



# INTRODUCTION TO ADVOCACY

In 1897 when Alice McLellan Birney and Phoebe Apperson Hearst decided that someone should speak out on behalf of children, they founded the National Congress of Mothers which later became PTA. For 125 years, PTA advocacy has resulted in many changes such as creation of kindergarten classes, child labor laws, public health service, juvenile justice system, mandatory immunization, and the school lunch program.

Today, PTA continues to advocate for all children, to press for adequate, equitable, and sustainable school funding, to create safe and healthy communities, and to make every child's potential a reality. Become an advocate by joining Louisiana PTA and National PTA to add your voice to PTA's one voice for every child. Advocacy is what makes PTA different from other parent groups. Each of us desires the best for our children. Reaching out for other children ensures that all children benefit from our efforts. Creating communities that are child friendly places promotes their health and wellbeing where they can prosper.

The *LAPTA Toolkit: Advocacy* will help guide your PTA to advocate at the local, state, and federal level. Here you will find tools to help you tackle an issue, plan out an advocacy campaign, and implement that plan, along with various tips and tools to help along the way.