



Advocacy 101:

Your Voice Matters

Thomas McAuliffe • November, 2016



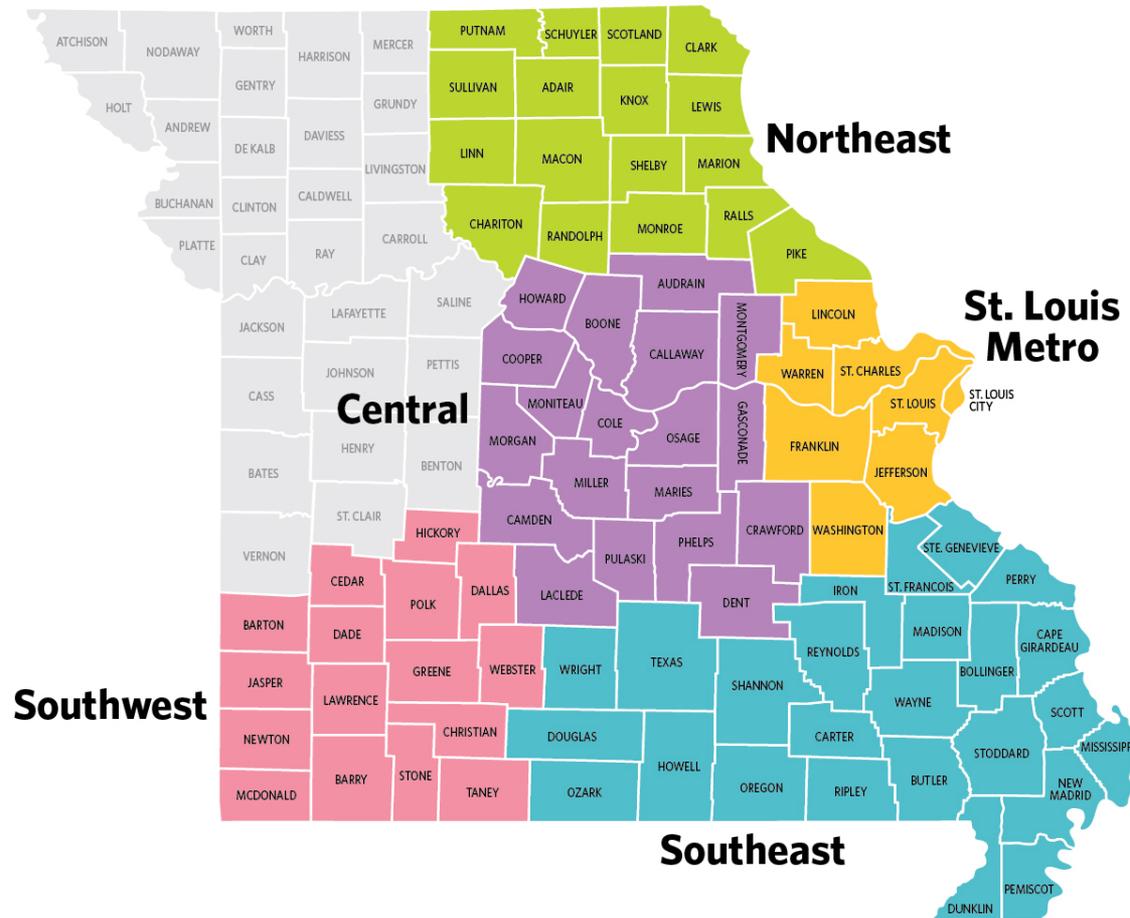
Missouri Foundation
for Health

About Us

Missouri Foundation for Health is a resource for the region, working with communities and nonprofits to generate and accelerate positive changes in health.

As a catalyst for change, the Foundation improves the health of Missourians through partnership, experience, knowledge and funding.

Where We Work



The Foundation serves 84 Missouri counties and the city of St. Louis.

