Advocacy Training 101: The Importance of Grassroots Advocacy on the State and Federal Levels

Kate McAllister
State Legislative Field Representative
Department of Government Relations
American Psychiatric Association
Presentation Overview

- Grassroots 101
- How to Effectively Communicate with Legislators
- Issues Affecting States
- APA Available Resources
Why do we advocate?
Advocate to...

- Educate elected officials
- Get your message out
- Tell your story
Why should I advocate?

- Legislation affects patient care and the practice of medicine
- Grassroots advocacy makes a difference
  - You will be affected by decision, have your voice heard
  - IT WORKS!!!
- “If you are wondering whether or not to communicate your views to your Senator or Representative, consider that others who disagree with you are doing so constantly.”
  - Former House Speaker Congressman Jim Wright
Writing to Legislators

- Ways to deliver the message:
  - Through the APA Advocacy Action Center ([www.psychiatry.org/CAN](www.psychiatry.org/CAN))
  - Through the Legislator’s website
  - Personal email
  - Fax
  - Post mail
Crafting An Effective Written Message

- Focus on a single issue.
- Get to the point as soon as possible.
- Include the bill number in your message, if available.
- Identify yourself as a physician and a constituent.
- Let your legislator know that you have a personal stake in how they vote on a particular issue.
Phone Messages

- Phone calls can be taken by either staff member or elected official
- Identify yourself (physician and constituent)
- Leave brief message with the “ASK”
- State 2-3 reasons for support or opposition
- Follow up
Face-to-Face Visits

- Contact the office in which you would like to meet (Capital or District) and ask the scheduler for a convenient time.

- Common Courtesy
  - Arrive for meetings on time.
  - Compliment your legislator when he or she accomplishes something. Write thank-you notes to express appreciation for the legislators’ time.
Crafting an Effective Oral Message

- Know the Issue
  - Know the facts.
  - Be honest.
  - Know the opposing argument.
  - Be firm about your convictions, but be polite.
  - Do not feel you always have to take action on an issue.
What do we lobby for?

Issues on the Federal and State Level
Federal Issues

- Health Reform
- Medicare/Medicaid
- Workforce/Access to Care
- Appropriations
- Veterans Affairs
- Children and Families
- Geriatrics
- Minority Mental Health and Access to Care
- Medical Records Privacy and HIT
State Issues

- State Health Exchanges
- Integrated Care Models/Coordinated Care Organizations
- Access to Care
- Scope of Practice
- Budget Cuts
Oregon Health Exchange

- On June 17, 2011, Governor John Kitzhaber (D) signed SB 99 into law establishing the Oregon Health Insurance Exchange Corporation.
- That same month, the Governor signed SB 91, which specified requirements of health insurer carriers offering coverage in the state.
- On March 6, 2012, the legislature passed HB 4164 to approve the final version of the Exchange’s business plan.
- On October 1, 2012, the Exchange announced that its new name would be Cover Oregon.
Next Steps for Cover Oregon

- On December 7, 2012, Oregon received conditional approval from the U.S. Department of Health and Human Services (HHS) to establish a state-based exchange.

- Final approval is contingent upon the state demonstrating its ability to perform all required Exchange activities on time and complying with future guidance and regulations.

Oregon Medicaid Delivery System: Coordinated Care Organizations (CCOs)

- Feb 2012 Oregon’s lawmakers passed SB 1580, which created CCOs within Oregon’s Health Plan (Medicaid).
- CCOs are local health care partnerships that govern and administer the care provided to Oregon Health Plan (OHP) members, including dual eligible, within their community.
- The goal is to improve health by providing better care at a lower cost.
- The CCOs are being implemented as a demo project approved by CMS.
- As of November 2012, sixteen CCOs began/will begin enrolling members.
APA Government Relations Resources

Available to APA members and District Branch/State Association Executive Directors
Grassroots Resources

- APA-CAN (APA Congressional Action Network)
  - Become a go-to advocacy member
- RushNotes
- State Update
- Advocacy Action Center (www.psychiatry.org/CAN)
  - Federal/State Action Alerts
  - Federal Member of Congress/State Legislator Look-up
Legislative Action Center

Urge Congress to support practical physician reimbursement!

