



Children's National
Medical Center

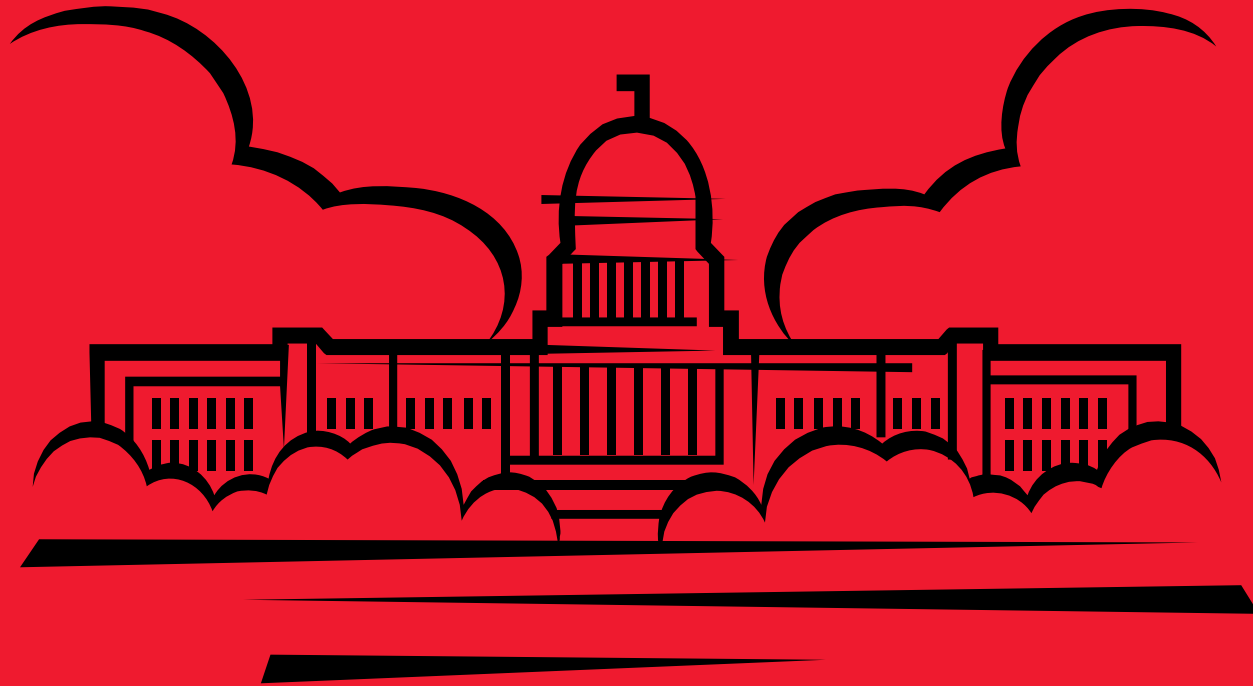
Legislative Advocacy 101

April 25, 2012



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Advocacy Overview



Defining Advocacy

- What is legislative advocacy?
- Advocating for yourself
- POLICY #: CNMC:A:4



