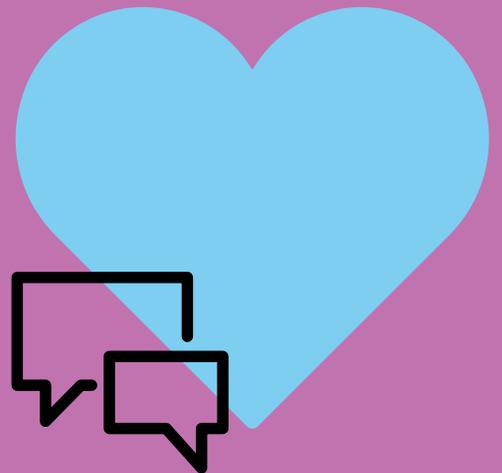


Healthy Youth Act.

Phone Bank Toolkit



Questions? Contact advocacy@pplm.org

Phone Bank Checklist

Thank you so much for hosting a *Healthy Youth Act* phone bank! At phone banks, you get together with friends and neighbors to call individuals who have expressed support for this campaign. Phone banks help us generate more calls to a wider range of State Representatives' offices, and engage more people in the fight for inclusive sex-ed. We'll be asking each person we talk with to commit to calling their representative about the *Healthy Youth Act*.

In this toolkit, you'll find most of the materials you'll need to have a successful event. Before you get started, get in touch with your local Healthy Youth Coalition organizer at advocacy@pplm.org so we can help you recruit for your event and get you a list of calls to make. Once your event is planned, make sure you have the materials below. Lay them out nicely on a table in the entry way.

Print for sign-in:

- Sign-in sheets
- List of expected phone bankers with contact information

Print for each phone banker:

- Packets with at least 5 pages of calls
- Script
- Phone Bank Basics
- Upcoming events list
- Tally sheet

Other materials:

- Healthy Youth Act* placards
- Colored markers
- Pens
- Internet Connection
- Snacks

Other prep:

- Call, text, or email all your phone bankers in the days before the event to make sure they're coming.
- Ask attendees to bring their computers (for Virtual Phone Bank) and of course their phones!
- Have a discussion with a Healthy Youth Coalition organizer about any State Representatives you will be asking voters to call. Make sure you include their name, phone number, and position on the bill to your callers, ideally on copies of the script.

Thanks again for your support of comprehensive sex education. Happy dialing!



Agenda

Phone bankers arrive

1. Sign in each phone banker using the sign-in sheets included in this toolkit.
2. Set up blank paper or *Healthy Youth Act* placards that say “I support the Healthy Youth Act because” and have your guests fill them out with colored marker.
3. Provide each phone banker with:
 - Script
 - Tally Sheet
 - Upcoming Events List
 - “Phone Banking Basics”
 - Call sheet
4. Kick off the speaking program by welcoming your guests and introducing any additional speakers. Explain the *Healthy Youth Act* and share why you personally support comprehensive sex ed. Use the talking points and infographics from this toolkit to explain the legislation.

Train your volunteers

1. Explain why we phone bank: *“You are the most powerful surrogate for Planned Parenthood that we have. Talking to people neighbor-to-neighbor is the best way to inspire them to act in support of important legislation.”*
2. Explain who we’re talking to: *“We want to urge supporters to take action in support of the Healthy Youth Act and encourage supporters to volunteer in the future.”*
3. Explain the ask: if callers are asking voters to call their State Rep, make sure your callers understand who the State Rep is, their position on the bill, and their office phone number.
4. Then, walk your guests through the script.
5. Role play! Try the two scenarios below and debrief with your guests after. If you have additional time, ask volunteers to split into pairs and model the two scenarios together.
 - Call with a supporter who wants to get involved.
 - Call with a supporter who does not want to get involved.
6. Using “Phone Banking Basics,” explain how to properly mark a call list. Explain what “Refused” means and the difference between busy signals and disconnected tones.

