

Engaging Legislators on Your Key Priorities

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Engaging State Legislators on Your Key Priorities

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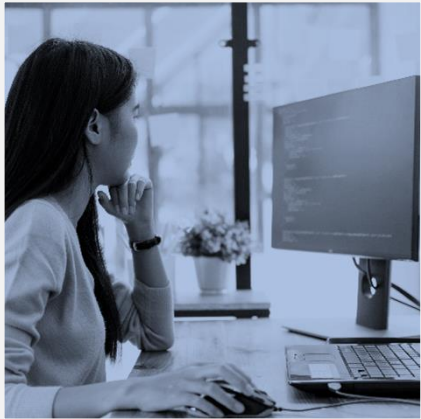
AAPA Leadership and Advocacy Summit, Arlington, VA

October 1, 2022



Strengthening the legislative institution

How NCSL Strengthens Legislatures



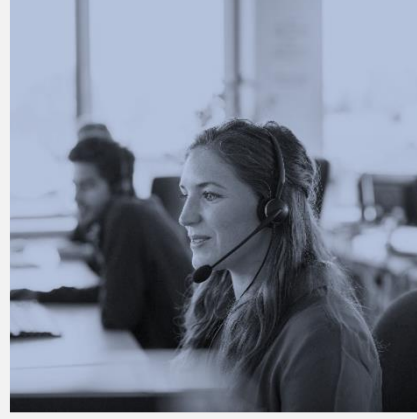
Policy Research

NCSL provides trusted, nonpartisan policy research and analysis



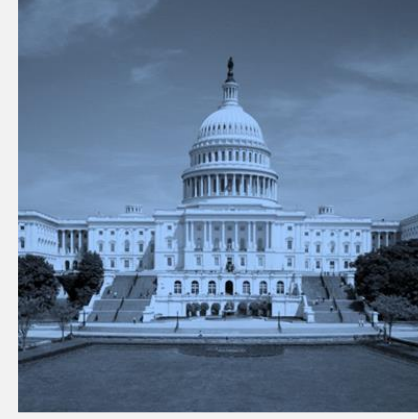
Connections

NCSL links legislators and staff with each other and with experts



Training

NCSL delivers training tailored specifically for legislators and staff



State Voice in D.C.

NCSL represents and advocates on behalf of states on Capitol Hill



Meetings

NCSL meetings facilitate information exchange and policy discussions

- Every state legislature is made up of varying number of legislators
- Understand the legislative process
- Know your state legislative calendar
- Information on your state legislature
- Elections