Foundation Priorities

Targeted Initiatives

Childhood Obesity Prevention
Expanding Coverage
Infant Mortality
Oral Health

Responsive Portfolio

Opportunity Oriented
Strengthening the Health Field

Policy Portfolio

Research and Education
Health Equity
Building the Field of Advocates
Community Government & Outreach

Today

1. What is Advocacy?
2. Legislative Process
3. Engaging a Policymaker
4. Getting Started & Resources
5. Your Questions



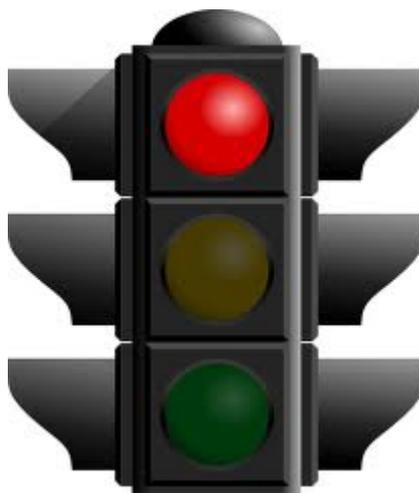
Advocacy 101: Your Voice Matters

What is Advocacy?

Patient vs. Systemic Advocacy

- Nurses/Family members already advocate for their patients/Family
- System change is difficult
- So, is a **systemic** approach worth **your time**?

| ACCESS TO CARE MEANS | ACCESS TO COMMUNITY MEANS |
|---|--|
| Recognition of brain injury as a chronic condition that can cause and accelerate disease, requiring medically-necessary and evidence-based treatment – including rehabilitation – furnished by a multidisciplinary team of qualified and specialized clinicians through accredited programs in settings of the lowest level of acuity possible based on the needs and choices of the patient and his/her circle of support. | Recognition that people who have sustained brain injuries can participate in the communities of their choice with self-directed services and supports that are individualized according to their needs and aspirations for housing, education, employment, transportation, socialization, recreation, health care and worship. |



**Stop. This sounds like lobbying...
can we even do that?**

“Advocacy” & “Lobbying”

- **What is Lobbying?**
 - Attempting to influence legislators to support or oppose a particular issue or piece of legislation
- **What is Advocacy?**
 - Educating and creating awareness among legislators and the general public about issues facing the community and the importance of aligning public policy to address the need.

Advocacy Activities

| | | | |
|-----------------------------|---------------------|---|--------------------|
| Public Awareness | Issue Research | Policy Analysis | Electoral Politics |
| Candidate & Voter Education | Grassroots Lobbying | Direct Lobbying | Media Outreach |
| Surveys & Research | Community Meetings | Executive Outreach (Governor, Depts) | Judicial |

Adapted from Alliance for Justice resources, www.afj.org

“Advocacy” & “Lobbying”

- Individually? **Go for it!**
- Organizationally? **Consider:**
 - Type of organization
 - Available funding
 - Federal & state laws
 - Organizational by-laws & leadership
 - Tolerance for risk

Still have lobbying questions?

Alliance for Justice (AFJ)

www.afj.org

Free hotline: 866-NP-LOBBY

Missouri Ethics Commission

www.mec.mo.gov

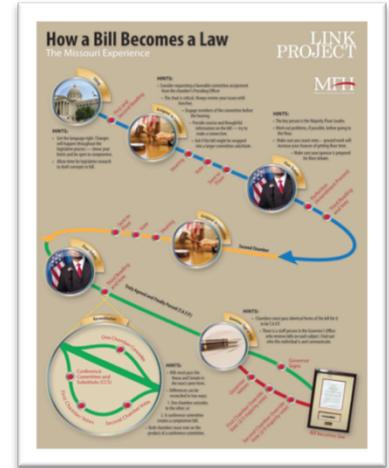
MFH will offer free in-person workshops in
Spring & Fall 2015-16.
Contact Sarah Morrow for more information at
smorrow@mffh.org or 314.345.5500.