During the phone bank

1. Help phone bankers troubleshoot any issues.
2. Provide a few snacks and water. Encourage the phone bankers to make calls for 90 minutes.
3. You and your guests can then post the photos of the signs on Facebook, Twitter, and the Instagram using #HealthyYouthAct and #RespectConsentPrevent hashtags, and tagging @PPAdvocacyMA.
4. At the end, have your guests go through their packet and fill out the tally sheet.
5. Thank your guests for coming! Take one final opportunity to sign everyone up for future events and take pictures for social media.

After the phone bank

1. Has the phone banker been thanked, debriefed, and recruited for the next event?
2. What data needs to be entered?
 - Call Lists
 - Shifts Scheduled by Callers
 - Rescheduled shifts



Phone Banking Basics

Why is phone banking so important? It is the easiest way to talk to people, capture information, and effectively deliver our message about the importance of the *Healthy Youth Act*. The goal of a phone bank is to have as many quality conversations as possible that identify supporters for this bill and generate phone calls to key legislators.

Dos

- ✓ **Call ALL the supporters on your list.** Finish your calls.
- ✓ **Smile and dial.** It comes through on the phone.
- ✓ **Use the script to guide your conversations.** Use your own words and voice. Speak from the heart.
- ✓ **Be friendly and engage in conversations.** Be courteous, respectful, and kind, even to people who aren't supportive. Always thank everyone for their time.
- ✓ **Take legible notes.** It's important that we're able to effectively enter all the information that you gather during your shift and it helps us follow up later.
- ✓ **Have fun and volunteer again.** The work you are doing today is extremely important. The *Healthy Youth Act* is important legislation that can make a real difference in the lives of many young people. Talk to your Organizer about other opportunities to help.

Don'ts

- ✗ **Don't ask if the supporter is busy.** Just introduce yourself and launch into the conversation. Supporters will be more receptive if you are energetic and engaging from the start.
- ✗ **Don't read from the script.** The script can help guide your conversation but you don't need to recite it.
- ✗ **Don't leave any question un-asked.** Once you've connected with a supporter, make it worth your while and capture as much data as possible.
- ✗ **Don't stay on the phone too long.** It's about quantity as well as quality of conversations.
- ✗ **Don't argue.** Arguing with people won't convince anyone.
- ✗ **Don't offer up responses to questions you really aren't equipped to answer.** You may get questions that you don't have the answers to, and that's OK. Feel free to take down the supporter's information and have your organizer follow up with them later on.

And of course, be sure you're marking your data accurately:

NH	Not Home	DC	Deceased	SP	Spanish	WX	Disconnected
RF	Refused	MV	Moved	WN	Wrong Number		

SIGN IN HERE

Date _____ Event Name _____

Collected by _____

Name	Phone	I'm interested in: <input type="checkbox"/> Electing candidates <input type="checkbox"/> Lobbying <input type="checkbox"/> Hosting an event
Email	City/Town/Zip	I am a: <input type="checkbox"/> Student <input type="checkbox"/> Teacher <input type="checkbox"/> Parent <input type="checkbox"/> Community member
Name	Phone	I'm interested in: <input type="checkbox"/> Electing candidates <input type="checkbox"/> Lobbying <input type="checkbox"/> Hosting an event
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Name	Phone	I'm interested in: <input type="checkbox"/> Electing candidates <input type="checkbox"/> Lobbying <input type="checkbox"/> Hosting an event
Email	City/Town/Zip	I am a: <input type="checkbox"/> Student <input type="checkbox"/> Teacher <input type="checkbox"/> Parent <input type="checkbox"/> Community member

By providing my cell phone number I agree to receive calls and texts to that number from Planned Parenthood organizations that may be automatically dialed or prerecorded with information on Planned Parenthood issues and ways to get involved. Msg & data rates may apply. Text STOP to quit at anytime, or text HELP for more information.

Script

Hi, is _____ available? Hi _____, my name is _____, and I'm a volunteer with the Planned Parenthood Advocacy Fund.

[Exchange pleasantries]

We're calling supporters in your area tonight about the *Healthy Youth Act*, state legislation that would require any Massachusetts public school that chooses to teach sex education to use a curriculum that is age-appropriate, consent-focused, and LGBTQ-inclusive.

Have you heard of the *Healthy Youth Act*?

[If no, hasn't heard of bills] The *Healthy Youth Act* is the next necessary step to empower young people to stay healthy, safe, and end the current culture of sexual misconduct.