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Tools to Influence Advocacy



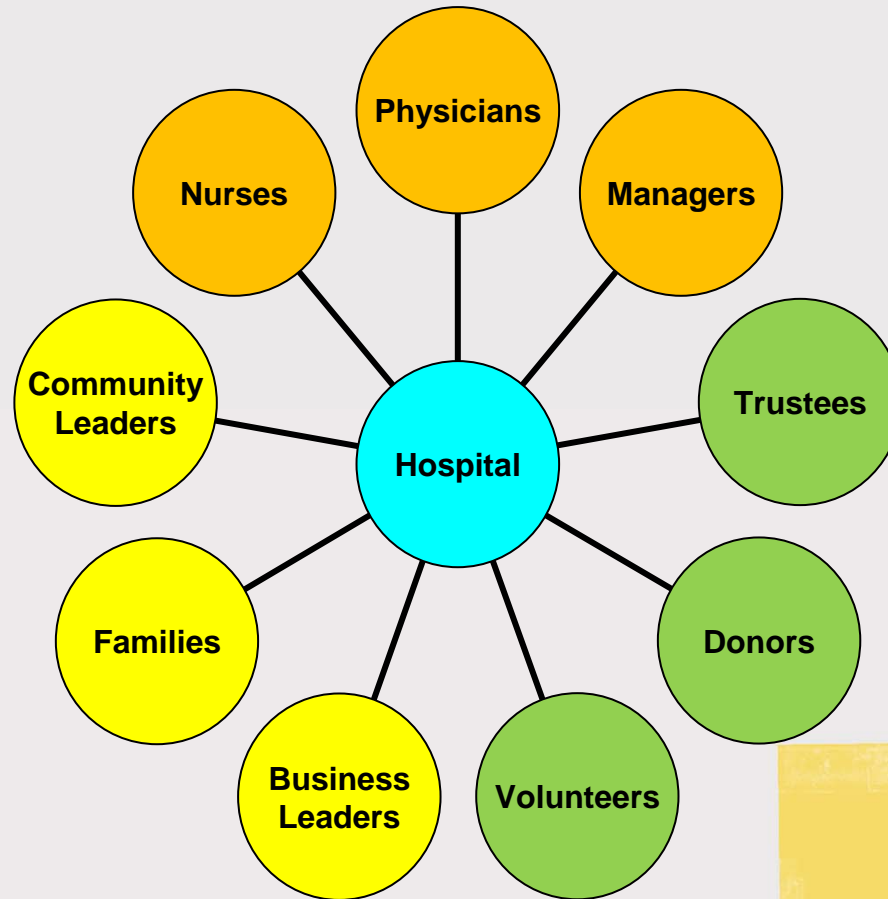
Lobbying

Constituency

Communications



Importance of Hospital Stakeholders



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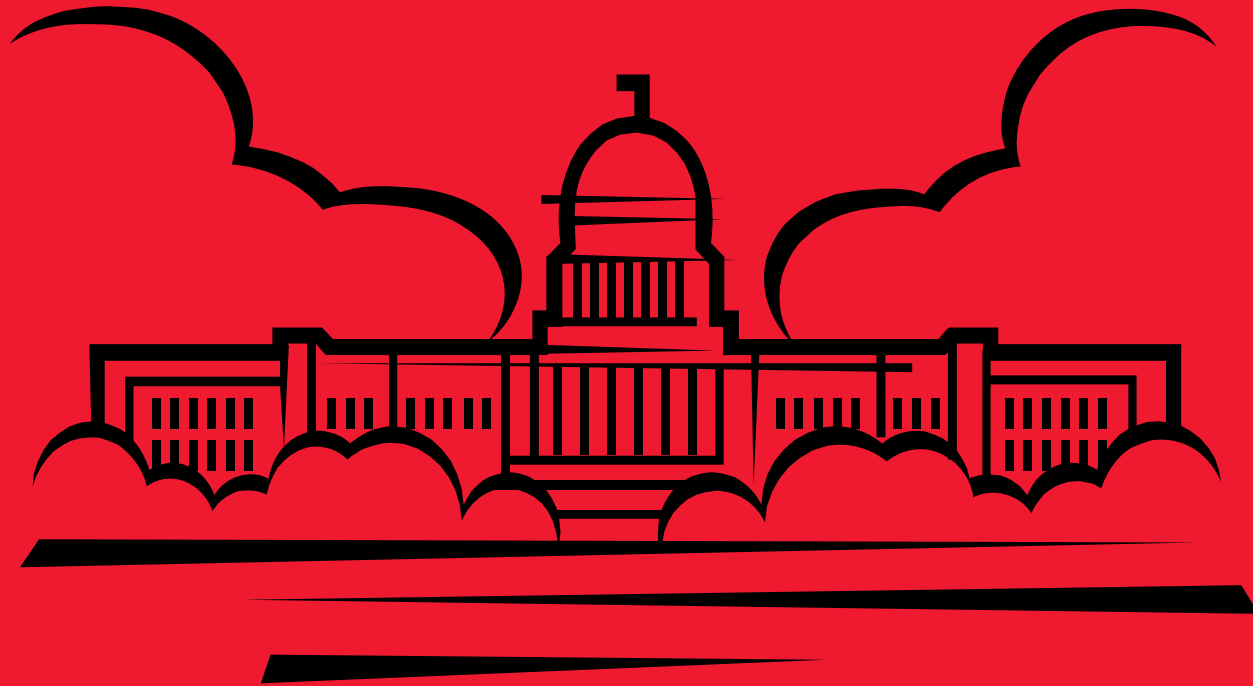