Advocacy 101: Your Voice Matters

Legislative Process

Legislative Process - Mechanics

- 1. Drafting & filing legislation**
 - Start fresh each regular session
 - Can file December 1st to 60th day of the session
- 2. First chamber**
 - Committee = testify for, against, or informational
- 3. Second chamber**
 - Repeat process
- 4. Conference Committee** (if needed)
- 5. “TAFP” = Truly Agreed and Finally Passed**
- 6. Governor**
- 7. Implementation**



Budget process is the same...but different.

Legislative Process - The Ballot

- “A vote of the people”
- Single-issue state statute or constitutional amendment
- Getting to the ballot
 - Legislatively Initiated: majority vote of both bodies, Governor doesn't act
 - Citizen Initiated: file draft petition, collect signatures, certification of ballot measure
- Statewide campaign & voting
- www.sos.mo.gov

Legislative Process - People

- Key Leaders

- Speaker of the House Todd Richardson (R-Poplar Bluff)
- President Pro Tem of the Senate Tom Dempsey (R-St. Charles)
- Majority Leader & Whips (House & Senate)
- Committee Chairs
- Minority Leadership
- Your Legislators



- Influences

- Elections, money, term limits
- Leadership, margins, savvy, personality
- Legislators are people, too...

Advocacy 101: Your Voice Matters

Engaging Policymakers

Engaging Policymakers

1. Be an active, informed voter.
2. Learn your issue & who can change it.
3. Define a solution & understand how you fit into the landscape.
4. Build a relationship with your legislators & key leaders - before you need anything.
5. Be effective in meetings & giving testimony.
6. Media advocacy.
7. Don't recreate the wheel - collaboration is key.

#1 - Be an active, informed voter

www.sos.mo.gov

REGISTER TO VOTE ABOUT JASON KANDER ACCESSIBILITY INFO CONTACT US

Business Services Elections & Voting Investor Protection & Securities State Library Records & Archives Administrative Rules Publications & Forms

JASON KANDER MISSOURI SECRETARY OF STATE

REGISTER TO VOTE

Initiate Petitions Start a Business Search for a Business View the Blue Book Safe at Home Missouri Digital Heritage Election Results Register to Vote The Missouri Channel

LATEST NEWS

Jan 16 Kander Releases 2014 Policy Agenda; Announces Bill Sponsors

Jan 15 Initiative Petition Relating to the General Assembly Approved for Circulation for 2014 Ballot

Tweets

Missouri SO & Office @MissouriSOS 21 Jan Must read @joplinglobe features guest columnist @JasonKander on campaign finance & ethics reform. [joplinglobe.com/edition/1/17/...](#)

Missouri SO & Office @MissouriSOS 18 Jan New @missourian editorial: "The legislature should embrace Kander's reforms" [m.missourian.com/opinion/kar...](#)

ABOUT JASON KANDER

Jason Kander, 32, was sworn in as Missouri's 33rd Secretary of State in January 2013. A former U.S. Army Captain, Jason is a veteran of the war in Afghanistan. Prior to his election as Secretary of State, he practiced law, represented Kansas City in the Missouri General Assembly and served on the Missouri Veterans Commission.

Read More

sos.mo.gov Internet Privacy Policy 501(c)(3) Opportunities Missouri State Government Employment Directors Site Map Employee Access

JASON KANDER Contact Us: 600 West Main Street Jefferson City, MO 65101 Main Office: (573) 751-4936 info@sos.mo.gov Branch Offices

Elections & Voting

Investor Protection & Securities

Register to Vote

Voting Information

Elections Results & Statistics

Check Your Voter Registration

Find a Polling Place

For Election Candidates

Be a Poll Worker

Initiative Petitions

#2 - Know your issue

- Fact-based research - what is actually going on?
- What laws or rule directly affect the issue you care about? Indirectly?
- What is the source of the related policy? What is the process to change it?



Potholes?



Nutrition
in Schools?



Medicaid?

