

Advocacy 101



HEALTH CENTER
PARTNERS
of Southern California

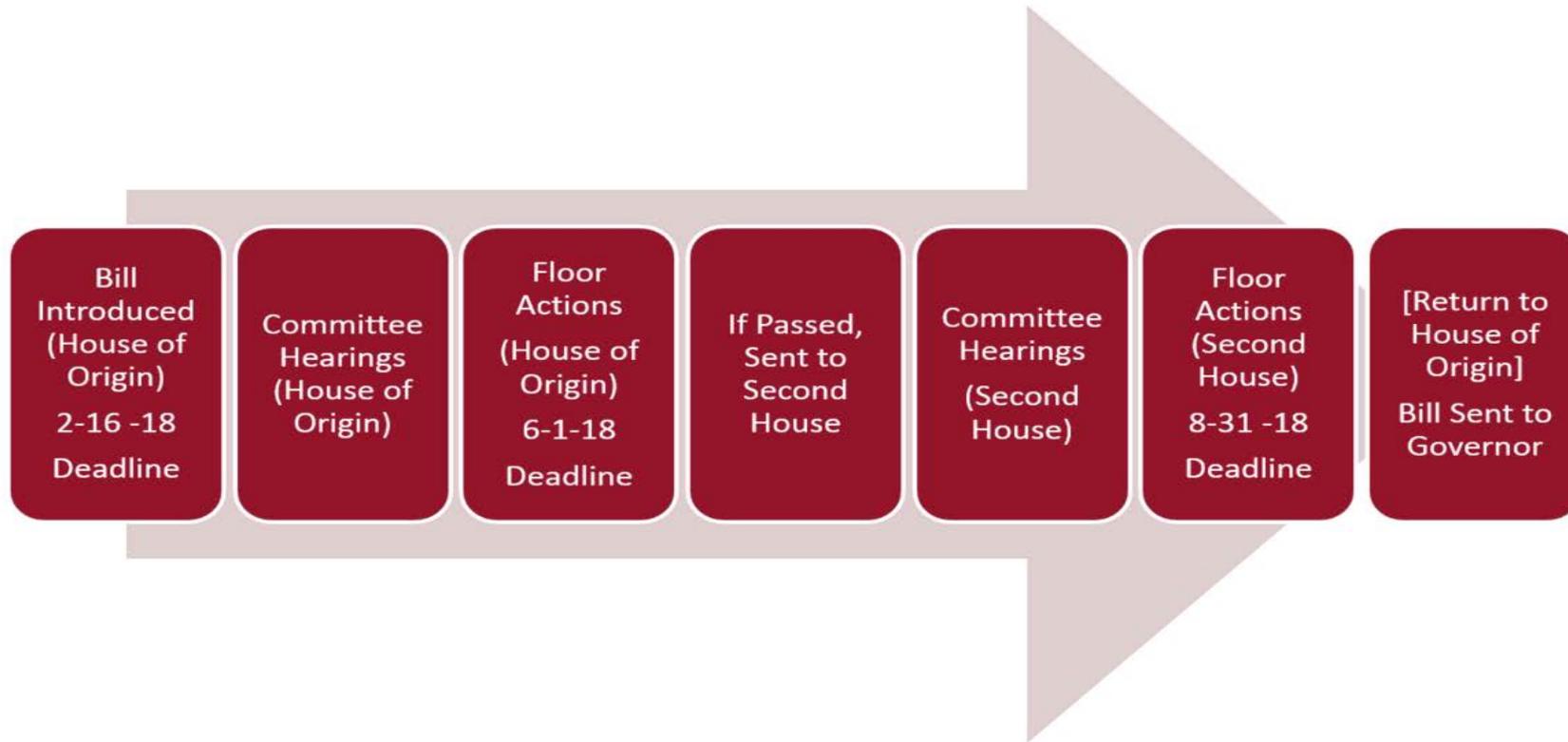
Ways to Advocate and their Effectiveness

COMMUNICATION METHOD	EFFORT TO DELIVER	EFFECTIVENESS LEVEL
IN-PERSON VISIT	HIGH	HIGH
PERSONAL LETTER	MEDIUM	MEDIUM
CALL	MEDIUM	LOW TO MEDIUM
FORM LETTER	LOW	LOW
SOCIAL MEDIA	LOW	<i>VARIABLE</i>



Advocacy Must be Consistent

State Advocacy Actions 101: Understanding the Bill Cycle



How to Become an Advocate

Educate Yourself on the Issues

- What issue will be addressed? Why is it important to you?

