

Advocacy 101

- Presenter
- Joe Gagen

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- ©Joe Gagen
-



Successful Legislative Advocacy

1. Plan of Action
 - Grassroots Advocacy
 - Professional Assistance
 - Media
 - Secondary Influencers
 - Elections
2. Your Message & its Delivery
3. Organization of Your Resources



Outline of Presentation

- Keys to Effective Advocacy
- Delivering your message

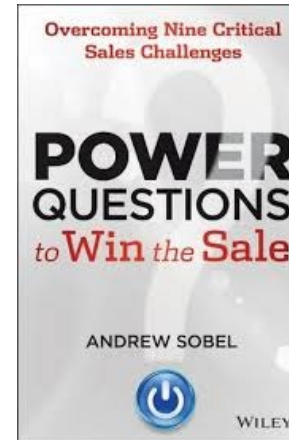
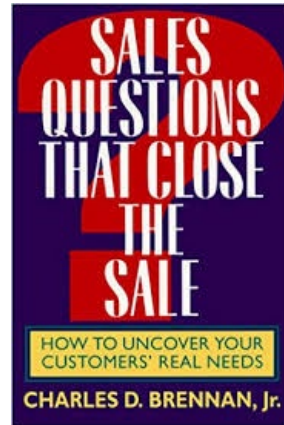


I. Keys to Effective Advocacy

First and Foremost:
Understand your Audience









What was Sgt.
Friday asking
for?









**CHARLTON
HESTON ★**
IS MY PRESIDENT









Architects and Engineers



One Story

Thirty Stories



Architects and Engineers

I-----X---I

One Story

Thirty Stories



Architects and Engineers

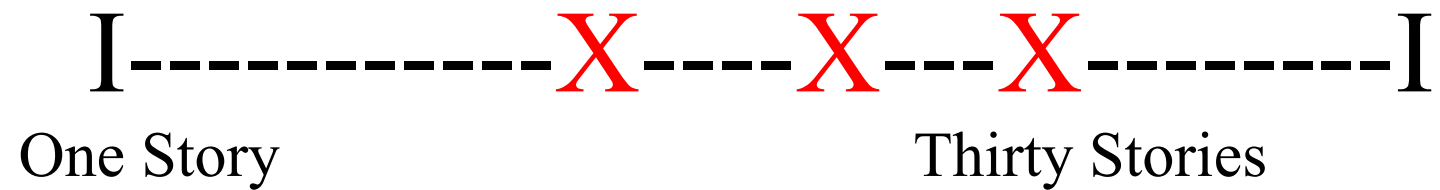
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One Story

Thirty Stories



Architects and Engineers



Can this be true?

Medicaid costs are 27% of
the state budget.



LOCAL BRIEFING

Austin American-Statesman statesman.com ■ austin360.com

UNDER THE DOME

HOUSTON LAWMAKER ASKS: 'WHAT'S MEDICAID?'

Give state Rep. Gary Elkins some credit for being honest.

At a hearing Thursday of the House Committee on Human Services, Elkins and other members of the panel considered more than two dozen bills related to Medicaid and the Children's Health Insurance Program.



Gary Elkins

Three hours into the hearing, Elkins asked: "What's Medicaid?"

The Houston Republican continued: "I know I hear it — I really don't know what it is. I know that's a big shock to everybody here in the audience, OK."

He could have kept quiet. He could have asked an aide. He could have Googled it. Instead, he asked the question into the microphone in the middle of a public hearing.

Medicaid, for the record, is the federal-state health insurance program for low-income people and people with disabilities. Elkins is new to the Human Services Committee. However, he's served in the House since 1995, where one of the main tasks is crafting the state budget.

A quarter of the state budget is Medicaid.

— Corrie MacLaggan

"I know I hear it—I really don't know what it is. I know that's a big shock to everybody...."

Elkins is new to the Human Services Committee. However, he's served in the House since 1995.



TikTok TOP PRIORITIES



**PROTECTING
USER SAFETY
ESPECIALLY FOR
TEENAGERS**



**SECURING
U.S. DATA**

BREAKING NEWS

TIKTOK CEO GRILLED BY CONGRESS

**NIGHTLY
NEWS**











What do
candidates/elected
officials tell the voters
they will do if they lack
expertise?