Tell Congress to support federal public health funding!

Tell Congress to Oppose HR 631 / S 463!
Opposition to classifying psychologists as "physicians"

Find Your Elected Officials

Elected Officials

Enter your ZIP Code and click "Go" or click here for other searches.

State Elected Officials

Select your state to find your state representatives.
APA Advocacy Action Center

ACTION ALERT!

Urge your state Senators to vote NO to SB 3329; legislation that would allow psychologists to prescribe medications

TAKING ACTION

Illinois Legislative Action Center

Action E-List
Get an alert when your involvement can make a critical difference.

In Session MORE

Illinois General Assembly
State Legislative Tools

- [www.psychiatry.org/dgr](http://www.psychiatry.org/dgr)
- Readiness Assessment
- APA Non-Physician Scope of Practice Information Center
- Legislative Information and Resources
  - State of the States (SOS)
- Parity Legislative Resource Center
- Legislative Tracking
  - State-by-State Map
  - List of All Legislative Issues
The Department of Government Relations, as part of the greater Division of Advocacy, works to ensure that APA delivers a consistent and focused message to policymakers, the media and the public. Staff within the Department of Government Relations continually work to shape federal and state legislation and regulations of concern to psychiatry and patients.

For more information regarding the Department of Government Relations, feel free to contact us by phone at (703) 907-7800, or by email at advocacy@psych.org

To view your DGR staff, please click here.

**State Affairs**

Around the country, the American Psychiatric Association’s department of government relations provides assistance to District Branch and State Societies/Associations on state legislative and regulatory topics. This includes tracking health care legislation, serving as a clearinghouse for best lobbying practices and model legislation, and providing on-site strategic assistance and grassroots training.

**LEGISLATIVE TRACKING**

APA Members and District Branch/State Associations can view legislation introduced in their state, print the bills, and get the most up-to-date bill status.

Click on the State-By-State Map link to review bills in your state, or any other state. If you are interested in following an issue across the country (e.g., Children’s Mental Health, Civil Commitment, etc.) click on All Legislative Issues where you can track any of the 38 issues we follow.
Legislative Tracking (Cont.)

State-By-State

Powered by CQ Roll Call
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<th>Number</th>
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<th>31 Bills</th>
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<tr>
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<td>Sponsor</td>
<td>Carolyn Pease-Lopez</td>
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<tr>
<td>Abstract</td>
<td>A BILL FOR AN ACT ENTITLED: &quot;AN ACT APPROPRIATING FUNDS FOR PROVIDER RATE PAYMENTS; AND PROVIDING AN IMMEDIATE EFFECTIVE DATE.&quot;</td>
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<td>MT HB 16</td>
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<tr>
<td>Title</td>
<td>Revise involuntary commitment and emergency detention laws</td>
<td></td>
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<td>Abstract</td>
<td>A BILL FOR AN ACT ENTITLED: &quot;AN ACT REVISING THE STATUTES RELATED TO INVOLUNTARY COMMITMENTS; REVISING WHEN THE RIGHT OF THE RESPONDENT TO BE PHYSICALLY PRESENT AT A HEARING MAY BE WAIVED; ALLOWING EMERGENCY DETENTION OF A PERSON IF THE PERSON IS SUBSTANTIALLY UNABLE TO PROVIDE FOR THE PERSON’S OWN BASIC NEEDS; AND AMENDING SECTIONS 53-21-102, 53-21-119, AND 53-21-129, MCA.&quot;</td>
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<td>Title</td>
<td>Create jail suicide prevention program in DPHHS</td>
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<td>A BILL FOR AN ACT ENTITLED: &quot;AN ACT REQUIRING THAT THE DEPARTMENT OF PUBLIC HEALTH AND HUMAN SERVICES ESTABLISH A BEHAVIORAL HEALTH TRIAGE SYSTEM FOR PARTICIPATING DETENTION CENTERS; PROVIDING A GRANT PROGRAM FOR PARTICIPATING DETENTION CENTERS; REQUIRING THE DEPARTMENT TO ADOPT RULES; PROVIDING AN APPROPRIATION; AND PROVIDING AN EFFECTIVE DATE.&quot;</td>
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<td>Status</td>
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All Legislative Issues

Please select a link to view a report or click the ▶️ to limit the report to specific states.

