



AAHPERD AND HIGHER EDUCATION: BRIDGING THE ADVOCACY GAP

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OVERVIEW

- Link advocacy efforts between AAHPERD and higher education programs
- Address how PETE programs can:
 - Advocate on behalf of Let's Move in School
 - Address state policy changes to enhance quality physical education
 - Direct advocacy efforts at the departmental level to help navigate through difficult economic times





**LINKING ADVOCACY EFFORTS
BETWEEN AAHPERD AND
PETE PROGRAMS**



AAHPERD &
PETE . . .

ADVOCACY RULES!

AAHPERD LEGISLATIVE ACTION CENTER



On AAHPERD Homepage look on the right side for this logo:



LEGISLATIVE ACTION CENTER INFO

- **Advocacy News, Action Alerts, and Resources**
- **Advocacy News-PEP, ESEA, etc**
- **Current AAHPERD Action Alerts-support information**
- **AAHPERD Advocacy Resources-great stuff for PETE students!**



PETE STUDENTS ARE ADVOCATES: PROGRAMS NEED TO TRAIN THEM!

Examples of Advocacy Projects throughout courses:

- ✓ Advocacy Plan of Actions-100 level course
- ✓ Letter writing, editorials-200 level course
- ✓ Advocacy Day-300 level course
- ✓ Advocating Quality Programs in Schools-400 level course



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PETE & LET'S MOVE IN SCHOOL

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PETE & K-12 ADVOCACY

STATE POLICY CHANGES . . .

PETE & K-12 PE ADVOCACY

- PETE professionals can assist K-12 physical educators when new policy changes are implemented
 - Ex: Louisiana SLT's (Student Learning Targets)
 - Training for K-12 teachers provided by PETE faculty
 - Sessions at State AHPERD convention
- Linking state level policy changes to Teacher Prep
- “Tour de Fitness” through LAHPERD



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IMPORTANCE OF ADVOCACY IN TOUGH ECONOMIC TIMES

PETE ADVOCACY IN TOUGH ECONOMIC TIMES

- What is the value of your PETE program?
 - State level childhood obesity rates
 - Academic performance and health related fitness
- Advocacy and publicity is the key!
- Publicize “good news” regarding teaching, research and service.
 - This message must be heard *prior to* times of cutbacks and furloughs!



KINESIOLOGY CASE STUDY

- To provide academic departments and administrative leaders with the information and tools necessary to both survive and thrive during times of economic uncertainty in higher education.
 - A secondary purpose is to specifically demonstrate the economic impact that a Kinesiology program has made in the local economy.