And You Think You're Busy??

Approximate number of communications received by a Texas Senator's office during a recent legislative session [140-day session].

	8,345 bills introduced
	1,246 bills passed-sent to the Governor
	2,690 telephone calls
	3,500 drop-in visitors
	????? E-mails
	6,607 letters
	2,450 visitors with staff members
	977 invitations



What is it like?

Someone once said that dealing with information during a legislative session was a lot like.....





What does a legislator need to keep from making mistakes?





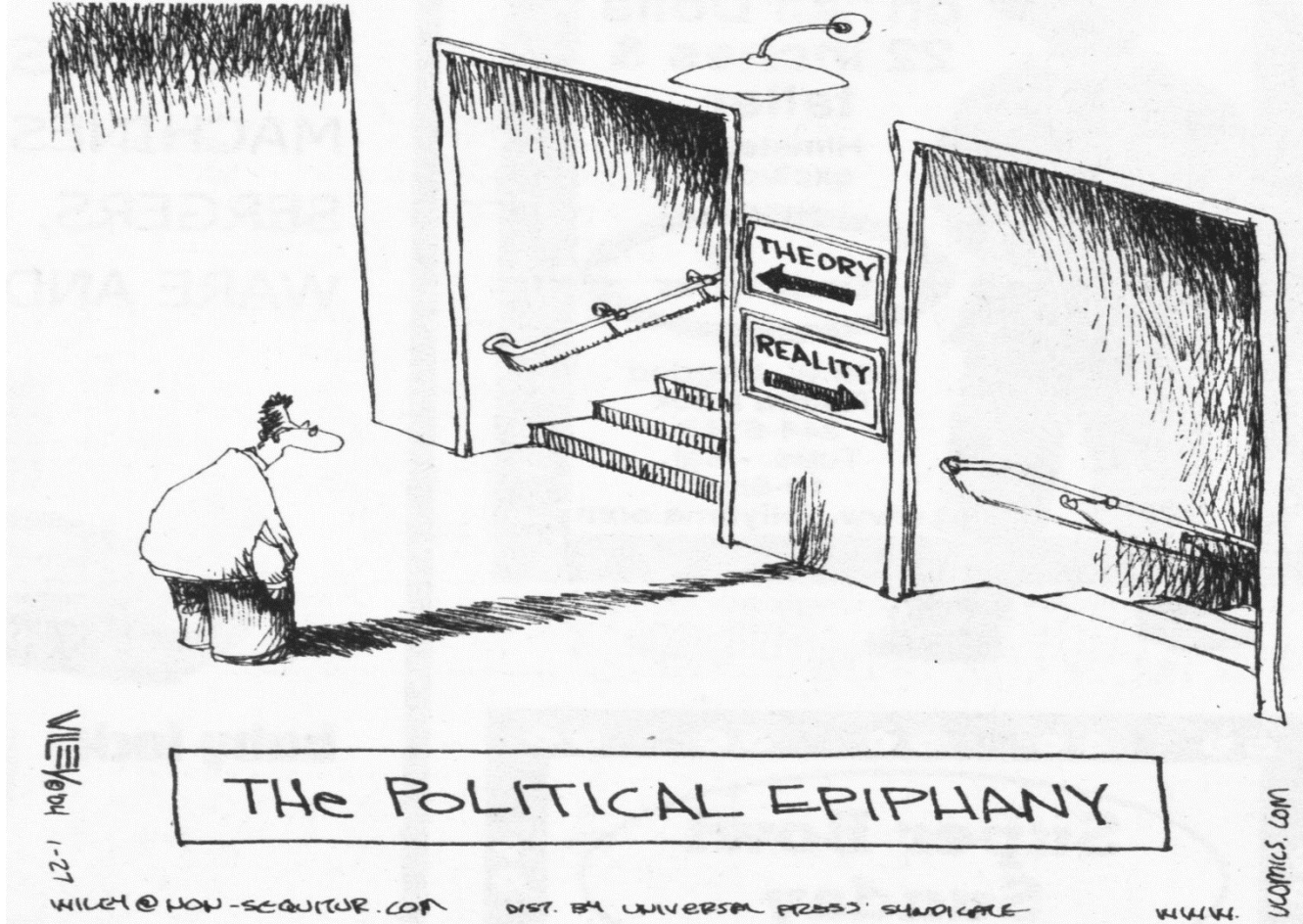
If you remember nothing else,
remember this:

It is all about relationships





NON SEQUITUR



Legislative Process

- Theory: Proactive Process
- Reality: Reactive Process
 - On most issues legislators respond to those who speak up
 - If you are silent, the assumption is ????



Legislative Audience

What factor is the most important or most likely to influence a legislator's actions?



What these two have in common?





Rick Hardcastle



Most Important Factor

How do we effectively utilize that factor?





- Oil Tanker, Insiko abandoned 220 miles from Hawaii
- Hokget left on board
- \$300,000 was spend to the save the dog
- “We are best able to respond when we are focused on a single INCIDENT OR EXAMPLE.”



Stories Persuade

“One hundred dogs do not have a single face, a single name, a single life story around which we can wrap our imaginations and our compassion”

“Our hidden brain—my term for a host of unconscious mental processes that subtly bias our judgment—shapes our compassion into a telescope. We are best able to respond when we are focused on a single example”



Takeaways-All Important Audiences

1. *Credibility is always at issue: Building relationships build credibility*
2. *Stories help an audience to understand /want to learn more*
3. Your passion matters
4. Need legislative heroes if \$\$ involved



Effective Legislative Visits

The Chocolate Bar Rule





The Dragnet Rule





Modified Fish and Relatives Rule



Charlie McCarthy Rule



The 7 Contacts Rule



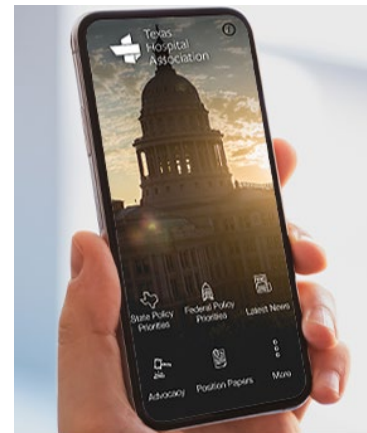
Stay Connected

Read THA's weekly *Health Care Advocate* and turn on push notifications for THA's Advocacy App to stay up-to-date on all the latest legislative, regulatory and policy news impacting Texas hospitals.



www.tha.org/state

www.tha.org/legislativeapp



Anatomy of the Visit

Frame the message

- Start with shared value /common ground (or thank you)



Nightly News Full Broadcast - July 31

Watch later Share

LOS ANGELES

More videos

- NBC NIGHTLY NEWS
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- NBC NIGHTLY NEWS with LESTER HOLT
- NBC NEWS
- NBC NEWS NOW STREAMING - FREE - 24/7
- MEET THE PRESS
- NBC NEWS
- DEFEND MEDICATION ABORTION

5:46 / 14:36 • Kansas Abortion Vote

YouTube



Anatomy of the Visit

- Outline of Presentation
 - Problem
 - Solution
 - Action



Key Points

- Ask in Advance...
 - Zoom only rare but still in use
 - Handouts in advance/Outline with names and titles
 - Time allotment
- Have a coordinator for each visit/gatekeeper for questions
- You do not have to be an expert on all issues
- Start and stop on time



Step by Step

- Introductions
- Tell why you are there.
 - We are here to thank you for your support this past legislative session.” or
 - “We are here to visit about health care in our community” or
 - We are here to ask your support of
- Tell your story to support, explain or amplify
- Provide handout
- “Ask about staff person”
- Thank legislator [or staff member] for his or her time



Do's and Don'ts

- "I don't know but..."
- Be sure to follow up
- Do's and Don'ts during your visit
 - Watch Jargon
 - Ask about opposition/concerns with your issue
 - Tell the truth-always
 - Keep promises-follow up on requests for additional information
 - Report what you learn



