and serves as an invitation them to participate in an upcoming SPAW activity.
  - **October 29 & November 12:** Send out [follow up e-mail](#) with the specific SPAW participation ask details.
  - Attach SPAW [social media images](#).
  - Attach specific information, directions, and materials if necessary.
  - Attach the governor's proclamation letter.
  - Attach NASP's resource [Who Are School Psychologists?](#)
  - Attach NASP's sample [SPAW Media Press Release](#) tailored to your state.
  - Attach NASP's digital [SPAW poster](#).
- Legislators
  - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that the correspondence is for information purposes only and serves as an invitation them to participate in an upcoming SPAW activity.
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  - Attach NASP's digital [SPAW poster](#).
- School district superintendents
  - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that



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  - Attach specific information, directions, and materials if necessary.
  - Attach the governor's proclamation letter.
  - Attach NASP's resource [Who Are School Psychologists?](#)
  - Attach NASP's sample [SPAW Media Press Release](#) tailored to your state.
  - Attach NASP's digital [SPAW poster](#).
  - District Departments of Special Education/Psychological Services
    - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that the correspondence is for information purposes only and serves as an invitation them to participate in an upcoming SPAW activity.
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    - Attach NASP's digital [SPAW poster](#).
  - Mayors and city council members
    - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that the correspondence is for information purposes only and serves as an invitation them to participate in an upcoming SPAW activity.
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    - Attach NASP's digital [SPAW poster](#).
  - PTAs
    - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that





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    - Attach NASP's sample [SPAW Media Press Release](#) tailored to your state.
    - Attach NASP's digital [SPAW poster](#).
  - Mental and behavioral health coalitions and partner groups
    - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that the correspondence is for information purposes only and serves as an invitation them to participate in an upcoming SPAW activity.
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      - Attach NASP's resource [Who Are School Psychologists?](#)
      - Attach NASP's sample [SPAW Media Press Release](#) tailored to your state.
      - Attach NASP's digital [SPAW poster](#).
  - Local newspapers
    - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that the correspondence is for information purposes only and serves as an invitation them to participate in an upcoming SPAW activity.
    - **October 29 & November 12:** Send out [follow up e-mail](#) with the specific SPAW participation ask details.
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      - Attach NASP's resource [Who Are School Psychologists?](#)
      - Attach NASP's sample [SPAW Media Press Release](#) tailored to your state.
      - Attach NASP's digital [SPAW poster](#).
  - University training programs
    - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that



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  - Attach NASP's sample [SPAW Media Press Release](#) tailored to your state.
  - Attach NASP's digital [SPAW poster](#).
  - High school counselors/career guides
    - **September 24:** Distribute awareness [e-mail/letter](#) with concise narrative about the governor's proclamation for SPAW and/or the purpose of SPAW. Share that the correspondence is for information purposes only and serves as an invitation them to participate in an upcoming SPAW activity.
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    - Attach NASP's digital [SPAW poster](#).

## Section VI: November 12–16, 2018: SPAW! Contact Your Members

Daily communication with members during SPAW can promote greater engagement and participation. Having members post their activities on your prescribed social media outlets is an excellent way to share in the festivities and bring awareness to the meaningful and impactful work that school psychologists do!

- Contest for best SPAW prep (week before SPAW)
- Twitter chat
- SPAW videos
- SPAW [social media images](#)
- Adaptable [communication resources](#)
- SPAW day in review
- SPAW screening opportunity
- NASP SPAW feedback survey
- State association SPAW feedback survey
- Daily Listserv update (for example, of NASP's SPAW day in review)