

Engaging Elected Officials

- Presenter
- Joe Gagen

- Presenter: Joe Gagen
- ©Joe Gagen



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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

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Outline of Presentation

- Keys to Effective Advocacy
- Delivering your message

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I. Keys to Effective Advocacy

First and Foremost: Understand your Audience

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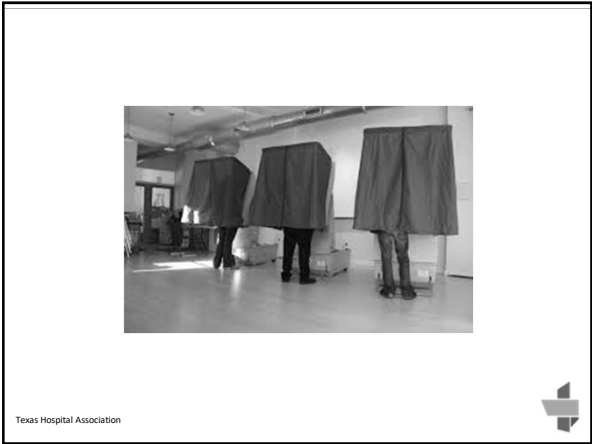
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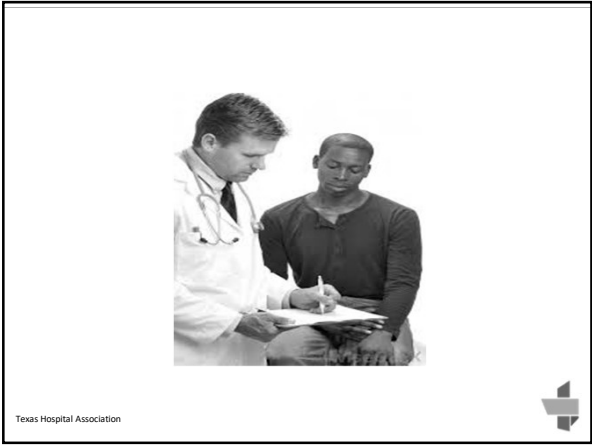
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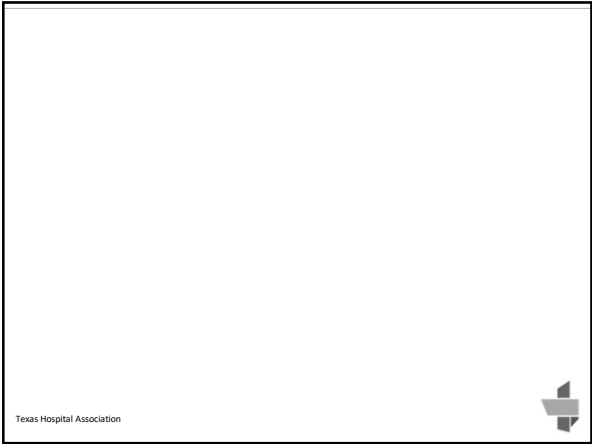
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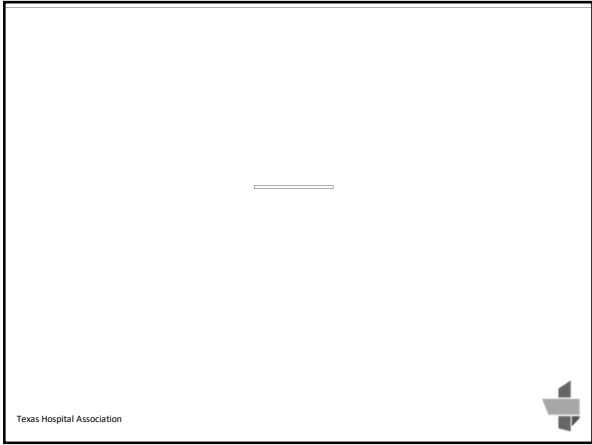




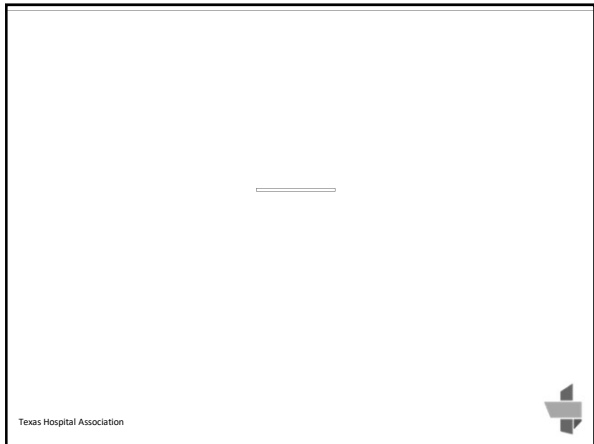
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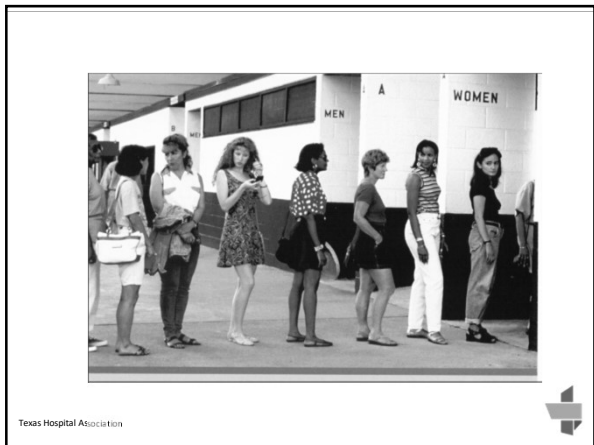