Voice Your Support or Concerns

- Messaging is Key

Recruit Others to Join You

- Coworkers, Friends, Family etc..

Spread the Word

- Share on Social Media, email friends, write public letters



7 Simple Rules of Advocacy

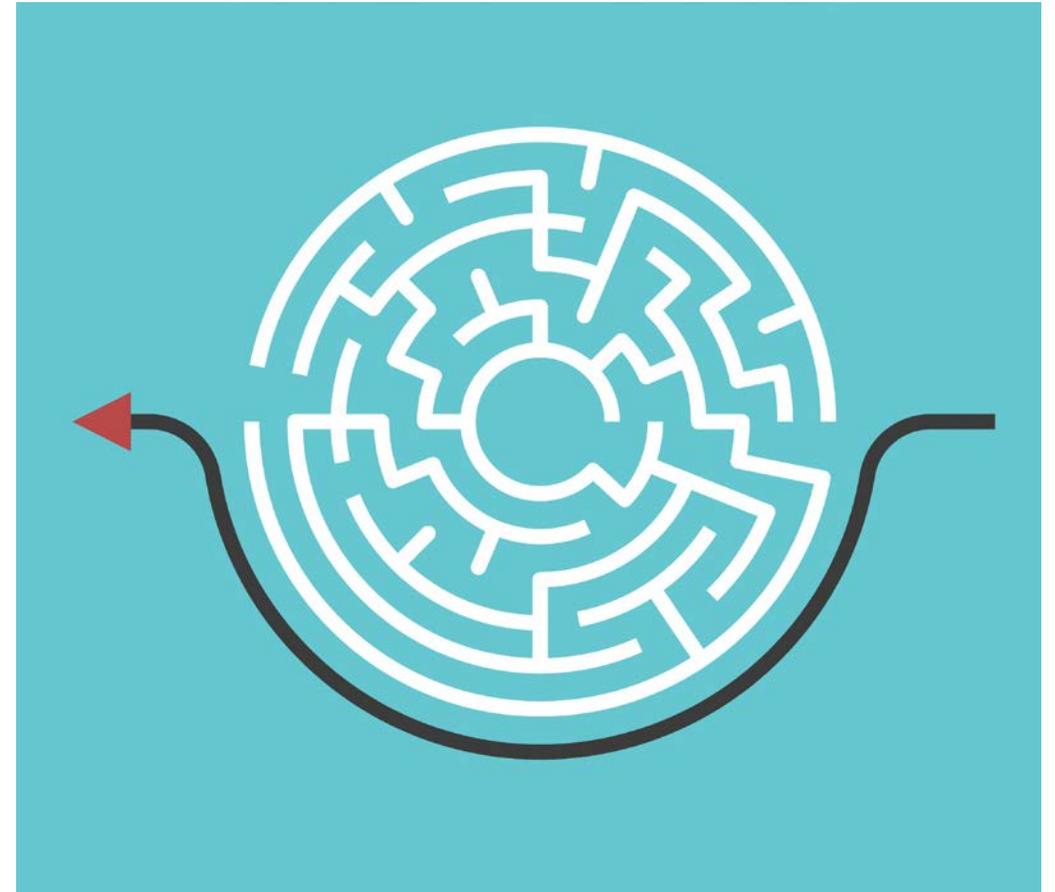


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1. Keep It Simple

With members having to know something about such a broad range of issues, don't presume any in-depth knowledge on your particular topic.

It's also wise to avoid technical terms, acronyms and jargon with which Members may not be familiar, or at least explain what they mean.