Categories of Constituents

- Expert Constituents (faculty, nurses)
- Passionate Constituents (families)
- Ill-informed constituents (ill timed, Supreme Court nomination)
- Influential constituents



Legislative Overview



Federal, State and Local

Federal legislature

- 425 Representatives, 100 Senators
- D.C. offices and district offices

State legislatures

- Different rules for every state – number of members, time in session
- Offices in state capital and home district
- Many have “day jobs”

Local legislatures

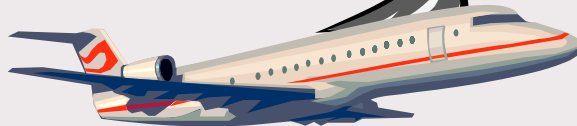
- City councils
- Wards – small area, big expertise



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Legislators vs.....



Reaching a Legislator is Difficult!

Members of Congress

- Half of all Americans have contacted their Congressman or Senators
- Hundreds of **calls** per day – monthly average per office?
 - 6,000 communications
- Dozens of **meetings** per day – daily average per office?
 - 13
- Same number of staff since 1975
- Most Members of Congress work 6 days per week, 10-12 hours per day
- Average Age of a Legislative Assistant in the House of Representatives – 27 years old



Building and Maintaining a Relationship



Becoming a Successful Advocate

- **Participate in Hospital Visits**
- **Take Action**
 - ✓ Sign up for *BearNet Advocacy Network*
 - ✓ Respond to Action Alerts
 - ✓ Participate in Capitol Hill Days with an association
 - ✓ Policy Reminder

Personal Contact with a Legislator

- **Personal Meetings**

- ✓ District Office
- ✓ Legislative Office

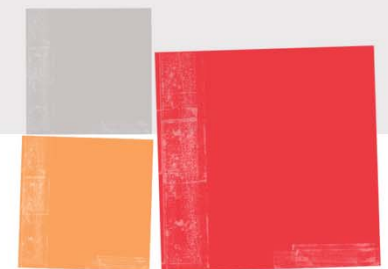
- **Contacting Office**

- ✓ By Phone
- ✓ By Mail/Fax – don't send mail to Capitol Hill!
- ✓ By Email



Know Your Legislator

- Why is this important?
- Need to understand their position on your issue
- Need to understand their level of involvement
- Need to understand their ability to influence
- Need to understand who you're meeting with and how they fit into the hierarchy



Personal Visits

Legislative Office or District Office

- Request a meeting
 - ✓ Be flexible on timing
 - ✓ Explain your purpose
 - ✓ Confirm in writing

- The meeting
 - ✓ Importance of staff meetings
 - ✓ 27-year-old LAs
 - ✓ Send a follow-up thank you letter or e-mail