State Legislatures

What You Need to Know

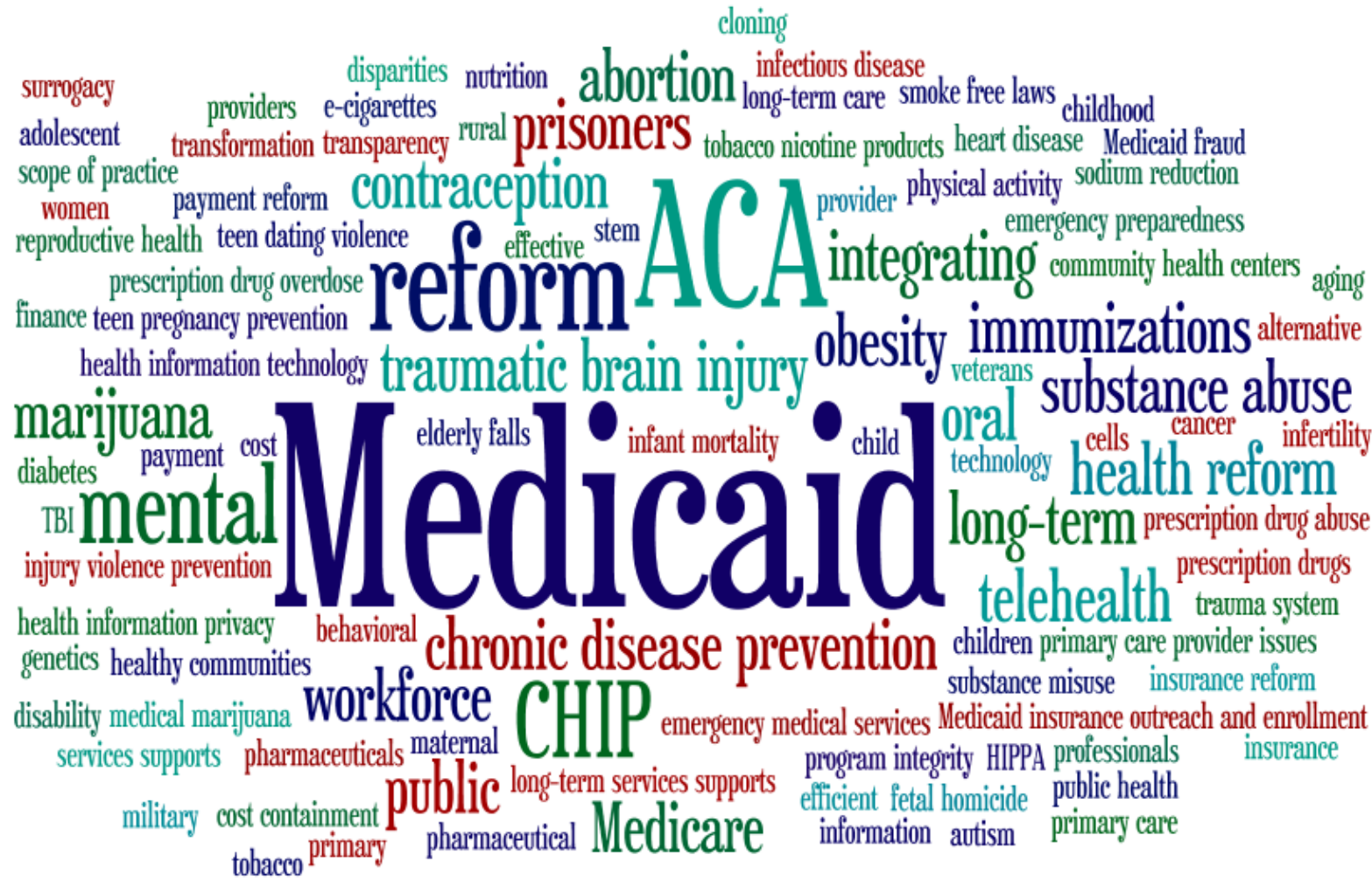
Who They Are

- Citizen vs. “Professional” legislators
- Generalists but usually have a priority issue
 - 150,000 bills introduced each session
 - 30,000 enacted
- Problem solvers/Laboratories of Democracy
- Legislative staff as institutional memory

What They Focus On

- Agriculture
 - Labor
- Criminal Justice
 - Redistricting
- Education
 - Transportation
- Health
 - And more.....
- Housing
- Human Services

Health Issues by the Dozens



Information Overload!



- “Going through all this information we have here is kind of like trying to drink from a fire hydrant.”
- My seatmate told me this was a bad bill. I was going to vote no on it until I realized it was my own bill.”
- “I don’t need to know how the clock is made. I just need to know what time it is.”

Three Strategies for Effective Communication

Establish contact and/or a relationship with key legislators

- Identify committees of jurisdiction and committee chairs
- Identify yourself as a resource
- Utilize legislative staff

Raise awareness for your issue through information and resources

- Education is fundamental
- Interaction with legislators
- Let policymakers know what information you have available

Frame your message

- How does the issue affect a legislator's constituents?
- What is the return on investment?
- Is this policy successful in other states?



Sydne Enlund

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Program

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Stay Connected



- Subscribe to policy newsletters
- Read State Legislatures magazine
- Bookmark the NCSL Blog
- Listen to “Our American States” podcast
- Watch recorded policy webinars and training sessions
- Attend a meeting or training
- Follow @NCSLorg on social media





CAPA Advocacy

Kendra Glassman, MPAS, PA-C, MS, RD
President CAPA
Governmental Affairs Committee



