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Society for Public Health Education

10 G Street, NE, #605

Washington, DC 20002

Today's Moderator



Elaine Auld, MPH,
CHES

Chief Executive Officer
Society for Public
Health Education



Coalition of National Health Education Organizations

Mission: Mobilization of the resources of the Health Education Profession in order to expand and improve health education, regardless of the setting.

Members:

- American Association for Health Education
- American College Health Association
- American Public Health Association: Public Health Education and Promotion & School Health Education Services Sections
- American School Health Association
- Directors of Health Promotion and Education
- Eta Sigma Gamma: National Professional Health Education Honorary
- Society for Public Health Education
- Society of State Directors of Health, Physical Education, and Recreation

Advocacy Webinar Series

- Part I: February 3, 3-4 ET

*Advocacy 101 – Advocacy is Responsible
Citizenship*

- Part II: February 10, 3-4 ET

*Making the Most of Attending the 14th Annual
Health Education Advocacy Summit*



The 14th Annual Health Education Advocacy Summit

March 5-7, 2011

Washington Court Hotel, Washington, DC

- Sponsored by CNHEO & partners
- >200 health students, faculty, leaders
- Advocacy workshops, issue-specific seminars, and practical advocacy methods
- Visits with Legislators, staff on Capitol Hill

www.healtheducationadvocate.org

Advocacy Summit Photos



Advocacy Summit Photos



ADVOCACY 101

Advocacy is Responsible Citizenship



Lavell Thornton, MPH, CHES
Advocacy Chair
Directors of Health Promotion and Education



David P. Hoffman M.Ed., C.C.E
Advocacy Chair
National Association of Chronic Disease Directors

What is Advocacy?

- Advocacy is a catch all word for the set of strategies used to create a shift in public opinion and mobilize the necessary resources and forces to support an issue, policy or constituency.

Today's Presentation



- Advocacy vs. Lobbying
- What Makes an Effective Advocate
- Why YOUR advocacy voice is essential to work in public health
- Forming and Maintaining a Relationship with YOUR Policy Makers
- Information on the Health Education Advocacy Summit



What is Health Advocacy?



- The processes by which the actions of individuals or groups attempt to bring about social and/or organizational change on behalf of a particular health goal, program, interest, or population.”

(2000 Joint Committee on Health Education and Promotion Terminology, 2002, p. 6).

Why Should I Get Involved in Advocacy?

- Open system of government is designed to receive input.
- Policy makers assume information will come to them, they do not always seek it.
- You have knowledge, expertise, and experience.

What is Policy?

- A policy is a plan or course of action designed to define issues, influence decision-making and promote broad community actions beyond those made by individuals.
- Policies can include laws, regulations, and rules (both formal and informal).
- Policy development, therefore, is the process by which society makes decisions, selects goals and the best means for reaching them, handles conflicting views about what should be done and allocates resources to address needs.

Policymakers



- Federal Elected Officials
- Federal Appointed Officials
- Federal Management
- State/Local Elected Officials
- State/Local Appointed Officials
- State/Local Management

Policy Sources



Public Sector

Public policy is a set of rules (policy) that people (the public) must abide by. They can be enacted by statute (federal and state law)

Private Sector

Private policies consist of a series of actions intended to persuade private sector decision making

Policy Interventions



Policy interventions have increased in use and importance during this decade. It is an effective tool for health promotion and disease prevention.

Examples may include:

- laws and regulations that restrict smoking in public buildings
- organizational rules that allow time off during work hours for physical activity.

What is Environmental Change?



Environmental interventions include changes to the economic, social or physical environments.

Examples may include:

- the availability of low-fat choices in cafeterias
- incorporating walking paths and recreation areas into new community development designs

Educating vs Advocating vs Lobbying

- **Educating** is the provision of basic information such as a program description, goals, current budget, people served, accomplishments and impacts, etc.
 - Does not make value judgments or seek legislative action.
- **Advocating** conveys a value in a general sense. “Clean air is good, and we should protect the environment.”
 - Makes a value judgment, but does not seek specific legislative action.
- **Lobbying** occurs when you support or oppose a **specific candidate or elected official or a specific piece of legislation.**

Examples of Advocacy vs. Lobbying

Advocacy might include issuing a statement such as “Investing in public health promotion and research is a good as it will reduce chronic disease rates.”

It makes a value judgment but does not seek specific legislative action.



Lobbying might include creating an Action Alert that urges members to call certain legislators to ask them to vote yes on H.R. 26, the Eating Disorders Awareness, Prevention, and Education Act of 2009.

It asks an elected or appointed official to support or oppose a bill, amendment regulation, or policy.

Example

- House Bill 1235 would provide funding for schools to add equipment so the public can use their facilities for exercise.
- Potential actions, Advocacy or Lobbying?
 1. Call Representative and ask them to vote for the bill (lobbying)
 2. Tell coalition members and other partners that this bill exists (advocacy)
 3. Tell state health director how the bill would provide needed service in small communities (advocacy)

Concerns About Advocacy



- I don't have time
- I am not much of an activist
- It is difficult to sell prevention
- I don't know enough about it
- It won't make a difference
- Fear of employment-related repercussions

Galer-Unti et al.

