

Confronting the Rise of School Board Disinformation Resource Kit

NOTE: IF YOU CAN HELP US translate this kit into Spanish, please contact

SchoolBoardDisinformation@gmail.com

Do you have questions/tips to help us with this work? Please email:

SchoolBoardDisinformation@gmail.com

<https://bit.ly/take-action-honesty-in-edu>

Confronting Disinformation at School Board Presentations:

https://drive.google.com/drive/folders/1Gg19AppVOhoQGvWeM_GZdCTKsk7I-UYz

School board meetings should be pretty boring. In the last couple of years, they have become hotbeds of anger and misinformation. School board members have increasingly been intimidated and attacked for curriculum and COVID related decisions. As we saw in the 2021 Virginia governor's race, school board issues have also leaked into partisan politics and campaigns. Money is being poured in like never before. People are being pulled in over masks, vaccines and curriculums but make no mistake. The ultimate goal is to gain control over school curriculums and ultimately higher level government offices. Use this digital toolkit to understand the dangers posed by this misinformation and how to fight back. Check out the key guidance, talking points, sample social media posts, and creative content below to seize the narrative.

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Key Guidance

- **LEAD** with a shared value: We should all want an honest and accurate education for our children
- **HIGHLIGHT** the dangers of lying about race in curriculums
- **CENTER** voters and ensure that people understand the urgency in showing up to school board meetings and running for office

- **NAME** on our concrete call to action: protect and encourage diversity, equity and inclusion programs and staffing. This includes people of color and LGBTQI+ populations
- **EMPHASIZE** how important it is to have equity and representation.
- **AVOID** the opposition frame (e.g. masks work and are already mandated).
- **DO NOT REPEAT** accusations, even to refute. (e.g. do not say "Critical Race Theory..")
- Prepare, Share, Be There

Background

What are the "Issues"?

- Mask mandates for Covid
- Covid Vaccine Mandates
- Critical Race Theory (CRT)
- Illinois SB818 – Health Education
- LGBTQ
- Social Distancing
- Covid Quarantines
- Protect the Children

Actually, these are "dog whistle" issues to get a base of parents involved.

What are the groups promoting disinformation and who is funding them

<https://docs.google.com/presentation/d/1yoJVkUPucYzCjD-viG1nH8O-7cALslvy/>

Talking Points

"It's hard for me to think of something that proves white privilege more than white people making it illegal to teach content that makes them uncomfortable" - Advanced History Teacher, Vernon Hills High School

Schools have a responsibility to provide students with a thorough, truthful, and fact-based history education and help students learn that racism is wrong. - LearningfromHistory.org

Our kids deserve an honest, accurate education

Messaging

Full Version

- *Children deserve an honest education about race and racism in this country. Attempts to squash these conversations are attacks on a multiracial democracy, justice, and community.*
- *We cannot allow public officials to dumb down public school curricula because they are not comfortable with the truth of this country's past and present*
- *The United States' diversity is a strength. Learning about diverse histories, races, and cultures helps students build connections across differences, and gives students mirrors that reflect their own identity as well as windows into the world to connect with others.*
- *No matter our color, background, or zip code, we want our children to have an education that imparts honesty about who we are, integrity in how we treat others, and courage to do what's right.*

Quick Hit

- *Critical Race Theory is NOT taught in lower education*
- *Diversity is a strength that benefits us all*
- *Thank you to our school boards and teachers for their work*

Tool Kits/Resources

[Words That Win Presentation on messaging](#)

Tagline

#HonestyInEducation

Embrace and Replace

EMBRACE	REPLACE	BECAUSE
Attack Diversity	CRT	We must keep promoting diversity, equity and inclusion programs. CRT is not taught in lower education.
Safe schools Protect communities	Mask mandates	We want to make clear that keeping us all safe matters
Freedom Honesty		We all deserve that our kids have the freedom to have a complete and honest education

Action Items

- *Attend school board meetings and get others to show up*

- *Speak during Public Comments at Board meetings*
- *Write Letters to the Editor; Email School Board*
- *Run for School Board or find progressives who will run*
- *Build coalitions of support*

Visual Content

If this child was strong enough to survive it, your child is strong enough to learn about it.



The difference a word or word order can make

Instead of this...	Try this...
<i>We all have an interest in...</i>	Whether we're white, black, or brown, we all have... Whether we're white or black, Hispanic or Asian, we all have...
<i>Whether we're African-American, Latinx, Native American, AAPI...</i>	Whether we're white, black, or brown Whether we're white or black, Hispanic or Asian
<i>Teaching about racism</i>	Teaching about race and racism
<i>Implicit bias</i>	Unconscious prejudice Unconscious prejudices we all have
<i>Systemic racism</i>	Discrimination built into our laws and institutions decades ago, like...
<i>Environmental justice</i>	Our kids should all breathe clean air, no matter how humble our home or the color of our skin



Video Content

Click the Screenshot to view each video.

[Division through Deception: Dark Money's Attempt to Influence Public Education](#)
6 mins 56 seconds, from the IEANEA



Run for Office

Guide to Running for School Board

<https://npeaction.org/grassroots-school-board-member-network/>

How to Run a School Board Campaign

<https://xqsuperschool.org/rethinktogether/how-to-run-a-school-board-campaign/>

- Run For Something <https://runforsomething.net/>
- Talk to local progressive groups
- Talk to current Board Members

National News Articles

https://drive.google.com/drive/folders/1z6vB9rBoNA1Ry7KSpqda_9MID-peHtnK?usp=sharing

Presentation on Disinformation at School Board Meetings:

<https://www.indivisibleillinois.org/webinar-confronting-the-rise-of-school-board-disruptions/>

Book Ban Toolkit:

<https://uniteagainstdbookbans.org/wp-content/uploads/2022/04/UABB-Toolkit-4-19-2022.pdf>

Allies/Coalition Partners

<https://www.wemakethefuture.us/resources-docs/freedom-to-learn-messaging-guide>

Support Our Schools - Tips for speaking up at School Board Meetings

<https://www.supportourschools.com/become-an-advocate>

- **Write** your comments down
- **Practice** speaking at home
- **Arrive** early and bring support
- **Relax** while waiting your turn with earplugs/music
- **Leave** when it gets uncomfortable
- **Safety First** - Ask for an escort or leave with allies if you are uncomfortable

<https://learnfromhistory.org/>

Red Wine and Blue Trouble Maker Training <https://www.redwine.blue/>

- [Book Bans](#)

[Diane Ravitch Blog](#) - Excellent research on public schools

[Words That Win](#) - Excellent messaging. Sign up for a training session.

NEA EdJustice <https://neaedjustice.org/honesty-in-education/>

Organizing Partners

[Indivisible Illinois](#)

[NWSOFA](#)

[Illinois Families For Public Schools](#)

[Illinois Social Justice Alliance](#)

Organizing Against White Supremacy & Systemic Racial Injustice in Our "Nice" White Communities - A Primer

Guidelines for Organizing for Justice Using Civil Resistance

Organizing for justice (especially racial injustice) requires building resiliency into the process. Building inner resilience is cultivation of the ability to tolerate the emotional discomfort and retaliation from others. White allies challenging white supremacy should prepare for disruption tactics, retaliation, and relational aggression from those dedicated to the status quo.

[Read the document](#) prepared by [Heather McMeekan, MS](#)