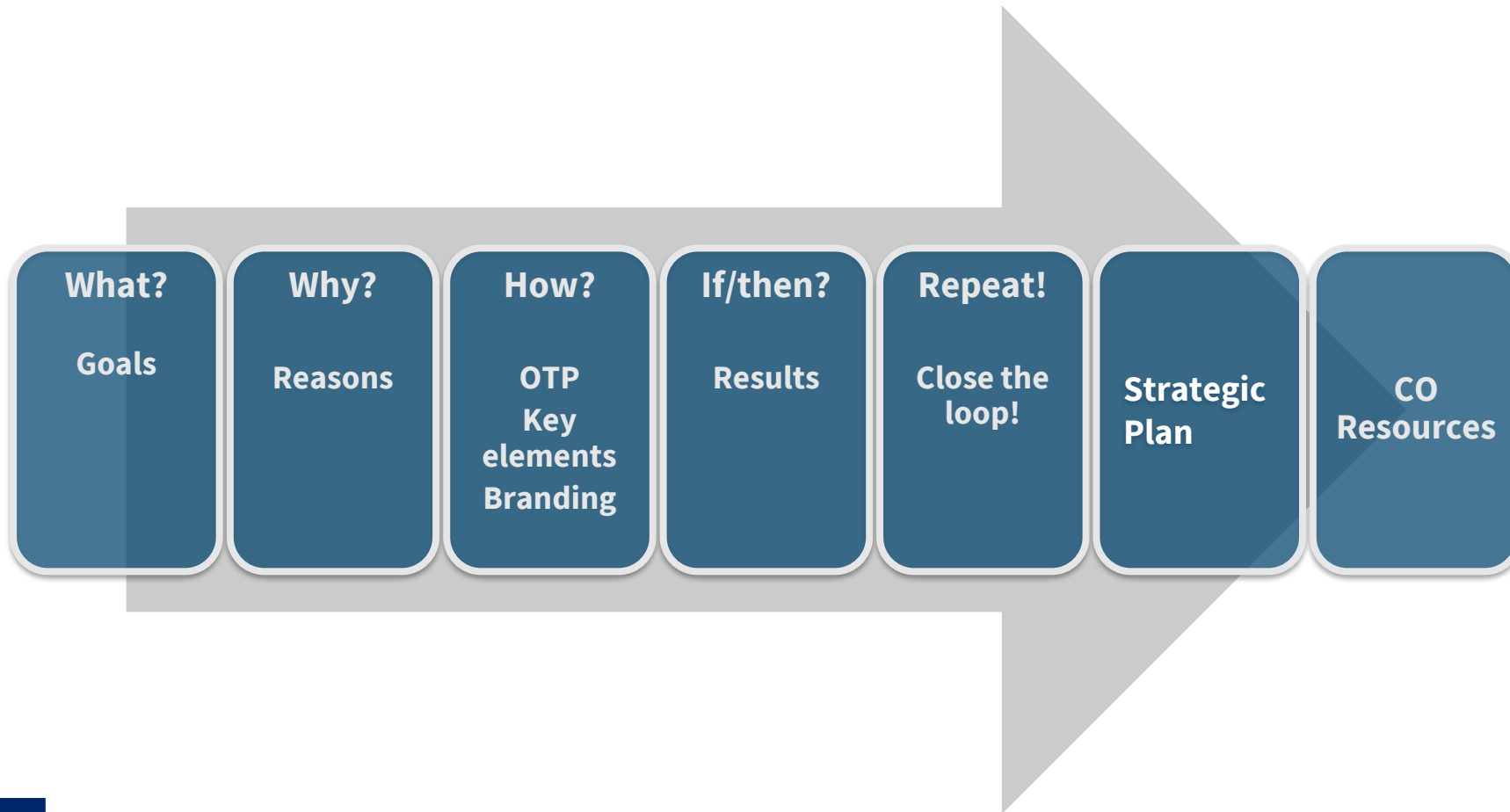
**WHO ADVOCATES FOR YOU AT THE STATE
LEVEL?**

What is Advocacy?

- If you could have everything you want - what would that look like for PAs in your state?
- What do the PAs in your state want?
- Where is your CO and where do you want to go?
 - Current state statute
 - Current rules
 - CO resources
- Practice inclusivity - new grad vs specialty change vs mid career vs seasoned
- Take your time - revisit priorities over and over again



Advocacy Process



- “All politics is local”
- All advocacy is personal!

Legislative Advocacy

HB21-1184

- Remove supervision and replace it with a period of collaboration for 5760 hours for new grads.
- Period of collaboration for changing specialties.
- Failed in Committee 5-8

2021

2022

HB22-1095

- Remove supervision
- 5000 hours collaboration for new grads
- 3000 hours for changing specialty
- Committee 10-1, House vote 28-35



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Best Practice for CO Advocacy

- Plan
 - Assess, reassess, reassess again
 - Internal/External resources and opportunities
 - Measure success
 - Reproducible
 - Sustainable
 - Evidence based



CAPA Advocacy Structure

- Established in 1976/~4,000 PAs in CO
- Well established lobbyist, with ProtoStrategies
- Fantastic relationship with AAPA regional representative
- Experienced PAs on our leadership team - dedicated members
- Long history of legislative advocacy in Colorado
 - HB19 - 1095
 - HB20 – 1041
 - HB21 - 1184
 - HB22 - 1095

Time for OTP in Colorado!