(2004)

Preventing Employment Related Repercussions

- Use personal resources rather than your job's resources for advocacy activities
 - Time
 - Computer
 - E-Mail account
 - Facsimile Machine
 - Letterhead
 - Business Card
 - Telephone

Galer-Unti et al. (2004)

Things You Can Do



- Register and vote
- Encourage others to vote
- Volunteer with voter registration drives
- Contribute to the campaign of candidate friendly to health and education
- Campaign in your free time for a candidate friendly to health and education issues

Playing it Safe Doing Nothing



- When the rules and restrictions around advocacy are unclear, public employees often play it safe and err on the side of taking no action that can “cross the line” of allowable activity.
- The burden is on the individual to proactively find out what the rules are.

Communication - Keep in Touch



- Relationships are a key to success
- Listen – Read – Pass it on
- Sharing information - make it routine
- Have vehicles in place before you or partners need them – newsletters, listservs, mailing lists, fax lists
- Anticipate opportunities/Be prepared
- Educating Policymakers is EVERYONE'S Job

How Can You Be an Effective Advocate?

- Understand Congress
- Understand the budget process
- Understand you have a voice and can influence the funding of bills



Revisiting US Gov 101



What are the three branches of government?

Executive – President/White House

- Judicial - Courts
- Legislative – Senate and House of Representatives

Understanding the Budget Process



- **Members care most about local impacts. Tell your story.**
- Modest requests are easier to champion than big ones.
- Understand that there are many competing priorities.
- Members will down play expectations.
- Show understanding, but ask them to do what they can.

Understanding Congress

Budget, Appropriations and Authorizing

- Asking the right people for the right things...
 - Congress is organized by committees, which have different functions.
 - Know you Member's committees.
 - Ability of Members to help you depends on the committees they sit on, time and interest.

Role of Committees in House & Senate



- **Budget Committee** sets broad overall annual spending limits.
- **Appropriations Committee** approve or modify the President's Budget request for annual "discretionary" spending on a program-by-program basis.
 - Health: **Labor, Health and Human Services and Education**
- **Authorizing Committees** create programs (establish purpose, eligibility, funding limits). They provide direct spending for "mandatory" or "entitlement" programs such as Medicare, SCHIP. They DO NOT provide discretionary funding.
 - Health House: **Energy & Commerce, and Ways & Means**
 - Health Senate: **Finance, and Health Education Labor & Pensions (HELP)**

Top Line Talking Points

“the elevator pitch”



- Develop the main pitch than can be delivered in 60 seconds:
 - What you want
 - Why you need it
 - Who supports it (partners)
 - Impact on the State/Congressional District



Office Visit Basics

- Goal is to establish a relationship
 - Importance of your work to the district/state.
 - How you or your organization can be a resource to the Congressional office on a wide range of public health issues.
- Request Congressional action, such as a funding increase
 - **Ask them to include your funding request in their letter to the Appropriations Committee and support this program in the future.**



Do's and Don'ts

- Do MAKE IT LOCAL – data, impact, need, etc.
- Do be on time - call if you are running late.
- Do be polite, professional, and friendly.
- Do be concise and to the point.
- Do let them interrupt with questions.
- Do adhere to time limits they set.
- Do ask if they have questions.
- Do make sure you understand exactly what additional info is asked for, and provide it promptly.
- Do communicate by email in following up.



Do's and Don'ts

- Don't try to be completely comprehensive and accurate – hit the high points.
- Don't become hostile, even if they do.
- Don't overextend your welcome.
- Don't use regular mail in following up.

Partnerships

- Identify like-minded groups
- Engage in regular dialogue
- Share resources and priorities
- Agree on goals
- Keep in touch



Recruiting Membership

- Start with the easy ones
- Later broaden the membership
 - Be sure the core group is strong
 - Be strategic – what need is fulfilled?
 - Prepare your invitation
 - What do you want?
 - What must they commit?

Key Advocacy Targets



- Decision makers
 - Agency administrators
 - Policy makers
 - Business leaders
 - Civic leaders
- Pressure groups who influence the decision
 - Constituents
 - Internal advocates
 - Lobbyists
 - Influential organizations (professional associations)

Ingredients for Success

- Advocacy coalition
 - Affected constituent groups
 - Can make strategic decisions
 - Can manage an educational campaign
- Staff to coordinate action
- Grassroots network of volunteers
 - “Face” of the problem to policymakers
 - Can articulate solution
- “Hero opportunity” for decision-makers



Resources



- <http://healthyamericans.org/>
- <http://www.apha.org/advocacy/activities/>

“Never doubt that a small group of thoughtful committed citizens can change the world: Indeed it’s the only thing that ever has.”

-- Margaret Mead



Questions



- To submit a question, click on the ? button and type in your question.



Contact Information

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