#2 - Sources (a beginning)

- johncombest.com (MO political news)
- mffh.org (“Sign Up” for Health Policy or other updates)
- covermissouri.org (health coverage info)
- Actual legislative sites: house.mo.gov & senate.mo.gov
- Nurse-focused sources
- National health policy information:
 - Kaiser Health News/Kaiser Family Foundation
 - Robert Wood Johnson Foundation
 - National Academy for State Health Policy (NASHP)
 - Commonwealth Foundation
 - Academic partners, e.g. MU Center for Health Policy, WU Brown School, Georgetown Policy Institute
- Other?

#3 - Define a solution

- What action is require by whom?
 - *Fix a problem, don't push a solution*
- We don't work in a vacuum → learn the field:
 - What is the recent history of this issue? Related political issues?
 - Who will support your issue? What are their available resources, messages, dealbreakers, etc.
 - Who will oppose your issue? What are their available resources, messages, etc.? Can you find common ground?

#4 - Building relationship

Start at the beginning: who are your legislators?

Enter your address at senate.mo.gov

MISSOURI SENATE

SENATORS LEGISLATION SESSION INFORMATION GENERAL INFORMATION COMMITTEES NEWSROOM

Today is: Tuesday, June 2, 2015

The Missouri Senate of the 98th General Assembly, First Regular Session, will stand adjourned per Article III, Section 20(a) of the Missouri Constitution.

Open Floor Action in New Window

SEARCH FOR A BILL:
Enter bill number or text

LEGISLATOR LOOKUP:
Enter a valid Missouri mailing address to find your legislators:
Address:
City:
Or [Click Here](#) to use your 9-digit zipcode.

BILL REPORTING SYSTEM
Create custom bill tracking lists and reports

2015 FILED LEGISLATION

NEWS FROM THE MISSOURI SENATE
The first Missouri Senate measure signed into law this year will take effect on Aug. 28, 2015. Senate Minute 149 relates to data storage centers.
Missouri Senate Capitol Briefing for the Week of May 25, 2015
May 29, 2015 1:46:43 PM

STAY CONNECTED:

LEGISLATIVE LINKS:
Missouri Statutes
Missouri Statute/Constitution Search
Missouri Constitution
Missouri State Government
Missouri General Assembly
Missouri House

OTHER LINKS:
Missouri Senate Kids Page
Facts About the Missouri Senate

HOME • CONTACT US • TEXT ONLY SITE • IPHONE SITE

MISSOURI SENATE

LEGISLATOR LOOKUP

Find your Legislators by entering a valid Missouri mailing address. [Click Here](#) to use Legislator Lookup with your 9-digit zipcode.

Street Address: City:

Your standardized address is:

120 E NIFONG BLVD, COLUMBIA, MO 65203-3732

Using this address, your local legislators are:

- Senatorial district 019 - Senator Kurt Schaefer
- House district 046 - Representative Stephen Webber
- U.S. House district 04 - Congresswoman Vicky Hartzler

Your statewide elected officials are:

- Governor Jay Nixon
- Lieutenant Governor Peter Kinder
- Secretary of State Jason Kander
- State Auditor Nicole Galloway
- State Treasurer Clint Zweifel
- Attorney General Chris Koster

Your US Senators are:

- Senator Roy Blunt
- Senator Claire McCaskill



MISSOURI STATE SENATOR

KURT SCHAEFER

DISTRICT 19 • REPUBLICAN

[LEGISLATION](#) [BIOGRAPHY](#) [CONSTITUENT SERVICES](#) [MEDIA](#)

NEWS FROM SENATOR SCHAEFER

of legislation to shape the future of Missouri.

Weekly Legislative Update

May 01, 2015 3:25:10 PM

This week Senate Concurrent Resolution 14 was presented to and passed by the Select Committee on Commerce in the House of Representatives.

COUNTIES REPRESENTED:

Boone and Cooper
[View District Map](#)

LEGISLATIVE SERVICE:

Elected to the Senate:
2008, 2012

SIGN UP FOR E-NEWS

CAPITOL OFFICE:

201 W Capitol Ave., Rm. 416
Jefferson City, Missouri 65101
(573) 751-3931
FAX: (573) 751-4320
[Email Senator Schaefer](#)

Note: Due to the large volume of e-mails that I receive, I am able to answer only constituent messages from District 19 residents, serving Boone and Cooper counties. Legislator courtesy dictates that State Senators be given the opportunity to assist their own constituents. If you are a resident of another county, I encourage you to locate your State Senator by clicking [here](#).