Build Your Team



1. Dedicated legislative committee
 - a. Grassroots team base
 - b. Co-chairs - keep messaging on track, support
2. Lobbyist
3. CO management company
4. AAPA state advocacy team
5. CO support
6. Legal counsel
7. Organizations/stakeholders/patients

Build your internal Resources/Talent

Keep your external stakeholders close and your internal team closer

- Personally call every new committee member
- New member packet
- Spend time education and welcoming teammates
- Identify the
 - Who is available for meetings - days off, etc.
 - Point person/small team for lobbyist
- Allow a safe space to express frustrations and concerns, practice talking points

A good Lobbyist

- Trust - subject matter expertise and institutional knowledge.
- Knows issues and history,, who supports/opposes, can articulate the arguments.
- Provide a Remedy, not a Sales Pitch
- Your eyes and ears!



External Resources



What does this bill do for them?



What are their concerns/problems and how can you help them?



Strive for the **win/win**



A word about stakeholder meetings



dispatch
HEALTH

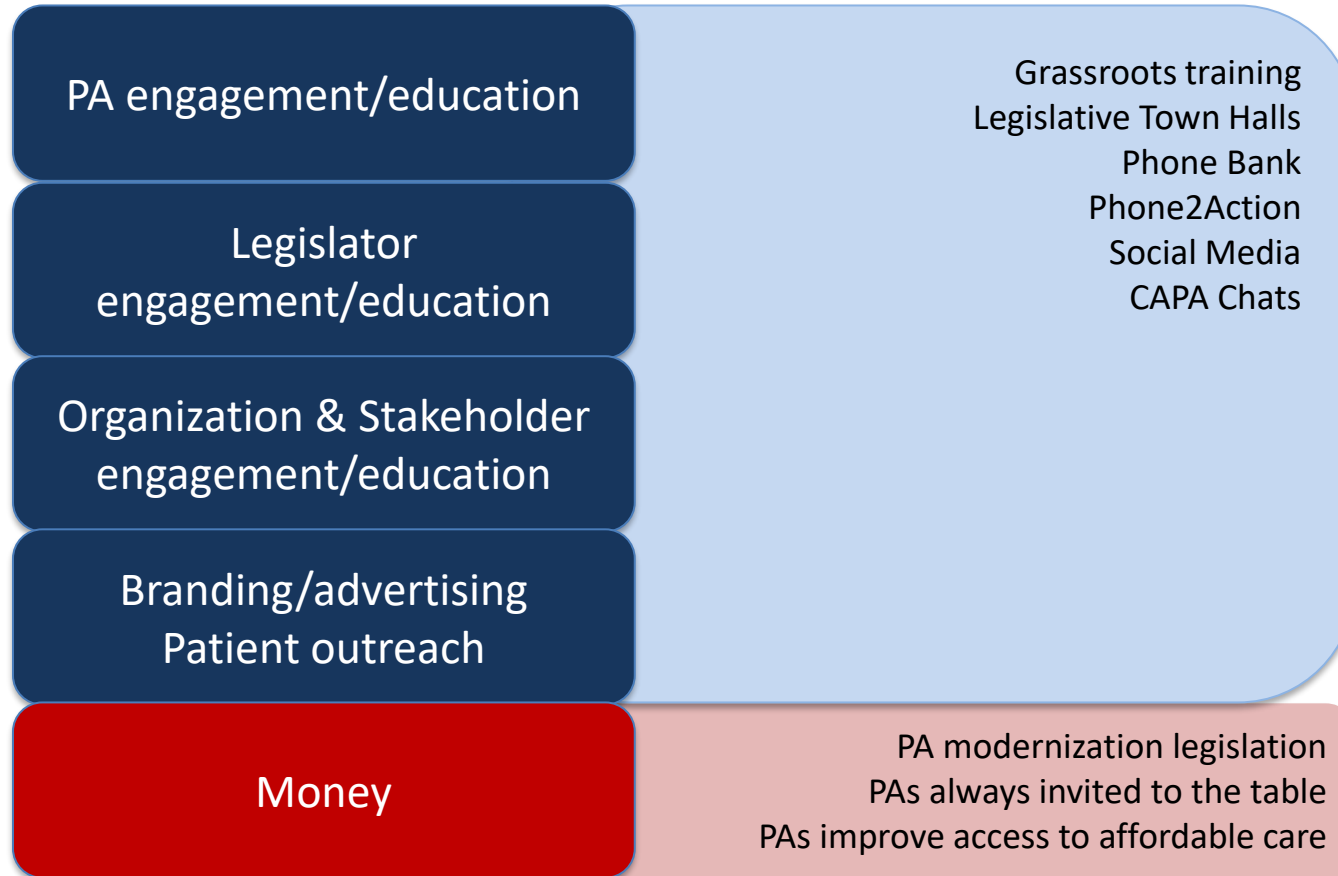


HB22-1095 Physician Assistant Collaboration Requirements Supporting Organizations