- All Legislation
- Abortion
- Adoption
- Advanced Directives
- Aid in Dying
- Armed Forces
- Children’s Mental Health
- Civil Commitment
- Comprehensive Mental Health
- Confidentiality
- Death Penalty
- Drug Courts
- Firearms
- Gay and Lesbian
### Legislative Tracking (Cont.)

#### All Legislative Issues

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<td></td>
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<td>Pat Noonan</td>
<td>Require DPHHS to measure outcomes for children’s mental health services</td>
<td>A BILL FOR AN ACT ENTITLED: “AN ACT REQUIRING THE DEPARTMENT OF PUBLIC HEALTH AND HUMAN SERVICES TO MEASURE THE OUTCOMES OF CHILDREN’S MENTAL HEALTH SERVICES; REQUIRING REPORTING OF THE OUTCOMES; AMENDING SECTION 52-2-311, MCA; AND PROVIDING AN IMMEDIATE EFFECTIVE DATE.”</td>
<td>(H) First Reading - 01/07/2013</td>
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Summary
Advocacy 101 -- Bottom Line

- APA is here to help
- You are our strength
- Effective advocacy does not have to be complicated, urgent, or time consuming
- Use the resources that already exist
- Your elected official is accountable for representing your interests
Advocacy Training

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Grassroots Guide to Getting Your Message Out

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What is a Message & Why do We Need One?

• A way to formally organize and prioritize our ideas

• Make information easier to convey and receive

• It gives us a roadmap to follow and keeps us on track

• It keeps us out of trouble — if we’re talking about something that’s not our message, we need to steer back to it

• It provides a sense of pacing, timing and length for meetings or writings
Prepare Yourself

• Whether you’re on the Hill, talking to a reporter or writing a letter—how you deliver your message should be unique to you. No such thing as a right style, only the right style for you.

• You’re not a lobbyist, politician or famed author–you’re a Doctor and that’s your strength. You don't need to be smooth or clever, just rehearsed and prepared and honest.

• For in-person advocacy your focus should be on conveying your message quickly and efficiently and staying on track.

• Comfort is key, and comfort comes from preparation.
Messaging Priorities for Legislative Issues

- How does this issue affect the readers/viewers
- A call to action — active language
- Timing and urgency
- Name names — who supports it, who opposes
- Not the time for modesty — establish yourself as the expert, say Doctor upfront
- Sympathy for docs can be a double-edged sword, keep it relevant to a general audience
Components of a Message

1-3 Key Points we need to make:
• Core Messages/ takeaways
• Short and concise (just a few words)
• Easy to understand
• Convey the main ideas/issues you want to communicate

1-2 Sound bites to introduce our issues:
• Sentence or phrase
• Attention-grabbing
• Memorable
• Repeatable “As I said…. ”

2-4 justifications for each of our key points
• Simple, short and compelling
• Emotional, Rational or Data
Getting Your Message Out

- Local Television
- Radio
- Social Media
- Letters to the Editor
- Op-eds
- Write, write, write
- Pitch, pitch, pitch

Being proactive is not only good for the field, but great for your career and reputation
Getting Your Message Out

Social Media builds interest

• Grassroots, start a buzz for your issue and message

• Bloggers are the new news-makers, know your local voices

• Tweet, re-tweet, post, re-post
Getting Your Message Out

Local Television News

- Morning is softer news, human interest
- Evening news is harder, legislation, interviews
- Focus on regional issues and regional connections to national stories

Radio

- Every news station is looking for stories and segments constantly
- Lots of opportunities
Op-ed Vs. Letter to the Editor