COMMITTEE MEMBERSHIP:

[Appropriations, Chairman](#)
[Gubernatorial Appointments](#)
[Judiciary & Civil & Criminal Jurisprudence](#)
[Joint Committee on Child Abuse and Neglect](#)
[Joint Committee on Education](#)
[Joint Committee on Capital Improvements and Leases Oversight](#)
[Joint Legislative Committee on Court Automation](#)
[Joint Committee on Government Accountability](#)
[Joint Committee on Legislative Research](#)
[Joint Committee on MO Healthnet](#)
[Joint Committee on Solid Waste Management District Operations](#)
[Missouri Film Commission](#)
[Missouri Sentencing Advisory Commission](#)

LEGISLATIVE STAFF:

Yancy Williams
Linda Bushman

KURT SCHAEFER

DISTRICT 19 • REPUBLICAN

[LEGISLATION](#)[BIOGRAPHY](#)[CONSTITUENT SERVICES](#)[MEDIA](#)[MAIN PAGE](#)**SIGN UP FOR E-NEWS****CAPITOL OFFICE:**

201 W Capitol Ave., Rm. 416
 Jefferson City, Missouri 65101
 (573) 751-3931
 FAX: (573) 751-4320
[Email Senator Schaefer](#)

Note: Due to the large volume of e-mails that I receive, I am able to answer only constituent messages from District 19 residents, serving Boone and Cooper counties. Legislator courtesy dictates that State Senators be given the opportunity to assist their own constituents. If you are a resident of another county, I encourage you to locate your State Senator by [clicking here](#).

LEGISLATIVE STAFF:

Yancy Williams
 Linda Bushman

Senator Kurt U. Schaefer was elected to the Missouri Senate in 2008 representing the citizens of the 19th senatorial district. Senator Schaefer is the Chairman of the Senate Appropriations Committee and serves on the Senate Committees on Judiciary and Civil and Criminal Jurisprudence and Commerce, Consumer Protection, Energy and the Environment.

In addition to his legislative duties, Senator Schaefer is the former General Counsel and Deputy Director of the Missouri Department of Natural Resources, Special Counsel to the Governor, Special Counsel to the Missouri Department of Agriculture, Missouri Assistant Attorney General and Special Assistant United States Attorney.

As General Counsel and Deputy Director at DNR, he was responsible for all legal aspects of the State's Environmental Regulatory and Enforcement Agency, which also owns and manages the State's 83 state parks and historic sites, including litigation management, environmental, administrative, employment, personal injury, Sunshine Law and open records/meetings, contracts, and constitutional law.

Sen. Schaefer has litigated bench and jury trials of all kinds and complexities in numerous circuit and federal courts throughout Missouri and elsewhere. He has handled approximately 100 appellate actions before all three districts of the Missouri Court of Appeals and Missouri Supreme Court, and more than 90 administrative proceedings before various state permitting and licensing agencies and the Missouri Public Service Commission.

Senator Schaefer and his wife Stacia have three children and live in Columbia. He is a partner in the law firm of Lathrop and Gage LLP.

Schaefer has received the following awards for his legislative achievements:

2015

- Outstanding Legislator Award Missouri Pork Association and the Missouri Pork Industry

2014

- State Historical Society's "Trustees' Appreciation Award"
- Freedometer Award from the Concerned Women for America of Missouri
- Conservation Federation of Missouri - Conservation Legislator of the Year
- Missouri Lawyers Weekly - Influential Lawyer 2014 Award

Bill Search

Go

Home

Hearings

Calendar

Journal

House News

House Members >

Bill Information >

Committees >

Media Center >

General Information >

Past Session Archives

RELATED LINKS

- Missouri State Government
- Missouri Senate
- Revised Statutes of Missouri Search
- Revised Statutes of Missouri (RSMO)
- Missouri Constitution
- Capitol Commission
- Visiting the House
- House Job Opportunities
- Current Bid Items
- Frequently Requested Resources

Who is your Representative?