Axis Health System	Spanish Peaks Regional Health Center and
Clinica Family Health	Veterans Community Living Center
Colorado Academy of Physician Assistants	St. Vincent General Hospital District
Colorado Association of Local Public Health Officials	STRIDE Community Health Center
Colorado Coalition for the Homeless	Summit Community Care Clinic
Colorado Community Health Network	Sunrise Community Health
Colorado Consumer Health Initiative	Tepeyac Community Health Center
Colorado Rural Health Center	Uncompahgre Medical Center
DispatchHealth	Valley-Wide Health Systems, Inc.
DocWhoCare	Yuma Clinic
Family Practice of Holyoke	Yuma District Hospital and Clinics
Grand River Health	ZoomCare
Gunnison Valley Health Family Practice	
Gunnison Valley Family Physicians, Crested Butte	
Gunnison Valley Hospital	
Hazel Health	
Healthier Colorado	
High Plains Community Health Center	
Inner City Health Center	
Kit Carson Clinic	
Kit Carson County Health Service District	
Lincoln Community Hospital	
ManitouHealth	
Melissa Memorial Hospital	
Mountain Family Health Centers	
Northwest Colorado Health	
Peak Vista Community Health Centers	
Prowers County Hospital District	
Prowers Medical Center	
Pueblo Community Health Center	
Rangely District Hospital and Clinics	
River Valley Family Health Centers	
Rocky Ford Family Practice	
Salval Family Health	
San Luis Valley Health La Jara Clinic	
San Luis Valley Health-Alamosa	
San Luis Valley Health-Conejos County Hospital	
Sheridan Health Services	
Southeast Colorado Hospital	
Southeast Colorado Medical Clinic	
Spanish Peaks Family Clinic	
Spanish Peaks Outreach Clinic	



Advocacy Needs





2021

- Grassroot Training
- Legislative Town Hall
- Phone2Action
- Relationship building

2022

- see above
- CAPA Chats
- Phone bank
- Branded emails to members
- Social media
- Press outreach
- Organization outreach

2023

- see above
- Coalition with Healthcare professions and entities
- Small Donor Fund



PA SKILLSET FOR ADVOCACY

*Connection is built into our
profession*

- Engage and listen
- Build the team
- Be kind & respectful
- Celebrate accomplishments and highlight individuals who reach goals

- Diagnosis/Assessment & Plan
- SOAP note format
- Safety first – Advocacy is #1 priority for PAs
- “see one, do one, teach one” - gift to work with such intelligent & adaptive people
- Do something – anything!



Goals for PAs

- Policy decisions require PA input at all levels
- Resource expert for multidisciplinary teams and healthcare policy
- PAs should always have a seat at the table
- Unique, distinct profession
- Modernize language, laws and perception (internal and external)
- **Increase access to care**
- **Lead in the development of support infrastructure for PA workplace training**
- Embrace the responsibility of what we are asking for



MORE BEES
WITH HONEY
Know Thyself

THANK YOU!

- www.coloradopas.org
- Facebook: Colorado Academy of PAs
- Instagram: colorado_pas
- Also find us on LinkedIn



**LEADERSHIP
AND
ADVOCACY
SUMMIT**
LEAD. ENGAGE. INSPIRE.

AAPA Advocacy Resources

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Advocacy Resources

Infographics and Backgrounders

Grassroots Tools

Communications Support

Huddle & CO Leader Calls

AAPA Research

AAPA SAO Team

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Infographics and Backgrounders

