



TIPS FOR MEETING WITH SCHOOL BOARD MEMBERS

Every local school district is governed by a school board. School board members are often elected with the intent to put the interests of their community's youth first. Meet with a school board member to get their perspective on school immunizations and provide them with school vaccine data. Many school board members will take the time to meet with parents or community members in small groups as well.

- **What's it about.** Let the school board member know ahead of time you want to discuss immunization education and school data. This gives the member time to research and think about the conversation ahead of time.
- **The main idea.** Pick one or two talking points you want to focus on. This could be a delinquency rate, access to more school vaccine clinics, or even the great job the nurses are doing.
- **Your story.** Tell them why vaccines are important to you. Telling your personal story or experiences can help board members understand the importance of immunizations and why they should support the issue.
- **Discuss solutions.** Share ideas or solutions to the challenges the school may have regarding getting kids vaccinated.
- **Team effort.** One-on-one conversations are effective. Consider bringing a few others to a follow-up meeting or if it helps you feel more comfortable. Keep it small; too many people can be a challenge. Let the board member know ahead of time how many people will attend the meeting.
- **Follow-up.** Follow up with a letter thanking the board member for their time and reminding them about your talking points and anything discussed in the meeting. You can also write the entire school board a letter officially documenting your concerns and solutions.