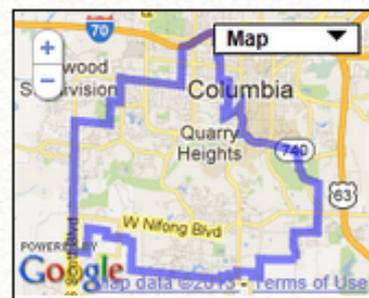
Go

(zip code or zip+4)

98th General Assembly, 1st Regular Session - 2015



*Representative
Stephen Webber
District 046
Democrat*



Capitol Report Signup

About your Representative:

Member Biography

Elected: 2008
Terms: 3.5
Counties: Boone
Hometown: Columbia

Bills sponsored:

- [2015 \(98th 1st Regular Session\)](#)
- [2014 \(97th 2nd Regular Session\)](#)
- [2013 \(97th 1st Special Session\)](#)
- [2013 \(97th 1st Regular Session\)](#)
- [2012 \(96th 2nd Regular Session\)](#)
- [2011 \(96th 1st Special Session\)](#)
- [2011 \(96th 1st Regular Session\)](#)
- [2010 \(95th 1st Special Session\)](#)
- [2010 \(95th 2nd Regular Session\)](#)
- [2009 \(95th 1st Regular Session\)](#)

Committees:

- [Select Committee on Budget](#)
- [Workforce Standards and Development](#)
- [Consumer Affairs](#)
- [Appropriations - Higher Education](#)
- [Select Committee on Labor and Industrial Relations](#)
- [Conference Committee on Budget](#)

Capitol Address:

Address: MO House of Representatives
 201 West Capitol Avenue
 Room 106-A
 Jefferson City MO 65101

Legislative Assistant: Ronda Griggs

Phone: 573-751-9753

E-Mail: Stephen.Webber@house.mo.gov

#4 - Building relationship

- Other ways to learn more about them:
 - senate.mo.gov & house.mo.gov
 - Campaign websites
 - News search
 - Social media (use [#moleg](#) & [@MFHpolicy](#) has list)
- Look for...
 - Personal, professional, & political background
 - Interest in & knowledge of your issue
 - How you are connected

#4 - Building relationship

- Campaign Opportunities
- In-District Opportunities
 - Personal introductions
 - Community calendar
 - Legislative update (from the legislator)
 - Invite him/her to your facility
- In-Capitol Opportunities

#5 - Effective Meetings & Testimony

BEFORE YOUR MEETING

- Have a clear goal
- Research the person, the issue, and the landscape
 - Use this knowledge to inform who attends, materials you leave behind, location, etc.
- Make an appointment
- Practice what you will say
- A word about groups...

#5 - Effective Meetings & Testimony

DURING YOUR MEETING

- Relax!
- Be prompt & flexible
- Be organized & concise
 - Who are you?
 - Connect to the district
 - Be a plain-spoken expert
 - Leave behind 1-3 pages (include contact information)
- Be truthful...follow up is okay
- Make an ask...

“The Ask”

We need money, PLEASE.

Vote for the bill, PLEASE.

Come to this event, PLEASE.

*Help convene a group to...
PLEASE.*

Introduce me to ... PLEASE.