Grassroots Tools

Communications Support

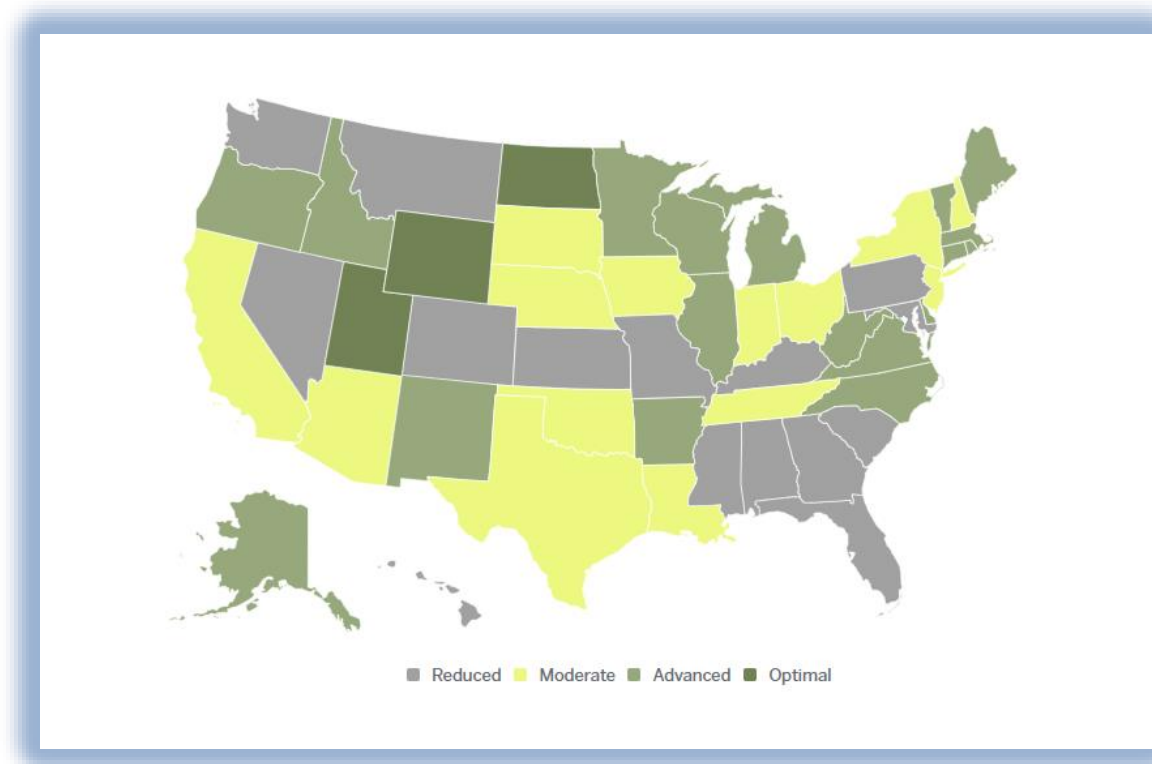
Huddle & CO Leader Calls

AAPA Research

AAPA SAO Team

Infographics & Backgrounders

- aapa.org/advocacy-central/
- Issue briefs
- OTP resources
- PA practice maps
- Model state legislation
- State laws books
- Articles and reports
- aapa.org/what-is-a-pa
- ** Customized resources **



Advocacy Resources

Infographics and Backgrounders

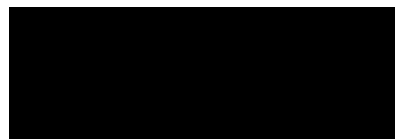
Grassroots Tools

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CapitolCanary



Grassroots Tools

- Capitol Canary (formerly Phone2Action)
 - Provides an “action center” for your CO
 - Creates a link (or multiple links) you can disseminate so PAs and supporters can contact their legislators directly via e-mail, phone, or Twitter
 - Offers detailed reporting – and allows specialized control over message senders, recipients, and content
- Aristotle
 - AAPA uses this in partnership with state chapters – leverages our database of PAs and allows us to send an e-mail blast on your behalf
 - Can be used in conjunction with Capitol Canary links

Advocacy Resources

Infographics and Backgrounders

Grassroots Tools

Communications Support

Huddle & CO Leader Calls

AAPA Research

AAPA SAO Team

Communications support

- Op-eds/letters to the editor
- Earned media
- Beekeeper Group/Care2
 - Advertising
 - Connect with local advocates



Advocacy Resources

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Huddle & CO leader calls

- AAPA Huddle message board
 - huddle.aapa.org/home
- CO leader roundtable calls
 - Quarterly
 - Various topics – often related to advocacy/comms



Advocacy Resources

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aapa.org/research/



Bibliography and
Resources



Funding
Opportunities



Research/SAO
Partnership

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Questions?