2. Never Underestimate Congressional Inertia

If you are in the position of advocating for the passage of legislation, you will always have a tougher time than if you are in the position of advocating to stop a piece of legislation.

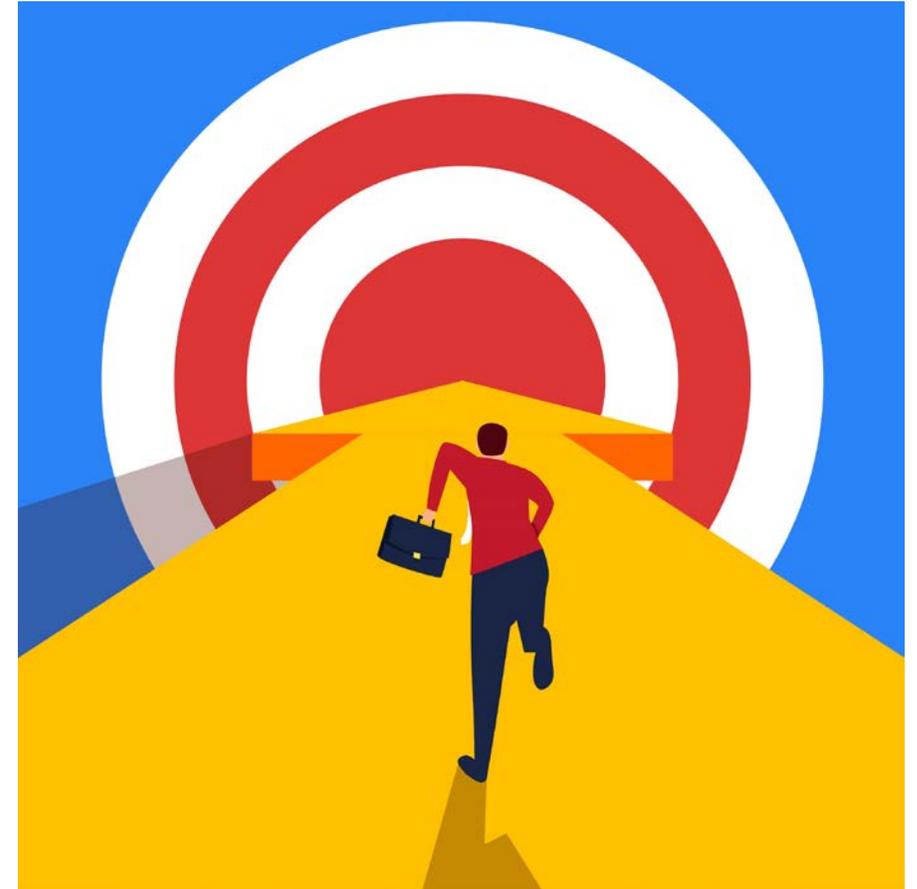


3. Perfection Can Be the Enemy of the Good

It can be tempting to hold out for the precise language or funding number that you've set as your goal, and to oppose anything that falls short of this.

Congress rarely achieves perfection from any particular group's perspective.

Fight hard, but when you've achieved a suitable outcome and addressed the heart of your concern, climb on board and fight for passage.



4. Pick Your Battles Carefully

Part of being an effective advocate is knowing when to fight and knowing when not to fight.

Members are skeptical of advocates who characterize every issue as make or break and who fight to the death on everything.