#5 - Effective Meetings & Testimony

AFTER YOUR MEETING

- Use the meeting as a starting point
- Follow up on anything you promised
- Write a note, tweet a picture, etc.
- Consider:
 - “I don’t know, I will get back to you”
 - “I forgot to tell you about...”
 - “THANK YOU”

#5 - Effective Meetings & Testimony

TESTIFYING

- For, against, informational, written
- Have written copies but don't read
- Talk to the chair & sponsor(s)
- Meet with members prior to hearing
- Coordinate with other advocates
- Hearings posted online...and check the 3rd floor
- Arrive early, expect the unexpected, & stay professional



#6 - Media

- Traditional

- Types
- Cost
 - Paid/donated
- Capacity

- New/Social

- Types
- Cost
- Capacity



#7 - Don't recreate the wheel



Advocacy 101: Your Voice Matters

Questions for Thought



**Missouri Foundation
for Health**

a catalyst for change



At your table, discuss:

- **Do you engage in advocacy...**
 - on behalf of your business or organization?
 - as a nursing professional?
 - as a private citizen?
- **If yes to any type, what is one thing you wish you had known when you started?**
- **If no, what's your biggest barrier or concern?**

Advocacy 101: Your Voice Matters

Getting Started

Getting Started

- ✓ Meet your legislators
- ✓ Invite your legislators to an event
- ✓ Sign up for (a few) mailing lists for issues you care about
- ✓ Learn your issue & talk about what you learn
- ✓ Write a letter, email, tweet, blog post...
- ✓ VOTE

Meet & talk to policymakers

Jeff City



At home



Learn...and speak up

Example:

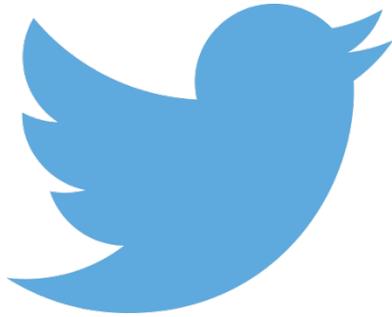
Issue research on Medicaid

- mffh.org/medicaid
- MOMedicaidCoalition.org
- MissouriHealthMatters.com
- MoBudget.org
- MissouriHealthCareForAll.org
- Google Alerts

Missouri & Nurses:

- missourinurses.org
- mocenterfornursing.org
- minmonursing.org
 - Other?

Tweet...



@MFHpolicy

#moleg
#momedicaid
#2015MOSummit

Home Notifications Messages # Discover Search Twitter Tweet

Michelle Miller
@MFHpolicy
Public Policy Liaison at @MoFoundHealth.
Connect & inform those improving MO health via policy & programs.
Missouri
mffh.org
Joined September 2012
140 Photos and videos

TWEETS 1,813 FOLLOWING 546 FOLLOWERS 474 FAVORITES 174 LISTS 11 Edit profile

Tweets Tweets & replies Photos & videos

Michelle Miller retweeted
Jason Rosenbaum @rosenbaum · Nov 14
@jmannies & I have a round-up of today's #cepl2014 conference at UMSL: news.stlpublicradio.org/post/opinions-...

Who to follow · Refresh · View all
Show Me \$15 @Show_Me15 X
Followed by MOHealthCare ...
Follow
Caleb Jones @calebmjones X
Follow
nextSTL.com @nextSTL X
Follow
Popular accounts · Find friends

United States Trends · Change
#EarnedIt
Promoted by Wendy's
#RICKYCHAT
#ImStillOnTwitterBecause
#MTVStars
#BuyFourOniTunes
#1DOrlando

Sign up...

Like us at [Facebook.com/MoMedicaidCoalition!](https://www.facebook.com/MoMedicaidCoalition/)

Follow us @[Medicaid4MO!](https://twitter.com/Medicaid4MO)



WANT MORE INFORMATION ABOUT HOW EXPANDING MEDICAID WILL HELP MISSOURIANS AND HOW YOU CAN TAKE ACTION TO MAKE IT HAPPEN? JOIN THE LIST!

[JOIN THE LIST](#)

[MoMedicaidCoalition.org](https://www.MoMedicaidCoalition.org)

Resources:

- biausa.org
- nphw.org
- Other?

#2 - Sources (a beginning)

- johncombest.com (MO political news)
- mffh.org (“Sign Up” for Health Policy or other updates)
- covermissouri.org (health coverage info)
- Actual legislative sites: house.mo.gov & senate.mo.gov
- Nurse-focused sources
- National health policy information:
 - Kaiser Health News/Kaiser Family Foundation
 - Robert Wood Johnson Foundation
 - National Academy for State Health Policy (NASHP)
 - Commonwealth Foundation
 - Academic partners, e.g. MU Center for Health Policy, WU Brown School, Georgetown Policy Institute
- Other?

