

*Trouble* **NATION**  **101** 

**TroubleNation 101 - Session 2:  
Disinformation 101**

# Ground Yourself

**Ask: What's on my side?**

- **Facts/Truth/Science**
- **The vast majority of my community**
- **The Angels (Helping kids is just the right thing to do)**

# Ground Yourself

**Ask: Who's on my side?**

- **Teachers/Librarians/Educators**
- **Pediatricians and Medical Professionals**
- **Mental Health Experts**
- **Former students**
- **LGBTQ Advocacy Organizations**
- **Co-workers and extended partner network (look around)**
- **My support circle (friends, family)**

# Ground Yourself

## Ask: Who's on my side?

### PARENTS

- More than 60% of Americans oppose banning LGBTQ+ lessons in school.
- 83% do not support banning books critical of U.S. History.
- 87% do not support banning books that discuss race.
- 64% believe transgender people should be protected from discrimination (willing to bet if you change people to kids and discrimination to bullying, that number is even higher).
- 80-90% support sexual health education in schools.

# Ground Yourself

**Some outside groups and politicians are willing to put kids at risk to score partisan points and gain political power.**

**We know kids are more important than politics.**



# Anatomy of a Disinfo Campaign

**Goal: Political power**

**Strategy: Undermine public education**

**Tactics: Demoralize the workers,  
Create chaos to obscure the strategy,  
Flood the zone so the truth doesn't stand out**

# Anatomy of a Disinfo Campaign

## Why use disinformation?

- **Can't win with good-faith argument**
- **Can't support with facts**
- **If the truth is heard, it is believed**
- **Public Education is extremely popular.**

**Bottom line: You are powerful. The only way they win is if they make you stop telling the truth.**

# Steering the Conversation

## How to Keep it Productive

- **Don't Debate**
- **Meet their Concern**
- **Find Common Ground**



# Steering the Conversation

## Don't repeat the disinformation

Multiple studies have shown that factual statements like “these books are not pornographic” *are actually counterproductive.*

- We remember the disinfo
- We don't use our time talking about facts

# Steering the Conversation

## Don't repeat the disinformation

Q. Are these lessons making white kids feel bad about themselves?

A. No. Kids need accurate U.S. history — the great parts and the not so great parts. It's about setting them up for success in the 21st century.

# Steering the Conversation

**Don't ignore the disinformation**

**There is a lot of bad info out there.**

The truth is outside groups and some politicians are heavily invested in confusing and scaring parents to score political points. But we think **our kids are more important than politics.**

# Steering the Conversation

## **Meet the concern.**

We all want students to feel safe at school.

We all want our kids to have age appropriate material.

We all want our kids to talk to us about these issues.

# Steering the Conversation

## Find Common Ground.

We all want students to be safe at school. ***That's why*** I support measures that protect them from bullying.

We all want our kids to have age appropriate material. ***That's why*** I support the sex ed curriculum approved by pediatricians and mental health professionals.



**Thank you!**

*Trouble* **NATION** 

***BECAUSE PROTECTING DEMOCRACY  
IS MORE FUN WITH FRIENDS!***

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