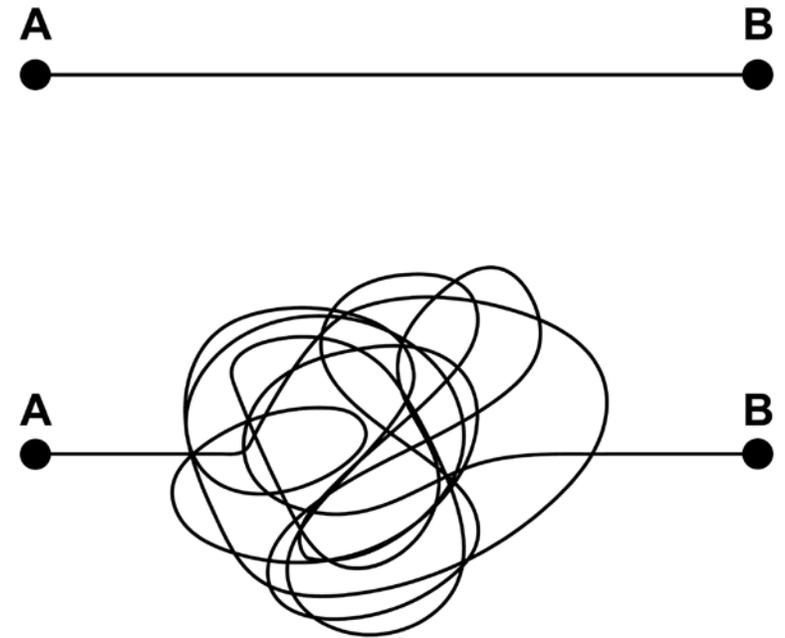
Members appreciate it when you separate what is really critical from what is merely helpful.



5. Complexity vs Chances for Passage

In Congress, there is an inverse relationship between the technical complexity of a piece of legislation and its prospects for passage. So if you have a technical bill you are seeking to advance, be prepared for an uphill battle.

A legislative fix to modify a change from the PPS System to a PMPM for health center reimbursement is a good example of something that is technical and therefore more difficult to get passed.



6. Don't Underestimate Partisanship

There are a good number of Members of Congress in both parties who seek to turn every issue into a partisan fight.

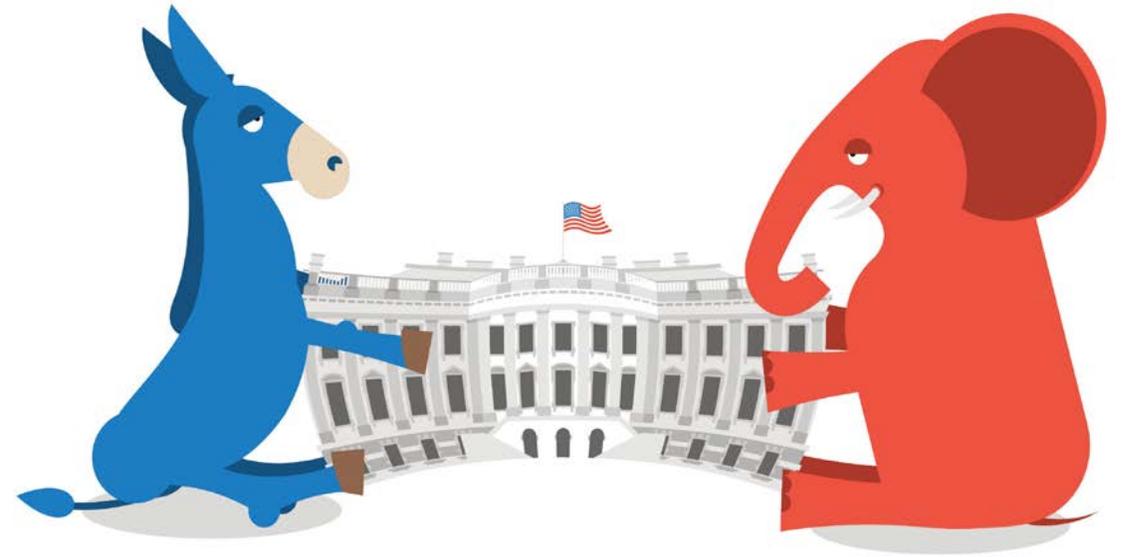
If you know this going in, you won't be surprised when you get a partisan response to what seems to you to be a non-partisan issue.



7. Civil War Is Fatal

Build the broadest coalition possible when seeking to advance a particular legislative goal.

Your political strength and persuasiveness will typically mirror the breadth of your coalition.





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QUESTIONS ?



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