Missouri Foundation for Health

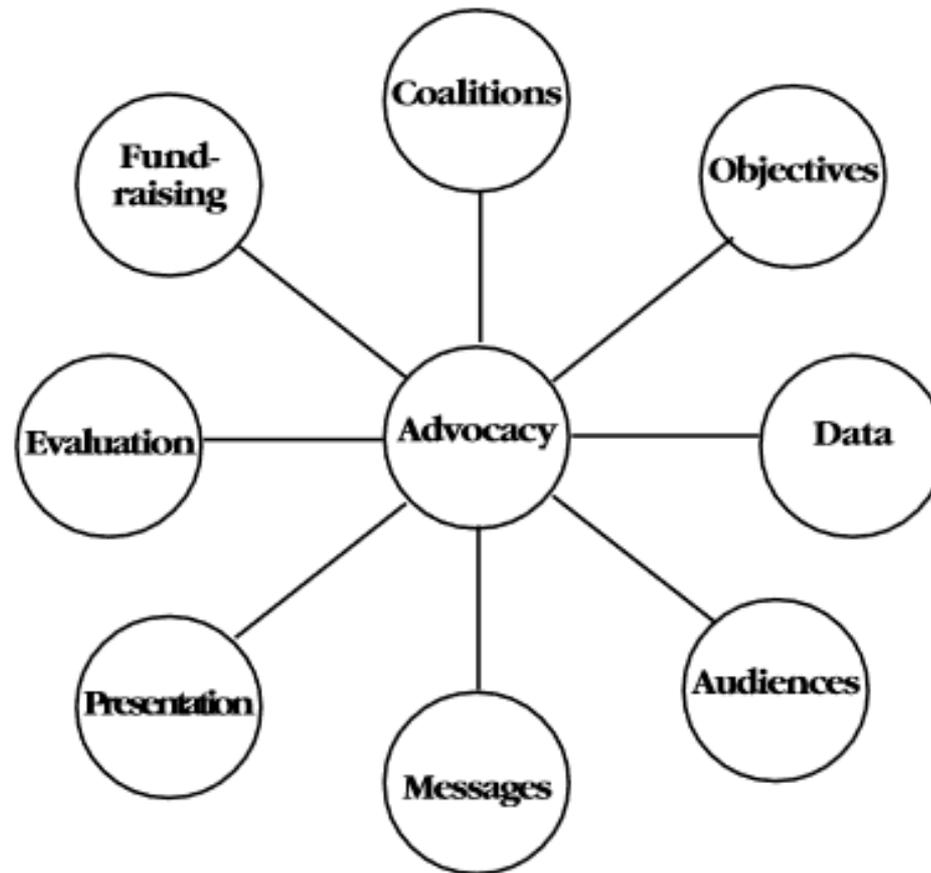
a catalyst for change

mffh.org/signup -- be sure to check “Health Policy”

Advocacy 201

- Time frame.
 - Many advocacy campaigns longer than the duration of a grant award to come to fruition
- Sustainability
 - Advocacy organizations need to be sustainable over the life of an issue: infrastructure and capacity
- Contribution, not attribution.
 - Partnership has its advantages
- Documenting / Evaluating Progress

The Basic Elements of Advocacy



Six Ways to Do More Advocacy

- ✓ Meet your legislators (or candidates)
- ✓ Invite your legislators to an event
- ✓ Sign up for (a couple) mailing lists for issues you care about
- ✓ Write a letter, email, tweet, blog post...
- ✓ Talk about what you know
- ✓ VOTE

Contact



Missouri Foundation
for **Health**

a catalyst for change

 mffh.org   

Thomas McAuliffe

Dir. Public Policy

(314) 345-5574

Tmcauliffe@mffh.org

@MFHpolicy