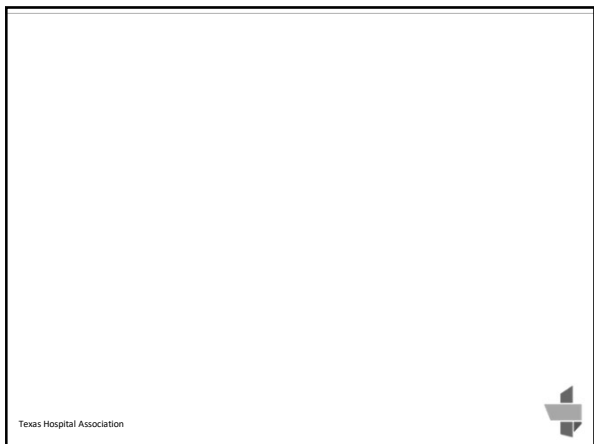













Architects and Engineers

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One Story Thirty Stories

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One Story Thirty Stories

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One Story Thirty Stories

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 One Story Thirty Stories

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Can this be true?

**Medicaid costs are 27%
of the state budget.**

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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.

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 gone to the back of the room. 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 MacLagan

"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."


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

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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].

-  7,324 bills introduced
-  1,429/1,229 bills passed/became law
-  2,690 telephone calls
-  3,500 drop-in visitors
-  ????? E-mails
-  6,607 letters
-  2,450 visitors with staff members
-  977 invitations

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What is it like?

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

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What does a legislator need to keep from making mistakes?

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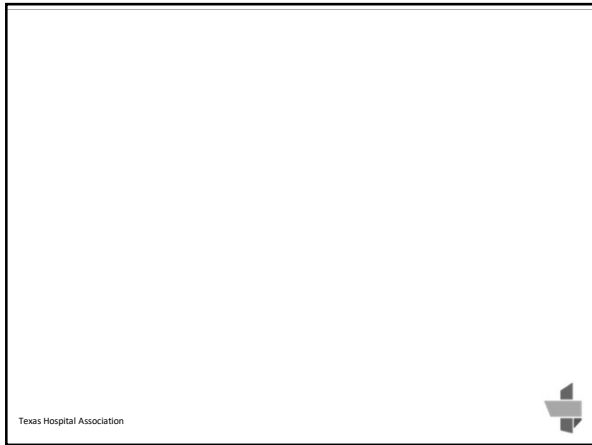
If you remember nothing else,
remember this:

It is all about relationships

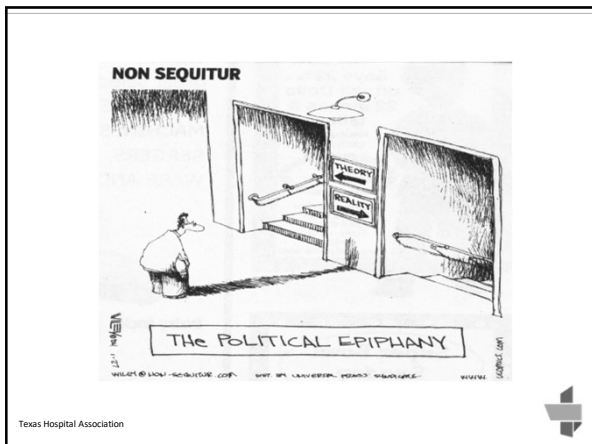


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Legislative Process

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

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Legislative Audience

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

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What these two have in common?




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Rick Hardcastle


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Most Important Factor

How do we effectively utilize that factor?


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- 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."

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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"

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Legislators may forget what you said, but they rarely forget how you made them feel.

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•Conclusions

- Constituents Matter
- Relationships are the Key (Requires Time)
- Passion/Intensity Critical
- Personal Stories Persuade/no need to be an expert on legislation/legislative process

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Effective Legislative Visits

- Chocolate Bar Rule
- Dagnet Rule
- Modified Fish and Relatives Rule
- Charlie McCarthy Rule
- 7 Contacts Rule

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Effective Legislative Visits

The Chocolate Bar Rule



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The Dragnet Rule



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Modified Fish and Relatives Rule



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Charlie McCarthy Rule



45

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The 7 Contacts Rule



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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.



Health Care Advocate

A weekly update on state and federal legislative/regulatory issues.



www.tha.org/state

www.tha.org/legislativeapp

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Anatomy of the Visit

Frame the message

- Start with shared value /common ground (or thank you)
- Outline of Presentation
 - Problem
 - Solution
 - Action

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Key Points

- Ask in Advance...
 - Zoom only
 - 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 ask you to support..."
- Tell your story to support the "why"
- Provide handout
- "Ask about staff person"
- Thank legislator or staff member for his or her time
- Take screen shot of legislator or staff member



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



Thank You and Good Luck

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