Town Hall Meeting

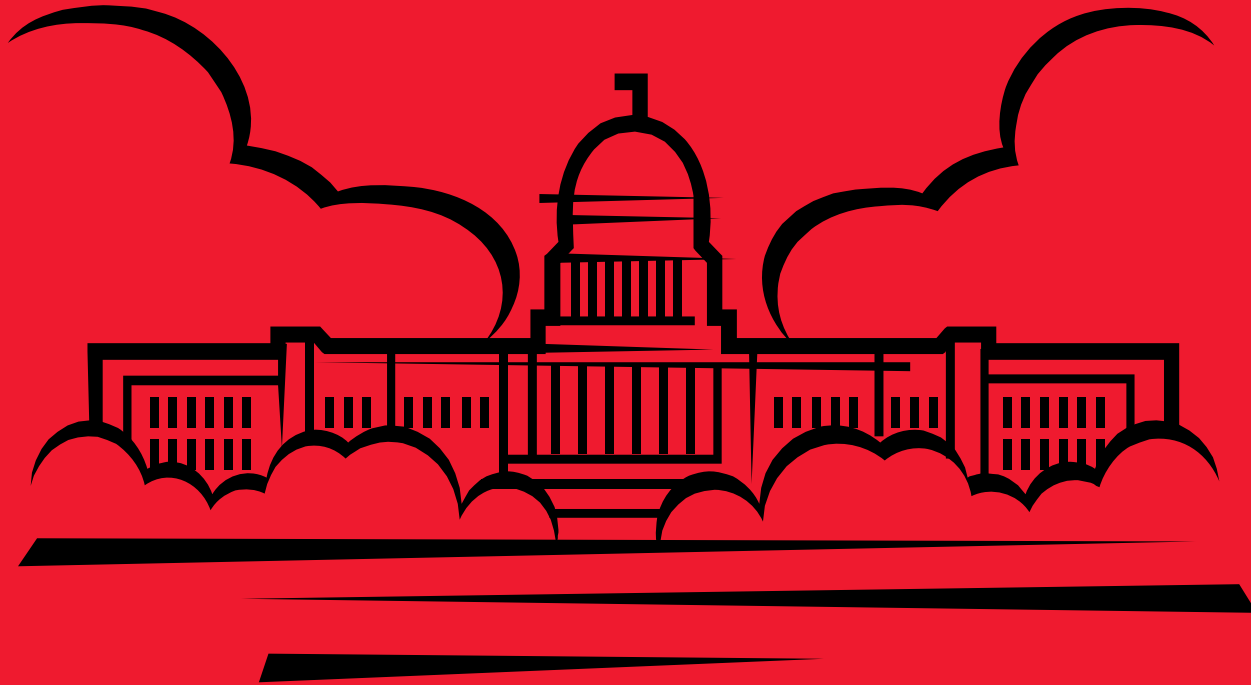
- Attend local events
- Ask question/raise issues



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Tips for Interacting with Legislators



The Dos and Don'ts of Meetings

- **Before the Meeting**

- ✓ Know your Member (*research ahead of time*)
- ✓ Review issues/Talking Points

- **Be Prepared**

- ✓ Importance of staff
- ✓ Keep it brief
- ✓ Meeting chaos: When 15 minutes turns into 5



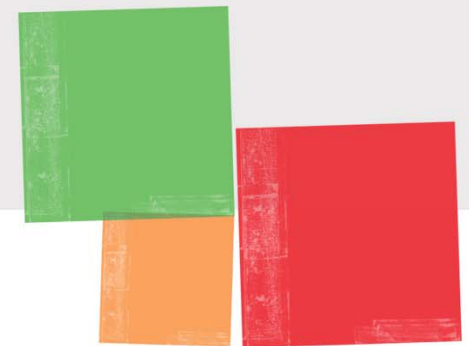
During the Meeting

- Be Punctual
- Keep it brief
- Stay on Message
- Don't Argue
- Don't Have to Be an Expert
- Make the Ask
- Listen
- Leave-behind Materials
- Thank Member or Staff