The legislation would require any Massachusetts public school that chooses to teach sex education to use a comprehensive curriculum that is age-appropriate, medically accurate, and LGBTQ-inclusive.

Comprehensive sex education teaches young people the benefits of delaying sex and how to prevent pregnancy and protect themselves from STIs, but comprehensive sex education is about more than sex. It helps create a culture of consent, and gives young people the tools to build healthy, respectful relationships.

[If yes, and supports the bill] That's great, I'm glad you support the *Healthy Youth Act* too! I'm calling because your State Representative *[INSERT STATE REP NAME]* needs to hear from *[his/her]* constituents that comprehensive sex ed is important to them. I can give you *[his/her]* office's phone number.

Can we count on you to call Representative *[INSERT STATE REP NAME]*'s office to ask that *[he/she]* support the *Healthy Youth Act* and request that *[he/she]* ask the Speaker to bring it to the floor for a vote?

[If yes, they will call] Thank you! *[His/her]* office phone number is 617-722-*[EXTENSION]*. Identify yourself as a constituent and state your support for the *Healthy Youth Act*. You can leave a voicemail in the evening or call between 9 AM and 5 PM during the day when the office is open! Either way sends a powerful message to the Representative that this bill should be passed.

[If no, they won't call] **Ok! Thank you! Can we count on you to get involved in the future?** *[Take notes]*

Great, thank you for your time! Have a good night.

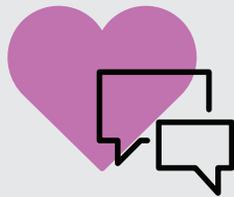
Building healthy, safe communities begins with our youth.

The **Healthy Youth Act** would give young people in Massachusetts the foundation they need to lead secure, productive lives. The legislation would:

- Ensure districts that offer sex education teach age-appropriate, medically accurate information;
- Require those districts to teach consent, the benefits of delaying sex, how to build healthy relationships, and how to prevent pregnancy and STIs when a person does have sex;
- Require the curricula used be LGBTQ-inclusive
- Continue to allow parents and guardians to take their children out of school-based sex education.

The Healthy Youth Act: Why now?

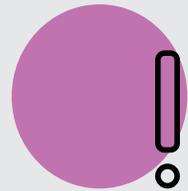
No one should have to say
#MeToo,
especially our young people.



Nine percent of Massachusetts teens reported experiencing non-consensual sexual contact in 2015. We must combat sexual assault at its roots.

STI rates

are on the rise in Massachusetts, and young people are disproportionately affected.

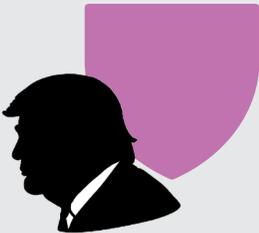


In 2015, 62 percent of chlamydia cases and 41 percent of gonorrhea cases were reported among young people ages 15 to 24. Young people do not have the tools to stay safe and healthy.

The Trump administration is pulling

\$200 million

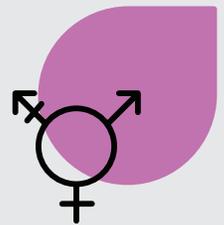
from evidence-based curricula that prevent teen pregnancy. Instead, he is investing in programs proven to be ineffective, like abstinence-only and "fertility awareness" initiatives.



LGBTQ youth

are disproportionately impacted by STIs and sexual assault.

Comprehensive sex education is inclusive of all gender identities and sexual orientations and recognizes LGBTQ youth health needs.



What is the Healthy Youth Act?

The *Healthy Youth Act* would ensure every young person who receives sex ed learns how to build healthy lives, relationships, and communities.

Comprehensive sex education teaches medically accurate, age-appropriate information. Unlike its alternatives, comprehensive sex education is actually proven to:

- ✓ Delay the initiation of sex;
- ✓ Reduce the frequency of sex, the number of partners, and unprotected sex;
- ✓ Increase the use of condoms and contraception;
- ✓ Lower STI and unintended pregnancy rates;
- ✓ Reduce bullying for LGBTQ youth;
- ✓ Enhance students' overall ability to learn.