**Op-ed**
- 500-700 words, but check with the paper
- Don’t try to do too much, 1 key point
- Take a new or unique perspective on timely issues or familiar problems
- Be opinionated. Don’t hold back.
- Well written and reasonable (not moderated)
- Preferably from direct experience
- OK to use humor or professional insight
- Not a forum for complaining
- No jargon, keep it simple and easy to read
- One at a time, don’t double submit
- They may re-write the piece or headline
- Not a direct response to news stories or other opinion pieces

**LTE**
- 150 words (usually)
- Informed and unique response to news or opinion piece from that paper
- Relevant unique insight into article that adds something to the readers understanding
- Gives more depth to opposing/supporting viewpoint if article doesn’t
Portland News

The Portland metro area is the 22nd largest U.S. market area with 1,182,180 homes with TVs and 1.035% of the U.S. market.

- KATU 2 (ABC)
- KOIN 6 (CBS)
- KGW 8 (NBC)
- KOPB-TV 10 Oregon Public Broadcasting (PBS)
- KPTV 12 (Fox)
- KPXG-TV 22 (ION)
- KNMT 24 (TBN)
- KRCW-TV 32 (The CW)
- KUNP-LP 47 (Univision)
- KPDX 49 (MyNetworkTV)

The Oregonian

The Portland Mercury - targets younger urban readers

The Columbian - WA Regional

Portland Monthly - is a monthly news and culture magazine.
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<td>Tigard</td>
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FM Stations

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Don’t forget Satellite radio- it all counts
Getting Your Message Out

Write, write, write

- The best op-eds start with great one liners (sound bites)
- The best one liners come when you don’t expect them — just write them down
- Keep a list of key messages you would like to write on

Pitch, pitch, pitch

- Drop the producer or reporter an email. “I’m Dr. X from OHSU and I think there is a very compelling and interesting story to be told about Y.”
- Spread it out, there are lots of opportunities — you’re helping them by suggesting stories
- Come to us! Your DB can develop the idea, OCPA can give you the phone number and guidance
Questions?

Contact information:
James Tyll
Deputy Director
Office of Communications and Public Affairs
American Psychiatric Association
Phone 703.697.8582
jtyll@psych.org
Working with The Press
So how do we control the media?

You don’t. All you can control is your message.

• Keep it simple and don’t offer more then they ask.

• Keep coming back to your main point

• Managing your message means being prepared, knowing your “knows” before going in, practicing what you want to say and how best to say it.

• Create short, memorable statements that will help you communicate your key messages with punch.
We Don’t Trust the Press

We are polite, fun, ourselves, and comfortable but never off our guard and we never tell them ANYTHING we don’t want made public.

The Myth of “Off the Record”

There is **NO SUCH THING AS “OFF THE RECORD”**. As an interviewee, never expect them to keep up their side and NEVER say anything you don’t want to see in print.

Talking on “Background”

Basically a request not to be quoted as you give them general information on a topic. Again, ALWAYS assume whatever you say will be in print with your name next to it. But if they agree and it's not newsworthy, most reporters will abide. NO SECRETS.
Talking to the Press

- Speak in headlines/sound bites.
- Don’t over-answer. Short is better.
- Turn negatives to positives by bridging to a related point you want to make.
- Don’t worry about the questions they ask, use blocking language to get back to your point.
- If the topic is moving away from your message use flagging language to bring it back.
- Asked about a problem? Talk about solutions.
Talking to the Press

- Don’t let false charges, facts or figures stand. Correct the reporter.
- Don’t repeat negative statements. Frame the reply in **positive** language.
- Speak clearly. Avoid professional jargon.
- Engage but be likeable. Keep cool and don’t be provoked.
- Don’t know the answer? Don’t fake it.
- Never lie to a reporter.
### Practice Outlining Your Message

<table>
<thead>
<tr>
<th>2-4 Key Messages</th>
<th>1-2 Sound bites</th>
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| 1)  
2)  
3)  
4)  | 1)              |
| 2)  
3)  
4)  | 2)              |

2-4 Justifications for each key message
The Message Compass

What Happened?

Why Should they Care?

Make the Ask

What Now?

How Do We Know?