The Elevator Speech

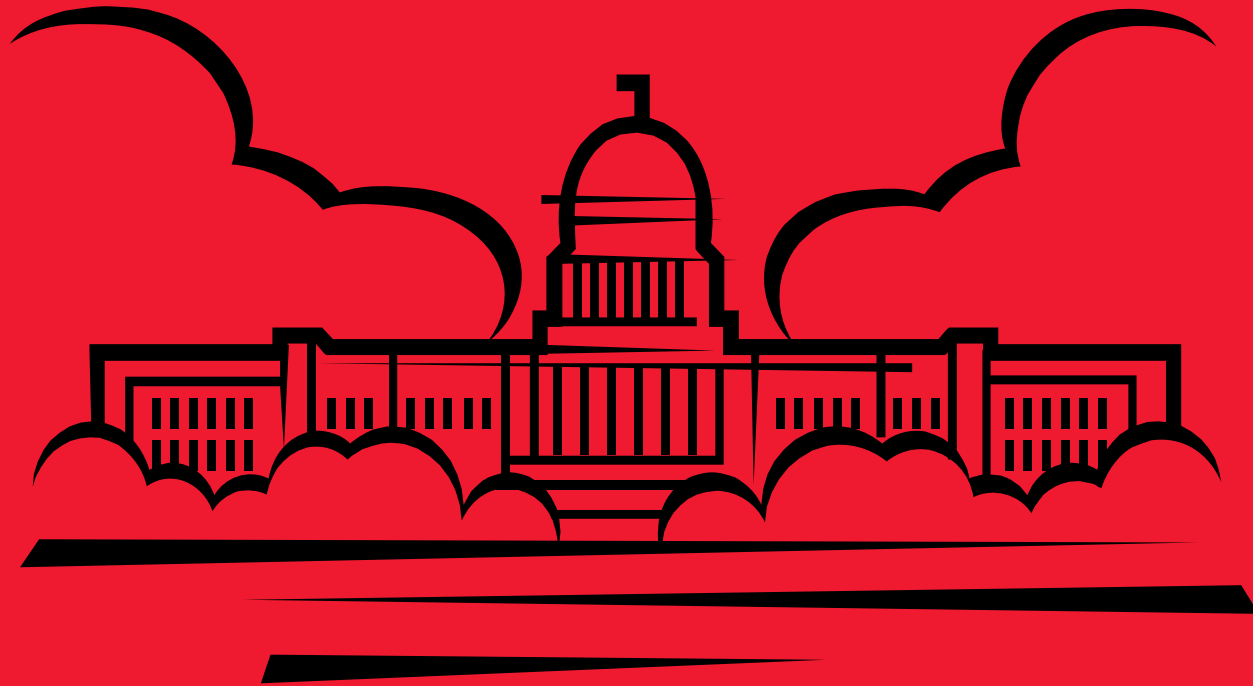
- Telling your story
- Importance of sharing your unique perspective as succinctly as possible
- Have your 30-second speech ready because you never know how much time you'll get!



“Politics are too serious a matter to be left to the politicians.” - Charles DeGaulle



Other Ways to Be Politically Active

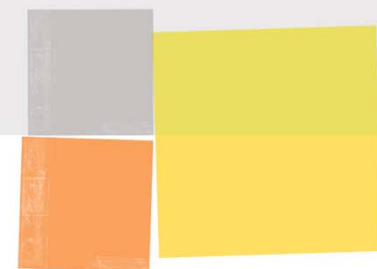


New Tools: Social Media

Legislators on Facebook, Twitter

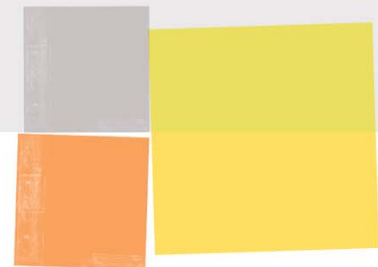
Grassroots advocacy:

- Using social media to spread your organization's message
- Targeted population – they care about you!
- Available tie-ins, i.e. CapWhiz Facebook tool



Further Engagement in the Political Process

- ✓ Volunteer in congressional campaign
- ✓ Raise funds for candidates
- ✓ 501(c)(3) Reminder
- ✓ Encourage others to get involved and vote



The Importance of Citizen Advocates

- Share Your Knowledge
- Build Relationships
- Meet with Legislators
- Support Candidates
- Encourage Others
- Make Your Voice Heard!



Role Playing Exercise

Your chance to practice...

- CHGME
- Nursing Loan Repayment Grants
- Newborn screening